

**Coggin College of Business
Executive Committee Meeting
April 12, 2018 (9:30-11:30 am)**

Members Present: Dawkins, Eltantawy, Fadil, Frankel, Donaldson, Gallo, Guffin, Jaeger, Jackson, Johnson C., Johnson R., Loh, Mangiaracino, Russell, and Watts

Members Absent: None

Welcome: Mark welcomed Derek Guffin to his first EC meeting.

Guests: Jillian Gooding and Chad Learch, Registrar's Office - Jillian reviewed a Handout of Current and Proposed Time Blocks for Fall and Spring terms, where the goal is to have time block offerings that accommodate students. The Registrar wants a balance in Tuesday/Thursday and Monday/Wednesday classes, with Friday being used for labs and alternative requests. The Registrar requested that each department input its 2017 fall schedules in the proposed time block with current faculty for a modeling feasibility study. If the schedule is feasible, the new schedule would be used in spring 2019. The next goal would be to schedule classes for a full year. The ultimate goal would be to schedule and register student schedules for two years out. The EC members discussed various conflicts involved in scheduling such as faculty contracts, students conflicts and preferences, department size, classroom space, and online options. Jillian thanked the EC for their input and ideas. Mark reminded everyone that April 27 is a hard deadline, and said that a positive feasibility study should be viewed as a win for the faculty, students and university.

1. **Approval of 3/1/18 minutes** – The EC minutes from the 3/1/2018 meeting were approved.

Recurring Business

2. **Development Office Update (Megan Mangiaracino)** –

- Megan reviewed the Development Update handout which lists scholarships, Center for Entrepreneurship donations, and advisory council membership fee proposals and commitments that Teresa and she are currently working on. Megan said Development has spent the last couple of months working on scholarship applications to get them closed and awarded to the students.
- Megan has been focusing on growing the advisory councils, and announced the BAC added two new members: Tyra Tutor with Adecco, and Tim Aylor with Citi. There are three additional potential members. Development is trying get membership in the BAC to thirty members, while at the same time they are trying to be strategic about adding diversity in terms of industry, as well as diversity in race and gender.
- The scholarship awards selection committee is meeting on 4/13 to make the final scholarship selections, and students should be receiving notice of their awards within the next week or two. The scholars should have enough time to get their contracts back before the end of semester, and then donors will be notified of their new award winners.
- Development is also working on a new initiative to fund the Bloomberg Lab, and the Dean is helping solicit more commitments from OFG alums for the Lab.

- The Finance Advisory Council is complete, and Oliver is planning the first meeting for June 1st. The Sales Advisory Council is coming together quickly since they have some time sensitive items to address in order to create a solid program for the fall. Hopefully, this council will meet over the summer. The Marketing Advisory Council is about half way complete, and some key alumni have committed to the council. This council should be solidified in the next month. The Management Advisory Council will be the last council finalized. Development will continue to support the councils and come up with new ways to help the councils grow, and there might be others councils created in the future (e.g., CMC Advisory Council). Reham asked if the Sales Advisory Council is planning on having any curriculum programs, and Megan said the council is considering creating a Professional Selling Certificate this fall. The council is going to meet over the summer to determine if this initiative is going to be a minor or a sales certificate, and the council plans to get feedback and propose something in early fall. Mark noted that Reham should be part of these discussions. Megan, Ben Hippeli, and Joe Jamerson with Allstate met last night to discuss best practices from schools they met at the sales competition at Kennesaw State University last week. The group plans to meet with Don Rhoades (adjunct faculty), and Megan will make sure Reham is included in future communications.
 - Ben Hippeli and Megan accompanied four students to the National Colligate Sales Competition at Kennesaw State University, which is a landmark event in sales. It was a great trip, and the students were excited about the opportunity to see how great a career in professional selling can be. They met a lot of great advisors and professors of sales programs from other universities, and were able to network about the sales certificate program. The students also volunteered in the career fair, and observed the sales competition. One of the students already has a full internship, and another student has an interview for an internship.
 - Paul asked if the sale initiative was a sales major or a sales certificate. Mark said right now there are only two sales courses taught by adjunct faculty, and that a full degree in sales is something he wants CCB to explore. The sales initiative was Joe Jamerson's (Allstate) idea, and Mark, Shannon and Teresa went to FSU to look at FSU's sales degree program and meet some of its corporate sponsors. FSU has a full degree in sales, and Reham and Paul said there is a tremendous demand in Jacksonville and North Florida for a sales degree program (several EC members gave of examples of demand in Jacksonville). Mark and Reham said it would be hard to offer a sales degree program without a full time professor, and Megan said the groups she has been networking with suggested CCB start with a sales minor or certificate and work toward a sales major. Megan said the percentage of universities that have a sales program is very slim.
3. **CMC/CCB Marketing Update (Derek Guffin)** – Derek said he is excited to be here.
- He is 80 % finished with the listening tours, and he has been meeting with as many people in CCB as possible to figure out who does what. He had three focus groups with students to figure what they like about CMC, and what they like about CCB. He also has been meeting with faculty, and wants to meet with each member of the EC individually within the next two weeks. He wants to present some ideas to individual EC members, and he wants to learn about each department, how its internship program works, which employers they work with outside of CMC, and how the department is structured. Derek

would like to meet with the EC members before the May 18 workshop, and asked EC members to email him three times they are available to meet in the next couple of weeks.

- At the May 18 workshop, Derek will present an overview of the future of the CMC. Currently there are programs the CMC does very well. For example, the STAR Program equips students for career readiness, and the Coggin Mentor Program (professional to student mentor program) seems to be going really well. Derek said the CMC will shift to new programs such as a peer-to-peer mentoring model. The CMC will also reevaluate how to get a better return on investment when employers come to campus and engage with CCB students. He noted the university Career Center is becoming decentralized, and there will not be a central employer fair as each college hosts its own fair. Derek wants to add more employers to the CMC's portfolio immediately. He noted that student attendance at prior fairs has been low, and he wants to brainstorm and come up with ways to increase student attendance. He also wants to evaluate staff lines to insure that CMC employees have the resources to engage more employers, and to be more accessible to the students. He also wants to get a better understanding of the CCB's internship programs. He said that potential employers of recent college graduate want to see relevant work experience on the students' resumes, and he wants to develop ways to push more students, especially those students in the middle 80 %, into the internship area so the students are not ill prepared when they graduate. The CMC is evaluating staff lines to develop programming to fix the scale issue, improve accessibility, and increase career readiness.
 - Marketing - Christine and Sabrina are leaving which leaves only one person, Breana, to do marketing and web site updates for the CMC. Derek want to reevaluate the web site design, and design new banners for the departments to advertise programs and announce upcoming events. Derek also wants to hire two new people or student interns to help with web site design and marketing.
 - Mark said that CCEC brings in \$120,000 a year from its employers, and the CMC appears to have been underselling the products in its portfolio. Currently, the CMC charges an employer \$200 to host a table at the career fair, while the CCEC charges \$650. Derek wants to look at the pricing structure, hire more staff, and put in place more impactful programs. Graduating undergraduate students should either have a graduate school offer or a job offer from an employer. If the CMC increase prices, the employers are going to want more value, and if the students are not coming or the students are coming but are unprepared to talk about their career readiness, their passions, and experiences, everybody loses. All units of CCB need to work together to better serve students.
4. **Advising Services Update (Jennifer Jackson)** – On Monday, summer and fall registration started, and Advising Services has seen, emailed, and interacted with 663 students.
- The four year graduation rate is now part of the SUS metrics, and Advising Services is going to put procedures in place to insure advising is doing everything it can to get students to meet the four graduation rate. CCB's major workshop are going to be mandatory, and there will be mandatory advising at certain benchmarks within the student's degree to insure that students are on track for a four year graduation. Jennifer thanked EC members who encouraged and convinced their faculty to participate in the Open House this Saturday, or to help with the major workshops.

- Advising has reviewed 179 Policy Applications, and Paul Schreier said this was a 60% increase.
- Advising is currently reviewing and updating the Catalog, so notify Jennifer of any catalog updates.
- Chris asked Jennifer to talk about online testing for students who are outside of Jacksonville on dates they are required to come to campus to take their face-to-face exams. Jennifer wants to put a footnote in the course schedule to indicate the in-person test times for online courses. Mark said it should be a requirement to put the in-person test dates on the course schedule like they do with hybrid classes (instead of a footnote) so the in-person test dates for DL online classes will show up during the registration process. The EC needs to have more general discussion about online classes, and Mark said this will occur during the summer.

5. **SBDC Update (Janice Donaldson) –**

- Janice thanked Management and Lakshmi for teaching the graduate Social Media and Analytics class. There were eight clients in the class, and the final presentations are this week. The clients have said the class is great. Janice also thanked Diane Denslow, who will be helping over the summer to finish the export market plans after the current international trade specialist left a month ago. Diane did an excellent job with this last summer.
- The first week in May is National Small Business Week. The administrator at the SBA, Linda McMann, will have a meet and greet at the SBA on 5/1 from 9:30 to 11:30 am. The Annual Small Business Week and Lender Awards Celebration, SBDC's big event, will be on 5/4, and the speaker will be Alicia Rainwater with The Center for Generational Kinetics. She will speak about managing multiple generations in the work force. The SBA presents their Small Business Week Awards at this event, and of the seven winners, the SBDC at UNF nominated six. The EC congratulated Janice for a SBDC at UNF nominee winning the state award. The Dean's Office will have a table at the event, and there will be an advisory council meeting before the event that precedes the luncheon. There are 24 members on the advisory council, and they do not pay to be on the council, but their membership on the council has big rewards for SBDC.

6. **Summer/Fall Classes Update (Chris Johnson) –**

- The Continuous Improvement Committee is developing an assurance of learning plan for current accreditation cycle. Chris passed out a BBA & MBA Program Assessment Matrix which show CCB learning goals and objectives, the metric used for assessment, and outlines of the timelines to achieve these goals. The Continuous Improvement Plans should include data collection, assessment, reflection, and recommendations for continuous improvements to close the loop. How to assess global awareness for the MBA Program has not been finalized. The global students can be assessed through their global thesis requirement, but for the non-global MBA students, CCB does not have a mechanism to assess global awareness. The MBA Program needs to determine if global awareness is a learning goal they want to pursue, and if so, are there courses that can be used to carry out this goal. The EC discussed several classes that might meet this requirement, and Chris said he would talk with Policy instructors and see how

international issues are covered, and determine whether this meets the requirements for global awareness assessment.

- The CCB summer schedule is \$100,000 over the allocated budget, and Chris explained to Dan Moon and Anne Hoover how CCB was projected to earn over \$540,000 for UNF over the summer. Dan and Anne want Chris to monitor enrollment, and Academic Affairs wants CCB to consider canceling any courses that are not paying for themselves, particularly if they are second courses and not required for graduation. Reham asked Chris to supply her with a revenue analysis of her courses with low enrollment. David would like to have a meeting with the dean, associate dean, and chairs over the summer to discuss strategy for scheduling classes for next summer, and whether going over budget and how much over budget is acceptable or not. He would like to discuss a threshold to meet for getting a second class. Mark reminded the EC he said to be aggressive with summer scheduling to help UNF keep the students here during the summer. Chris said let to him know if a course is added or deleted.

New Business

- 1. Downtown expansion update (Mark Dawkins)** – The lease is signed. Mark will talk more about this in May.
- 2. Online graduate courses for MSM/MBA programs update, Fidelity on-site MBA update (Dawn Russell)** – Dawn sent out an update regarding online classes: there are 27 courses in the inventory, 5 are offered this summer, 11 are on the schedule for the fall, and another 11 may be ready for the fall. CCB's contact at Fidelity is meeting her leadership team today about the on-site MBA program, and Fidelity seems interested in UNF. This would be a great opportunity, especially since this is a program at the graduate level.
- 3. CCB Certificate Update (Dawn Russell)** - The analytics certificate has passed at the university APC, and it should go to the faculty association in May. Mark said someone should attend the executive committee meeting of the faculty association in case there are questions regarding the analytics certificate.
- 4. Faculty hiring completed for Fall 2018 (Mark Dawkins)** - Mark said there are ongoing searches for positions in marketing, accounting, and MIS, and he wants each department to wrap up the searches as soon as possible.
 - Three (3) tenure-track in MAN Completed
 - One (1) tenure-track in MAR Completed
- 5. Student Concerns Regarding Use of Exit Exam as Part of Grade in Strategy Classes**
Mark will discuss this with Paul later.
- 6. New Study Abroad/IB system (Mark Dawkins)** – CCB has switched to a new system, and Mark appreciates EC members helping work through some issues. Going forward, the process will be much better.
- 7. Course Prefixes and APC's** – No report.

- 8. Cultural Competency Training for CCB Students** – No report.
- 9. Cheating Ad Hoc Committee & DRC Exam Security Meeting (Mark)** - Tom Barton and some CCB faculty met with Rusty from the DRC, and Mark will send out a summary of the meeting. Paul is chairing the Cheating Ad Hoc Committee, and hopefully they will distribute some best practices to faculty before the fall. Mark is trying to get funding to have an online testing lab in the CCB by this fall.
- 10. Adjournment:** The meeting adjourned at 10:50 am.