

Coggin College of Business
Executive Committee Meeting
December 7, 2017 (9:30-11:00am)

Members Present: Dawkins, Eltantawy, Johnson C., Johnson R., Loh, Watts, Donaldson, Fadil, and Italia

Members Absent: Andres (IB Conference), Russell (Conference in Gainesville); Jaeger (working on AACSB report); and Frankel (out of town)

1. Approval of 11/2/2017 minutes.

Recurring Business

2. **Development Office-** Mangiaracino is on a Business trip. Jana Olslund starting January 2, 2018.
3. **CMC/CCB Marketing update (Shannon Italia)** – This is Shannon’s last meeting. Shannon reported she has been working on tying up loose ends and making sure everyone is ready for next term. We are imbedding in curriculum of Accounting I, a career panel with employer partners. We had a lot of meetings this fall where the firms were expressing displeasure with the fact that it was hard for them to engage with our students at a younger age. Dana Hart will be working with us on this and the panelists are confirmed, most of which are those that we met with this fall so they feel like their concerns have been heard and they will have an opportunity to do what they want to do. Boot Camp is January 31. Melinda Santos is heading this up. We had a conference call with Fidelity Investments that have been our sponsor for that event for 10 years and talked about their involvement this year and they are happy. One thing that is different, is that we are doing a resource fair, like the welcome back cookout. Boot camp is on a Wednesday morning instead of Friday, so there will be a lot more student activity in the building. The students will immediately migrant into the employer and engagement with student clubs. Finance career day is Feb. 16. Registrations are now being accepted. We are actively recruiting companies. WIB forum is March 2. Christine is going to run this. Marketing update with Christine, but she has been busy. Mark will be her supervisor in the interim. Mark wished her well in her new role.
4. **Advising Services Update (Jennifer Jackson)** – Mark congratulated Jennifer as she has finished her doctorate. Policy acts have been approved for students for Spring. We have a couple that are still pending. We have received 275 applications so far and have approved 252. Effective spring we are working towards assigning advisors, we are going to work through the plan. SPAPS, (Student Petition of Academic Policy) Jennifer has emailed the chairs, but make sure that you don’t have any so they can be cleared out before winter break. With grades due next week, the suspension processing is going to

open. The university's criteria for suspension, probation is a warning semester for students, so at the end of probation semester, if their UNF GPA, not overall isn't a 2.0 they should be suspended. There is not a lot of flexibility with that. If a student had a rough first semester or second, but they had a credit bearing semester, Jennifer wants to honor that the student is trying. Our AAC retreat is on Monday, so the advising office will be closed that day. We are doing a small office celebration on December 20. We will be closed for those two hours. These are both indicated on our website. Transfer orientation will hit us when we come back from winter break, it is January 5. We have 25 students signed up right now to come to this orientation. University wide open house is February 19. That open house will just be tabling for Coggin, we will just be present as a resource on that day. We are working on a cohort list, one of the initiative that advising as a whole at the university are working on is looking at students that start on a particular cohort to see if they are going to meet the four or six year graduation mark with regards to the metric. We have reviewed cohorts 2012, 2013 and 2014. Those students that look like they can graduate within four to six years, we are reaching out to the students to have them come in and make sure they are on track. Primarily the cohort only looks at FTIC because those are the only ones that impact the metric. Albert asked what impact the fairs have. Jennifer indicated that she has good feedback from those that attended that she can get to chairs if they would like. Reham asked if we are going to have a major fair, that it might be helpful to have a structure for each major. In the sense of basic minimum information that is needed across the board.

5. **SBDC update (Janice Donaldson)** – Janice thanked Mark for having Deb here, she has met with her for a platform for the SBDC to have some online course. They are still looking for a grad student. They have done some interviews but haven't found anyone as of yet. The State Bridge Loan for hurricane Irma closed on Nov 30. We took in 127 applications for about \$4M. We closed over 100 of them and will have about 10-15 closings before Dec 15 to finish it off. It has been rewarding yet draining on staff who have to do their current job as well as these loan applications and helping these people. We have good news on funding. The senate and house have appropriated \$130M for the SBDC program nationwide, which is an increase. At the last meeting Janice reported that we had got \$4,000 from Wells Fargo, and it turns out that was the first of two grants that we received, so we really received \$14,000. USF has a cyber security center, and they gave our state office a grant to provide training, we will get \$5,000 per workshop from that grant. We will be doing two workshops- Feb 21 and then one at the end of March in Ocala. We have Rich Global has already done the power point and workbook so we are basing it on that framework. Mark commented that he got to the Iceman game late and missed the networking but enjoyed the game.
6. **Spring Schedule/Accreditation update – (Chris Johnson)** – Chris indicated that the Business report is finished and submitted. The team will reach back with us the first week of January and will do a preliminary call before their visit and at that point we will finalize the visit schedule which is January 28-30. The chairs were asked to keep their

schedules clear as you will be asked at some point to meet with the team. The Accounting report is being finished up by David Jaeger. Chris indicated that this was a very learning experience. That he learned a lot about our faculty. From the research side we have some really good faculty that are doing some really good research and are well cited. As we know that we have a great secret that Mark is trying to get out of our great faculty. Hoping the visit goes well, we have done the work. One of the challenges that we had over this five year period deals with the assessment learning process. That largely stems from that we had three people as directors of assessment in a five year period. A lot of faculty were in the habit of doing the assessment so we had lots of data. Mark publicly thanked Chris for his efforts on this accreditation. Chris will work to streamline things in the next five years, so there isn't the scramble at the end to get things together. Mark is pleased with the report and feels we have a good report, they can always fault you on assessment of learning. The only number that was low was an accounting one, but all the rest were above the requirements. Mark thinks that we have a good review team, they are not real concerned about it.

New Business

- 1. CMC Director search-** Mark reported that the committee has been formed. Shannon has given Mark some names. Internal committee members are Oliver Schnusenberg, Melinda Santos, David Jaeger, Lynn Brown, Teresa Nichols. We have reached out to corporate partners to have on the committee. We have been in contact with HR to go about the process. We are working through the process with the new system and get things ready to go. We are hoping to have the posting out this week.
- 2. Enrollment data update & changes in FTE calculations for 2018-19-** Mark gave a hand out. Mark indicated that we have done a great job in two years of turning around enrollment at the upper division level, grad I level and obviously distance learning has gone up too. Congrats to all! Dawn has been out doing a lot of work with distance learning. Earle Traynham saw the email and sent his congratulations to all as well. Mark will be sending feedback on the Credit hour production numbers. Paul asked about a class that was rather low and commented that they are juniors now and will cycle through in two more years. Than after that we had a class that was really high. The freshmen class this year was up 200 students and they have had good growth. They are projecting a 100 student growth. They are to share the other college's numbers with Mark in January. They do indicate that our numbers are much better than anyone else. Albert Loh asked the question, what happens when we don't hit that high number, it was reported that there are informal consequences. Mark indicated that he doesn't think that there will be any consequence if we were to miss the 295, because we still have such large growth. The new president will be making that decision. Mark indicated that President Delaney sent out an email with the metrics. They are projecting for the metrics and

the state has accepted it, because it was sent to the board of trustees. Mark indicated he thinks we are going to be 85 on the metrics. We are going to be one of the highest, if not the highest school in the spring, unless they change the numbers. Paul asked if this is due to improvement points. This would be an all-time high of all schools. Jennifer indicated that the registrar has changed is the way we interpret excess hours. We see students that transfer in with lots of excess hours. We do not ding by the *number* of excess hours we get it by the *percentage* of students that have excess hours. Chad and company now are excluding the hours that do not apply towards their degree. The profile says that we bring in more students in the summer than any other time. There is consideration to change from six to four year graduation. President Delaney indicated that we are coming in at 85 on the metrics and it would put us at \$11.5M of non-recurring.

3. **Adjunct faculty teaching load (e.g., Susan Daniels)-** Mark used Susan Daniels as example only. Mark indicated that we have to be careful as department heads, particularly if you have someone who is teaching in multiple colleges, Susan is doing two classes in the spring, two classes for Engineering and then some for Continuing Ed. Which she has cobbled enough hours that she qualifies for benefits. The university than charges, our college, she is teaching 50% of her case load, so we are paying 50% of her health benefits. Just be careful of this and contact Susan if you have someone.
4. **Emeriti faculty Pay –** Mark indicated that we pay emeriti faculty \$4500 to come back and teach. Steve Paulson has agreed to come back and teach Cornerstone. Mark is proposing to the committee, that we pay for overload \$6000 for undergraduate and \$9000 for graduate. So it seems reasonable that we would have a differential for emeriti for those teaching undergrad and grad. We have always paid \$4500. In this case we are talking about going downtown and we know we are doing graduate things. Emeriti are very crucial to get them to come back. Mark's idea was that we would pay \$6000 for grad and keep it at \$4500 for undergrad for emeriti. Because we may need to incentive some of these emeriti at the graduate level to help staff classes. Paul agrees that this is a good idea and will make things easier. Albert indicated that we will need to be careful of the wording. Paulson will be here in the spring and we will address others in the fall.
5. **Downtown expansion update & MOU revisions-** Mark said that they are trying to resolve the parking for the downtown expansion. They have a lease that they are reviewing and should be signed in the next couple weeks. It looks like it is a go.
6. **Online graduate courses for MSM/MBA programs update – (Dawn Russell)-** A list is attached from Dawn. Look over for your information. We want to keep growing. Paul is setting up a meeting with Flagler to see what our opportunities are there. Who we need to talk to, that we could maybe be there in the fall. There are actually faculty at Flagler that would be able to live classes as adjuncts.

- 7. CCB Majors Fair for spring semester (Jennifer Jackson)** – Mark indicated that we are going to do this event again. Jennifer stated that our outreach with students is passive, we do email students and we wait for them to come in and see us. So we are trying to get us more engaged with students. The majors fair this spring went well. So we want to keep that going. This next year we are going to try two things, a major’s workshop to target sophomores and make it mandatory, because right now we send them a letter congratulating them on moving up, encouraging them to come see us, but there is nothing requiring them to come and see them, and when they do, sometimes they are too far off the mark to help them, to do various things. The cause of course is that they didn’t come see us and we didn’t reach out to them. That is a good group to reach out too, as they are coming from ACE and have been used to being told what to do and forced to do things. In the fall, we are going to the all-out Major fair as we have done in the past. Shannon indicated that if CMC and Internship could be involved with this, it would be helpful as well.
- 8. Faculty hiring for Fall 2018-** Paul is all done with the hiring. Reham has two candidates coming in in the next week.
- 9. CCB Certificate update-** Dawn is working on Business Analytics and sent out an email. Those will be going to the departments and then the GCC for approval early in the spring, so be looking for that.
- 10. Cheating Ad Hoc committee (Paul Fadil)** – Paul indicated that this is not a dean’s initiative that it is a college concern. As it was mentioned in the meeting, he walked out with many faculty members wanting to be on the committee. The first step is probably having Mark Snow come in and talk about what can be without violating FERPA. What Paul sees coming out of this is a practice to go by as a college.
- 11. Cultural Competency training for CCB students** – this is tabled until the next meeting.
- 12. Amazon contact for Earle Traynham-** Mark spoke with Earle Traynham , and someone had asked him if anyone had a contact with Amazon here in town. If you know anyone at Amazon, please email Earle if you have any contact information.
- 13.** Paul, Reham and Sean Davis went to a forum about online classes. This was a great forum. It was all the scenarios that could come up.
- 14.** Paul has had two faculty plus himself that have had computer issues, not enough space. He put in a work order and it took three days and wasn’t resolved. The computer issues are not being taken care of in a timely matter. Mark asked if there were others that issues. Some of this could be when Jennifer was out for wedding. Chris has asked for a report on the calls that were put in and the time frame of resolution. Albert asked if there could be more work study students that would be able to help out.
- 15.** Paul has his 5th meeting with Pam Chally about stipends and sabbaticals. Hoping this will come to a finality.