

**Coggin College of Business
Executive Committee Meeting
July 12, 2018 (8:30-9:50 am)**

Members Present: Dawkins, Eltantawy, Fadil, Frankel, Donaldson, Gallo (conference call), Guffin, Jaeger, Johnson C., Johnson R, Learch (on behalf of Gallo), Loh, Mangiaracino, Schreier (on behalf of Jennifer), and Watts

Members Absent: Jackson, Russell

1. **Approval of 6/7/18 minutes** – The EC minutes from the 6/7/2018 meeting were approved.

Note: President Szymanski is visiting every College at UNF. President Szymanski and Provost Chally will visit all CCB units (i.e., departmental offices, CMC, Advising Services, IB Flagship, T&L Flagship, etc.) and meet with CCB personnel in the units on 7/18/18 from 9:00-10:00 am.

Recurring Business

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

- The All College Meeting is Friday, 9/14/18 at 12 noon (food will be served at 11:30 am). Megan would like attend the fall departmental meetings for a follow-up on the BHAG's established at the Development/CMC Retreat on 5/18/18. Mark asked the department chairs to communicate the dates of their fall meetings to Megan.
- The FY18 fiscal year closed on 6/30/18 and CCB's total fundraising was \$2.4 million in gifts, pledges, and documented planned gifts. The preliminary goal for FY19 is \$1.8 million, which is based upon a formula UDAE uses to assess CCB's portfolio potential.
- Upcoming Solicitations - Megan has been working with David Jaeger and Jeff Michelman on Beta Alpha Psi sponsorships with CCB accounting partners on the Accounting Advisory Council. She is also working with Derek on CMC's ongoing relationships and trying to increase the level of CMC support.
- Center for Entrepreneurship – Mark and Megan are working on a one-page document that explains what the center is and how companies and citizens can get involved.
- Development is working on a Stewardship Plan that documents phone calls, thank notes, etc., for certain levels of giving.
- The BHAG follow-up retreat is Friday, 8/31/18. After the first BAHG retreat in May, Mark and Megan reviewed the BHAG goals and identified five specific college-wide goals. Megan will email the EC a draft of the goals. At the fall departmental meetings, department chairs and faculty are asked to select one goal that Development can help the departments achieve. As such, Megan asked that all fall departmental meetings occur before the BHAG retreat on 8/31/18, and she asked that she be invited to each fall departmental meetings to help facilitate the process of selecting a goal.
- Paul asked about the status of the Development Director Search. Mark said the search was continuing and two candidates were interviewed. UDAE is overseeing the search and will make the final hiring decision.

3. **CMC/CCB Marketing update (Derek Guffin):**

- Mark asked EC members to stay after the meeting to discuss with Derek an internship, work experience, and study abroad requirement for Business Majors. Additionally, Derek would like to discuss reevaluating and condensing the internship course administrative process. Kate (on behalf of Andres), Albert and Chris said they could attend. There will be a follow-up/update about this meeting at the next EC meeting.
- Registration for the Osprey Career Fair opened on Monday 7/9/18 and will continue until the middle of September. Tall EC members were encouraged to have new employers they interact with register for Osprey Career Fair.
- CMC has developed a lot of new web pages and Derek is going to send the EC members links to the new pages so they can be forwarded to faculty.
- CCB is going to host the Osprey Career Fair on Friday, 9/29/18, and DeeDee will be in charge of the Fair for CMC.
- CMC is looking to hire an office manager since April Mattedi has moved to another position. Derek thanked Susan Watts for her help in the hiring process, and he asked EC members to encourage any qualified candidates to apply.
- Coggin Career Week – CMC is scheduling employers and has reserved the rooms. A hand full of companies have already signed up and the CMC is creating their schedules and writing their session descriptions. Mark and Derek are working on unique approaches to offer incentives to get the students to attend. Mark and Derek will send faculty an email with information about Coggin Career Week to allow faculty to easily copy and paste this information into their syllabus.
- The CMC has started a new program, Peer to Career Mentors Program, which will use juniors and seniors to give career and internship advice to freshman and sophomores. This program should help with the shortage of CMC career advisors. Six students, across all majors, have been selected and will host office hours from 3pm to 6pm each weekday. Once fall classes starts, student can walk into the CMC and have immediate access to resume critiques and mock interviews with these mentors. CMC will train the student mentors for two hours a week for 16 weeks in the fall and spring. Derek noted that Melinda has done a great job with this program.
- The CMC is creating more access to the STAR program so students can get through the program faster and increase the quality of interactions with employers.
- Derek is projecting CMC Development will earn an additional \$15,000 to \$20,000 in FY19 largely due to the Osprey Career Fair.
- Employer Development – Derek usually has 5 to 10 employer appointments a week across all industries (e.g. marketing, surf shop, Citigroup, etc.).
- CMC Marketing – Will, the new webmaster, and Derek have developed an intake form for website changes that is available online. Will is doing a great job correcting problems with the former website. Samantha, the new graphic designer, has several ongoing projects, and the CMC is looking to hire a second graphic designer.
- CMC Marketing has placed the ad in the Jaguars magazine, and they are also having marketing discussions with the JBJ and WJCT on promoting the downtown campus by targeting just the downtown market.
- UNF wants to join building 42 and 10 with a large atrium in a \$24 million project that has been submitted to the state. Ajax, a local construction company, asked Mark to look at their work at UF (Hough, Heavener and Newell Hall). Mark was impressed with UF's marketing of visual space at their facilities (i.e. wall, elevators, water fountains, etc.) with student stories and names. Once the new Director of Development starts, Mark wants to

take members of the EC to UF to see how they have tastefully marketed the selling of space at their business buildings.

4. Advising Services update (Paul Schreier for Jennifer Jackson):

- Advising Services needs each department chair's advice on the proper placement in the Osprey Map for ENC3250 (Professional Communications), which is currently defaulting to Speech's prior place in the map.
- Jeremy Baker, the new Academic Advisor, will start on Monday 7/9/18. He was the NCAA compliance officer in the registrar's office and will be helpful with the certification of CCB athletes.
- Advising Services just finished another cohort review and is ensuring all cohort students projected to graduate in fall 2018 can get into the classes needed to graduate in the fall.
- The Coggin LLC has 42 students this year versus 20-25 students in the past due to Admissions changing their orientation process.
- The fall Majors Fair is in the production phase. Some of the department chairs have given Paul feedback, and he would like to get with those who haven't so he can get ideas to incorporate into the fall fair.
- The Advising Retreat is 8/1/18 and Advising Services will discuss: 1) Fall Major Fair agenda, 2) the shift of duties for Jeremy and the whole department (the IB workshop will change from Kathy to Kelly), and 3) improvements in the Early Alert process.
- Advising Service is starting the process to have the college petition process go paperless so at a minimum, petitions can be emailed to the department chairs.
- Kelly and Susan will give a presentation at the NACADA Conference (governing body for academic advising) about CCB's initiatives with the major fair and major workshops. They will also bring back information regarding how other colleges are promoting their majors.
- Today is registration day for policy applications for a fall graduation.
- Reham wants to discuss transfer students and the negative impact of the 4 year graduation metric on certain majors, especially T&L.

5. SBDC Update (Janice Donaldson):

- Last month was the statewide SBDC Conference in Fort Lauderdale and UNF SBDC swept the boards in awards. The EC clapped in congratulations. Awards follow:
 - Florida State Star Award - Cheryl Lynch, Putnam County Office. This award recognizes extraordinary performers who have made strong contributions to their state network.
 - Florida Rising Star Award – Blake Stockton, SBDC at UNF. This award honors star employees under the age of 35.
 - Valor Awards – Cheryl Lynch and Marge Cirillo from St. Johns County Office. This award was for their work after Hurricane Irma.
 - SBDC Superstar Award - Lisa Brunson, SBDC UNF Administrative Secretary, for going above and beyond the call of duty.
- Next week, Janice is meeting with Brian Parks, President of Sun Trust, to discuss the potential expansion of the Exit Stage Left program to the eight other regions.
- Next Thursday, The Regional Director of the University of Houston SBDC is shadowing at UNF SBDC.

- UNF SBDC will have a booth at the Jim Moran Institute State Wide Conference in Orlando, (8/1/18-8/3/18). The statewide SBDC is a sponsor of this event.
 - After today's EC meeting, Mark and Janice will attend JBJ's Fast Fifty Luncheon which recognizes Jacksonville's 50 fastest growing firms.
6. **Fall Classes Update (Mark Dawkins)** – Mark attended a Student Centered Scheduling meeting on 6/18/18. The Registrar's Office modeled the spring class projected schedules with the information supplied to them and are making a few modifications for certain colleges and labs. They are trying to determine the start date, and the preliminary results looks good. The Registrar's ultimate goal is to have multiple semester scheduling, and Mark distributed a handout with the proposed fixed class time slots.

New Business

1. **Downtown expansion update (Mark Dawkins)** – President Szymanski attended the BOT and BOG meetings and everyone is supportive of UNF opening a downtown location. January 2, 2019 is the scheduled opening date for the Center for Entrepreneurship. The telepresence issue has not been resolved. At this point, the likely approach is faculty will teach from the UNF campus and it will be live-streamed downtown. Kate suggested a graduate assistant or a TA physically oversee the downtown classrooms. In August, Mark will have a better idea of the status of telepresence and will discuss how the telepresence will work at the August EC meeting.
2. **UNF textbook policy (Mark Dawkins & Albert Loh)** – Students have complained about a faculty member selling his/her textbook at a significant mark-up above its cost, and there is a university policy against this practice. Mark will email this policy to the EC members. Monitoring this policy is the college's responsibility. Faculty can use a textbook written by another faculty that is sold at a markup, but faculty cannot use a textbook written by themselves and sold at a markup in their own classes.
3. **Fidelity on-site MBA update (Mark Dawkins)** – The registration deadline for the Fidelity on-site MBA programs was 7/11/18, and they have not reached the required cohort of 30 students as there 24 applicants and 8 admitted students. If the cohort number of 30 students is not reached, CCB will not be doing an onsite MBA program at Fidelity this fall.
4. **Faculty hiring for Fall 2018 Update (Mark Dawkins)** – See the back page of the EC meeting agenda, and contact Chris if you have questions about office space. Some of the new faculty are already on campus. Currently, we are using two offices in Building 10, 2453 & 2457, for visiting faculty.
5. **Intrinio.com research database (\$2K/month) (Mark Dawkins)** – Not discussed.
6. **Exam Proctoring Lab for fall – (Mark Dawkins)** – Mark is still working on an Exam Proctoring Lab for the fall term from 8 to 12 am on Saturday in the two computer labs. Chris is looking at staffing the lab with GA's. Mark is also working on a priority structure for online and hybrid classes and will have a handout available at the August meeting.

7. **Cultural Competency training for CCB students & Uriah Jones' MPA report (Mark Dawkins)** – Not discussed.
8. **Staff working from home/CCB department chair office hour expectations – (Mark Dawkins):**
 - If staff want to work from home for an extended period of time, it should be approved at the department level and by the Dean's Office. HR should be notified once it has been approved for a staff to work off campus for an extended period of time.
 - Mark sent out communication on 6/18/18 to the department chairs regarding office hour expectations effective 7/1/18.
9. **Dean's Meeting (Mark Dawkins)** – On 7/23/18, President Szymanski will have a retreat with the Deans and Vice Presidents. UNF is behind the other Florida state universities in regards to metrics. West Florida University received \$9,000,000 from the state this year, and UNF is getting nothing from the state. The Board of Governors (BOG) wants President Szymanski to report back in six months - not with a plan - but with his progress in response to the metrics. President Szymanski has a sense of urgency to deal with the metric situation. CCB must consider:
 - Specialty Masters in Stems area (e.g., applied economics, business analytics, Masters in Finance, MIS degree, operations, etc.).
 - Increase internships – consider: mandatory requirement, project-based, ½ semester
 - Blast Classes - Friday, Saturday and Sunday classes for 3-4 weeks (on campus and downtown).
 - Differential teaching loans based on research productivity
 - UNF needs to increase out-of-state recruiting (e.g., Georgia and Alabama students could attend UNF with in-state tuition). This initiative is about to be approved the BOT.President Szymanski's message is a sense of urgency and the need for radical innovations because in six months he has to report to the BOG about what he has already done, and what he plans to do in the future, to improve the metrics.
10. **FSCJ Special Project for the Fall – (Mark Dawkins)** – Mark met with the interim President of FSCJ, Kevin Hyde, on 7/2/18. President Hyde wants a MBA team to look at FSCJ's business processes and make recommendations to him regarding how this unit should be structured to best serve FSCJ's seven campuses.

Deferred Items

1. Joint Business Analytics degree update (CCB Task Force has been formed).
2. Electronic resume books for job requests – OneCall & Rayonier.
3. Cheating Ad Hoc Committee (Paul Fadil) & DRC exam security meeting (Tom Barton).
4. Adding major videos to CCB website.
5. Outside Activity Reporting requirements.

11. **Adjournment** -The meeting adjourned at 9:50 am.