

Coggin College of Business
Executive Committee Meeting
March 5, 2020 (9:00-11:00 am)
Minutes

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

Absent: Contrino, Garret, Leonzon and Watts

Guest Speaker: Deb Miller – Online Strategies for CCB

- President Szymanski is intent on developing additional online courses and degree programs, particularly in areas of strategic emphasis as defined by the BOG and creating opportunities for residents in NE FL to complete undergraduate degrees to advance their careers and lives.
- Deb reviewed a handout with the BOG’s definitions for online courses and said the different options for on-campus visits provide flexibility in program development, increased access, and keeping students connected to faculty and other students. The first two columns are course-level definitions and the second two columns are program-level definitions.
- Deb answered some specific questions:
 - Lakshmi has a question about Gen Ed courses, and Deb said the plan is to increase online Gen Ed course options (Deb currently has a document that shows current courses available online and most are undergraduate courses).
 - Karen asked about the growth in online courses at UNF. Deb said the growth is attributable to students desire for flexibility in undergraduate courses, and the option of fully online degree programs in education and health. UNF has a strong institutional commitment to quality while growing online, so compared to other similar institutions, UNF is on a slower path. UNF hopes to provide online courses to Northeast Florida.
 - Lakshmi & Albert asked how to market online courses. Deb said it’s best to market a course as flexible and clearly communicate the online components.
 - There was a discussion about whether all CCB courses should be online, and the pros and cons of giving students expanded options for online courses.
- Reham mentioned there are APC requirements with respect to restricted access, online programs. She also indicated that, currently, there is a path for students to take the Marketing Major requirements online if they wish – as well as face to face, of course. However, since we have no control over the general education requirements, this is something that needs to be coordinated on a College level. Deb asked for a list of these programs that need University-level coordination to be ready to be advertised as flexible (online or face-to-face).
- Mark reviewed the Online Program Planning handout and discussed the options, and he noted that Coggin is doing a good job with expanding online classes over his tenure as dean.
- Mark said the state of Florida has mandated 45% of undergraduate classes be online by 2025.
- Mark reviewed a handout of “Graduate and Undergraduate Enrollment Data for 2018/2019 through 2020/2021,” Proposed Goals for 2020-21, and UNF’s projection of “Enrollment Targets to Reach 20,000 by Fall 2025.”
- There was a discussion of enrollment data and enrollment goals for UNF. Mark said to email Jay with any questions regarding the data and copy him on the email.

Guest Speaker: Ginny Walthour – Media Relations at UNF

- Ginny is going to send a Qualtrics survey about Public Relations key expertise topics. Ginny wants to improve UNF's communication channels through external sources and making the website more comprehensive.
- Ginny welcomes any questions via email or phone calls.
- Reham mentioned that all faculty are not aware of the CCB backdrop for photos and wants to announce it to faculty.
- Andres suggested more advance notice to prepare for media opportunities.

1. **Approval of 1/9/20 minutes** – The minutes were approved unanimously with no edits.

Recurring Business

2. Center for Entrepreneurship and Innovation update – Karen Bowling

- CEI's first cohort of 14 companies is in its 8th month and 9 companies are on track for graduation. In the future, CEI will keep the application process open all year. Since re-opening the applications, twenty companies have applied and CEI has reached out to three applicants for possible admission.
- Karen and Dawn are meeting with the Provost this afternoon about the marketing strategy and line of responsibility for the fifth floor in preparation for the BOT meeting on 3/12.
- Events:
 - a. CEI had a successful advisory council meeting on 3/4.
 - b. PS27 has their Female Founders Forum at the University Center on 3/6 between 9 am – 2 pm, and three of CEI's women founders who are working on their product development will attend the forum.
 - c. CEI is working with Anact, a hemp towel company, and their launch party will be 3/12.
 - d. March 6th is Entrepreneurship Night at the Iceman and CEI is collaborating with SCDC for this event.
 - e. Dr. Thoeni is going to speak on "How to Fund Your Venture" to local entrepreneurs on 3/24. Reham said Dr. Thoeni has been involved with previous incubator initiatives.
 - f. Karen is always looking for ways to get new students into the CEI and welcomes ideas and feedback.
 - g. "Ask a Lawyer Workshop" with a dozen young lawyers will have round tables and discussions on relevant legal topics.
 - h. CEI is going to participate in the UNF's Women in Business Society Spring Forum on 3/27.
 - i. **HubSpot** is going to hold its meet-up groups at CEI starting on May 20.
 - j. The Smart City Hack-A-Thon is coming.
 - k. Start Tank on 6/6 with \$15,000 in prize money from VyStar.
- VyStar has committed \$10,000 for the next 5 year to sponsor a pitch competition.
- One of CEI's ventures received a \$2M dollar seed round. Mark said the CEI Advisory Council was pleased and Mark said Karen and Laura have done an outstanding job.

3. CMC/CCB Marketing update – Derek Guffin

- CMC is posting for the webmaster and in the interim will use the UNF webmaster.
- Emily starts on 3/9, and she comes from JU and has 6 years of experience in career services.
- Derek reviewed a handout “Coggin CMC Mock Interview Program.” Now that the Career Fair is over, students are having interviews and CMC is hosting mock interviews. The schedule is at 60% of capacity and Derek asked that EC members and departments to have student’s sign-up for an appointment.
- CMC is recruiting for the Peer-to-Career and Executive Mentor Programs. The Executive Mentor Program has about 22 students and is a one-semester commitment.
- Reham thanked Derek for working with the Marketing Department on the inaugural Marketing Mixer.

4. SBDC update – Janice Donaldson

- Janice is retiring in February 2021 and Mark is meeting with Provost Rhodes to start the search for her position.
- Events:
 - a. SDBC is also sponsoring the PS27 Female Forum, and Mark encouraged EC members to stop-by the event.
 - b. SBA is requiring a program on Opportunity Zones in every region in the state and there will be a program on 3/27 at the University Center.
 - c. Small Business Week is 5/8 at the University Center and the keynote speaker is Jim Harris who will speak on “Artificial Intelligence is Transforming Small & Medium Sized Businesses.” SBA awards will take place at the event.
- Dr. Thoeni has talked to the SBDC about internship opportunities and public service opportunities with non-profits who work with the SDBC. Reham emphasized the need for internships and nonprofit service hours as it is required for Honors in Marketing.
- Kathleen is going to work with Janice on opportunities for a grant with BBVA and Wells Fargo.
- SDBC has posted for a consultant since Linda is retiring, and they are hiring a part-time consultant in the interim – he is finishing his doctorate and his interest is in logistics.
- Brandon Stalling needs students to help pack Smart Boxes in mid-March.

5. Development Office update – Mark Dawkins

- Mark reviewed the development handout provided by Caleb.
- Caleb has secured a matching gift of \$5,000 for Giving Day from the Propeller Club of Jacksonville.
- Caleb closed \$10,000 in Accounting Scholarship over 5 years with Ennis Pellum.
- IANA has agreed to fund the case competition over the next three years.
- Caleb is also working to renew a scholarship with PNC Bank.
- Mark is going to make 3 development calls next week while in Atlanta (Keith Adams - Deloitte, Barry Thomas – Coca Cola, and Riaz Hameed – Wells Fargo).
- The scholarship luncheon is 3/6 and Joslyn has done a great job organizing it.
- Mark invited EC members to NAIOP Banquet - there are two open seats.
- UNF night at the Iceman is 3/20.

6. Advising Services update – Jennifer Jackson

- Jennifer thanked Mark for sponsoring tickets to the Icemen for 12 LLC students.
- Accounting, Marketing, Economics and IB all have Honors in the Major. Jennifer discussed how advising identifies Honor in the Major students, how advising verifies that students have meet the requirement for Honors in the Major, and how is Honors is the Major built into the advising system.
 1. Advising receives a notification from the Registrar’s Office that an APC has passed for Honors in the Major and the class structure, and Susan builds it into the system as the APC is written. Accounting, Marketing, and IB are not built into the system yet, so students are not recognized as being in the program for purposes of degree evaluations. However, there is attribute that flags the student as an Honors in the Major student, and advising can tag these students and run a report.
 2. Jennifer plans to meet with the department chairs to get the APCs into the system and determine how the chairs want to market their Honors in the Major.
 3. Mark, Provost Rhodes, and the Hicks Honors College administration request that the department chairs work with Jennifer to insure there is a way to track students and make sure they get credit for Honors in the Major.
- The deadline for catalog submissions is 5/28.
- The policy window is open and will close on 3/31.
- The graduate cords have been ordered.
- Open house is 4/4 and Jennifer will email faculty for help. Enrollment Services has asked Advising to have the panel discussion again from 10:30 am – 12 noon.

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

- There will be a scheduling meeting with chairs and directors right after the EC meeting.
- Chris discussed assessing journal quality with Cabell’s and Australian Business Dean’s Council as thr benchmark. The problems is that some journals are not mentioned on either list and Cabell’s sometimes does not indicate the journal’s quality. Twenty percent of CCB faculty’s recent publications don’t fall in either category. Chris will send out an email requesting evidence of journal quality and this should be a long-term discussion as it relates to junior faculty. This discussion about assessing journal quality also included discussions regarding the use of journal impact factors.

New Business

1. **Faculty hiring requests (due to AA on 3/13/20) NON-RECURRING REQUESTS ONLY**
– Mark Dawkins
 - Mark has the lists from each department and is working to compile CCB’s requests.
2. **Need to consider broadening the class offering times in order to give students wider choices for optimal progress in their academic programs, and for parking relief (from Provost)**
 - Mark reminded the department chairs and unit directors to remember this in the scheduling meeting.
3. **D&I Faculty Advisory Committee for CCB – Parvez Ahmed**

- D&I's website is up and running and Parvez is waiting on a couple of changes.
 - Parvez is working with Darnell Smith, Florida Blue's market president, on an event designed as a series called "Let the Conversation Begin: Can Businesses Do Well While Doing Good." Parvez wants to engage CCB and UNF students in the conversations.
4. **Department chairs need to attend the CCB Hooding Ceremony on 5/1/20 to make remarks about the students receiving awards – Mark Dawkins**
 5. **MS in Business Analytics/BBA in Business Intelligence degree updates – Lakshmi Goel**
 - The full proposals are in phase 2 and next go to the Dean of Graduate Studies and Dean of Undergraduate Studies.
 6. **Downtown campus/Fidelity on-site MBA update – Dawn Russell**
 - Graduate programs are stable, and Dawn is meeting with Fidelity next week. Mark said CCB needs to have a firm commitment of students for Fidelity's program to renew when CCB meets with the President and/or Provost.
 7. **Adding yearly checklists to CCB website – Reham/Jennifer/Derek – No report.**
 8. **Excel certification training in CCB – Mark Dawkins – No report.**
 9. **Research support in Coggin - No report.**

Adjournment: The meeting adjourned at 11 am.