

**Coggin College of Business  
Executive Committee Meeting  
October 10, 2019 (9:00-10:30 am, Research 10:30-11:00 am)  
Minutes**

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

**Absent:** Bowling and Loh

**Guest Speaker:** Salim Bradley and Alexander Rich of Salesforce gave an overview of their sales platform. The primary focus of their work around the world is to find ways for business entities, including higher education, to identify, connect and engage with their constituents. Alexander proposed that Salesforce would initially work with UNF and CCB on alumni engagement and Mark suggested that the CCB advisory councils would be a good starting point in this process. Salim and Alexander asked the EC for suggestions for plans and processes they would like to see in a Salesforce follow-up presentation.

1. **Approval of 9/12/19 minutes** – The minutes were unanimously approved.

**Recurring Business**

2. **Center for Entrepreneurship and Innovation update (Karen Bowling)** – No report. Mark announced that Downtown Vision named the Barnett Building and the CEI as the #DTJAX Project of the Year of 2019 and the CEI will be recognized at a breakfast on 12/11/19 where Karen and Provost Simon Rhodes will receive the award.
3. **CMC/CCB Marketing update (Derek Guffin)** -
  - Coggin Career Week Follow-Up – Coggin Career Week was Monday 9/30 to Friday, October 4<sup>th</sup>, and the Accounting Showcase was Thursday, 9/19 and Friday 9/20, and both events were phenomenal with the largest turnout across all platforms. The Career Fair provided informational sessions for student’s professional development and provided opportunities for students to engage with employers outside of tabling events. Derek thanked the EC members for their support and Derek indicated that it was clear there was more faculty support this year as compared to prior semesters. Attendance numbers: overall check-ins was 750 (300 on Wednesday alone), 270 check-ins at Finance, T&L, Leaders and Diversity Mixers as compared to 200 in spring 2019. Sixty students attended the Diversity mixer compared to 30 in last spring and 71 students attended the T&L mixer as compared to 55 last spring. There were 21 professional developments sessions with an average of 40 students in attendance in the fall versus last spring with 29 sessions and average attendance of 15 students. Some sessions had 70 to 80 students with overflow seating. Eighty students checked into Adecco’s session “Maximizing your LinkedIn Profile” and 71 students checked into “IQ versus EQ.” Employers (e.g., BB&T, Northwestern Mutual, Deutsch Bank) were extremely happy with attendance. Derek thanked the EC members, academic advising, faculty (Oliver Schnusenberg, Sean Davis, Rachel Frieder, Matt Leon and a few more) and Dawn (T&L) for passing out the

mixer tickets. Four hundred and fifty students attended the Osprey Career Fair, and Derek is pleased with the faculty's engagement and the curriculum integration. Jennifer Jackson said that more students would like to have the head shots session again and there was a lot of student energy about Coggin Career Week. Dawn said there were good topics at the information sessions, and Derek mentioned he would like to have marketing employers represented at the next Career Fair. Andres would like to have a session to discuss how to integrate a study abroad experience, and Janice would like to have a session directed toward entrepreneurship.

**4. Advising Services Update (Jennifer Jackson) –**

- Advising is interviewing for an advising position.
- Advising is viewing policy applications, which opened October 1, and Fall Pre-certifications.
- Advising is emailing students to let them know their mid-term grades (satisfactory or unsatisfactory) are available for viewing.
- Major videos are taking shape: Dawn is working on T&L's major video, Ron Heymann is working on financial planning's major video, Natalie Mitchell is working on a video for marketing, and Lakshmi said management has volunteers to work on their major video.
- Next week starts mandatory advising/majors workshops for the cohorts. Jennifer thanked in advance the faculty who will attend the workshops.

**5. SBDC update (Janice Donaldson) –**

- The SBDC is fully staffed with two new consultants and a new graduate student, and all are doing a great job.
- Janice thanked Mark for allowing the SBDC to present the Student Project of the Year Award at the September faculty meeting.
- Kaitlyn, a former graduate student and currently a full-time consultant, will be featured in the statewide 2019 annual report.
- Janice mentioned a Startup Challenge Competition coming to Jacksonville with a grand prize of \$10,000. The registration deadline is 12/1 and the competition is 3/12, and Janice is going to send the information to the EC members to share with interested students. The sponsors are Signet LLC and UF Masters of Science in Entrepreneurship program.
- Janice will be a panel judge at Community First Credit Union's Innovation Challenge on Saturday 10/12 at the CEI, and the challenge will involve UNF students.
- Mayo Life Sciences Incubator is hosting monthly social mixers for local entrepreneurs.

**6. Development Office update (Caleb Garrett) –**

- Caleb distributed and reviewed his development handout.
- Alexis Vigil has pledged \$10K in unrestricted IB support over 5 years.
- Scholarship renewals: Kim Thomason – Entrepreneurship Scholarship, Florida Grocers Association, and Jaxport.
- Upcoming solicitations: Linda App, Total Distribution Inc. (formerly The Grimes Companies Scholarship).
- Caleb has reached out to PNC Bank to renew its business scholarship.

- The departmental advisory council dues collected to date are \$22,500 and the Business Advisory Council dues collected are \$12,500.
- Caleb distributed a Jacksonville Icemen flyer that was emailed to CCB faculty and staff as a fundraising initiative to faculty, staff, alumni and students. Caleb asked EC members to help communicate this fundraising initiative through any media outlets they have available and to use this as a venue for any upcoming social events.
- Caleb mentioned he is going to work with Andres on the International Business Mail Appeal.
- Mark thanked the EC members who participated in prior DOD searches and said UDAE will start a new search with Reham and Andres as CCB's representatives.

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

- Chris mentioned the Chairs should have received an email from Julian reminding everyone that the Spring 2020 schedule will go live to students on 10/25 and CCB should have 100% accurate course listings so department chairs should make all course changes ASAP. Chris is working with CCB Advising on Julian's spreadsheets and asked EC members for their feedback on any implications.

### **New Business**

Mark thanked everyone who visited the CEI during the Open House on 10/4/19.

#### **1. MS in Business Analytics/BBA in Business Intelligence degree updates (Mark for Lakshmi Goel)**

- The full proposals for the MS in Business Analytics and BBA in Business Intelligence degrees are waiting (over one month) for Marlynn Jones' approval. Lakshmi mentioned there might be some retention issues and she is going to look at strategic recruitment.

#### **2. Downtown campus/Fidelity on-site MBA update (Dawn Russell)**

- Dawn said the Spring graduate courses offered downtown and at Fidelity are limited due to the ongoing DOE audit. All course offerings must be MSM courses and are limited to MAN6002, MAR6055, ECO6060, and ECO6415 (ECO6415 qualifies as an MBA elective). The time slots will be Monday, Tuesday, Wednesday and Thursday from 6:00 - 8:45 pm. Dawn suggested concerned parties meet to discuss downtown courses, engaging students, managing student's expectations, and telecommunications. Reham mentioned marketing faculty are reluctant to teach online graduate level marketing courses, and Lakshmi said that MAN 6002 will not be offered downtown or at Fidelity. The EC members discussed online courses and overloads without any resolution.

#### **3. New CCB faculty hired for Fall 2020: (Mark Dawkins)**

- ✓ FIN was approved for 1 visiting assistant professor line (open) and Mark will follow-up with Provost about this position. It was nonrecurring last year.
- ✓ MAN is approved to hire 1 tenure-track IS line for Business Analytics (Fall 2020) and a search committee has been formed.
- ✓ T & L is requesting 1 tenure-track line per ML&SCM proposal (Fall 2020) and is waiting on official approval from Academic Affairs.

- ✓ Reham has requested a tenure-track marketing line and has emailed the Dean support for this request.
- 4. 2019-20 Renovation project funds request approvals update (Mark Dawkins)**
  - Based on feedback from faculty, Lakshmi agreed to come up with ideas to renovate the 3<sup>rd</sup> floor faculty lounge rather than convert it into two faculty offices.
- 5. Overloads – Going forward, department chairs must justify splitting section if it creates a faculty overload**
- 6. Jacksonville Iceman fundraising opportunity – Discussed in Development Report.**
- 7. Adding yearly checklists to CCB website (Reham/Jennifer/Derek)** – Reham suggested to have another discussion regarding this topic.
- 8. Adding department, major, internship, CMC, etc. videos to CCB’s website (Jennifer) – Discussed with Advising Report.**
- 9. Apple Education Conference in visit in November (Mark Dawkins)** - Lakshmi will be CCB’s representative at the conference November 14-16 and she will come back with suggestion on the next steps.
- 10. Research support in Coggin** – No report or discussion.
- 11. Suggestion Box** – The only suggestion is to provide other gifts for Speakers Bureau guests besides golf balls, and so Mark asked Derek to purchase more items to give to guests.
- 12.** Mark and Janice discussed some SBDC and entrepreneurship issues in Flagler County.

**Adjournment:** 10:50 am