

**Coggin College of Business
Executive Committee Meeting
January 4, 2018 (8:30-11:00 am)**

Members Present: Dawkins, Eltantawy, Fadil, Frankel, Gallo, Jackson, Jaeger, Johnson C., Johnson R., Loh, Olslund, Watts, Russell.

Members Absent: Donaldson

1. **Approval of 12/7/2017 minutes** – The EC minutes from the 12/7/17 meeting were approved.
2. Mark introduced Jana Olslund as Coggin’s new Director of Development, and she told the EC about herself and her past development experiences. The EC welcomed her to Coggin.

Recurring Business

3. **Guest – Chad Learch (Registrar)** - Mark introduced Chad Learch, UNF’s Registrar. He described SPAP - Student Petition of Academic Policy, and indicated that the system has a few issues that need to be resolved. SPAP allows students to voice their concerns if they feel they have been slighted by a specific university policy. Chad distributed a sheet what describes what issues students can petition on, and what issues are not covered by SPAP. He solicited feedback from the EC regarding any problems they have experienced with SPAP, and a summary follows:
 - Need to change decision options: change from deny or not, to recommend or do not recommend. Need to allow abstain as an option.
 - It doesn’t display the original submit date.
 - Need to add search box for name or n# of students.
 - Registrar will request a deep enhancement of the notification system.
 - Department chairs need to be “super users” for the system with access to items submitted to faculty in their unit.
 - Need to training/re-train faculty.

Recurring Business

4. **Development Office Update** - Jana will be reaching out to the chairs to discuss your development needs and how can she help you.
5. **CMC/CCB Marketing** – No update. Oliver is the chair of the search committee for the CMC Director position, and they have started to review applications. David reported that they are going through the applications and will proceed to Skype interviews next. Mark indicated that he met with the CMC staff and they now report to the Dean’s Office until we have a new CMC Director. Christine Miner has relocated into the Dean’s Office to perform some website updates prior to the accreditation visit. CCB has placed a table in the lobby with free Coggin license plate frames for students, which is one effort to “brand” Coggin in the community. On the back of the meeting agenda is a list of CMC

activities that Melinda has prepared so everyone is aware of CMC programs and activities this semester.

6. **Advising Services Update (Jennifer Jackson)** – Advising Services is completing the final certifications for fall graduation, and they have reviewed over 300 students records for fall graduation. She reminded EC members to review the email about spring events that she sent earlier. Also, she asked everyone to review the email about the DIS process and forms, and to make sure the revisions make sense, and that the requirements on the form are correct. The requirements are copied from the old form, and so EC members need to make sure they are still applicable.
 - a. **Internship GPA requirement:** Mark received an email from a parent concerning a finance student, and he was not aware that in FIN it is a written policy that students have a 3.0 GPA to take an internship for course credit. Some departments have different requirements for internships and career fair. Robert reported that T&L has a 2.5 GPA requirement for internship credit and to participate in T&L Career Day. For students who do not qualify with the GPA for 1:1 interviews at Career Day, there is an open “walkup” networking session so students can bring their resume and talk to companies. T&L has added Ops Management minors to the T&L Career Day. Andres indicated that if the EC changes the internship and/or Career Day standards, it puts the college reputation on the line. David Jaeger indicated that it is a slippery slope if you start making exceptions, and said he was not aware that the Career Day had a GPA requirement to participate. Mark asked everyone to think about whether CCB needs to have a consistent policy. Paul agreed that the internship should be the “better” students as those are “the college.” Jennifer added that the companies pay to attend Career Day, and CCB advertises to them that these students have a higher GPA. Mark tabled the discussion and said we will discuss again at a later EC meeting.
7. **Accreditation update – (Chris Johnson)** – The Business and Accounting reports were submitted before we left for holiday break. David, Chris, and Mark had a conference call with the Peer Review Team (PRT) on Wednesday, January 3rd to discuss a list of questions and concerns that they had regarding the initial report. The result of this conference call was a “rewrite” of the business report. Chris and Mark agreed that the revised report is a better narrative of the college. It is being reviewed by the Provost, and we expect to send the revised business report to the PRT by early next week so they will have about two weeks to review it before the visit. Chris emailed faculty regarding how their peer review articles were classified, and he asked faculty to re-verify the classification of each article by noon tomorrow (1/5/18).
 - The CCB proposal for replacing public speaking with a business communication course needs to be approved by each department.
 - Paul Fadil asked when summer schedules are due (2/2/18), and what classes should appear on the schedule. Mark advised department heads to schedule all classes needed by CCB students to stay on track for graduation.

New Business

1. **CMC Director Search Update** – Discussed as part of the CMC report.

2. **Allocation of \$100K for 4 years to CCB from AA to support new Dean** - Mark reported that when he started as dean, he was given \$100k/year for four years to support the college. He will distribute a spreadsheet after the EC meeting to show how these funds have been used. CCB has one year of funding left.
3. **Downtown expansion update (planned opening 1/1/19)** - The lease is on Shari Shuman's desk. Parking downtown has been resolved with the support of the Downtown Investment Authority (DIA). We have a request to the DIA for equipment, and we expect to get a response soon. Everything is moving forward with the target date of 1/1/19. Later in the spring, Mark will put together a job description for a Director position for the Center for Entrepreneurship. We will conduct a search near the end of the spring semester, and expect to have the Director on board in August as we ramp up to open the Center on 1/1/19. Paul asked if the Director will be a faculty member or someone from the outside. Mark answered that it could be either, and the goal is to hire the best person to ensure the success of the Center for Entrepreneurship. Mark anticipates that the Director will not only run the Center, but also teach classes in entrepreneurship.
4. **MOU revisions regarding downtown campus/Flagler College opportunity** - Mark distributed a handout with information about his discussions with Flagler College. He reported he talked to the provost at Flagler on Tuesday, and they are potentially interested in partnering with UNF. Mark informed President Delaney and Provost Chally about his discussions with Flagler, and Mark is writing a 1-page proposal that he will send them next week. Paul asked if these will be distance learning classes, and Mark answered that his preference is to have live instruction with Flagler faculty teaching classes for us, so we would hire their faculty as adjuncts. They have a small business staff, so if their faculty cannot cover all the classes, then we would use distance learning for remaining classes. The plan is to stream a class from CCB to Flagler with our faculty doing the grading and getting paid an overload. We need to see what online technology is available at Flagler. Flagler is primarily a day school, and we plan to teach classes in the evening. Whether CCB teaches at Flagler is contingent on revenue sharing with AA. Paul added that Daytona doesn't have a lot of available college courses, and since Flagler is not too far, we may see demand for our MBA and MSM programs from residents of Daytona.
5. **Back of Agenda** - Mark reported that he met with Jana (DOD), as he has in the past met with Teresa and Shannon, and talked about Big Five/Little Five Initiatives. The last meeting was in the fall, so we need to update this list. He would like the EC's input on these initiatives, so please e-mail any suggested revisions to Mark before the next meeting on 2/1/18.
6. **Online graduate courses for MSM/MBA programs update (Dawn Russell)** – Dawn reported that we now have 11 online MSM and MBA offerings. In the last survey of the faculty, there were nine additional courses in the queue. Dawn thanked Jennifer and her staff for all the help with CCB's graduate programs.
7. **Graduate Business Analytics Certificate** – Dawn has submitted the APC, and CCB needs to discuss and vote on this certificate at the next GCC meeting. Paul indicated that in regards to analytics, we need to make sure where we are with computing, since the relationship has been adversarial in the past, and he is hoping it is now cooperative. Reham asked if this is a college or department level certificate, and

- Dawn said she had to put in a department as she entered it into the APC system (she entered it under MAN). Chris indicated this is a system restriction, and noted it is being promoted as a college certificate. Dawn commented that she found that students want a degree plus a certificate in varied things. Rob Frankel voiced concern that his department wonders whether the certificate as constructed is meeting students' needs, and Dawn said this is why she wants the GCC to approve the certificate.
- 8. CCB Majors Fair for spring semester** – Discussed as part of Advising Services Update.
 - 9. Faculty hiring completed for Fall 2018** – 3 MAN and 1 MAR tenure-track faculty hired.
 - 10. Discussion of DFW rates from AA and Supplemental Instruction (SI)** - Mark asked the chairs to talk to the faculty regarding their DFW rates. We do not want faculty to lower their standards, but if they have high DFW rates, it is inexcusable for them to not refer students to Supplemental Instruction since it is free. The university sends notices to the relevant faculty asking them to tell their students about the availability of free supplemental instruction (SI), and CCB has faculty that are not doing informing students regarding the free SI. This is inexcusable and must change. Mark asked AA to copy chairs on these e-mails, and directed the chairs to discuss the e-mails with relevant faculty. It is the job of the faculty to give this information to students, and not just say that students need to figure it out on their own.
 - 11. Cheating Ad Hoc Committee Follow-up (Paul Fadil)** – Tabled to next EC meeting.
 - 12. Cultural Competency training for CCB students-** Tabled to next EC meeting.

Meeting adjourned at 11:00 am.