

**Coggin College of Business
Executive Committee Meeting
March 1, 2018 (9:00-11:00 am)**

Members Present: Dawkins, Eltantawy, Fadil, Frankel, Donaldson, Gallo, Jaeger, Jackson, Johnson C., Johnson R., Loh, Mangiaracino (conference call), Russell, Santos, Watts

Members Absent: None

Guest: Kristen Douberly, Assistant Director, Research Development (pre-award). Kristen passed out a handout and gave an overview of the services offered by the Office of Research and Sponsored Programs. Janice thanked Sponsored Research Development for their help with SBDC initiatives.

Guest: Amanda Kulp, Director of Assessment – Amanda introduced herself and offered her services as Director of Assessment. Andres thanked her for her help with IB initiatives.

1. **Approval of 2/8/18 minutes** – The EC minutes from the 2/8/2018 meeting were approved as edited.

Recurring Business

2. **Development Office Update (Megan Mangiaracino via conference call)** – Mark referred to the Development Report handout:
 - Megan thanked everyone who helped with Homecoming Week, and Megan received positive feedback on various engagement points from donors and friends. The first annual Giving Day raised \$3,000 for the college from 67 donors; University-wide they raised \$50,000 from over 800 donors. Giving Day is good way to get exposure and get alumni, faculty, and staff to think about giving back.
 - The Coggin scholarship deadline is today, March 1, at midnight, and there has been good response from undergraduate and graduate students. The department level committees will be reviewing the applications between now and the end of next week when they will make their department level selections. The selections will then go to the general committee who will review all application from every college and make the final selections by March 30. The scholarship recipients will be notified of their awards via the scholarship management system (SMS) in the first week of April. Therefore, the students will get their contracts in enough time to return their signed contracts and thank you notes before the semester ends. Megan and Laura Kelp are happy to answer any questions from students or committee members.
 - Mark indicated that most of the Advisory Councils have been created except Marketing, Management and Professional Selling. Mark noted that membership in some of the councils has declined and some members are not renewing. The intent of the councils is to engage alumni and people in the community to help students get internships and full-time jobs, as well as provide feedback and guidance on curriculum. The intent was for Megan and Teresa to set-up the councils, recruit initial

members, and then turn over coordinating and running the councils to the individual departments. Mark asked the department heads if they think of their council as a benefit to their department and the students in their areas. If a unit does not envision their council as beneficial or engaged, then they need to discuss discontinuation of the council with Mark. Andres gave some examples of the things his council does and how he keeps the members engaged. Reham asked Megan whom she is working with on the Professional Selling Advisory Council. Ben Hippeli, an adjunct instructor and faculty advisor for the Osprey Sales Club, will lead the council. They are engaging people who have asked to be involved, or people who have recruited students with direct sales experience and interest. They have a strong list of prospects who may want to be on the council. Megan says thus far the departments, faculty, and advisors have done a great job with their councils. Each of the council members feels like they are making a difference and providing strong insight. However, she asked that people try replenishing the pipeline of strong council members, and asked that people look for new members at speaking engagements, professional clubs, and at their meetings in the community.

3. **Best Business Practices for Search Process (Mark Dawkins)** – Mark presented a draft of Best Business Practices for the CCB Search Processes going forward. Mark asked everyone to read the draft and get back to him with comments. It will be implemented going forward after review by EOD and the General Counsel’s Office, and every search committee should follow these practices going forward. Reham requested on 2/27/2018 to address the new Coggin best practices for search and hiring in the EC meeting. Since the M&L Department was going to start another search in the Department, getting clarifications regarding the new process would be most helpful. She indicated that the M&L faculty are not clear on their role in determining the position specifics given Dean Dawkins’ emails to the M&L Dept. on February 20 and 21. In two weeks, Mark said he would meet with a subset of the Executive Committee to discuss the draft guidelines and revisions of the Best Business Practices for the Search Process, IB system, and course prefixes.
4. **CMC/CCB Marketing Update (Melinda Santos Quant)** – Finance Career Day was February 16, and it was a great success. Over two dozen companies attended and offered 28 interview schedules, 59 students participated, and there were over 266 interviews. The CMC sent out a placement survey after the event. The Business Internship Fair is March 9, and faculty have been asked to encourage students to attend. This a great opportunity for students to get a pulse of the demand for part-time and internship opportunities throughout the year. Derek Guffin, the new CMC Director, starts March 12, and Melinda and the CMC team have prepared a list of first week activities (handout) for the new CMC Director. Melinda asked the EC to email her suggestions or corrections to the list that might help with the integration of the new director into CCB.
5. **Advising Services Update (Jennifer Jackson):**
 - Tonight is the Celebration of Scholars in the Talon room from 6 to 8 pm, and the Admissions Office has invited high-achieving high school students who have been admitted to UNF. Jennifer and Mark encouraged EC members to attend the event, interact, and help recruit these high-achieving students to UNF. This event is a meet and

greet with a desert bar, and the Admissions Office expects about 120 student and some of their parents.

- Mark sent an email about Campus Clarity, and Jennifer asked members to remind faculty to have all students complete it. Registration for summer and fall starts April 9, and it is important that students complete the Campus Clarity training to get any holds removed.
 - The Policy App's email went out today, and Jennifer asked EC members to remind graduates to complete their application. Advising Services will be reviewing files and doing degree evaluations.
 - Jennifer sent out documents regarding an advising tool to help students understand what a particular major means, jobs skills, etc. Jennifer asked EC members to look the document over and give their input. The College does not have a comprehensive document that explains all its disciplines/majors. Jennifer passed out a booklet prepared by the Marketing Department and asked the other departments to develop something similar. Jennifer said some department such as T&L already have something prepared, and she reminded everyone to consider all the audiences that will view the booklet (e.g., students in Coggin who want to change their major, students outside of Coggin, and students at state colleges who may transfer to Coggin). Mark asked Christine to follow up with all the department heads that do not have a booklet to create a document or booklet.
 - UNF is getting ready to update the course catalog for 2018/2019 school year, and Jennifer will send out catalogue pages pertinent to each EC member for their review.
 - Jennifer handed out two draft documents: Auto-Graduation Pilot, and an Academic Misconduct Holds Proposal Draft. These came out of the Registrar's Office. The purpose of the Auto-Graduation Pilot is to have students graduate when they are eligible without filling out an application, and the purpose of the Academic Misconduct Holds Proposal is to better track and manage students who have been expelled or suspended for academic misconduct.
 - Advising Services is working on a cohort list of students who are approaching their deadline to graduate in order to best meet the metric for students who will graduate in summer or fall of 2019. There are 488 students to review, and they are reaching out to the students to tell them what they need to do to graduate.
 - Advising Services is also reviewing the Excess Hours Report, which is tied to a metric. They are looking for hours that can be exempt from excess hours, and hopefully they can decrease the excess hours percentage. CCB has about 50 student on this report.
 - Jennifer thanked everyone who helped with Open House, and she also thanked Lynn and Rob for sharing their feedback about Open House. The last Open House and the next Open House were directed by Enrollment Services. The fall Open House, September 8, will be directed by CCB. Jennifer asked for any additional feedback regarding Open House, and she will share it with Karen Lucas and her team.
6. **SBDC Update (Janice Donaldson)** – Janice thanked Andres and Ping for including her on the Entrepreneurship Panel for the International Business Conference coming up on March 16. Last year, a team of graduates from UNF participated in the Florida Venture Forum. This year, CCB does not have enough time to get a team together before the Forum in May. This fall, as we get ready to open the Center for Entrepreneurship, we will tie in an internal UNF case competition where teams come up with a business plan, and the teams with the best ideas will then go on to the Florida Venture Form next spring. Kirk Williams, the BAC chair,

has agreed to fund a team, and he agrees with the decision to wait until we can get a team is ready to compete.

7. **Summer/Fall Classes Update (Chris Johnson)** – Chris handed out the MSM course schedule, and the first four classes are level one, and the second four are level two. The schedule tries to avoid conflict between level one and two classes, and Chris expressed concern that students only option for Planning/Control of Business Process is 9 to 6 on Saturday. Paul said last summer this time slot was full.

New Business

1. **CMC Director Search Completed (Melinda Santos Quant)** - Derek Guffin starts March 12, 2018, and Mark asked everyone to stop by the CMC and welcome Derek.
2. **Downtown expansion update (Mark Dawkins)** - The Downtown Investment Authority approved a forgivable loan to UNF for \$380,000. Shari Shuman and Mark will present the loan to the BOT for approval on March 15. The loan terms require 24 students the first semester, 48 the second semester, and 72 students the third semester (the terms cap out at 72 students per semester). The DIA will forgive the loan over 5 years assuming the students projections are met, and both live student and virtual students both count. Mark said Luther and Blanche Coggin provided the seed gift to start the Center for Entrepreneurship downtown, and the classroom space is a way to fund the downtown campus beyond the initial 5 years. We have two outstanding requests for funding of \$100,000 from two other potential donors.
3. **Online graduate courses for MSM/MBA programs update, Fidelity on-site MBA update (Dawn Russell)** - No Report
4. **CCB Certificate Update (Dawn Russell)** – No Report
5. **CCB Majors Fair for Spring Semester (Jennifer Jackson)** –.The major workshops have been great. We had 118 students on the sophomore roll up list, and a little over fifty percent of sophomores have attended the Majors Workshop. CCB has other initiatives in place to make sure those students who did not attend will actually come and do what they are supposed to do.
6. **Faculty hiring completed for Fall 2018 (Mark Dawkins)**
 - Three (3) tenure –track in MAN Completed
 - One (1) tenure-track in MAR Completed
 - Mark indicated the approved permanent faculty and staff positions for which CCB has received approval from AA to conduct searches. The legislature will give the university its budget in late March or early April. Mark said to email him with questions.
7. **Course prefixes and APCs** – Mark said the APCs are in process now for the business analytical certificate. Several departments have raised issues regarding course prefixes since

the Marketing Department offered a class with a marketing prefix, and based on the course content and description, several department heads said it should not be a marketing course. In fairness to CCB students, Paul said there should be a uniform review of course content to insure there is no overlap of course content, especially with analytical classes.

- 8. New Study Abroad/IB system** – Mark plans to meet with the department chairs who lead or participate in study abroad program to get a better understanding of how paperwork and money flows for each study abroad program. Mark wants a flow chart of the process. As more of the work gets channeled to the departments, Mark wants see if there are any changes that should be made so the assets are safeguarded appropriately and the process is as efficient and effective as possible.
- 9. Cultural Competency Training for CCB Student (Mark Dawkins)** – Mark sent an email to all CCB students regarding the Cultural Competency Training that starts tomorrow and runs through next month through the Department of Diversity Initiatives. Mark will send the email to faculty, and ask faculty to encourage student to complete the training.
- 10. Cheating Ad Hoc Committee (Mark Dawkins)** - Mark sent the faculty an article about cheating, and he is setting up a meeting with the DRC at the request of CCB faculty to discuss exam security. This ties in with the Ad Hoc Cheating Paul Fadil is leading, and the Ad Hoc Committee is going to distribute best practices for discouraging cheating. Paul mentioned that a student had his laptop stolen when Paul asked his students to put their backpacks against the wall during a test. The best practices should discuss who is liable when faculty do enact rules to stop cheating.
- 11. Adjournment:** The meeting adjourned at 10:50 am