

**Coggin College of Business
Executive Committee Meeting
November 12, 2019 (1:30-3:30 pm)
Minutes**

Present: Dawkins, Donaldson, Eltantawy, Eisenberg (joined late for Jackson), Garrett, Goel, Guffin, Guillaume (for Bowling), Jackson (left early), Jaeger, Johnson (joined late), Leonzon, Russell, and Watts

Absent: Gallo

1. **Approval of 10/10/19 minutes** – The minutes were unanimously approved.

Recurring Business

2. **Center for Entrepreneurship and Innovation update (Laura Guillaume)**

- Laura reviewed a handout of entrepreneurs currently at the CEI. They have been at the center for two months working on their business plans, marketing, and business initiatives. The CEI did a snippet of their progress and participation to see if they are engaged to insure their success, and all are making good progress. The CEI also did a survey to see if CEI is missing any of the resources they need. Laura has worked with UNF legal to make sure CEI has all the legal documents for confidentially with advisory council members and interns. The CEI is starting to bring in professional services (e.g., legal, marketing, and accounting) to assist entrepreneurs.
- Two to three interns have started and are doing well.
- The CEI has had a lot of participation from the CEI advisory council.

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

- The CMC had its first advisory council meeting on Friday, 11/8. Derek thanked Caleb for his help recruiting employers.
- Derek reviewed three handouts of highlights of attendance at Coggin Career Week, Check-In Table Data, Employer & Session Data, and Mixers. There were 790 check-ins of which 630 were CCB students - 24% of CCB's undergraduate students. Derek has focused on creating meaningful, impactful and scalable events. Derek said the high attendance reflects the faculty's trust, encouragement and support of CMC. Derek was happy with freshmen (57) and sophomores (92) attendance since it helps students understand their career paths and industry opportunities early in their college career.
- Fourteen employers held 21 breakout sessions with 703 unique session attendance by students and an average session attendance of 33.
- Mixers – 263 UNF students attended and of those 210 were CCB students. Mark mentioned there will be a Marketing Mixer in the Spring. There was a discussion about the merits of potential future graduate or alumni mixers.
- Derek reviewed a handout that contained the details of Coggin Employer of the Day which is designed to provide employers opportunities to increase their brand recognition on campus and will be launched in the Spring. The event will have information tabling,

company office hours, information sessions, partnership or networking sessions, introduction to faculty, and coordinating site visits. Derek also reviewed a sample itinerary of the Coggin Employer of the Day. These will be scheduled Monday, Tuesday Wednesday and Thursday from 11:00 am to 4:30 pm after the Career Week is over and before classes end each semester. CCEC also has this event. Initially it will be free and then CCB will charge employers. The CMC has employers who have shown interest in this event and chairs should share this event with their advisory councils.

- The CMC is creating a link to post items on the TV monitors.

4. Advising Services Update (Jennifer Jackson presented first as she had to leave early)

- Jennifer asked the EC if CCB should keep the Living Learning Community (LLC)? Currently, Matt Leon and Rachel Frieder are the co-instructors and they will not continue in this role. CCB's LLC students are housed together at the Crossings and take a shared class, GEB 1990. After some discussion, it was decided the appropriate leadership of CCB's LLC should be a staff member instead of faculty. Jennifer and Janice will send out an email asking if a CCB staff member would be interested in assuming leadership of this initiative. If no staff is interested, CCB will discontinue the LLC for 1 year.
- Spring 2020 registration starts next week, and cohort students who are on track for graduation in 4 years will have priority registration.

5. SBDC update (Janice Donaldson) –

- Willie Gonzales, a board member of the UNF Trustees and a SBDC advisory council member, is retiring from SBA. Janice and the SBDC are hosting his retirement party on 11/19 from 4:00-6:00 pm at the University Center. Kevin Hyde (chair of the UNF Board of Trustees) and the President Szymanski will speak.
- Janice recommended a guest speaker, Helga Langthorn of SOHO Network Solutions, who is one of the largest exporters (70 countries) of crime scene investigation products. She is on a foreign direct investment visa and does an awesome job speaking about topics such as exporting, tariffs, currency fluctuations, etc.
- Janice mentioned topics discussed with SBDC's advisory council (e.g., Hispanic Business Outreach, Workforce Development – What Should our Role Be, Access to Capital, etc.).

6. Development Office update (Caleb Garrett)

- Development has closed on a scholarship with the Florida Grocery Manufacturers Association of \$16,000 over 4 years.
- BBVA joined the CEI advisory council for \$10,000/year.
- Development is working on an email to promote the Jacksonville Iceman fundraising initiative and asked EC members to forward the email to interested parties after it is finalized.
- Madeline Albright will be speaking at the February President's Lecture.

- Caleb suggested that EC members communicate the option of proxy attendance (secondary representation) to advisory council meetings since this will bring more representatives to the table and increases outside attendance versus inside attendance.
- Caleb mentioned that Crowley and FIS want to get more involved at UNF and he asked EC members to try to get them engaged in CCB initiatives.

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

No report since Chris is in class.

New Business

Mark thanked everyone who visited CEI during the October Open House.

1. Honor in Major – ACG, ECO, IB, MAR – (Mark Dawkins)

- Jeff Chamberlain would like EC members to consider adding Honors in the Major if their department does not have one currently, and he encourages units to ask students to consider the program.

2. MS in Business Analytics/BBA in Business Intelligence degree updates (Lakshmi Goel)

- The proposal is moving forward, and Lakshmi has received edits from the Board of Governors academic programs office. Marlynn Jones has signed it and Lakshmi is working through the edits.

3. Downtown campus/Fidelity on-site MBA update (Dawn Russell)

- The staffing request is for two courses for spring semester at the downtown location. The Department of Education audit is still open and new courses cannot be offered until it is complete. ECO 6060 is scheduled, and the management and marketing courses are in process. Lakshmi had some questions regarding overload and the offering format.
- Nathan Kunz is teaching the management course at Fidelity, and David is working on the FIN electives for next semester.
- There are about 400 enrolled students in the MBA program, 200 enrolled students in the MSM program, and 31 enrolled students in the MSLSCM program.

4. New CCB faculty hired for Fall 2020: (Mark Dawkins)

- FIN was approved for 1 visiting assistant professor line that is open. (It is nonrecurring)
- MAN is approved for 1 tenure track IS line for Business Analytics (Fall 2020). One candidate is visiting campus now and two candidates are scheduled for next week.
- T&L is approved for 1 tenure-track line per the MSLSCM proposal (Fall 2020).
- MAR is requesting a 1 tenure-track line (Fall 2020).

5. 2019-20 Renovation project funds request approvals update (Mark Dawkins)

- Mark will send out an email later today, and please send any comments to Mark ASAP.
- Lakshmi said faculty are using the faculty lounge and there needs to be two updates: appliances and furniture. Peter de Jong donated a new microwave and the Management

Department is going to purchase a refrigerator. The only item the college needs to purchased is furniture and Mark is going to discuss the furniture options with Susan Watts.

6. **Overloads – Department chairs must justify splitting section if it creates a faculty overload.**
7. **Jacksonville Iceman fundraising opportunity – Discussed with Development.**
8. **Adding yearly checklists to CCB website (Reham/Jennifer/Derek) – Still in process.**
9. **Adding department, major, internship, CMC, etc. videos to CCB’s website (Jennifer) – Discussed with Advising –** Some of the videos have been recorded. Reham and Lakshmi said they are working on their department videos.
10. **Apple Education Conference (Mark Dawkins) -** Lakshmi will be CCB’s representative at the conference November 14th thru 16th and she will report at the December CCB EC meeting.
11. **Research support in Coggin – Not discussed.**
 - **Suggestion Box –** Mark read a suggestion from the suggestion box: “I would like to suggest course schedules be a collaboration in the college. Courses seem to be scheduled in each department and often have conflicts with use of room, specifically computer labs. I feel it tends to be a race to get courses scheduled first. If scheduling was either in a central location within the college or if there was a time that all chairs get together to schedule courses to make it workable for student and, as well as, faculty, it would make it easier on everyone.”

Adjournment: The meeting adjourned at 3:30 pm.