Attached are the minutes from today's SPC meeting, a first version of a SWOT analysis for our College and a first version of a revised mission statement (we also included the UNF mission statement and the current College mission statement).

The committee will meet every Wednesday before Spring Break from 1.30-2.30 to continue this work. We appreciate any feedback and comments from you.

Sincerely,

Dag and Parvez for the SPC
Strategic Planning Committee
Coggin College of Business
Minutes of Meeting
February 16, 2011


At 13.30 the meeting was called to order by Dag Naslund

The committee approved a first draft of the SWOT analysis. This draft will now be shared with faculty, chairs and the Dean for input and comments.

The committee then started the work with revising the mission and vision statement of the Coggin College of Business. The focus during this meeting was on the mission statement. In the discussion, the committee emphasized the importance of linking the College mission to the UNF mission. A first preliminary version of a potential mission statement for the college was developed.

The SPC will continue the work with revising the College’s Mission/Value/Vision statements during the next meeting

The meeting closed @ 2.40 P.M., with the intention for a meeting on February 23 at 1:30
Mission Academic Affairs

The mission of Academic Affairs is to facilitate the critical pursuit of knowledge in an environment of civility and tolerance by providing excellent educational opportunities for all UNF students through a focused use of resources in scholarly programs that have relevance to the broad range of constituencies served by the university and that are subject to rigorous and ongoing scrutiny and improvement.

University Mission

The University of North Florida fosters the intellectual and cultural growth and civic awareness of its students, preparing them to make significant contributions to their communities in the region and beyond. At UNF, students and faculty engage together and individually in the discovery and application of knowledge. UNF faculty and staff maintain an unreserved commitment to student success within a diverse, supportive campus culture.

Mission of Coggin (current)

To educate and develop business professionals through rigorous, relevant, accredited degree programs offered by faculty devoted to student learning and engaged in scholarly activities.

REDAFRED Mission for COGGIN

To educate students in business through accredited degree programs by having students and faculty engage together and individually in scholarly activities for the discovery and application of knowledge.
Strengths

- High quality faculty
- Diversity and interdisciplinary nature of faculty
- Community support
- Student quality is improving
- Location/Weather (physical amenities)
- Foundation (Kip) funding
- Physical facilities (technology)
- Flagship programs
- Smaller class size

Weakness

- Quality of transfer students
- Inflexible university operating system – too many adjuncts, summer funding, 2/2 vs 4/4
- Physical facilities – not enough classrooms and offices
- Faculty stretched too thin
- Low summer enrollment
- Systemic inflexibility – both for students & faculty
- Lack of direction – what is the next level?
- Bureaucracy of the evaluation system
- Lack of common standards
- Scheduling electives – MBA and UG
- Did not adapt to market needs

Opportunities

- Increased population growth
- Executive or continuing education
- Increase marketing efforts
- Flexibility (salaries/teaching schedules)
- Building utilization
- Blended courses
- Use former grads/alums
- Trends in society – healthcare MBA
- Use of technology (mandate laptops for MBAs)
- Move to AQ/AACSB window
- Greater process orientation e.g. MBA program
- Flexible scheduling
- Modules (less than 3 credit hours for some courses)
- More adaptable structures to reflect current community needs
given changing external realities

Threats

- State budget
- Other universities (private/public)
- Faculty compensation changes – pension etc.
- Development of Departmental Fiefdoms
- Role of FAR in evaluations
- Congruency of by-laws