

**Coggin College of Business
Executive Committee Meeting
April 11, 2019 (9:00-10:51 am)
Minutes**

Present: Dawkins, Russell, Jackson, Guffin, Johnson, Loh, Jaeger, Leonzon, Eltantawy, Learch, Donaldson, Nichols, Bowling

Absent: Goel and Gallo

Guests: Marlynn Jones – UNF’s EOI Director discussed the role of this department in relationship to the Coggin College of Business and recruitment plans for areas with underrepresented faculty and Title IX.

Mary Beal – Instructor in Economics discussed CCB’s assessment analysis she has been working on and presented the preliminary results.

1. **Approval of 3/14/19 minutes** - The minutes were approved unanimously.

Recurring Business

2. CMC/CCB Marketing update (Derek Guffin)

- The Spring Banquet will be on Friday, April 12th from 8:30 - 10 am at the University Center. This banquet will honor Coggin Executive Mentors, S.T.A.R. Program students and Peer-to-Peer mentors. The CMC expects about 150 people to attend.
- The CMC plans to refine the S.T.A.R. and Coggin Executive Mentors programs. For S.T.A.R., there will be additions such as LinkedIn training. For the Coggin Executive Mentors, students will have an option to work with a mentor/mentee for one semester or for the full academic year.
- Applications are being taken for both programs and the soft deadline is the end of April.

3. Advising Services Update (Jennifer Jackson)

- Jennifer met with the Admission Recruiting Team and asked the department chairs if they want to be more involved with the recruiting process with their specific major or area. The Admission Recruiting Team is available during April, early May and early August to hear suggestions and departmental updates of information they can share with potential students and parents.
- Jennifer discussed how communication flows work and will send the electronic version to the EC so department chairs can determine if their unit’s information needs to be updated. She also asked if any department or unit wants to be added to the rotation of communication that is sent to potential students.
- Information can be sent to Jennifer to provide to Enrollment Services so it can be included in the Parent’s Newsletter distributed by Enrollment Services.
- CCB’s new academic advisor, Felix, has joined the office and Jennifer has been introducing him to people around the college.

- The assistant director job has been posted and will close on April 19.
- Student registration time tickets have been released and this year the registration times were based off cohorts. Over 500 students were seen in Advising Services during the initial registration period, and the Advising Services team is also reviewing late policy applications.

4. SBDC update (Janice Donaldson)

- Small Business Week Celebration is May 10 at the University Center.
- The UNF SBDC won 7 out of the 8 categories for which they submitted nominations to the state including Small Business Person of the Year at the State Level.
- A new graduate student has been hired and will start in May.

5. Development Office update (Teresa Nichols)

- For Giving Day, First Generation scholarships are the priority for Coggin and gifts will be matched by a donation from BAC member Bill Van Law.
- The Assistant Director of Development (ADOD) position has been posted. The first round of applicants for the position were not the right fit so the search will continue for a new ADOD.
- The Director of Development (DOD) position is posted and UDAE has received applications for this position.
- Over \$300,000 has recently been raised with the primary focus on the Center for Entrepreneurship and Innovation (CEI). There are 7 commitments for the CEI's Advisory Council, and these commitments are \$10,000/year for two years.
- Teresa and the Dean will meet within the next two weeks to discuss underwater endowments, and during the meeting they will look at spending plans and work to contact donors whose accounts are underwater.
- Teresa and Dawn are meeting with IANA to continue this donor relationship.

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

- On April 24, the first Advisory Council meeting will be held at the Center. During the meeting, the Advisory Council will discuss an application process for entrepreneurs to apply for one of the 10-15 spots in the Center.
- VyStar committed \$100,000 in prizes for the Center.
- The Center has hosted several events including the Florida Venture Forum and various UNF departments activities.
- Upcoming events include:
 - Library Council meeting (May 1)
 - Dean Dawkins will be on an innovation panel at Holland & Knight (May 2)
 - Mayo is partnering with the CEI on a Coalesce Jacksonville program (May 7)
 - A Speed Mentoring event with 100 young lawyers (June 16)
- The goal of the CEI is to be the hub for entrepreneurship in Jacksonville.
- The CEI is in the process of hiring an assistant director.

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

- Mary Beal, an Instructor in Economics, discussed CCB's assessment analysis she has been working on and presented the preliminary results of the BBA assessment for 2018.
- Mary attended an AACSB Accreditation Conference in March and learned more details regarding AACSB's accreditation objectives including: mission driven learning goals, having a systematic assessment and accreditation process in place, and understanding how data is being used by CCB.

New Business

1. Business Intelligence degree update (Mark)

- An MOU has been negotiated with CCEC and the RTPs that are in place will now be developed into full proposals and submitted to UNF by 9/1/19.

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

- Summer courses with Fidelity are being finalized.
- Dawn is working on getting courses on the schedule for the downtown campus.
- Faculty attendance is needed at the May Faculty Association (FA) meeting since a quorum is needed to vote on the Master of Logistics & Supply Chain Management program of study (POS).

3. Department chairs faculty hiring requests for Fall 2020 update

- Submitted all requests to Academic Affairs
 - ✓ 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 for Business Analytics
 - ✓ MAN is requesting 1 tenure-track in Entrepreneurship
 - ✓ T&L is requesting 1 tenure-track line per ML & SCM proposal
 - ✓ ECO is requesting 2 tenure-track (one conversion from a visiting line)

4. Traynham Endowed Professor update

- The Ad Hoc Committee met and made recommendations to the Dean for the Traynham teaching and service professorships. These recommendations must be confirmed by Interim Provost Pam Chally, and the Dean's goal is to make an announcement at the Spring All-College Meeting on 4/19/19.

5. Adding yearly checklists to CCB website (Reham Eltantawy)

- Reham is working with Will on a student checklist for Marketing majors to add to the Marketing program website, and the information suggested for inclusion in the checklist is what marketing students should know and complete once they select Marketing as their major.
- Reham, Derek, Kate and Jennifer will have an in-depth meeting to discuss the marketing checklist, the college, and whether a college-wide checklist can be

developed. They also plan to review the university checklist as part of this process.

6. Adding department, major, internship, CMC, etc. videos to CCB website (Jennifer Jackson)

- Jennifer continues to work with Luiza in Enrollment Services to develop these videos.

Adjournment: The meeting was adjourned at 10:35 am.

7. Research support in Coggin

- After the EC meeting adjourned at 10:35 am, the EC faculty remained for a discussion regarding research support in Coggin.