

**Coggin College of Business
Executive Committee Meeting
June 7, 2018 (9:00-10:45 am)**

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

Members Absent: Albert Loh

Guest: Jeff Chamberlain, Honors Dean – Honors in the Major follow-up – Dr. Chamberlain distributed draft revisions to Honors in the Major that include an upper level component which adds depth and quality enriched education to the Honors program without adding extra time or credits. The three suggested components were to: 1) complete the Honor Core Curriculum, 2) complete an enriched upper-level program, and 3) complete an extensive co-curricular program which involves either depth or breadth. Dr. Chamberlain also wants to allow more students, such as transfer students and continuing students who show promise, to be more challenged in their studies and have a more enriched education. If a student completes an Honors in the Major program, they would be welcomed into the Hicks Honors College if they complete the co-curricular component. However, if a student only completes the curricular component, Honors in the Major, they would have a separate transcript designation but would not be part of the Hicks Honors College. Chamberlain suggested that coursework, research, and study abroad be components of CCB's options for its Honors in the Major program. He proposed that the programs be in place by fall 2019. The Hicks Honors College will not approve the colleges' Honor in the Major programs, but wants to review the programs and offer advice. Derek said the CMC wants to partner with the Honor in the Major programs in CCB, and hopefully allow for fulfillment of program requirements with CMC events. Mark said this initiative is a good way for each department to take another look at its curriculum, integrate with the Honor's program, and better serve CCB students.

1. Approval of 4/12/18 minutes – The EC minutes from the 5/10/2018 meeting were approved.

Recurring Business

- 2. Development Office update (Megan Mangiaracino)** – Due to a change in scheduling, Megan's UDAE meetings are now on Thursday until 10:30 am so she report at the end of future EC meetings.
- The fiscal years closes on 6/30/18 and Development is trying to secure as many gifts as possible before the year closes (including all unpaid councils due).
 - Megan reminded the EC about the Evening with President Szymanski at MOCA on Wednesday, 6/13, and said all advisory council members have been invited. EC members were encouraged to reach out to one person who could help move their department or unit forward and ask them to attend. This event will get the community excited about President Szymanski, and should be a great cultivation opportunity.
 - On 8/27, the BAC will have a special lunch meeting with President Szymanski. Reham thanked Megan for her help, effort, and emails with the advisory councils, and she also asked some questions about the structure of the Professional Selling Advisory Council. Ben Hippeli, (adjunct) and Joe Jamerson (who first suggested CCB start a Professional

Selling Advisory Council) formed a smaller council (7 members) as a start, and this council has had its first meeting. Ben is overseeing the council and will update Reham regarding the progress of the minor program.

3. CMC/CCB Marketing update (Derek Guffin) –

- Mark and Derek visited the Northwestern Mutual office for a reception for the 8-10 CCB summer interns and their parents, and the reception also included a presentation of their internship program. Mark reminded the EC to let Derek and him know if similar opportunities arise so they can attend. Derek thanked Mark for attending and helping to reinforce the partnership between CCB and Northwestern Mutual, a key CCB partner for internship and full time jobs.
- Handshake, the new Osprey Career Link, is now fully functioning and is live to employers and students. Melinda Santos did a great job of coordinating the project for CCB and the central university office. Handshake is very popular and is used by 10 out of the 12 SUS universities, and Derek said it was a good decision to bring Handshake to UNF.
- Osprey Career Fair will be on Friday, 9/29/2018), and CCB is still negotiating with COAS regarding a revenue split. The fair will anchor the Coggin Career Week.
- CMC Marketing is rebranding its products, and Derek distributed sample sheets with items waiting for approval from UNF Marketing. Please see Derek for copies of the handouts.
- Derek worked with UNF Public Relations to successfully create a Jaguars ad for CCB's MBA and MSM graduate program. Derek circulated a copy of the ad, and it will appear in the Jacksonville Jaguars program across from the season schedule page. David and Andres mentioned that the MACC and GlobalMBA graduate programs are not in the ad, and Derek took note and mentioned the focus for this ad was the downtown campus and the Center for Entrepreneurship. Chris suggested that the AACSB logo be incorporated in future ads to increase brand awareness of the AACSB. The programs have a distribution of about 80,000 at each home game.
- Hiring – There were five applicants for the Web Master position and 2 applicants for the Graphic Designer position. Derek asked the EC to encourage any qualified students to apply.

4. Advising Services update (Jennifer Jackson) –

- Advising Services is working on the cohorts lists to make sure students are staying on track to graduate in four years. They are looking at the 2014 cohort to make sure they are on track for summer graduation in 2018. They are also looking at the fall 2015 cohort to ensure they are on track for summer graduation in 2019.
- Policy applications open on 6/1 and close on 6/30, and Advising Services will be reviewing students for potential summer graduation.
- Advising Services is planning the major workshops for the sophomore rollups (i.e., students who became sophomores at the end of the spring or will become sophomores at the end of the summer).
- A majority of Advising Services communications to students is being moved to the CMS system, where emails and letters are populated and then automatically sent at prescribed dates.

- Advising Services is interviewing for an undergraduate advisor and hopes to have the position filled by 7/2.

5. SBDC Update (Janice Donaldson) –

- Next week is the statewide SBDC Conference and professional development opportunity in Fort Lauderdale. Monday and Tuesday will be focused on standardizing a few programs so they can be expanded statewide.
- Janice plans to complete the Strategic Management Performance Systems Certification program at George Washington University, which should prepare her to receive the Association of Strategic Planners Certification.
- The Vetpreneur Conference at UNF is on June 22 and is shaping up well.
- On June 25, Janice will have lunch with other institutes and President Szymanski. This will be Janice's first chance to meet the new president and introduce the SBDC.
- SBDC's consultant at the Clay County Chamber of Commerce resigned last Friday, and SBDC will be posting for her replacement.
- Janice has some questions about the Professional Selling Certificate and indicated this is an area the SBDC would like to pursue. Mark suggested Janice touch base with Megan about getting in touch with Ben Hippeli and the Sales Advisory Council. Chris said he, Reham, and Young-Tae were meeting about the minor, and he suggested Janice attend. Janice said she did not want the SBDC to do a lot of sales training, but she wants to get her staff up to speed as sales consultants to help with things like infrastructure and how to measure productivity. This will allow the SBDC to refer their clients to other sources, such as Ben Hippeli's company, for sales training.

6. Fall Classes Update (Chris Johnson) –

- Summer enrollment - undergraduate and graduate enrollment is 3,448 students with one-fourth at the graduate level. The profit for the University from these summer classes is \$800,000, which is a significant increase over the last three years, especially at the graduate level. The gross revenue from the graduate enrollment is only \$100,000 less than the undergraduate enrollment which has four times as many students. Chris hopes these profits get reinvested in CCB. Mark says some of the increase is attributable to offering classes that students want and need to take during the summer, as well as increasing class offerings to engage students. CCB's increasing online classes also are contributing to the increase in profits.
- A lot a classes have unassigned rooms for the fall schedule.
- Chris reminded the department chairs to update the fall schedules with the new hires to replace missing instructors.
- On June 18, Mark has a follow up meeting about the Student Centered Scheduling pilot where scheduling is moving to a two-day time block and Friday is a flex day. Mark will have more follow-up information at the next EC meeting. David mentioned he has been attending a Scheduling sub-group where IT is working on specifications to purchase new software that integrates scheduling, student success, and one other thing. This initiative is moving forward and will be a big help to the office managers. Mark said that Enrollment Services requested software in the 2018-19 budget to help ensure student's success in graduating in 4 years.

New Business

1. President Szymanski held his first Deans Meeting on Tuesday, 6/5 and will continue to hold a Deans Meeting the first Tuesday of each month. The President said he has talked with 70 donors and prominent people in the community to assess their engagement and understanding of UNF. The President is 100% externally focused and 100% internally focused, and he wants to build bridges to get UNF better connected to the community to help students get internships earlier. The President said innovative programs and innovative activities are important, as well as community partnerships and engagements. The President did not commit to whether he was going to adopt the strategic plan approved last November or start a new strategic planning process. Through his conversations with people on campus and in the community, he wants to get a sense of the unique strengths of UNF that were captured in the strategic plan approved last November. From his perspective, bridges to the community, high quality undergraduate education, emerging experiences (TLOs, study abroad, etc.), and strengthening the research culture should be part of the strategic plan.
2. **Downtown expansion update (Mark Dawkins)** – Every two to three weeks Mark and Chris meet with the developers (Molasky Group & Southeast Development Group), the architects, UNF Facilities, UNF IT, and Danis Construction (general contractor). The goal is have the building turned over to UNF on December 1st, then furniture will be moved in, the Center for Entrepreneurship will open January 2, and classes will start January 7. Mark will have a better idea of faculty capacity and the IT telepresence capabilities at the downtown campus in July. The downtown campus will offer the MBA and MSM degree programs. The Director position for the Center for Entrepreneurship should be posted in the next two weeks. CCB is fundraising and looking for executive board members for the Center for Entrepreneurship, and they will help select the Director.
3. **Faculty Offices** – CCB currently does not have office space for all of its new hires. Mark and Susan met with Physical Facilities to discuss renovating the Student Club Room at the end of Building 10. The plan was to have new offices available by August 9, but because of certain requirements regarding fire proof walls, the renovation of the faculty offices has been delayed at least until mid-October. Some of CCB adjunct faculty may have to share offices. Several EC members suggested Chris contact the Foreign Language Department, Philosophy Department, and the Confucius Institute to see if they have any open offices in Building 10. Mark is getting a quote for new furniture for the CCB conference rooms on the third floor.
4. **Fidelity on-site MBA update (Dawn Russell)** – Students are enrolling for the fall in the on-site MBA degree program at Fidelity. The target is 28-30 students, and ten have already enrolled before Dawn and Amy have visited the campus to register students. Dawn and Amy are going to Fidelity at the end of the month to register students, and Dawn is working with Fidelity's Culture Curator to recruit students. Mark is meeting with President Szymanski and Provost Chally on 6/13 to discuss revenue sharing. Fidelity wants its cohort to concentrate in finance, and Fidelity is going to reimburse its employees for six credit hours a semester.
5. **Joint Business Analytics degree update (Mark Dawkins)** - Mark thanked Dawn for working diligently to get the joint graduate Business Analytics Certificate with CCEC approved. CCEC subsequently contacted Mark about pursuing a joint Business Analytics degree, and Lakshmi has volunteered to be the lead person to work with CCEC on this

initiative this year. Mark asked the EC to have any faculty interested in helping with this initiative to contact Lakshmi.

6. **Faculty hiring for Fall 2018 (Mark Dawkins)** - Information about faculty hiring for fall 2018 is on the back side of the agenda handout.
7. **Adding major videos to CCB website (Mark Dawkins)** – Mark would like a video on the website from each department detailing why students should major in each departments degree program, and identifying possible careers are available with a particular major. Mark will have an update on this project at the next EC meeting.
8. **Electronic resume books for job requests – OneCall & Rayonier (Derek Guffin)** – Derek explained that Handshake is designed for students to upload their resumes and to present themselves in a professional online space where third parties can see the student’s information. This is voluntary (opt in) for the students. Derek and Amy are going to identify graduate students who are actively looking for a job via a new intake form. If students are actively looking for a job, Derek wants to make it mandatory that these students upload their resumes. As such, UNF will have an electronic resume book. Handshake is for undergraduate students, and the resume book will be used for graduate students currently looking for a job.
9. **Outside Activity Reporting requirements (Mark Dawkins)** - If any faculty has taught for another university or performed some service for compensation above expenses (e.g., food, travel, housing, etc.), they should file an Outside Activity Report and take annual leave. Mark and Academic Affairs must approve the Outside Activity Reports, and Mark is going to send a memo to CCB faculty so they can document reportable outside activities over the past three years.
10. **Exam Proctoring Lab for the fall (Mark Dawkins)** - In addition to a webmaster and graphic designer, Mark would like to staff a CCB Testing Center from 8 am – 12 pm on Saturdays this fall for proctored exams by either faculty or graduate students. Mark will have a proposal at next month’s EC meeting for a CCB Testing Center. The CCB Testing Center will be for regular classes, online classes, and hybrid classes.
11. **Cultural Competency training for CCB students & Uriah Jones’ MPA report** – Not discussed.
12. **Cheating Ad Hoc Committee (Paul Fadil) & DRC exam security meeting (Tom Barton)** – Not discussed.
13. **Course prefixes and APCs** – Not discussed.
14. **Adjournment** – The meeting was adjourned at 10:55 am.