

**Coggin College of Business
Executive Committee Meeting
February 13, 2020 (9:00-11:00 am)
Minutes**

Present: Ahmed, Bowling, Dawkins, Donaldson, Gallo, Goel, Guffin, Jackson, Jaeger, Johnson, Leonzon, Loh, Russell, and Watts

Absent: Eltantawy, Garrett

1. **Approval of 1/9/20 minutes** – The minutes were unanimously approved.

Recurring Business

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

- The CEI continues to work with the 14 cohort entrepreneurs and is focusing on providing marketing, legal and other professional services support which is funded by CEI Advisory Council dues. Applications for the next cohort will be open year around, and the CEI is receiving higher quality applicants now that the CEI has a good reputation.
- Events:
 - a. Last weekend was the TechStars Startup Weekend in partnership with Google. It lasted 54 hours, starting on Friday night and ending on Sunday night about 9 pm. There were 100 attendees, and Karen participated in the judging. A UNF team won second place.
 - b. On Tuesday two UNF alumni, Jordan Walker and Hunter McKinley, who are serial entrepreneurs who started several companies, the most notable is YAC – Yelling Across Cubicles (just closed a \$1.5 million seed round), did a Q&A session at the CEI. Jordan and Hunter are very appreciative of UNF and want to hold office hours at the CEI, and Jordan is going to speak to Janice’s business class. Mark said it’s great to see UNF alumni get seed money out of Silicon Valley.
 - c. Katherine Way, dress and golf wear designer, will speak at the Community First Local Founders Speaker Series on 2/27 from 5-7 pm.
 - d. March 6th is Entrepreneurial Night at the Jacksonville Iceman.
 - e. “Ask a lawyer” legal round tables are coming up at the CEI.
 - f. Karen has an upcoming first meeting with VyStar, who is sponsoring a pitch competition with \$10,000 in prizes each year for 5 years.
 - g. Karen said the publicity generated by these events is good media for the CEI. Lakshmi said Karen is doing a great job with CEI’s social media (e.g., LinkedIn and Facebook). Derek said Karen is doing such a great job her photo is in the current UNF Fast Facts.

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

- Derek thanked everyone for the help with Coggin Career Week in early February and he said the faculty are doing a great job promoting the events through mentioning it in class,

requiring attendance and/or offering extra credit for attendance. He said what the CMC and the faculty are doing as a group can be seen in the increased student attendance at the Mixers, the breakout sessions, and the positive feedback from the employers – they love Coggin Career Week. The program and session variety appeal to different types of employers and students. Unfortunately, the weather cancellation on February 6 was on Coggin Career Week’s busiest day.

- a. There were 21 sessions.
 - b. New employers, specifically marketing, included: Kessler Creative, MECLABS, JAXUSA Partnership, Venus, Digital Mark (received good feedback).
 - c. Attendance was down compared to the Fall which is normal for the Spring event.
 - d. Derek reviewed a Coggin Career Week Summary handout and said there was 187 overall student attendance at all mixers and 174 unique student attendance. Thirty-seven unique companies attended the mixers, and 5 companies attended two or more mixers. Twenty-five companies attended the Leader’s Mixer – a new record - and the Marketing Mixer had a good showing (116 students and 17 companies attended). The CMC tried a difference format at the Marketing Mixer and got mixed reviews. The mixers were popular, the faculty are engaged, employers are excited, and the students are attending with their peers. The Diversity Mixer is in collaboration with other colleges.
 - e. The Osprey Career Fair had the third highest attendance in the last ten years: 420 students and 93 companies attended.
 - f. Overall, Coggin Career Week was a success and continues to produce results.
 - g. Jennifer and other EC members agreed and said the students were excited about Coggin Career Week. Dawn thought the standard format was helpful in discussion with the employers, and Dawn plans to reschedule the T&L mixer.
- Blake, CCB’s webmaster, is leaving 2/21 and Lucy, CCB’s graphic designer, will probably be leaving soon. Derek said the university has a webmaster, Kat Thompson, but she has limited capacity to assist CCB. Blake is primarily working on ADA compliance for CCB’s website.
 - Lakshmi suggested that graduate students be included in future Coggin Career Week.

4. SBDC update (Janice Donaldson)

- Janice reiterated that the Yelling Across Cubicles (YAC) chat was great and noted that the SBDC wrote an export marketing plan for Katherine Way.
- SBDC is going to meet with John of BBVA and he wants to fund economic development in Citrus, Marion or Alachua counties (the money would go into SBDC’s foundation account). Karen said that BBVA gave the CEI and incubators around town \$10,000 each.
- SBDC met with experts in equity investments about an Equity Conference and they are making progress. SBDC will probably not seek a matching investor but instead plans to form a cohort and prepare them regarding how to fund capital, how to do intensive pitch planning, and then the final step would be to seek an investor.
- The Female Founders Forum is 3/6/20 at the University Center and SBDC and CEI will both have a table at the event.

5. Development Office update (Caleb Garrett)

- The new DOD, Kathleen Contrino started on 2/10/20.
- IANA has verbally agreed to continue the Case Competition pledge and has increased the gift to include student research, with the total gift being \$185,000 over the next three years.
- Caleb has a solicitation underway with Suddath to fund the LITS Lab.
- March 6 events:
 - a. CCB Scholarship Luncheon. Caleb would like to invite any prospective business partners of the EC members who are interested in donating to a scholarship.
 - b. Jacksonville Icemen Entrepreneur Night and CEI companies will have table displays and commercials or vignettes on the jumbotron. This will also be Coggin night at the Icemen.
 - c. Female Founders Forum is at the University Center: 9 am to 3 pm.
- Giving Day is 3/11 and Caleb has secured a matching pledge opportunity for CCB.
- CCB's Alumni Event at The River Club is on 3/23. Mark asked EC members to invite any prospective alumni who may be willing to make a pledge to CCB. The River Club hopes some of the participants will sign-up for a trial membership.
- Homecoming is next week, and the first event is the Alumni Recognition Dinner on 2/16/20. The event is at the University Center at 6 pm and they are recognizing Myron Pincomb, a CEI Advisory Council member.

6. Advising Services update (Jennifer Jackson)

- Advising is reviewing 2016, 2017 and 2018 cohorts. Hopefully the 2016 cohort – about 200 students - will graduate by summer and the office is advising them of the targeted required classes needed to graduate. Advising is creating the course plan for the 2017 and 2018 cohorts (554 students) and Advising is also communicating with these students. All faculty are receiving communications from the Early Alert System and the system closes on 2/27/20. Let Jennifer know if any faculty have any question or concerns.
- All advising offices on campus will be closed for a retreat on Friday, 2/14.
- Jennifer reviewed a sample of cord colors for the Hooding Ceremony and asked the chairs for suggestion for their programs' colors.

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

- Department chairs and directors met on 1/23 and resolved schedule conflicts. The department chairs need to submit their schedules to Chris two weeks before the deadline so any final conflicts can be resolved at a meeting on 3/6.
- CCB is in the third year of the accreditation 5-year cycle and there will be a Peer Review Team visit in the 2022-2023 academic year. CCB must apply by 7/1/20 to initiate the next review process, and it should include a description of the programs, update on the progress since the last visit, and various other information. Chris is creating a mid-cycle accreditation report which will serve as a platform and a template for the report which will be submitted at the end of the accreditation cycle, thus starting on an earlier

timetable. Chris will reach out to EC members to determine what they have done in the last two year to reflect AACSB's theme of innovation, engagement and impact. This will help CCB prepare for the final report, as well as assess CCB's progress on the feedback received in the last accreditation visit. This mid-cycle report will give the new dean a status report of CCB's accreditation progress. Andres asked Chris to find out how double degrees are reported. Mark said there are new proposed AACSB standards that will likely be approved before CCB's next review.

New Business

1. Faculty hiring requests and justification due to Dean's Office by noon on 2/28/20 (due to AA on 3/13/20) **NON-RECURRING REQUESTS ONLY (Mark Dawkins)**

- The recurring list includes the new dean and the business analytics positions. The non-recurring funds are the year-to-year monies received from the state. The non-recurring requests includes part-time requests for faculty and visiting instructors. Mark asked EC members to think about their upcoming teaching needs and he mentioned that the requests must be prioritized for AA.
- Mark reviewed a power point handout of CCB items he discussed at a Deans meeting with President Szymanski and Provost Rhodes, and the topics included performance metrics, diversity initiatives, and efficiency initiatives. A new topic was added for this presentation: new program initiatives. Andres wants the Global MBA and dual degree programs to be mentioned more clearly in the initiatives.

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

- Departmental representatives include Courtney Azzari (MAR), Chris Baynard (GEO), Bruce Fortado (MAN), Jennifer Jackson (Advising), Michael Morris (FIN), and Hanieh Sardashti (MAR).
- The first meeting is on 2/18 from 3:00-4:30 pm in the Intuition Room.
- The committee will write a CCB strategic plan which ties to the university plan (Chris and Parvez are on the university's committee). The challenge is to make the two plans congruent and the opportunity is the ability to shape the plan. Parvez met with Lev Gasparov, Associate Dean of COAS, who has been working on their D & I strategic plan for a year. Parvez forwarded COAS' plan as an example to the CCB D & I committee members.
- Parvez is going to two conferences next month, one is the National Association for Diversity Officers in Higher Education, and Parvez hopes to get a better sense of the nationwide landscape regarding D & I. He also hopes to bring these conversations back to CCB to reflect in CCB's strategic plan.
- Parvez reviewed a handout of 2014 to 2018 demographic data at UNF for faculty, staff and students, and noted that UNF's demographic data does not reflect the constituency of students.

- CCB has already started some D & I initiatives such as targeting conferences where minority faculty can be recruited. Some of the other initiatives would address student and faculty retention.
 - Andres wants the D&I perspective widened to include more ethnic groups than African American and women such as Hispanics. Mark noted that his view of D&I is very broad (e.g., experiential, geographic, etc.) but UNF is focusing on increasing the African American student population and success at President Szymanski's directive.
3. **Department chairs need to attend the CCB Hooding Ceremony on 5/1/20 to make remarks about their students receiving awards - (Mark Dawkins)**
 - Mark said that department chairs need to attend the CCB Hooding Ceremony at 9:00 am so all students receiving award can be equitably recognized. After Dawn congratulated David for his comprehensive award presentations at prior Hooding Ceremonies, David suggested the department chairs get student resumes and bios for information to include in the presentation.
 4. **Excel certification training in CCB.** No update
 5. **MS in Business Analytics/BBA in Business Intelligence degree updates (Lakshmi Goel)**
 - Lakshmi is working on revising the full proposals and she plans to have the Management Department review them at its meeting next week.
 6. **Downtown campus/Fidelity on-site MBA update (Dawn Russell)**
 - Downtown summer enrollment to date: Management – 4, Marketing 11, Economics 1.
 - Graduate summer enrollment: MSM & MBA – 575, Master in Logistics – 30. Analytics Certificate – 17.
 - The CCB EC discussed the advantages and disadvantages of continuing an onsite program like Fidelity. Parvez said he is enjoying teaching at Fidelity.
 - Mark mentioned that the Board of Trustees want an update on enrollment and marketing for the downtown location at its 3/12/20 meeting at the CEI.
 7. **Adding yearly checklists to CCB website (Jennifer) –**
 - Jennifer has finished the checklists and will share the draft with EC members.
 8. **Adding department, major, internship, CMC, etc. videos to CCB's website – (Jennifer Jackson)**
 - The videos are on hold because Enrollment Services and One-Stop is going through a transition.
 9. **President's Goal - R1 Status – (Mark Dawkins)**
 - President Szymanski said his goal for UNF is to achieve R1 status, and the current goal is achieving R2 status. Mark noted that achieving R1 status will require an incredible amount of additional resources.

- Janice mentioned that it would be beneficial to have an entrepreneurship instructor and Mark said he is going to submit a request for one to AA in March.

10. Research support in Coggin - No report.

Adjournment: 11:10 am – The March EC meeting has been moved to 3/5/20 since the Dean will be out of town on 3/12/20.