

**Coggin College of Business
Executive Committee Meeting
September 13, 2018 (9:30-11:05 am)**

Members Present: Dawkins, Gallo, Goel, Johnson C., Weiler, Russell, Guffin, Loh, Frankel, Jaeger, Eltantawy, Jackson and Watts

Members Absent: Donaldson and Johnson R.

1. Approval of 8/2/18 Minutes - The EC minutes were approved after changes to reflect that David Jaeger was not present and incorporation of Reham Eltantawy's edits to the discussion of the half semester classes.

Recurring Business

2. CMC/CCB Marketing Update (Derek Guffin)

- September is a busy month with the STAR Accelerator Program is happening on Wednesday with a projection of 75 to 100 students participating. Fidelity Investments will come in and give the keynote speech. The information on the STAR Accelerator will be posted in the Ospreys Update to push students through the mock interviews and on-site resumes critiques, and Derek said this program from 9:30 am to 2 pm on Wednesday is a good start for students who want more exposure before the Career Week. The event also will help students complete the requirements for the STAR program at one time.
- The Accounting Career Expo is the first event of Coggin Career Week and it will be held on Thursday 9/20 and Friday 9/21. There will be 11 sessions for students to participate in, and several sessions were cancelled due to class conflicts in the evening. Eight of the 11 sessions are filled, and the session topics are posted online. Approximately 25 to 27 companies signed up for the Accounting Career Expo. The showcase will be from 12-2 pm at the University Center.
- The Coggin Career Week is about to start, and at the time of the meeting, there was approximately 15 to 20 sessions that are confirmed with a variety of topics. Derek is still working with employers on the topics.
- Accounting Career Expo will be in the fall only. The CMC will look into holding the finance, financial planning and banking career expo in the fall and spring moving forward in 2019 and 2020. This is under review, and Derek is open to discussion and feedback, and appreciates the insights and comments he has received and he is following up with everyone.
- Robert brought up his concerns of the timing of only one expo since the matching aspect of students and employers will get eliminated. Mark asked Robert how he and Lynn match their students, and Robert described the process of using a program where students submit resumes and those resumes go to the participating companies. The companies identify students they want to interview and T&L determines specific appointment times. There is also an open session available for students who are not selected, and this is similar to the second day of Coggin Career Week. Derek explained that previously DeeDee and Shanon would get the

resumes and match students instead of the companies matching from the beginning. During the Coggin Career Week, there will be a chance to set up interviews between employers and students if requested.

- CMC Marketing- CCB has hired another part-time graphic designer named Susan Thai, and both designers work Monday and Wednesday mornings. Susan is in the office from 8 am to noon. Will is doing a great job on the website, and he can be reached by email for any help.

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

- In response to the metric system, Advising Services has put together an advising plan that was provided to Mark to submit to AA. It includes a proposed plan of mandatory advising since it is now what required by the university. There will be mandatory advising for sophomore students. Advising Services will continue to hold the Majors Workshops, and Jennifer will reach out to the faculty for their help with the workshops. There will be a soft roll out of mandatory advising this fall, and then the policy will be effective in the spring with hard holds place on students' accounts to require them to meet with the advisors.
- Advising Services wants to help students graduate in four years and use their credits wisely for internships and study abroad, while also connecting them with the different resources available in the college.
- CCB will receive a spreadsheet of 2015-2016 Cohort students who are FTIC and need to graduate in four years. The spreadsheet will have every class that is offered in Coggin, and Advising Services will compare it to the degree evaluation before determining what classes the students still need to graduate. A draft will need be created by the 25th and the final draft will come in October. Information will also will be shared with each department.
- During the Rapid Response Team meeting, it was suggested to change the waitlist mindset and increase classes to the actual seats that a room can hold. They also will look into creating additional sessions to help students get the classes they need in order to graduate in four years.
- Mark and Chris will talk to Academic Affairs to get more flexibility on undergraduate classes to provide funding to faculty to teach extra classes to help students graduating in the four years.
- Events - Next week is the Major Expo: Find Your Fit. Starting in October, the workshops that are connected with mandatory advising will begin, and a website link will be sent that includes the language that is being shared with students. Jennifer is looking for faculty feedback. Workshops are being scheduled around classes, with two workshops per disciplines, and the IB workshops will be meshed together.
- Jennifer passed out a list of all the Enrollment Services events that are scheduled for the university to solicit faculty involvement in advance.
- On Sept. 21, CCB will host the 2 + 2 Workshop which is university sponsored. At this event, all the UNF colleges present information to the state colleges. Jennifer ask everyone to send an email to her on what they want her to add to their presentation.

- Mark said there is a lot of room to catch up in the metric system, so the conversation will continue in AA on what to do improve the metrics over the next two to three years.
4. **SBDC Update (Janice Donaldson)** – No report since Janice Donaldson was absent.
 5. **Development Office Update (Jen Weiler)** – Jen passed out the development report.
 - Jen sent out an email about the 1972 Emeriti and Friends Recognition Award. The award has been given to four people with their name listed in the handout. Mark suggested Department Chairs and Program Directors work with Jen on the nominations from Coggin.
 - The CCB fundraising goal this year is \$2.2 million which include cash in the door, pledges from donors, and planned gifts. Last year CCB raised \$2.4 million which included the pledge of \$1M from the Coggin’s for the Center for Entrepreneurship.
 - Jen, Megan, Mark are focusing on the Bloomberg lab, undergraduate scholarships, and the Center for Entrepreneurship. President Szymanski is focusing on non-endowed undergraduate scholarships because it is money that can go directly to students right away, and also help improve the UNF metrics.
 - Jen ask everyone to think of people in the community who would be a great prospect as a donor for the non-endowed scholarships.
 6. **Spring/Summer classes update (Chris Johnson)**
 - The department chairs are working to finalize their spring and summer schedules, and Chris has seen drafts of the schedules. He sent an email to the chairs and Mark this morning with an attachment of the MSM schedule, and the goal is to make sure there is balance in the classroom distributions due to MSM being one day a week.
 - There is a proposal at the Graduate Curriculum Committee to move to one day a week for all graduate program, and it has been deferred for now.
 - David said that the spring and summer schedules will not be going live at the same time. Thus, students will register for spring only this fall, and will have access to the time slots available for summer later as in previous years.

New Business

1. **Official CCB office hours are 8:00 am- 5 pm, annual leave reporting**
 - The academic units in CCB need to be staffed from 8 am to 5 pm.
 - Mark wants everyone to make sure they are filing annual leave when they are not in the office. For example, when an hourly worker works from 8 am to 5 pm, they do not get to choose that they are working through their lunch break and then leave work an hour early.
2. **Office managers must have access to the department chair calendars**
 - Mark wants department and unit heads to make sure their office managers have access to their calendars and know how to reach them if needed.
3. **Business Analytics degree update (Lakshmi Goel)**
 - There is a taskforce consisting of faculty from four colleges across campus, and Coggin has representation across all its departments. The graduate certificate in business analytics will launch in the spring, and Lakshmi is working with Amy Bishop to get marketing materials together to launch the program. This taskforce

is charged with possibly creating an interdisciplinary degree in business analytics, and they will determine what shape or form this degree will take (e.g., graduate or undergraduate, online or face-to-face or hybrid, etc.). There is a Canvas group and Lakshmi is happy to give access to and CCB faculty. In addition to the Canvas group, there is standing meeting on the first Fridays of each month from 10:30 am to noon.

- The faculty have been asked by the Graduate Curriculum Committee to weigh in on a proposal for a marketing analytics concentration in the MBA. Concerns range from this effort will hurt CCB's efforts regarding a joint degree, or there will be duplicate analytics courses.
- Mark said the college has to take a strategic look at how the business analytics program and marketing analytics concentration work together to see what classes need to be address for the long-term benefit for Coggin.

4. Downtown campus Update - No report

5. Fidelity on-site MBA (Dawn Russell)

- Dawn said Paul Fadil and Russell Triplett are doing a great job, and there are 22 students in the cohort. Dawn passed the course map to the chairs and classes are one night a week. Dawn plans to talk to Jeannie at Fidelity mid-semester to start planning a new cohort for the following year.

6. ½ semester undergraduate classes (Reham)

- The M&L Department will try ½ semester classes with the release of the Fall 2019 schedule. Reham will reach out to Chris and engage Advising Services.

7. Departments chairs need to start planning faculty hiring requests for Fall 2020

- Mark asked the department chairs to start identifying faculty needs for Fall 2020 since requests will be submitted in January/February.

8. Completion of Advisory Council transfers to departments to manage (Megan Mangiaracino)

- Megan passed out a sign-in sheet to help populate the Master Calendar with the advisory council meeting for the next 12 months. This will help to make sure there is a Dean's Office representative at the meetings when possible.
- Megan discussed an idea to host a Brown Bag with all the council leaders. For staff who assist with invoices, there will be trainings and templates to get everyone on the same page.
- Development is relying more on office managers to send invoices and follow up with advisory council members if they have paid or not. Megan will still be working directly with Cathie Gordon to make sure they are accepting the gifts, but the tracking will fall under the departments. Office managers will also help keep the membership list up to date.
- Megan wants everyone to feel empowered to invite people to their council and solicit them for the \$1,000 recommended gift for the council. She will also give tips if needed.
- Dates for the council meetings can be moved around, and at this time are being used as markers on the Master Calendar to make sure there is Dean's Office representation at meetings when possible.
- Megan will propose a few times for the meetings.

9. CCB Testing Lab for fall starts on 9/15/18

- The CCB Testing Lab started on Saturday from 8 am to 12 pm, and Mark asked the department chairs to remind faculty that this is a resource for them to use.

10. New Faculty Retreat update (Chris, Andres, Lakshmi to lead)

- The date is set for Friday, Oct. 12 for the New Faculty Retreat, and Chris said this is an opportunity to go more in depth with respect to expectations (brown bag, promotions, culture) for tenure. The retreat includes new full-time instructors as well tenure-track faculty.
- CCB faculty intend to follow-up the New Faculty Retreat with a monthly Brown Bag series on Friday's for one hour.
- Chris will send out an email to the junior faculty with a hold the date.

11. Outside Activity Reporting requirement reminder

- Mark asked the department chairs to remind the new and returning faculty to complete an outside activity reporting form as needed.

12. Research support in Coggin (Reham)

- This item will be discussed in a faculty only meeting following the Executive Committee meeting.

13. Hospitality & Tourism degree program (FSU)

- Mark will meet with a faculty member from FSU when he comes in town in a few weeks, and he will talk to Reham and Albert once he has set up a meeting date.

Deferred Items

1. Cheating Ad Hoc Committee & DRC exam security meeting
2. Adding major videos to CCB website

Adjournment

The meeting was adjourned at 11:05 am.