

Transportation & Logistics (T&L) Flagship Program Annual Report 2012 - 2013

The Annual Report assesses benchmarks within each of the following seven major categories as noted in the original flagship proposal:

- Prominence and Recognition
- Academics and Co-Curricula
- Student Experiences
- Program Growth
- Funding Sources and Opportunities
- Faculty Scholarship
- Regional and Community Relations

All categories are deemed important to the success of the flagship, but incorporation of the Logistics Information Technology Solutions Laboratory (or LITSLAB) into the curriculum has been the prime focus given its status as the cornerstone project associated with the flagship funding.

The impact and prominence of transportation and logistics in our region continues to drive the need for a high-quality academic program at the university level. The Chamber has designated Jacksonville as "America's Logistics Center" as part of a major marketing campaign for the city. The program has further distinguished itself through the opening of the LITSLAB, less than 10 such labs exist in U.S. universities. The faculty are increasingly recognized as resident experts on the transportation, logistics and supply chain management industries.

Section 1: Benchmark Achievement

Benchmark #1: *Prominence and Recognition* (achieved and ongoing)

National and International Recognition

1. 5th Annual IANA Logistics & Supply Chain Management Undergraduate Case Competition at the University of North Florida, April 11-13, 2013
 - Teams from top rated programs from Auburn University, Georgia Southern University, Michigan State University, University of Arkansas, University of Maryland, and University of North Texas attended to compete with the University of North Florida.
 - Panel of seven judges from Jacksonville and outside the region
2. Recognition in National and Regional Media (Print and Internet)
 - UNF T&L program receives consistent media attention in national publications: Transport Topics, IANA Intermodal Insights, Inside Supply Management, Supply Chain Brain; regional publications Florida Times Union, Jacksonville Business Journal; ASTL.org, CSCMP.org, Propellerclubjax.com, tcjax.org, intermodal.org, ism.ws, myjaxchamber.com, jaxport.com and many more
3. T&L faculty serve on top ranked academic journal editorial review boards in the discipline
 - Journal of Business Logistics and International Journal of Logistics Management
4. T&L Faculty act as Referees for prestigious journals
 - International Journals of Operations and Production Management, Logistics Management, Business Logistics, Industrial Marketing Management, Information Systems and Supply Chain Management, Operations and Production Management and Physical Distribution & Logistics Management
5. Dr. Frankel's global multi-university (UNF, East Carolina University, University of Tennessee, University of Wisconsin-Eau Claire, University of Verona-Italy, University of Warsaw-Poland, University of Melbourne-Australia, Warsaw School of Economics-Poland) and Dawn Russell's research with colleagues from Penn State and Chalmers in Sweden remains in progress and enhances UNF's national/global visibility
6. Faculty research published: See Section 4

Uniqueness

1. UNF is the largest and oldest undergraduate degree program in the state of Florida
2. The UNF LITSLAB (cornerstone project of Flagship) is the most well-equipped of its kind thanks to in-kind donations of software user licenses from Manhattan Associates, Barloworld Supply Chain Software and Magaya Corporation Software Solutions valued at \$1,300,000. One of only 10 such labs in the U.S.
3. UNF is one of only 28 universities in the nation and the only school in the state of Florida that offers the American Society of Transportation and Logistics (AST&L) Certification in Transportation & Logistics (CTL) as an Approved Academic Program. Recognized internationally, the CTL Certification Program began in 1948 and is known as the "CPA of the transportation /logistics industry". AST&L recognized UNF as #1 in CTL applicants since 2008

Benchmark #2: *Academics and Co-Curricula* (achieved and ongoing)

1. Establishment of Logistics Solutions Lab (LITSLAB)

- Ongoing membership in Oracle Academy and SAP University Alliance, allowing us access to their entire Enterprise Resource Planning suite, providing opportunities for T&L and future faculty members in the Coggin College to use the software
- The UNF LITSLAB (cornerstone project of Flagship) is one of only 10 in the country and the most well-equipped of its kind with donations of software user licenses from Manhattan Associates, Barloworld Supply Chain Software and Magaya Corporation Software Solutions valued at \$1,300,000
- David Swanson's teaching is focused solely on applications in the LITSLAB. 5 sections, 105 students
- Adjunct Scott Lane continues to provide valuable contributions in regard to LITSLAB software analysis and selection, and related T&L course implementation. His T&L courses included considerable LITSLAB content, which impacted nearly 100 T&L students in 2012-13. His linkages to the local, regional and national professional community provide critical input to the program.

2. General Curriculum Review

- Updated (and strengthened) the existing logistics undergraduate concentration by 1) adding TRA3035 as a pre-requisite to TRA4210; and 2) adding TRA4935 as a regular (rather than special topics) elective course. Re-defined in the catalog the graduate level Supply Chain Management course to better reflect the current status of the discipline
- Updated the existing logistics concentration in the Coggin College MBA to better reflect the T&L program's broader supply chain perspective and further highlight logistics role in supply chain management. Also expanded the concentration options to further reflect the cross-functional nature of SCM. Specifically, the concentration now allows course options from Logistics, Marketing, Management, and Accounting, all of which are integral to an understanding of supply chain management

Benchmark #3: *Student Experiences* (achieved and ongoing)

1. Student Quality

- Transportation & Logistics Students received \$30,500 in scholarships
- 3 UNF students won prestigious national scholarships from AST&L and Delta Nu Alpha
- Students in the T&L program are involved in community service raising \$2,000 in cash and toys for Hubbard House (collaboration with the Propeller Club), and \$5,001 for the American Cancer Society
- The UNF Transportation & Logistics Society (TLS) is the largest club at UNF and was voted UNF Club of the Year for 2012-13 (out of 170 registered student organizations at UNF). TLS voted Club of the Year 3 times since 2008
- TLS applied for and received \$200 from the UNF Alumni Association and \$1,000 from UNF Student Government for student travel to the IANA Intermodal Expo in Anaheim, November 2012

2. Corporate / Student / Faculty / Staff Interaction

- Propeller Club of the United States Port of Jacksonville:
 - Sponsors annual comprehensive tour of JAXPORT providing students with special access to facilities and professionals
 - Annual networking reception for 25 students to network with 40 maritime professionals
 - Annual community service project to benefit Hubbard House
 - Students attend the "State of the Port", CEO Spotlight, and Change of Command events
 - Propeller Club Student Port Member of the Year annual award established in 2009
- Jacksonville Roundtable of the Council of Supply Chain Management Professionals (CSCMP):
 - Donated \$1,400 to help support T&L Flagship programs for students
 - Sponsors a student to attend CSCMP Annual Global Conference
 - UNF students volunteer to work the registration desk and attend events at no charge
- AST&L American Society for Transportation and Logistics recognized UNF as the #1 institution in the U.S. granting the CTL since 2008. Students volunteer at AST&L Conference
- IANA Intermodal Association of North America:
 - 7 students attended the 2012 Intermodal Expo in Anaheim, raising visibility of program among industry professionals from national and international transportation, logistics and supply chain organizations
 - UNF hosted 5th annual IANA Logistics & Supply Chain Case Competition

- Transportation Club of Jacksonville: Sponsor, T&L Spring Banquet
- Council of Supply Chain Management Professionals Jacksonville Roundtable:
 - Sponsor student to attend Annual Global Conference
 - Sponsor Excel workshops and awards banquet, co-host Executive Spotlights
- JAXPORT
 - T&L students collected 2,000 signatures for Support the Port initiative.
 - Students volunteered at the Jaxport Intermodal Conference at Amelia Island, 2013

3. Increased Interaction with Logistics Professionals in the Classroom

- Professionals lecture on a regular basis giving students a real-world perspective
- Students attend T&L Flagship Executive Spotlights as part of syllabus

4. Facility Tours

- Flagship organizes 6 facility tours per year with average attendance of 23 students per tour. Tours include Jaxport, JIA, BMW, Michaels DC, Winn-Dixie DC, and many more

5. 5th Annual Transportation and Logistics Flagship Program Spring Banquet, April 25, 2013

- 80 alumni, students, families, faculty, administration, and business professionals attended
- Presented annual Impact Awards for TLS, T&L Flagship Program and Community Partner
- Laurie Denham, President of the American Society of Transportation & Logistics presented CTL certificates to December and April T&L graduates

6. Internships and Employment

- Secured sponsors for Career Day two times per year, spring and fall
- Career Day Fall 2012 - 38 recruiters, 19 companies, 38 students, 155 one-on-one interviews
- Career Day Spring 2013 - 37 recruiters, 19 companies, 39, 171 one-on-one interviews
- Students received and accepted offers from Norfolk Southern, Gexpro, Yusen Logistics, C.H. Robinson, Arizona Chemical, Dollar Tree.

Benchmark #4: Program Growth (achieved and ongoing)

- 227 declared majors in Spring 2013, up from 56 in Fall of 2005
- The T&L alumni database is known to have the most accurate personal and professional information

Benchmark #5: Funding Sources and Opportunities (achieved and ongoing)

In addition to the scholarships listed below, Dupuy Silo Facility, LLC and PRODIGi Logistics have committed \$6,000 each for annual scholarships of \$2,000, which will be awarded for the 2013-14 academic year.

<u>Scholarships Awarded</u>	<u>Number</u>	<u>Amount</u>	<u>Total Amount Awarded</u>
Thomas B. Crowley Memorial	2	\$2,500.00	\$5,000.00
JM Family Endowed	5	\$2,000.00	\$9,000.00
Propeller Club of Jacksonville	1	\$1,000.00	\$1,000.00
Transportation Club of Jacksonville	1	\$2,000.00	\$2,000.00
National Defense Transportation Asso	1	\$1000.00	\$1,000.00
Institute of Supply Management	1	\$1,000.00	\$1,000.00
Lambert Graduate Fellowship	1	\$2,000.00	\$2,000.00
Delta Nu Alpha	2	\$2,000.00	\$4,000.00
LL Waters Scholarship AST&L	1	\$2,000.00	\$2,000.00
JAXPORT Annual Scholarship	1	\$1,500.00	\$1,500.00
Sea Star Line	2	\$1,000.00	\$2,000.00
		<u>Grand Total:</u>	<u>\$30,500.00</u>

<u>Organization</u>	<u>Gift Type</u>	<u>Description</u>	<u>Total Amount Awarded</u>
Magaya Corporation	In-kind	115 licenses renewal	\$230,400.00
IANA	Sponsorship	Case Comp. 3 years	\$25,000.00
CSCMP Jacksonville Roundtable	Sponsorship	Banquet/Workshops	\$1,400.00
Crowley Maritime Corporation	Scholarship	Pledge Payment	5,000.00
Propeller Club	Sponsorship	Event	\$1,292.00
Annual Fund Donations	Unrestricted	Payments	\$2,115.00
AST&L	Sponsorship	Career Day	\$2,000.00
C.H. Robinson	Sponsorship	Career Day	\$1,000.00
Transportation Club of Jacksonville	Sponsorship	Spring Banquet	\$1,000.00
Society of Marketing Prof. Services	Sponsorship	Event	\$480.00
UNF Alumni Association	Sponsorship	IANA Expo	\$200.00
UNF Student Government	Sponsorship	IANA Expo	\$1,000.00
<u>Grand Total</u>			<u>\$270,887.00</u>

Benchmark #6: Faculty Scholarship (achieved, but no longer ongoing)

- Flagship funding is not adequate to support faculty research at the necessary and appropriate level
- See Section 4 for listing of faculty research

Benchmark #7: Regional and Community Relations (achieved and ongoing)

Professional Organizations and Committees

- North Florida Logistics Advisory Group: Robert Frankel and Lynn Brown, Members.
- CSCMP Jacksonville Roundtable: Lynn Brown, Education Chair
- Lynn Brown attends CSCMP Jacksonville Roundtable, Transportation Club of Jacksonville, NDTA and WTS meetings, Propeller Club and Jacksonville Chamber of Commerce events
- JAXPORT: Lynn Brown, "Support Our Port" Steering Committee
- 2012 ASTL Annual Conference: *Transportation and Logistics "A Pathway to Economic Development"* October, Jacksonville, FL
- 2012 CSCMP Annual Global Conference, Atlanta, GA: Flagship team attended
- Robert Frankel serves as a member of CSCMP's national Education Strategies Committee and chair of the national Case Submissions component of CSCMP. He attends the twice yearly meetings of the Education Strategies Committee.in support of this activity and in addition to other responsibilities

Events Organized by Flagship

- Executive Spotlights – Free lectures for UNF students, faculty, alumni, and logistics professionals from the Jacksonville community/ Co-hosted by CSCMP Jacksonville Roundtable
 - "Secret Weapons for Today's Supply Chain" panel discussion. More than 130 attended.
 - "The Merger of Winn-Dixie & BI-LO" with Chris Scott, Senior Vice President of Supply Chain & Logistics. More than 170 attended
- "Northeast Florida, Advancing its Regional Approach: in conjunction with the Jax Chamber and the Society for Marketing Professional Services (SMPS)
 - More than 175 attended the panel discussion moderated by Jeff Sheffield, Executive Director of the NF TPO

Transportation and Logistics Career Day

- Career Day Fall 2012 - 38 recruiters, 19, 38 students, 155 one-on-one interviews
- Career Day Spring 2013 - 37 recruiters, 19 companies, 39, 171 one-on-one interviews

- Recruitment by Non-T&L Companies (achieved, and ongoing)
 - Arizona Chemical, Beaver Street Fisheries, Dollar Tree, Henry Schein, Michael's Distribution Center, Rexel Holdings, Stein Mart, Target, and Winn-Dixie
- Relations with non-Jacksonville companies (achieved, and on-going)
 - Dollar Tree, Norfolk Southern, Total Quality Logistics Werner Enterprises, Target, Rexel Holdings, Tennessee Commercial Warehouse recruit and hire intern and full-time positions

Section 2: Additional Benefits Generated by Flagship Program Activities

1. Students - Community Service and Volunteerism

- Second Harvest Food Bank Directed Independent Study
 - Following three months of intensive research, interviews and hands-on study at Second Harvest North Florida facilities, a team of 4 UNF T&L students presented a "Network Design Optimization for Second Harvest of North Florida" report to members of the executive management team, Strategic Advisory Committee and the Board of Directors of Lutheran Social Services
 - The UNF team analyzed 18 months of baseline data on the existing network covering 17 counties in north Florida. They used CAST system data modeling tools in the LITSLAB to illustrate the current supply chain flow of product. They then modeled scenarios showing outcomes if one or more facilities were removed to show how routing and costs would be impacted. Finally, the team used CAST to analyze and model an "Optimized Baseline" defining where Second Harvest would optimally locate the existing facilities for greatest supply chain routing and cost efficiencies

2. Coggin College of Business – see Benchmark #1 Prominence and Recognition

3. University – see Benchmark #1 Prominence and Recognition

4. Community – see Benchmark #7 Regional and Community Relations

Section 3: Activities Related to Future Benchmarks

The T&L Flagship is in ongoing talks to establish partnership with the Division of Continuing Education for the purpose of self-supporting revenue generation by developing an advisory council.

Section 4: Scholarship / Creative Works Produced through Flagship Funding

Flagship funding is not adequate to support faculty research at this time. Previous publications are listed in annual reports submitted from 2008 – 2012. Below are the most recent publications.

Refereed Journal Articles

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| 2013 | Frankel, Robert, Scott R. Swanson, and Mariusz Sagan (forthcoming), "Service Switching, Word-of-Mouth, and New Provider Search: A Five Country Exploratory Study," <i>International Journal of Management and Marketing</i> . |
| 2013 | Roso, Violeta, Kusumal Ruamsook, Dawn Russell, Gunnar Stefansson "Connecting Inland Ports and Seaports via Intermodal Transportation: A Process Evaluation," (forthcoming) reviewed proceedings of <i>World Conference on Transportation Research</i> , 2013, Rio de Janeiro, Brazil |
| 2012 | Coleman, B. Jay, Yemisi Bolumole, and Robert Frankel, "Benchmarking Individual Publication Productivity in Logistics," <i>Transportation Journal</i> , 51:2, 164-196. |
| 2012 | Hofer, Christian, Yao Jin, David Swanson, Matthew Waller, Brent Williams (2010), "The Impact of Key Retail Accounts on Supplier Performance: A Resource Dependency Theory Perspective". <i>Journal of Retailing</i> , 2012. |