

Coggin College of Business
Fall 2016 All-College Faculty Meeting Minutes
Friday, September 23, 2016
12:00 am – 2:30 pm
Stein Auditorium

1. **Welcome (Dean Mark Dawkins)** – The meeting was called to order by Dean Dawkins at 12:00 pm.
2. **Remarks from Provost Earle Traynham** – Dr. Earle Traynham gave a briefing on the following: Revenue stream, growing the building, and the relationship between the student profile and enrollment. Last year we changed the recruitment model from focusing on high SAT scores to high GPA, which resulted in an increase in FTIC student enrollments from 1500 to 1600 students. The prediction for the University metrics is not good, and most agree that the SUS performance metrics favor larger universities to a degree. We are in the bottom three based on performance metrics, and this is driven by having smaller classes and faculty who teach rather than graduate assistants who teach, so we are at a competitive disadvantage relative to larger SUS schools with respect to the performance metrics. We expect to be in the bottom three again next year, so the likelihood of having raises is poor. The performance metrics are not likely to change until a new governor is in place.
3. **Alumni Engagement & Annual Giving** – Kate McClung, Director of Annual Giving and Jennifer Perkins, Associate Director of Alumni Services:
Kate McClung discussed the Faculty & Staff Giving Campaign, which is being called the *26-in-26 Campaign*. She encouraged all faculty and staff to give through payroll deduction, and acknowledge that last year Coggin ended the year with 26% giving and currently stands at 62%. She recognized two individuals who gave during last year’s campaign, Sharon Cobb and Sean Davis, and said both will receive a limited edition UNF water bottle. The *26-in-26 Faculty and Staff Giving Campaign* will launch Saturday, Oct. 1 and continue through Wednesday, Oct. 26. During the campaign, randomly selected participants will receive limited-edition UNF gear.

Jennifer Perkins discussed that Alumni Engagement is hosting another Homecoming Week of event in February. They worked in collaboration with Student Government last year, and have partnered with them again this year. She asked faculty and staff to think about ways you would like to get involved or participate. For example, they will host a tent village where all departments can have space to advertise their programs, and will also host a 1972 Emeriti & Friends Luncheon and the Alumni Recognition Dinner & Awards Ceremony. She invited faculty and staff to participate in this Homecoming Week of Events, and noted that info on the day and time of events is available at www.unf.edu/homecoming.

4. **Introduction of new faculty and staff:**
 - a) Accounting & Finance (David Jaeger)
 - Jeffrey Gottlieb – Visiting Instructor of Accounting, formerly Senior Tax Director for Southeast Grocers and he will be teaching undergraduate tax classes.
 - Monica Salomon, Visiting Instructor of Finance, was an Instructor for the University of West Florida for 10 years. She relocated to Jacksonville and will teach undergraduate Financial Statement and Analysis and Financial Management II classes.
 - b) Economics & Geography (Albert Loh)
 - Chiradip Chatterjee returned to UNF to start his new role as an assistant professor

- of economics. Chiradip's expertise is in Environmental Economics and Experimental Economics.
- Simeon Nanovsky is a PhD from the University of Kentucky with a specialty in Macroeconomics, and he will be teaching Intermediate Microeconomics, Monetary Economics, and Business Statistics.
 - Brandon Minster, an ABD from George Mason University with a dissertation focusing on income inequality issues. Brandon will teach two sections of each principles class, including two large sections.
- c) Department of Management (Paul Fadil)
- Tobias Huning is a new tenure-track hire with a PhD from the University of Memphis, and he is a native of Germany. He was an Associate Professor of Management at Columbus State University's Turner College of Business. His expertise is in the areas of Organization Behavior, International Management, Human Resource Management, and Global Business Strategy. He was on the Advisory Board of AmCham in Germany, and they facilitate paid internships to Germany for US-based students to strengthen transatlantic relationships.
- d) Department of Marketing & Logistics (Dr. El-Ansary on behalf of Chair, Reham Eltantawy)
- Dr. Courtney Baker is a new tenure-track hire with a PhD from the University of Wyoming. She is teaching the Principles of Marketing course this semester.
 - Dr. Michael McCardle is a Visiting Assistant Professor of Marketing, and he is teaching the Graduate and Undergraduate Consumer Behavior and Marketing Research courses.
- e) IB Flagship (Andres Gallo)
- Erika Gallion is our new study abroad advisor.
 - Dr. Michaelle Voeller is our visiting faculty member from THKöln, Cologne, Germany.
 - Dr. Ping Zhang is the new Director for the Center for International Business Studies.
- f) T&L Flagship (Robert Frankel):
- Sept. 18-19 – The IANA Student Expo Case Competition was held in Houston, TX, and Lynn Brown took a UNF team of undergraduates to compete (they placed third).
 - Oct. 14 – T&L Fall Career Day (27 companies registered)
 - Oct. 28 – T&L Facility Tour (Dupuy Silo and Quality Lab)
 - Nov. 4 – T&L Executive Spotlight (North Florida and the Jax Port Authority: Partnerships = Progress)
 - Summer 2017 Coggin "In" Logistics Study Abroad in Verona, Italy program reached full enrollment last week, the fastest (less than 3 weeks) of any UNF Study Abroad program on record. Thank you to the IB Office, particularly Andres/Kate/Erika for their assistance and oversight. This is the first activity of a university-to-university level partnership (signed earlier this year) between UNF and the University of Verona.
 - The Masters in L&SCM (Logistics & Supply Chain Management) proposal part 2 (Request to Offer) is scheduled for submission the week of October 3.
- g) Career Management Center (Melinda Santos on behalf of Shannon Italia)
- Jacqueline Pruett is the new Office Manager/Employer Relations Specialist.
 - Christine Miner is a full-time OPS project assistant.
- h) Advising Services (Jennifer Doster) – No new staff

5. **Award Presentation** – The Florida SBDC State Office has awarded UNF Coggin College of Business and Ability Housing with the 2016 Regional Student Project of the Year. The recipient of this award is Dr. Lakshmi Goel and the students in her Social Media class who worked with the organization to create a comprehensive social media strategy to increase Ability Housing’s online visibility.
6. **Approval of Minutes** – The minutes from April 15, 2016 meeting were approved.
7. **Dean’s Update:**
 - a) Master’s in Logistics and Supply Chain Management update (ML&SCM) – In October, a full proposal will be submitted for the Master’s in Logistics and Supply Chain Management.
 - b) MSM Program - Funding for the 2 new faculty in Fall 2018 will be supplied by the MSM program, and Academic Affairs will continue to fund overloads for the MSM program.
 - c) CCB Hiring Update: We will be hiring for Charlie Calhoun’s and John McAllister’s lines (ACC), a replacement for Paul Mason (ECO), and a Marketing Instructor.
 - d) CCB Endowed Professorships Guidelines Update - Mark noted that the Endowed Professorships Policies & Procedures document is in faculty hands to review and he wants faculty to weigh in on the document before taking a vote. He had several open sessions with faculty to get feedback on the document to make revisions, and the intent of the document is to add transparency and clarity to CCB’s process for awarding endowed professorships. There will be an electronic vote on the document after the meeting. The results from the electronic votes are:
 - Q1 – Do you support the development of CCB endowed professorship policies and procedures? 28 Yes and 6 No.
 - Q2 – Do you support option 1 or option 2 in Section 5 (special provisions)? 20 support Option 1 and 12 support Option 2.
 - Q3 – Subject to Q2, do you support v4 of the CCB endowed professorship policies and procedures? 19 Yes and 11 No.
 - Q4 – Do you support the Dean requesting a General Counsel review of the endowed professorship policies and procedures to ensure no violations of existing appointment/reappointment contracts and the CBA? 30 Yes and 4 No.
 - d) CCB Budget Update - The College hired 3 new faculty members for this year: Tobias Huning in Management, Courtney Baker in Marketing, and Chiradip Chatterjee in Economics. Accounting & Finance will replace Charles Calhoun and John McAllister with 2 visiting professors for next year.
 - e) CCB Enrollment Update – We met 100.2% of our overall enrollment target in Summer 2016, and we met 105.6% of our overall enrollment target in Fall 2015. UNF looks at results over a full year rather than per semester, so we will know where we stand for this academic year once the Spring 2016 enrollment results are available.
 - f) The recently created Entrepreneurship Task Force will meet to discuss the program and where to house it. We are looking at downtown office space to grow the Entrepreneurship program, as well as increase enrollment in the MSM and MBA programs. UNF is sending Physical Facilities to inspect a space to evaluate its viability. There is great opportunity in a downtown campus for Coggin and UNF. For example, we can teach live classes here and have virtual classes downtown, or vice versa. The goal is to pay faculty \$9,000 per virtual course, and a downtown campus will allow Coggin to double what we contribute to the University with from our MBA and MSM Programs.

8. Standing Committee Reports:

- a) Bylaws (Chair, Koren Borges) - The committee decided it would be better for a tenured faculty member to be the Chair, so Dr. Robert Schupp will be the new Chair of the Bylaws committee. At its next meeting on October 7, 2016, the Bylaws Committee will review the e-voting procedures including but not limited to a) time periods during which the voting will be open, b) quorum requirements, if any, and c) types of programs/policies/issues for which e-voting is appropriate, and d) e-voting limitations.
- b) Continuous Improvement (Chair, Cheryl Frohlich) - Our last meeting was in June where we worked on two primary issues: written communication skills and the accreditation process. The Writing Center is helping with the process and procedures for a writing placement test to be given to FTIC students at Orientation, and the feedback from this assessment will be given to academic advisors. There was a change in assessment leadership this summer and Chris Johnson is now Director of Assessment and Accreditation. Chris is evaluating whether transfer students should take the writing placement test.
- c) Graduate Curriculum (Chair, Steven Williamson) – The committee will meet next week, Sept. 28 at 11 am in room 2124. There will be a discussion about whether to adopt 16-week or stay with 8-week courses for the MSM and MBA schedule, and anyone teaching graduate courses in these programs is invited to give their opinion on this question. There also was a discussion on the MBA admit exception policy, as previously the college established entrance requirements but not exception admit requirements. We will also discuss any APC issues.
- d) Scholarship (Chair, Robert Slater) – 72 different students received a total of \$205,038 in scholarships, which averages to \$2,847.75 per student. Please be aware that we would like to get more students involved.
- e) Strategic Planning (Co-chairs, Parvez Ahmed and Dag Naslund) – did not meet, no report.
- f) Technology (Chair, David Lambert) – no report.
- g) Technology Enhanced Learning (Chair, Cheryl Van Deusen) – did not meet, no report.
- h) Undergraduate Curriculum (Chair, Rahul Kale) – The following were discussed:
International Business Program
 - American Sign Language exclusion – American Sign Language may not be accepted as a “language course” for IB.
 - Change in IB minor
 - Updating the list of cultural diversity courses

All of the above were approved.

Change in IB minor (15 credits) – A student must take ECO 3704 International Trade, FIN 4604 International Finance, MAN 4600 International Management, and:

Select one course from

- MAR 4156 International Marketing
- TRA 4721 International Logistics

Select one course from

- HIS 3000-4000 level
- GEO 3000-4000 level
- ASH 3000-4000 level
- EUH 3000-4000 level
- LAH 3000-4000 level

- Any 3000-4000 level Coggin study abroad course

All of the above was approved.

Department of Management

New OM Minors for: Management majors in Business and Non-Management majors in Business.

New HR Minors for: Management majors in Business, Non-Management majors in Business and Non Business majors.

For “Management Majors”, Change “MAN 4583 Project Management” from *required* to *elective*.

Department of Management OM Minor A

Management majors in Business (12 credit hours)

(MAN 3504 and MAN 4550 is “required” of all management majors)

Take any four of the following electives:

- Man 4930 Process Efficiencies
- Man 4520 Trends in Process Management and Quality
- Man XXXX Disaster Management and Humanitarian Operations
- Man XXXX Service Operations Management
- Internship in Operations Management

Department of Management OM Minor

New Proposed course: “Disaster Management and Humanitarian Operations”

In this course we will learn how operations management can help populations affected by disasters, both locally (disaster management) and internationally (humanitarian operations).

Disaster management aims to prepare for and respond to disasters. Florida is recognized nationwide for the expertise of its disaster management organizations and institutions. In the second part of the course we take an international approach. Governments and local communities in many developing countries do not have the resources needed to handle the consequences of disasters. They rely on the help from international humanitarian organizations who bring food, medicines and shelters to victims of disasters. This course will provide students with the basic skills and understanding needed to work in disaster management or international humanitarian operations.

Department of Management HR Minor A

Management majors in Business (12 credit hours)

(MAN 4301 is “required” of all management majors). Take following the four courses:

- Man 4361 Organizational Staffing
- Man 4336 Rewards System Management
- Man 4420 Employee Relations
- MAN 4940 Internship in Human Resource Management or MAN 4390 Current Issues in HRM

Department of Management HR Minor B

Non- Management majors in Business (15 credit hours)

Take Man 4301 Human Resource Management. Take following the four courses:

- Man 4361 Organizational Staffing
- Man 4336 Rewards System Management
- Man 4420 Employee Relations
- MAN 4940 Internship in Human Resource Management or MAN 4390 Current Issues in HRM

Department of Management HR Minor C

Non-Business Majors (18 credit hours)

Take Man 4301 Human Resource Management

Take MAN 3025 Administrative Management

Take following the four courses:

- Man 4361 Organizational Staffing
- Man 4336 Rewards System Management
- Man 4420 Employee Relations
- MAN 4940 Internship in Human Resource Management or MAN 4390 Current Issues in HRM

Department of Management HR Minor

MAN 4361 Organizational Staffing

This course provides an overview of the staffing function in organizations, including the topics of job analysis, forecasting, recruitment, selection, retention, and turnover. It serves as an introductory course for the prospective Human Resource staff member and as a survey of responsibilities and activities for any manager with supervisory responsibilities. MAN 4301 Human Resource Management is a pre-requisite (or co-requisite) with this course.

MAN 4336 – Rewards Systems Management

This course provides an overview of the rewards and recognition systems in organizations, including topics such as compensation and benefits management, performance management, and formal and informal rewards and recognition programs. This course serves as an introductory course for the prospective Human Resource staff member or any manager with supervisory responsibilities. Rewards systems vary by country thus this course includes international comparisons to better understand the global work force. MAN 4301 Human Resource Management is a pre-requisite (or co-requisite) with this course.

Department of Management HR Minor

MAN 4420 – Employee Relations

This course provides an overview of the history of and current status of unionization in the United States. In addition, it includes sensitive issues such as equal employment opportunity, anti-discrimination, cultural diversity, and occupational health and safety. Employee Relations require a thorough understanding of employment conditions and legislation to ensure that matters are dealt with quickly, correctly and fairly in addition to maximizing employee productivity in the workplace. MAN 4301 Human Resource Management is a pre or co-requisite with this course.

MAN 4390 Current Issues in Human Resource Management

A seminar that probes current topics in human resource management in depth. Emphasis is on the impact of recent legal and societal developments on human resource management practice.

All of the above were approved.

9. Special Committee Reports:

- a) Accreditation & Assessment (Director, Chris Johnson) –The review team is as followed: Stefanie Lenway, Louis E. Dawkins, Michael Chiasson, and Elizabeth D. Almer, and their goal is to provide input and guidance in the development of the CIR report.
- b) Research Databases (Sean Davis) – Sean distributed a handout and discussed research data at Coggin via Compustat’s Research Insight and Thomson Reuters “EIKON” products. The contact person at the Library is Jeff Bowen (j.t.bowen@unf.edu).

10. Departmental News:

- a) Accounting & Finance (Chair, David Jaeger):
We are in the process of reconstituting the Accounting Advisory Board, and with Teresa and Megan’s help we are now up to twenty members and will hold our first meeting later this Fall.

The MAcc Program is doing well. We had 26 admitted this Fall, and over the past five years we have seen the enrollment increase 40%. This Fall one of our entering MAcc students was awarded a graduate scholarship (\$5,000 for the first year and \$5,000 for the second year for a total of \$10,000). Over the last few years there has been a shift in the program to a larger percentage of full-time students (around 50%), and this appears to be due to accounting firm's shift in hiring. Parvez Ahmed started this Fall as Director of Graduate Programs for both the MBA and MSM. Oliver Schnusenberg started this Fall as Director of the Financial Services Program, and he also leads the Financial Services Advisory Council which now has fifteen members and held its first meeting on August 30. It is off to a good start due to the guidance and hard work of Teresa and Megan in the Development Office.

b) Economics & Geography (Chair, Albert Loh):

We will be conducting a search for a tenure-track position to permanently replace Paul Mason, and representatives of the search committee will interview candidate in the AEA annual meeting in Chicago. Tommy Coppedge was promoted to Associate Instructor last year, and Lian An will be seeking promotion to full professor this year. Our department Brown bag research workshop will resume in October with a presentation by Chiradip Chatterjee on Tuesday, October 4. The Center for Economic and GIS Research had its 5 year review in the summer and received good feedback from the external reviewer, and we are still waiting for the full report. LEIP project – Dr. Loh took over this project after Dr. Mason moved to Texas.

c) Department of Management (Chair, Paul Fadil):

Tobias Huning is a new hire in tenure-track professor.

d) Department of Marketing & Logistics (Dr. Adel El-Ansary on behalf of Chair, Reham Eltantawy):

Dr. David Swanson is going up for promotion and tenure this year, and this past year he had the following acceptances:

Jin, Yao, David Swanson, M.A. Waller, J. Ozment. (2016) "To Survive and Thrive under Hypercompetition: An Exploratory Analysis of the Influence of Strategic Purity on Truckload Motor Carrier Financial Performance." (Forthcoming in the *Transportation Journal*, Accepted May 2016).

Swanson, David. B.D. Williams, J. Gu, and M.A. Waller (2016). "Full Steam Ahead: Firms in the U.S. Economy Adjust Inventory for Changes in Transportation Costs but not the Reverse." *Transportation Journal* 55(3).

Swanson, David (2016) "Transportation Price Benchmarking: Implications for Firm Performance." *Benchmarking: an International Journal*, 23(4).

He has had two acceptances in two highly-regarded journals in the discipline: *Journal of Retailing* (2012) and the *Journal of Business Logistics* (2013). Notably, both the *Journal of Retailing* and the *Journal of Business Logistics* have consistently been ranked among the top journals in the field. He had two acceptances this past year in the *Transportation Journal*, which is another highly regarded journal in the field. He is the sole author of two articles, which reflects his scholarly abilities and skills in planning and executing research independently. In total, he has eight peer-refereed articles and reports substantive progress on other work in progress.

With respect to scholarly accomplishments, Dr. Choi also had a recent acceptance:

Choi, Youngtae and Andrew Thoeni (2016), "Social media: is this the new organizational stepchild?" *European Business Review*. Vol. 28 Issue 1, p21-38.

Dr. Samli published his book *Coping with Retail Giants: Gaining An Edge Over Discounters*,

New York: Palgrave McMillan: May 2016, and completed Empowering the Marketing Economy through Innovation and Entrepreneurship, being published through Palgrave McMillan, New York.

Finally, the Department is excited to start the new Marketing Minor this Fall 2016. Notably, we already have 22 declared minors on the books as of September 7th per students' service input. This is quite promising given that this is the first semester in which we adopted the minor.

11. Graduate Programs Update:

- a) MBA/MSM – Parvez Ahmed
- b) MAcc – David Jaeger

12. Flagship Programs Update:

- a) IB Flagship Program Updates (Andres Gallo) - The new study abroad advisor for short-term programs is Erika Gallion. A new visiting faculty member is Dr. Michaelle Voeller, and the new Director for the Center for International Business Studies is Ping Zhang.

The IB conference will not occur this year, but the IB Faculty Advisory Committee met in late August. Also, faculty members are asked to tell students of Study Abroad opportunities for this year.

- b) T&L Flagship (Rob Frankel):

Sept. 18-19 – The IANA Student Expo Case Competition was held in Houston, TX, and Lynn Brown took a UNF team of undergraduates (they placed third).

- Oct. 14 – T&L Fall Career Day (27 companies registered)
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- Masters in L&SCM (Logistics & Supply Chain Management) proposal part 2 (Request to Offer) is scheduled for submission the week of October 3.

- 13. a) **Career Management Center update-** No new update.

- b) **Advising Services (Jennifer Doster):**

Advising's new location is in Building 10 across from the Starbucks in the Library.

Melissa Tucker has moved to Honors, so Advising is down an advisor.

Recruitment events – graduate and undergraduate events (20 total event planned).

We have a draft of articulation agreement with Santa Fe which should result in increased Enrollment in Coggin.

New Business

14. Election of representatives for the University Level Award Selection Committees:

- a) Distinguished Professor Award Selection Committee – Lakshmi and Adel
- b) Outstanding Faculty Scholarship Award Selection Committee – Lakshmi and Mina
- c) Outstanding Faculty Service Award Selection Committee – Sharon Cobb
- d) Outstanding Faculty Community Engagement Award Selection Committee – Diane Denslow
- e) Outstanding Undergraduate Teaching Award (must have received Outstanding Teaching Award in prior years) – Sharon Cobb
- f) Outstanding Graduate Teaching Award Selection Committee (must be graduate faculty

member who has received either an undergraduate or graduate Outstanding Teaching Award) – Paul Fadil

15. Election of representatives for the Screening Committee to review college applications for the respective teaching awards:

- a) College Screening Committee for Undergraduate Teaching Award Applications – Diane Denslow, Pieter de Jong and Chiradip Chatterjee
- b) College Screening Committee for Graduate Teaching Award Applications (need to be graduate faculty members) – Paul Fadil, Cheryl Van Deusen, Pieter de Jong
- c) Outstanding Adjunct Faculty Committee – Koren Borges, Carol Spector and Mina Balamoune

Announcements:

16. Announcements:

- a) Coggin College Fall Hooding Ceremony (Friday, December 9, 2016 at 11:00 am in the Robinson Theater).
- b) UNF Commencement (Friday, December 9, 2016 at 2:00 pm in the Arena)

17. Adjournment: The meeting adjourned at 2:30 pm.