

**Coggin College of Business**  
**Executive Committee Meeting Minutes**  
**January 9, 2020 (9:00-11:00 am)**

**Present:** Bowling, Eltantawy, Dawkins, Gallo, Garrett, Goel, Guffin, Jackson, Jaeger, Johnson, Leonzon, Loh, Parvez, Russell, and Watts

**Absent:** Donaldson

1. **Approval of 12/12/19 minutes** – The minutes were approved with edits to include accounting and IB with Honors in the Major.

**Recurring Business**

**2. Center for Entrepreneurship and Innovation update – (Karen Bowling)**

- Karen encouraged EC members to ask questions about and/or visit the CEI. Karen also welcomes any opportunity to connect with the university. For example, Karen is giving a presentation to Diane Denslow's class in February.
- The CEI continues to focus on the 14 companies in the first cohort and wants to beat the national averages on success rate and build a reputation on a national level. CEI is doing much customized work (e.g., connecting the cohorts with the right corporate sponsor, mentors and advisors, etc.). The CEI Advisory Council dues are being used to provide legal services, marketing services and accounting services in preparation of the entrepreneurs finalizing a pitch deck so they will be completely prepared when they pitch to investors. Currently, five entrepreneurs are using legal services for trademarking, partnership agreements, etc. The CEI has developed a flowchart which diagrams the milestones the entrepreneurs must meet to receive professional services, and the CEI has negotiated with at least two professional service companies in each category to provide services. All entrepreneurs, even those not selected in the initial cohort, can attend CEI workshops and programs. Karen said the CEI package is the most comprehensive and lucrative package she has seen and hopes this will be reflected in the entrepreneurs' success.
- The CEI received a \$50,000 grant from the state to pay undergraduate interns. Four interns have started, and one has dropped out. Four new marketing interns start on Monday. Karen wants to work with Derek on a certificate program and hopes that 100% of the interns are employed when they leave the CEI. The CEI intern opportunities are in Oasys, and Derek suggested using [www.coggininternship.com](http://www.coggininternship.com) for interns.
- **Events** - The CEI is updating its website to list all events.
  - a. Karen continues to talk to Rotary Clubs and Chamber groups and usually gets a corporate sponsor or mentor at these events.
  - b. The Leadership Florida Cornerstone class will use the CEI space to hold their Florida class at the end of January. The speakers will be Don Fox - CEO of Firehouse Subs, Joe York – CEO of AT&T, and a speaker from a Point in Time.
  - c. The CEI has collaborated with Google and Techstars to host a February 7-9 Start-up Weekend – 55 hours - and UNF students and local entrepreneurs will get a

- significantly reduced rate. Karen expects 100 attendees and the event will conclude with a Pitch Fest sponsored by VyStar Credit Union.
- d. Community First continues the Founders Series this spring, and the first speaker last fall was the founder of Pound Puppies. Karen is hoping to get the second speaker from Firehouse Subs because AgTech and new food is the 4<sup>th</sup> most funded subsector.
  - e. The CEI is planning to put a list of all companies founded in Jacksonville on its website (list is being compiled by a CEI intern).
  - f. Karen thanked Mark for introducing her to the Iceman's owner, Andy Kaufmann, and as a result, March 6<sup>th</sup> will be Entrepreneurial Night at the Iceman and CEI companies will have table displays and commercials or vignettes on the jumbotron. Karen is very excited about this event.
  - g. Fifty young lawyers volunteered to conduct an "ask a lawyer" workshop with the attorneys at tables for specific topic such as copywriting, trademarking, and partnership agreements.
  - h. The VyStar Osprey Tank Award, a pitch competition, will be in April or May.
- Karen hopes to improve the selection process with the next cycle of cohort applicants, and she wants the selection process to continue year around with more cohorts. Once a company hits a certain milestone they earn a mentor, earn an advisor or earn the right to professional services, thus making the process more competitive and serious.
  - Mark mentioned that Mayo is a corporate partner and Vic Nole, Mayo's leader of corporate ventures, has stepped down. His replacement will replace Vic on the CEI Advisory Council.

### **3. CMC/CCB Marketing update (Derek Guffin) -**

- Derek asked EC members for advice on advertising for internships. Currently the internship opportunities are on Handshake and [www.coggininternship.com](http://www.coggininternship.com). Derek questioned how CCB and UNF students are consistently learning about internship opportunities. Reham suggested a central location for all internship information. IB requires an internship for graduation and IB conducts an internship workshop and constantly reminds the student about the importance of internship. Several EC members suggested a class or workshop to prepare the students for internships. Lakshmi and Jennifer suggested internship information be available via regular and easily accessible communication channels such as orientation, Major Fairs, and titles on the website.
- Derek reviewed the Coggin Career Week handout and pointed out two new events: the Marketing Employer Networking Mixer (14 companies have signed up) and the Fast Track event. Reham thanked Lakshmi and Drew Thoeni for their help with the marketing mixer. Students can complete all steps for the Coggin Career Readiness Certificate at the Fast Track event on January 26 – 29. Students can also sign up for a resume critique and mock interviews with 15 companies and these will qualify as an event for the Coggin Career Readiness Certificate. Derek asked EC members to pass out Leadership Mixer tickets to their top students, and Derek will also give 7 tickets to each Coggin student organization and Advising to distribute to students. The Leadership and Diversity Mixer (17 employers) are combined on Monday February 3<sup>rd</sup> at 6-8 pm.
- Mark will email the deans of the other colleges info about the JCPenney Suit Up event – up to 60% off - on Sunday, 1/29 from 6:30 to 9:30pm.

4. **SBDC update (Janice Donaldson)** – No report.

5. **Development Office update (Caleb Garrett)**

- Gifts Closed:
  - a. Renewal of Regency Centers gift for 4 accounting scholarships and internships split between CCB and CCEC. Total gift is \$96,000, and CCB's portion is about \$30,000.
  - b. Ennis Pellum is renewing their accounting scholarships.
  - c. Karen said Steven Joost gave CCB \$10,000.
- Caleb has 10 tickets to the Presidential Envoy so contact him for application information.
- The CCB Alumni event will be in late March and hopefully align with Giving Day.
- Reham thanked Caleb for his help with the Marketing Advisory Council which added a new member. Caleb said he is making progress with all CCB Advisory Councils, especially with Crowley.
- Mark thanked Reham and Andres for their help with the DOD search, and Teresa was seeking HR approval to offer the DOD position to a candidate.

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

- Advising has engaged with 494 students regarding various issues during the first week of the Spring semester.
- The articulation workshop with advisors from about 7 state college is January 31, and Jennifer asked EC members to let her know if they want her to share any specific information at the workshop.
- Lakshmi thanked Jennifer for her help with a DL class and an adjunct faculty.

7. **Spring/summer classes update, Accreditation & Assessment update (Chris Johnson)**

- Chris reviewed a handout, Summer and Fall 2020 – Schedule Development Timelines, which was emailed to the chairs, and Chris added in-house deadlines. Chris wants to meet with the chairs, Jennifer, Amy, Dawn, and Andres on Friday 1/31 to discuss schedule conflicts.
- Chris has uploaded the Spring 2020 schedules into Sedona to determine faculty sufficiency and qualifications for the current academic year. The numbers will change slightly after add/drop and late registration. The focus of faculty sufficiency and qualifications is to insure quality across CCB's academic programs, and one relevant term is participating versus supporting faculty. Participating faculty are full-time faculty who are permanent and are connected long-term to the university, and supporting faculty do not have any assignment, responsibilities, and obligations beyond their direct teaching responsibilities and are usually adjuncts or visiting faculty. AACSB requires 75% of the college faculty overall to be participating, and at least 60% or greater by disciplinary area. Based on fall and spring enrollments, CCB is within and in most cases exceed those thresholds. With respect to the faculty qualifications, there are four categories for classification: 1) scholarly academic, 2) practice academic, 3) scholarly practitioner, and 4) instructional practitioner. Scholarly academic and practice academic are terminally qualified faculty and most terminally qualified faculty are engaged in scholarly activity. To be scholarly academic faculty do not have to be tenure-track, and a faculty member

can be scholarly academic if they have a terminal degree and are involved in research (i.e., two publication in the last 5 years or one publication and 3 additional activities). The handout outline thresholds and CCB's current standing based upon FTEs; full-time faculty are 1 FTE and adjuncts and part-time faculty are proportionate based upon the number of classes taught. Chris will update this handout for the Spring faculty meeting. Chris has requested that all faculty update their vitas in Sedona. CCB's next AACSB measurement year is 21-22.

## **New Business**

### **1. PLMA opportunity (Reham Eltantawy)**

- Reham presented information about the Private Label Manufacturing Association University Student Outreach Program held in Chicago for two days in November. Last year Natalie Mitchell and two top marketing students attended and interacted with over 1,000 employers. Reham recommended this engaging event for analytic, finance, IB, and supply chain management students and mentioned that the hotel stay was paid. The student selection process for Fall 2020 must be completed by the end of Spring 2020. The students interact with employers, see suppliers and buyers, shadow a mentor and witness actual negotiation and interviews. There were over 3,000 employers for careers such as branch managers, advertising, marketing, merchandising, and data analysts. Potential outcomes for the students from the event are internships, job placement, networking, and national contacts.

### **2. Diversity & Inclusion Faculty Advisory Committee for CCB (Parvez Ahmed)**

Parvez Ahmed has been appointed as CCB's Director of the Diversity and Inclusion. This initiative is new at the university and college level, and Parvez is going to attend a couple of conferences where national leaders are going to present regarding D & I best practices. CCB needs to write a diversity and inclusion plan that will roll into UNF's diversity and inclusion plan. Parvez is forming a D & I Advisory Committee to shepherd CCB's D & I plan, and he asked each department, as well as advising and CMC, to nominate a person to serve on the D & I Advisory Committee. The D & I office will be in building 10 in the old Confucius Institute space. Parvez is going to reach out to EC members to collaborate their work with D & I, and he said the scope of this work could be breathtaking. Mark said he appreciated Parvez assuming this role, and he looks forward to Parvez working with Chris on UNF's D & I Committee.

- Derek reviewed a handout for the Diversity Mixer. Twenty employers have signed up.

### **3. Excel certification training in CCB (Reham Eltantawy)**

- Reham discussed the need for excel training and the challenges (i.e., credit or no credit, someone to manage, teach and keep up with the constant excel updates, would the course be elective or nonelective, and is CCB willing to take on a long-term commitment). The EC members agreed that students lacked the necessary excel skills and the EC members discussed the challenges. Albert suggested students take a test and if they pass, they will receive an Excel Certificate and the college will provide the resources to study for the

test. This topic was tabled for a future meeting because Mark said that the university is also working on certificates.

4. **Honors in Major - ACG, ECO, IB, MAR.** Any other departments interested?
5. **MS in Business Analytics/BBA in Business Intelligence degree updates (Lakshmi Goel)**
  - Lakshmi is working on the second round of revisions.
6. **Downtown campus/Fidelity on-site MBA update (Dawn Russell)**
  - Both programs are ongoing.
7. **Adding yearly checklists to CCB website (Reham/Jennifer/Derek)** – In process.
8. **Adding department, major, internship, CMC, etc. videos to CCB’s website – (Jennifer Jackson)** – In process.
9. **Research support in Coggin**
10. **IB’s Global Engagement – (Andres Gallo)**
  - IB is now in charge of Global Engagement in addition to his current role with CCB. Presently the other colleges at UNF do not have an IB Flagship, so CCB’s IB Flagship will do what it is doing for CCB for all the colleges. The International Center deals with compliance and does not handle global development, faculty, and new opportunities. Andres wants to create a better environment for the university’s internationalization, which is also important for campus diversity.
  - Now the study abroad and other programs available to CCB students will be available to all university students. For example:
    - a. The other colleges have 18 exchanges partners, CCB has 40.
    - b. The other colleges have no double degree programs, CCB has 4.
    - c. The other colleges have 1 summer program, CCB has 10.
    - d. The other colleges sent 7 exchange students, CCB sent 27.
  - Andres is excited about the expansion of the IB Flagship Programs across campus.

**Adjournment:** 11:10 am