

Monk, Betty

From: Naslund, Dag
Sent: Wednesday, September 11, 2013 2:15 PM
To: Monk, Betty; Ahmed, Parvez; Stranahan, Harriet; Gundlach, Gregory; Macarthur, John; Loh, Chung-Ping; Williamson, Steven
Subject: SPC Sept 9 Minutes
Attachments: SPC minutes Sep 9 2013 Final.docx

Friends,

Attached are the minutes from our meeting on September 9th.

We will get back to you with a date for the next meeting when we have more information about the potential consultants.

Parvez and Dag

Ps. Betty, the April 2 minutes were approved.

Minutes

Coggin College of Business (CCB) Strategic Planning Committee (SPC)

April 2, 2013

Members Present: Parvez Ahmed, Greg Gundlach, Loh, Chung-Ping, Harriet Stranahan and Dag Naslund. Guests Present: Lynn Jones

1. The meeting was called to order by Co-Chair Naslund at 11.00 a.m.
2. **CCB Strategic Planning.** Associate Dean Lynn Jones introduced the current approach, as well as status, of the strategic planning process for the Coggin College of Business. After deliberations, the committee decided the following:
 - i. The committee recognizes the importance of a rigorous strategic planning process for the college.
 - ii. The committee recommends that the Executive Committee of the Coggin College of Business seeks the expertise of an expert facilitator, external to the College, to facilitate the CCB in its strategic planning process. In addition, all stakeholders to CCB must be afforded the opportunity to participate in a comprehensive strategic planning process.
 - iii. The committee recommends that Coggin College of Business starts this process immediately with the goal of completing the first phase of the strategic planning process during the Fall of 2013.
 - iv. The committee will present their ideas on the most effective way to conduct strategic planning in a letter addressed to CCB stakeholders before the end of the Spring 2013 semester.
3. **Role of the SPC.** The committee discussed the role of the committee as described in the Coggin College of Business Bylaws (Approved by the Coggin College Faculty, March 25, 2011): *“The Strategic Planning Committee reviews and make recommendations regarding the College's goals, objectives and strategic direction.”* No changes were proposed to the goal of the committee.
4. **SPC Involvement in CCB Accreditation Process.** The committee discussed the role SPC played during CCB's re-accreditation process. It was recommended that the faculty and administration should jointly deliberate if a separate accreditation committee should assist the Associate Dean during the process for reaccreditation.

5. **Other Issues Involving CCB Strategic Direction.** Greg Gundlach mentioned concerns with the decline in the enrollment of our MBA and expressed concerns about proposed online DBA and a hybrid MBA.

The meeting adjourned at 12:30 p.m.

Respectfully submitted,

Parvez Ahmed and Dag Naslund