

**Coggin College of Business
Executive Committee Meeting
December 12, 2019 (9:00-11:00 am)
Minutes**

Present: Dawkins, Donaldson, Gallo, Garrett, Guffin, Jackson, Jaeger, Johnson, Leonzon, Loh, Russell, and Watts

Absent: Bowling (judging competition), Eltantawy, Goel

Guest Speaker: Chadwick Lockley – Syllabi Repository

- Chadwick is visiting all colleges to request that all syllabi be uploaded by the Friday after late registration ends each semester to avoid unnecessary reminder emails.
- Chadwick reviewed a 5-page handout on the Syllabus Repository and demonstrated how to upload syllabi. He also explained and demonstrated to departmental chairs that the departmental upload feature is a useful tool. Students have access as soon as the syllabi are uploaded.
- Mark and the EC members thanked Chadwick and Mark reinforced the need to timely upload syllabi.

1. **Approval of 11/12/19 minutes** – The minutes were approved unanimously.

Recurring Business

2. **Center for Entrepreneurship and Innovation update.** No report – Karen is judging a student business plan competition this morning.
 - The CEI Holiday Social is this evening from 5:30-9:00 pm and the UNF Alumni Holiday Social is from 7:00-9:00 pm tonight.
3. **CMC/CCB Marketing update (Derek Guffin) -**
 - The CMC has been talking to 8 - 12 employers a week in preparation for CCB's Spring Career Week.
 - The Coggin Executive Mentor Program is taking applications for the spring term. The executive mentors had an opportunity to mingle at an outing at Smash Ping Pong. Currently, there are more mentors than mentees so students who desire a mentor can be served by the program. There will be another social outing and a professional development program for the mentors in the spring.
 - Blade is working on a large project to insure the Coggin webpages are ADA compliant (e.g. he is running all webpages through an ADA compliant checker and editing all PDF's and webpages as needed).
 - Mark complimented Derek on the 10 display monitors visible around the CCB and noted they are getting increased use. To submit a TV slide display, please go to the Coggin main webpage and under About Us/Text Services select Graphic Design & TV monitors.

The slides should be consistent in format, balanced, and be quickly readable since each slide has a limited presentation time.

4. SBDC update (Janice Donaldson)

- Janice congratulated Lakshmi and Diane Denslow for their live case studies in their classes. The students completed a consulting log and an in-kind form which says the student donated those hours. SBDC has received \$25,000 to \$30,000 in-kinds for their consulting hours and the hours are valued at \$20.00/hr. CCB has a new part-time faculty who is teaching an entrepreneurship marketing class in the spring, and she also plans to do cases and project management cases.
- SBDC has found an international trade specialists' intern.
- Janice thanked Mark for purchasing the Coggin branded Smart Boxes and 21 were used as thank you gifts to the SBDC Advisory Council members.
- SBDC will have a focus group in late January since it is considering hosting an Equity Investment Conference in October for investors and entrepreneurs with pitches, an exhibit area, education and networking opportunities. Cristal Fish, (SBDC Advisory Council member) from McGuireWoods has agreed to sponsor it.

5. Development Office update (Caleb Garrett)

- Development is planning to have a CCB event at an Icemen game this spring and an alumni event in March. Caleb asked EC member to forward names of alumni to invite.
- TIAA has donated \$150,000 for first generation scholarships and Curt Cunkle has helped designate one-half to Coggin students.
- Scholarships is a major fundraising initiative for Caleb in 2020 and this is indicated in his handout.
- DOD search – two interviews this week and two interviews next week.
- Mark said there will be a private burial event for the family of Luther Coggin and a public Celebration of Life Service on Saturday at 2 pm at First Christian Church of the Beaches at Neptune Beach.

6. Advising Services update (Jennifer Jackson)

- Advising is planning the mandatory spring majors and advising workshops for the cohorts. The advising team has its intersession tasks such as updating advising's website and revisions to the online orientation.
- Advising has called and emailed each cohort student (22) with holds.
- Jennifer asked EC members if they would work with the Assistant Director of Transfers Services to provide training sessions for UNF recruiters to help them learn about CCB majors, internship opportunities, career outlook, study abroad, research opportunities and transfers requirements. Times available are Monday thru Thursday at 8:30 am, 10:30 am, or 3:30 pm in January. Mark and Andres previously spoke to the recruiters and said it is a good idea to keep them informed about CCB.

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

- The in-house deadline to upload the Summer 2020 class schedule is January 24th, and February 21st for the Fall 2020 class schedule. This gives CCB time to work out any problems, especially with the computer labs, before the official deadline of February 7th and March 13, respectively. Dawn mentioned that faculty may be able to use computer labs in other buildings. However, some faculty said there can be issues with the outside labs (e.g., software, etc.). There was a brief discussion about requiring graduate students to have a laptop.

New Business

1. Minimum enrollment for online classes (Mark Dawkins)

- Mark indicated there is variability across CCB departments with respect to the minimum enrollment for online classes and he suggested 43 to 50 students. For purposes of consistency, it was decided to set the minimum number at 43 students unless there is a pedagogical rationale for a lower minimum.

2. Maintenance of courses and communication to students regarding courses (Jennifer Jackson).

- Jennifer asked that going forward department chairs draft communications to students instead of relying solely on advising to draft announcements (e.g., cancellation of classes, etc.). Andres asked Jennifer for some basic language to include in the communication. Jennifer gave an example of a DIS course where the scheduling information was maintained by Amy and she said it is too much for Amy to do with her current graduate advising and recruiting workload. Jennifer asked that the maintenance of announcements of scheduling changes be returned to the departments and this need reinforced by Dawn.

3. PLMA opportunity (Reham Eltantawy) skipped – Other Marketing Issues

- The provost wants CCB to move forward with a search to fill the T&L/CSX chair position for fall 2020. Mark asked the marketing and T&L faculty to meet on Friday morning at 8:30 am to discuss this position.

4. Honors in Major - ACG, ECO, IB, MAR. Any other departments interested?

- Economics and T&L are working/considering an Honors in Major option.

5. MS in Business Analytics/BBA in Business Intelligence degree updates (Mark Dawkins)

- Lakshmi is revising the both proposals and she expects they will be resubmitted in January and go through the APC process in the spring.

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

- Nathan and Parvez will teach at Fidelity in the spring and the students should graduate in the Summer. There 6 students in the downtown marketing class and the DOE audit is still ongoing so CCB cannot start MBA classes at the downtown location. CCB's

graduate programs have good admit numbers for the spring given the ongoing DOE audit issues and the graduate business analytics certificate has 7 students. Derek mentioned Regency Centers is interested in UNF's graduate programs.

- 7. Overloads – Department chairs must justify splitting sections if it creates a faculty overload.**
- 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 – Dawn's T&L video is complete, and Janice talked about SBDC's successful use of videos.**
- 10. Research support in Coggin**

Adjournment: 10:35 am