

**Coggin College of Business  
Executive Committee Meeting  
February 21, 2019 (9:00-10:30 am)  
Minutes**

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

**Absent:** Donaldson

- 1. Approval of 1/24/18 minutes-** The minutes were approved unanimously with Jennifer's edits.

**Announcements:** CCB has completed Skype interviews for the Director of Development position and three candidates will be invited for campus visits. Four provost candidates have been invited to campus. President Szymanski will be visiting CCB at 2 pm on March 12 to talk to faculty and April 12 for the All-College Meeting.

**Recurring Business**

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

- The CMC had a huge first part of the month with Coggin Career Week and Derek distributed a handout summarizing the results from Career Week.
- During the Career Week the number of employers increased with more employer-led sessions, and over 100 new students participated during the week. The CMC received good feedback from the participating employers who loved the change-up and the mixers. This spring there were four mixers for students to attend, and the Diversity Mixer had the most companies attend.
- The CMC has started an Employee Site Visit Program for students and several site visits are scheduled this spring. This program is new to the CMC.
- Derek discussed his view that the CMC is moving in a good direction and noted the S.T.A.R. Program has had more students coming in for the mock interviews this semester.

- 3. Advising Services Update (Jennifer Jackson)**

- Advising Services is working to ensure that all CCB students understand the full range of available services. Jennifer is currently working on a checklist where Advising Services can reinforce certain messages to students.
- Advising Services is working on a cohort report for CCB students from 2015-2018.
- Jennifer has reached out to faculty to help her get in front of CCB students for admissions recruiting and she is meeting with Enrollment Services the first week of March.
- Important dates: the major workshops will end next week, and the Celebration of Scholars event is March 7 at the University Center (faculty meet high performing students at the Celebration of Scholars event).

- The catalog updates are due by May 10<sup>th</sup> and Jennifer will send an email reminder.
  - Lakshmi raised concerns expressed by her faculty regarding 1) the Early Alert System and 2) lack of student attendance at the major workshops. Jennifer and Advising Services will consider what improvements can be made on her end.
  - Jennifer is happy to come to the departmental faculty meetings and receive suggestions for improvement directly from CCB faculty.
4. **SBDC update (Janice Donaldson)**
    - No report
  5. **Development Office update (Teresa Nichols)**
    - Teresa sent a handout that was distributed to the EC.
  6. **Center for Entrepreneurship and Innovation update (Karen Bowling)**
    - No Report
  7. **Summer/ Fall classes update, Accreditation & Assessment update (Chris Johnson)**
    - There is no Accreditation and Assessment update. Chris is making a summer course spreadsheet for Academic Affairs and asks that departments inform him of added classes sooner rather than later. He has encouraged the department chairs to review article 17 of CBA to make sure the proper faculty priority has been made regarding the allocation of summer classes.

### **New Business**

1. **Business Analytics/ Business Intelligence degrees RTPs submitted on 2/1 (Lakshmi Goel)**
  - On 2/1/19 CCB submitted a Request to Plan (RTP) for a graduate degree in Business Analytics, as well as a RTP for an undergraduate degree in Business Intelligence.
2. **Downtown campus Grand Opening celebration recap 2/4/19**
  - Dean Dawkins thanked everyone who attended the Grand Opening of the Center for Entrepreneurship and Innovation (CEI) on 2/4/19. Teresa and Mark are currently following up with potential donors and CEI supporters.
  - The Dean's Office will work to create a Coggin event for all CCB faculty and staff to see the downtown location.
3. **Fidelity on-site MBA update (Dawn Russell)**
  - Dawn is waiting on SACS approval regarding MSM and MBA classes this summer, and Shawn Brayton has been in email communication with the SACS representative. The SACS Review Team will conduct a site visit the first week of April.
  - If MSM and/or MBA classes cannot be held on-site at the downtown location, CCB's back-up plan includes teleconference classes and/or online classes.

**4. CCB's preliminary faculty hiring requests for Fall 2020 (random order):**

- ECO is requesting 2 tenure-track lines (one conversion from a visiting line)
- FIN is requesting 2 tenure-track line (or 1 tenure-track and 1 instructor line)
- MAN is requesting 1 visiting instructor (Dong-Young Kim on sabbatical)
- MAN is requesting 2 tenure-track IS lines for Business Analytics
- MAN is requesting 1 line for entrepreneurship
- MAR is requesting 1 tenure-track line
- T &L is requesting 1 tenure-track line per ML&SCM proposal

**5. Discussion of Graduate Student Survey results**

- This item will be discussed at a later date.

**6. Department nominations for the Traynham Endowed Professor Committee**

- Dean Dawkins will send an email to start the process to form the review committee and he prefers current endowed professors to serve on the committee.
- Nominations will be for service or teaching endowed chairs.

**7. CCB EC faculty attending Faculty Association meetings**

- There is no policy mandating that CCB Executive Committee faculty have to attend the Faculty Association meetings and several CCB faculty already attend when they are able. The CCB EC consensus was that going to Faculty Association meetings allows faculty to learn more about the university as a whole.

**8. Adding yearly checklists to CCB website (Reham)**

- Reham discussed suggestions from the Marketing Advisory Council to make improvements to the CCB website. Also, there was discussion regarding helping make CCB students more aware or informed regarding the range of the career resources available in Coggin.

**9. Adding department, major, internship, CMC, etc. videos to CCB website**

- Dean Dawkins suggested creating a professional promo video component for the website where these videos will use faculty to talk about the programs. These videos also can provide information that is relevant to specific hours earned in college (30 hrs., 60 hrs., etc.). Derek suggested having a separate meeting for a more in-depth discussion regarding the marketing aspects of creating videos.
- In addition to the videos, there was a suggestion and discussion regarding creating a zero-credit class.

**10. Research support in Coggin**

- After the EC meeting adjourned at 10:30 am, the EC faculty remained for a 30-minute discussion regarding research support in Coggin.