

**Coggin College of Business
Executive Committee Meeting
August 2, 2018 (9:30-11:16 am)**

Members Present: Dawkins, Eltantawy, Fadil, Frankel, Goel, Guffin, Jackson, Johnson C., Johnson R, Learch (on behalf of Gallo), Loh, Russell, and Weiler

Members Absent: Donaldson, Gallo, Jaeger, and Watts

1. **Approval of 7/12/18 minutes** – The EC minutes from the 7/12/2018 meeting were approved.

Recurring Business

2. **CMC/CCB Marketing update (Derek Guffin)**

- Coggin Career Week (CCW), the premier product in CMC’s portfolio, is in full swing and is on track for the last week in September. Derek showed the EC members the new banner. Eight employers have signed up (e.g., Fanatics and Citi). Derek passed out two hand-outs, and the main career fair is on the blue schedule and the accounting career fair is on the green schedule. The CMC wants to have 15 to 25 employers at the fair, and there are approximately 35 sessions available and topics will range from industry, career tools, personal branding, and emotional intelligence in the workplace. There also will be discipline specific sessions on marketing. The sessions will take place on 9/26, 9/27, and 9/28, and the session descriptions are online. Branding for CCW is complete, and signs and banners have been ordered to start CMC marketing.
 - Coggin Leader Mixer is a VIP event and only invited students (50 to 100) can attend. The event is free to employers who can bring two representatives. Samantha is creating the tickets and will give the tickets to faculty who are encouraged to hand them out to their top students. The tickets will also be passed out to the CCB student organizations.
 - Osprey Career Fair will be the anchor event on Friday 9/28. There are three sessions and twenty companies have registered. CCB will host the fair instead of Central Career Services. DeeDee is taking the lead in this initiative and is completing a marketing strategy, and Samantha is creating the graphics.
 - Mark asked (via email) faculty to include CCW in their syllabus. Derek asked faculty to participate by including CCW in their syllabus and encouraging the students to attend. If faculty have a good relationship with employers attending the fair, they are encouraged to meet with the employers as a goodwill ambassador before their session. Mark asked the chairs to invite Derek to their departmental meetings so Derek can promote CCW to the faculty. At the Fall Faculty Meeting, Mark will explain that this the first time for this event and it’s important for it to be as successful as possible. Derek said the employers are excited because this will be the first time they will have access to the younger (freshman and sophomores) students. CCW is for both graduate and undergraduate students and represents a professional development opportunity.
- Accounting Career Expo on Thursday 9/20 will have twelve sessions with topics that were chosen by CCB faculty (i.e. audit versus tax, excel into Excel, leadership

opportunities, forensic accounting, new accountant hire expectations, data analytics, governmental accounting, the future of accounting, etc.). Four of the twelve sessions are booked, and five employers have signed up. The CMC hopes to have 15 to 20 employers participate. Friday 9/21 will be the traditional accounting career expo with a panel on recruitment. David will host a session on the CPA, the MAcc program, and a traditional employer showcase.

- CMC Marketing - Samantha, a part-time graphic designer, is doing a good job and is working with advising and IB on some projects. The CMC is considering hiring another graphic designer to work ten hours a week. Will (webmaster) is doing great and is working with the JBJ to help market the MBA and MSM program at the downtown campus.
- Mark indicated that Derek and his team are short staffed with April Mattedi's departure and congratulated and thanked Derek for his hard work getting the CMC ready for the fall.

3. **Advising Services update (Jennifer Jackson)** –

- Jennifer reminded the EC that FERPA training is on Thursday, 8/9 in 2115 and is important for staff that interact with students. The training will explain what technical information can be shared between advising and faculty.
- Open House hosted by Coggin Advising Services is Saturday 9/8 from 9 am to 12 pm. Jennifer is meeting this afternoon with other CCB units to discuss the agenda. Once the agenda is finalized, Jennifer will reach out to the staff and faculty for their support.
- The last FTIC orientation is 8/16, and the last three transfer orientations are 8/7 (107 students), 8/10 (85 students), and 8/14 (72 students).
- Jennifer thanked Mark for his support of the Advisory Retreat on Wednesday, 8/1. At the retreat, Advising Service employees ate, played team building games, discussed ways to streamline processes, and discussed the metrics (especially the four-year graduate rate and excess hours). Jennifer is working closely with Interim Provost Pam Chally, Karen Patterson, and the academic departments to ensure students are taking the right classes at the right time for a four-year graduation rate. Advising Services is working to make sure schedules are student centered, and acknowledges access hours is harder to control because of transfer students. Advising Services is looking at each transfer's evaluation statement to determine which courses will not count toward the transfer degree, and will request those courses be treated as exempt. Advising Services is looking for ways to require (other than suspension or probation) that students visit advising to maximize the four-year graduation rate and avoid excess hours. Mark said he is glad the retreat was successful.
- The position description for a graduate advisor was approved and will hopefully be posted this week.

4. **SBDC Update (Janice Donaldson)** – No report since Janice Donaldson was absent.

5. **Development Office Update (Jen Weiler)** – Jen was introduced to the individual members of the EC. Mark mentioned that future EC meetings might be moved to the second Thursday of the month since Jen has to attend a monthly meeting at UDAE on the first Thursday of the month.

6. Fall/Spring Classes Update (Chris Johnson) –

- The spring 2019 and summer 2019 schedules will go live at the same time and students can develop their summer schedules earlier. The Chairs should be hearing from the Registrar's Office about the schedules, and there are still unassigned classrooms for the fall.
- President's Retreat with Deans and Directors – At the start of the meeting there was an eight-minute video of President Szymanski and the Provost meeting with the Board of Governors last month. The BOG message to President Szymanski is the need for urgency for UNF to move out of the bottom in the college performance metric ratings. The BOG asked President Szymanski to report back in 6 months on what UNF has done – not with ideas or challenges to lack of improvement - to improve their metrics rating. The BOG pointed out that FAU, a regional comprehensive institution and similar to UNF in terms of vision, has significantly turned around its position in the metrics rating and has proven ratings can be improved. The BOG doesn't want any more excuses from UNF. The President said the metrics are difficult to move in many regards since the key issues are retention, procession to graduation, and improving our graduation rates. One of the immediate issues to consider is developing more three plus one and four plus one programs. In CCB, this should benefit the Master of Science in Management. Chris said CCB needs to collaborate with the COAS for these programs. President Szymanski believes UNF is the next break out university in the state but UNF needs to think creatively and innovatively with different visions. Chris said CCB has been thinking creatively and innovatively in the last couple of years, but CCB needs to graduate more students on time, create pathways for job opportunities, and do a better job of tracking information such as internships (including creating a zero credit internship). One of the immediate things to improve the metrics is identifying existing programs that perhaps could be recoded and moved into an area of strategic emphasis. One idea is moving the global MBA program to a classification of international MBA – a separate degree program. Mark said the new president is coming to the first faculty association meeting on 9/6, and the sense of urgency message will be repeated over and over again, as well as a message of radical innovation. Mark said Dawn and Reham have had some discussion about potential changes that would help some CCB credit hours count as areas of strategic emphasis.

New Business

1. Downtown campus update/Fidelity on-site MBA update (Mark Dawkins)

- Downtown Campus Update - Mark is meeting with Paul Stewart, the university architect, today. Opening day is still on track for January, although permitting should have started in July and construction should have started around August 1. The project has not yet been permitted but should start soon. The telepresence decision continues to be the holdup. We have meet with two vendors and IT has recommended Presidio as the telepresence vendor, a hardware-based Cisco system – UNF has a lot of Cisco based equipment. Cisco is an expensive system and the IT estimate is over the budget the Downtown Investment Authority (DIA) provided to UNF. The other IT vendor's price quote is more in line with CCB's budget, but the other firm had done a project for UNF

seven years ago and IT said it was a disaster. IT is recommending UNF use Presidio. The budget from the DIA is \$380,000 and the price quote from Presidio is \$597,000. The other vendor's (a local company) quote uses Zoom, a PC and software based system, is \$330,000 and the vendor is willing to set-up a test area for UNF to come in and test the equipment. Presidio, a nonlocal vendor, has not offered testing.

- Fidelity on-site MBA update – Eighteen students have been admitted and CCB has applications to get to about 30 students in the cohort. Mark said Dawn and Amy have done a good job with this initiative. Russell Triplett is teaching an economics class and there is a management class that needs to be staffed. Dawn believes this is a good opportunity for CCB as there are 900 employees at Fidelity. The two faculty can discuss any changes that would be beneficial to the program in the future. Fidelity wants classes on Tuesday/Thursday from 6:00 to 7:30 pm. This is also a great opportunity for faculty to experience the corporate environment. Mark asked Dawn to compile the first-year schedule and share it with the EC. Mark said the participants and faculty are excited about this initiative, and President Szymanski will make a decision about revenue sharing later in FY19.
- Graduate Enrollment – MBA has 132 fall admits, and MSM has 53 fall admits. Dawn is going to report on admit exceptions at the Fall Faculty Meeting.

2. **President Szymanski Retreat feedback (Chris Johnson)** – Discussed above with Fall/Spring classes Update.
3. **½ semester undergraduate classes (Reham)** – The incentives for research in the Marketing Department are limited. If faculty had lower or no teaching load for ½ semester, it would allow them to focus on their research. This would not work for all faculty and courses that have to be offered throughout the entire semester. The ½ semester would work best with senior level elective classes. Some students may find the ½ semester appealing as is the case with some Florida schools that were able to grow their undergraduate programs recently. There would be system issues such as financial aid, add/drop deadlines, and changes to the advising schedules that must be resolved. CCB must be sure it has the resources to implement these changes. Faculty who are enthusiastic about this experiment can do this on a trial basis and coordinate with Advising Services to help make this successful. Rob suggested this might be an incentive for students to do an internship because it will free up some of their time. Paul said that in the past when we tried to do this for the MSM courses, faculty did not see any benefit from decreasing their courses load in the last half of the semester. But he did say that this would free up faculty for travel. Some faculty suggested that this would be the kind of radical innovation President Szymanski wants at UNF. Derek gave some examples of offering of these modules at UF. Jennifer said this would be good for student who cannot go to school full-time. Jennifer also said that VA students would get the same financial aid, but this would affect the timing of aid payments. Mark suggested that chairs roll out this idea at the fall faculty meeting to gauge interest, and consider trying for a limited number of classes. CCB can try with appropriate marketing classes and expand to other areas if successful.

Two Items not on the Agenda – Mark Dawkins

- UNF's retention rate was discussed at the Council of Deans meeting on 8/1. UNF has reached out to FTIC student enrolled last year but not registered this fall (318 students), and UNF is offering one free class to students who register this fall. For every 11 students that register, UNF will receive one improvement point in the performance metrics. This discussion shows how important the metrics are to President Szymanski.
 - Mark indicated that Cengage Unlimited is available to the students.
4. **CCB DL fee funds allocation process** – CCB received about \$13,500 in DL fees this year. Jennifer Hunter has been processing the requests as they are submitted to the Dean's Office, and Mark will forward all reasonable requests for payment until the DL fee allocation is used up. Mark asked the EC if they want to change the process going forward. Mark told the EC members to remind faculty with online courses they can request this money. Reham suggested that faculty that teach more online classes or teach more students have priority for these fees. Mark indicated that he is not approving any unreasonable requests, such as requests from faculty who do not teach or plan to teach online classes.
 5. **Faculty hiring for Fall 2018 Update (Mark Dawkins)** – New faculty hires are now on campus. Currently, we are using two offices in Building 10 for visiting faculty Ben Paladino & Brandon Minster. When the graduate advisor new hire starts, one of the advising staff might move into the student clubroom.
 6. **Advisory Councils transfer to departments to manage (Mark Dawkins)** – Megan and Teresa have set-up all the advisory councils for the departments except for Management which is in process. The advisory councils were not intended to be managed in perpetuity by the development staff. The membership dues go to departments to help out with programs or faculty support. Management of the Advisory Councils needs to transition from development to the individual's departments this fall since Megan should not spend her time with \$1,000 donations when development's 2018-2019 fundraising goal is \$2 million. The advisory councils play an important role, and departments need to keep members engaged so when they move up in their careers they can become BAC members. Albert asked if the departments will be responsible for recruiting new members. Mark said the departments should be engaged with the business community and try to recruit new members. He also said that as development engages with the business community, they also will recruit members for the advisory councils. Reham said she needs an advisory council to help with the marketing scholarships.
 7. **CCB Testing Lab for fall (Mark Dawkins)** - Deb Miller is funding a CCB Testing Lab this year, and Mark will draft an email that will go to all faculty. The two computer labs will be open on Saturdays from 8 am to 12 noon for testing for DL classes, hybrid classes, and face-to-face classes. DL classes will have first priority. Deb has committed to hire students as proctors for \$10-\$12/hr. for the full year. There will be a lock down device on the computers so the students cannot go to other websites. If there is a need for hours other than 8 am to 12 noon, CIRT is willing to fund it. CCB will figure out the Testing Lab's schedule as the semester progresses.

8. **Hospitality & Tourism degree program (FSU) (Mark Dawkins)** – At one-point FSU had a Hospitality & Tourism degree inside the business school. Mark spoke with a faculty member at FSU who said a Hospitality & Tourism degree or minor would make sense in the Marketing Department at CCB, and he offered to help set it up as a consultant. Mark indicated this was not STEM and did not think President Szymanski would be interested in the degree. Mark asked the EC members if they thought this initiative should be something CCB should pursue. Reham asked if she should propose the degree/minor to the current marketing curriculum committee but several EC members did not think CCB has the faculty, funding, facilities, or technology to support a major program like this. Some of EC members did not think there would be enough demand in light of current competition from other Florida colleges.

9. **Study Abroad – (Mark Dawkins)** - Fifteen of the study abroad trips are CCB trips, and CCB has one account to fund study abroad trips. CCB will set-up individual budgets for the trips to tie-in to the one account. In the past, some trips were allowed to go over budget and some trips were under budget. Since the study abroad trips will now be budgeted at the department level, the faculty and departments will have to manage and review the budgets. If a trip is overbudget (i.e. a faculty member spends more than the budgeted amount versus a sudden increase in exchange rates), the budget overrun will be charged to the department versus IB. Rabena and the office managers will monitor the budgets. Reham wants clear communication regarding the budget reviews and guidelines. Mark said that Andres meets with study abroad faculty at beginning of the year and explain all the rules. Mark said faculty need to be conservative in the budget estimates and allow for some flexibility in the budgets.

Internships – Derek Guffin – Derek wants to have a meeting sometime between 8/13 to 8/17 with relevant EC members to discuss internships, internship course prerequisites, and mandatory work experience/study abroad requirement.

Adjournment

The meeting adjourned at 11:16 am.