

**Coggin College of Business**  
**Executive Committee Meeting**  
**March 14, 2019 (9:00-10:30 am, Research 10:30-11:00 am)**  
**Minutes**

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

**Absent:** Bowling

**Guests:** David McKinnon, Amanda Kulp, Ash Faulkner- Members of the QEP Development Committee who spoke regarding UNF's QEP and its outcomes and goals.

- 1. Approval of 2/21/19 minutes-** The minutes were approved unanimously with Reham's edits.

**Announcement:** The Confucius Institute space is returning to Coggin this spring.

**Recurring Business**

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

- Two part-time graphic designer positions are posted and Derek is actively recruiting for both positions.
- Derek is working on compiling CCB first destination data and hopes to have better data at the end of the spring semester.
- The Spring CMC Breakfast is Friday, April 12 and will recognize students who completed the S.T.A.R. Program and Executive Mentor Program.
- Derek met with the BAC Career Relevance Committee and they had a conversation about the S.T.A.R. Program. He is looking to add more to the program with different levels, and some ideas are speed networking, required attendance at Coggin Career Week or Career Fairs and the addition of module workshops.

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

- The university-wide Open House is scheduled for April 13 and Jennifer wants department chairs and directors to let her know who will be in attendance. She will send a follow-up email to department chairs and directors.
- A new academic advisor has been hired. Felix is from Texas and currently lives in Jacksonville, and his start date will be determined once the HR process is completed. He is expected to start either on April 8 or April 22.
- Jennifer is working with Oliver on recruiting more student for the Financial Services/Financial Planning major.
- Jennifer will be meeting with Luiza from Enrollment Services to discuss major videos for departments and flagship programs.

- Reham mentioned the dual enrollment with Ponte Vedra High School and wants to discuss who will be teaching the courses and how CCB can better connect with parents.

#### **4. SBDC update (Janice Donaldson)**

- A Tampa Bay Business Journal reporter is meeting with the office to talk about Veteran-owned small businesses in Jacksonville.
- March 28 is national SBDC Day and the office is participating in a social media push in Jacksonville and the SBDC's 18 counties.
- A staffer from the U.S. Senate Small Business Committee will visit the SBDC on Tuesday.
- The Florida Venture Forum team is preparing for the May Case Competition. There have been ups and downs during this year due to limited business experience from some of the participating students, and Janice noted it is not too late to add more students to the team who are really passionate to participate in the competition.
- The SBDC has hired a new graduate student for the summer.
- Small Business Week is the second week of May and there will be a big celebration at UNF on May 10<sup>th</sup> with a guest speaker.

#### **5. Development Office update (Teresa Nichols)**

- Teresa could not attend the EC meeting and distributed a handout to the EC.

#### **6. Center for Entrepreneurship and Innovation update (Karen Bowling)**

- The Florida Venture Forum had their quarterly event at the CEI on March 12 and over 60 people attended the event.
- Karen said there is a lot of internal (UNF) and external interest in using the CEI and a system is being put in place to coordinate room reservations and billing.

#### **7. Summer/ Fall classes update, Accreditation & Assessment update (Chris Johnson)**

- Chris is finalizing the budget spreadsheet for summer and will send it to Dan Moon and Anne Hoover, and he reminded everyone that all faculty who want to teach in the summer are guaranteed one course. It is important that any second or third courses listed on the schedule meet UNF's 30/20/10 anticipated enrollment levels for lower-division, upper-division, and graduate courses, respectively.
- Mary Beal will present assessment results at the April 11 EC meeting and solicit feedback from the EC.

### **New Business**

#### **1. Business Intelligence degree update (Mark)**

- Lakshmi and Mark have been working with CCEC on an MOU to move the undergraduate Business Intelligence degree forward to the University-level.
- Mark met with Pam Chally and Chip Klostemeyer earlier in the week to discuss the MOU, and Lakshmi meet with the IS faculty to discuss concerns raised by CCEC faculty.

- Lakshmi and Mark believe the BI degree program is moving relatively smoothly in the right direction.
2. **Downtown campus/Fidelity on-site MBA update (Dawn Russell)**
    - CCB will offer 4 MSM courses downtown this summer (2 for new students and 2 for continuing students).
    - There is more student demand for MBA courses downtown relative to MSM courses but SACS only approved CCB to start MBA courses downtown in August.
    - Both programs are helping provide greater exposure for the university. Dawn, Amy, Jennifer and Mark met to discuss marketing the downtown location, and marketing will start right after Spring Break.
    -
  3. **Department chairs faculty hiring requests for Fall 2020**
    - The Dean's Office submitted all requests to Academic Affairs in early March:
      - ✓ ACC is requesting 1 tenure-track line per AACSB reaccreditation
      - ✓ FIN is requesting 1 tenure-track and 1 instructor line
      - ✓ MAR is requesting 1 tenure-track line
      - ✓ MAN is requesting 2 tenure-track IS lines for Business Analytics
      - ✓ MAN is requesting 1 tenure-track line in Entrepreneurship
      - ✓ T&L is requesting 1 tenure-track line per the MLSCM proposal
      - ✓ ECO is requesting 2 tenure-track (one conversion from a visiting line)
  4. **Traynham Endowed Professor applications due by 12 noon on 3/25/ 19**
    - Applications are due by noon on 3/25/19.
  5. **Adding yearly checklists to CCB website (Reham)**
    - Reham is working on a MAR degree checklist to add to the CCB website with information to include what students should know and do at the different class levels.
  6. **Adding department, major, internship, CMC, etc. videos to CCB website**
    - This item was discussed under Advising Services.

**Adjournment:** The meeting was adjourned at 10:30 am.

7. **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.