

**Coggin College of Business
Executive Committee Meeting
May 10, 2018 (9:00-11:00 am)**

Members Present: Dawkins, Eltantawy, Fadil, Frankel, Donaldson, Gallo, Guffin, Jaeger, Jackson, Johnson R., Loh, Mangiaracino, and Watts

Members Absent: Johnson C., and Russell

Guest: Cengage Textbook Program (\$119.99/Semester or \$179.99/Year) Michael Schmitz, Jim Marshall, Tiffany Schwier, and Brian Joiner from Cengage & Deb Miller (CIRT). – Cengage presented a video overview of their unlimited subscription online textbook program which offers students a cheaper alternative for course materials. After the video, Brian Joiner gave an overview presentation of their product, and answered questions from the EC.

1. **Approval of 4/12/18 minutes** – The EC minutes from the 4/12/2018 meeting were approved.

Mark distributed a handout with CCB enrollment data from SIS as of 5/6/18. The back page of the handout was a summary of the 2018-19 E&G Budget allocation results for all UNF colleges and units. Mark said to meet with him later if anyone wants to see the details of the report, and he agreed to prepare a handout with comparison allocations for 2017-18.

Recurring Business

2. **Development Office update (Megan Mangiaracino)** –

- Development's next initiative is getting support for a Bloomberg Lab, and they have sent large asks to Morgan Stanley and Deutsche Bank for the Lab. Capitalizing on the excitement of the OFG Spring Luncheon, Development is going to initiate an email campaign inviting OFG alumni to contribute and support the Bloomberg Lab with a two year pledge, and the amount of the pledge will be based on the number of years the contributor has been a UNF alumni. The emails will come from Mark personally, and then Development will follow up by phone. The goal is to solidify funding for the Bloomberg Lab by the end of the fall semester.
- Megan distributed a Development Update handout and noted a couple of BAC members have outstanding dues, and a couple of outstanding proposals are being considered by potential donors. A prospective BAC member sent President Delaney a thank you note regarding the great interaction his daughter had with Jennifer Jackson. Development is strategically planning for the next fiscal year, and Megan and Teresa are working on closing FY2018 proposals.
- The Development Retreat is next Friday, 5/18 from 9 am to 3 pm, and all EC members are invited. The retreat is at the Student Union and will include a working lunch. During the retreat we want to discuss identifying priorities for development in FY2019 that will positively impact each department. Development will present in the morning, and the CMC will present in the afternoon.
- Development is sending out invoices to advisory council members for their dues. In the past, invoices were sent out twice a year but they are going to start invoicing quarterly.

- Mark said the Director of Development (DOD) search is ongoing and candidates are visiting campus this week and next week. Mark said his goal was to find the right person, and he thanked Megan for her work while CCB is without a DOD.
3. **Advising Services update (Jennifer Jackson)** – Jennifer thanked Andres for allowing her to go on the Spain study aboard.
- Advising Services has completed the end of the year processing which included suspension processing, probation processing, athletic certifications, duplicate course review, and pre-requirements checking process. Reham and Paul said Advising Services has done an amazing job advising students and communicating with the chairs. There was a discussion about courses restrictions and how they get attached to a course, and Jennifer is going run a report with all CCB courses and their restrictions so the chairs can review for accuracy and completeness.
4. **CMC/CCB Marketing update (Derek Guffin)** – CMC is planning for the fall semester.
- CMC is shift directions and will some new polish on 50% of its products and programs. They are overhauling their website, rebranding their products, and designing new logos for everything. This will help to better communicate to employers CMC’s products and programs, and help the CMC when working on development initiatives. Derek wants to collaborate with Development to create a Corporate Partners Program.
 - The university has moved to a decentralized career services model and has canceled the central Ospreys Career Fair. CMC is going to have a Career Day with the College of Arts and Sciences, and this will add 50 to 75 employers to the CMC’s existing portfolio of 125 employers. Overhauling the website will improve communications with this large influx of employers regarding CMC activities and events.
 - Coggin Career Week will be the last week in September. The event is critical to CMC and CCB as a whole, and Derek needs the EC’s assistance and feedback with explaining the product to the students and faculty so they will know what to talk about with the employers. The event will start with two days of accounting, and will roll into career services for all the other units.
 - The Employers Summit is June 14th. Derek wants to listen to the employers to insure the CMC is offering products that are reflective of what the recruiters and employers want.
 - The CMC is also interviewing for the Coggin Executive Mentoring program where students are partnered with professionals and community leaders for 2018-19.
 - The Speaker Bureau is now part of CMC Marketing. Derek has been looking at the structure of website navigation at other business colleges, and will make updated to CCB’s website as appropriate.
 - Breana is leaving and the CMC hoped to hire a full-time graphic designer and a website person. Derek said to see him with any website changes before a new person is hired. Mark said to try to get any graphic design needs to Brenna before she leaves.
5. **SBDC Update (Janice Donaldson)** –
- National Small Business Week was very successful with 320 people registered. The speaker from the Center for Generational Kinetics, who spoke about millennials and Gen Z, was excellent, and Janice presented Mark with a book from the Center for Generational Kinetics.

- Janice thanked Lakshmi for using 12-15 of the SBDC's client in a live case study in her online graduate E-business Strategy course this summer where the students will review the client websites. Also, Koren Borges is using a case study in her policy course that is based on a SBDC client.
 - The SBDC is working with the City of Jacksonville on a Vetpreneur Summit for veterans interested in starting a business. Diane Denslow and the Veteran Entrepreneur Program is working with the Military Veteran's Resources Center on planning for the summit scheduled for June 22, 2018.
 - SBDC will be advertising for an international trade specialist position, and the primary duties of this position will be consulting and training small businesses that want to enter the global market or expand their presence in the global market. The new hire will write export marketing plans, do research and interface with Enterprise Florida, the US Department of Commerce, and other resource providers. Janice hopes to hire someone by August 1.
6. **Summer/Fall Classes Update (Mark Dawkins)** – Chris Johnson is out today.
- Only one Summer A class was canceled (David Lambert's). CCB may have to cancel one Summer B class if its enrollment does not increase above the two students registered.
 - Derek wants to reexamine the internship courses offered by each department for consistency at a future meeting. Mark suggested Derek examine each department's internship course, and come back to a future EC meeting with a proposal on how to standardize CCB internship courses.

New Business

1. **New Study Abroad/IB system & P-cards.** There was a special EC meeting about this topic on 4/26/18, and all CCB office managers and department chairs are required to have a P-card. Andres Gallo said Kate Leach is also getting a P-card.
2. **Downtown expansion update (Mark Dawkins)** – Mark and Susan met with physical facilities, IT, Paul Stewart, and Diane White about items such a location of jacks and wireless technology. Next week they will meet with the builders and developers and get some pricing overall project pricing information. The project has a tenant improvement allowance of \$80 per square foot, and we are looking at ways to reduce costs to stay within budget.
3. **Online graduate courses for MSM/MBA programs update, Fidelity on-site MBA update (Mark Dawkins)** – Fidelity wants CCB to start the on-site MBA program this August, and Mark is waiting to discuss revenue sharing with the new President. Mark says that staffing may be an issue and CCB needs to have the ability to livestream classes between the downtown location and the main campus. Faculty may need to travel between the two locations so the classes in each location will have both live and video instruction. Mark said Shari understands the staffing situation, and she is working with the DIA to make sure we can appropriately equip each class downtown and on campus.

4. **CCB Certificate Update (Mark Dawkins)** – The business analytics certificate will be voted on at the Faculty Association meeting today, and a CCEC faculty will be there to answer any questions.
5. **Faculty hiring for Fall 2018 (Mark Dawkins)** – Mark reviewed a handout of final CCB faculty hires for 2018-19. CCB has some great hires for the fall; Management – Matthew Leon, Robert Renn and Rachel Frieder; Marketing – Hanieh Sardashti. The second block of the report lists searches for permanent faculty and staff, and MIS currently has candidates coming on campus and the search should end next week. Marketing has candidates for two instructor positions coming to campus next week. David should get the final position number for his finance and accounting positions today or tomorrow. The third block of the report lists additional hires funded by AA with recurring funds, and this block includes funds for an accounting position but the position cannot be filled until fall of 2019 (the search will start this fall). AA also funded Michael Morris (real estate instructor) and an academic advisor. The last block of the report lists additional hires funded by AA with non-recurring funds. Mark said he was happy with the overall hiring results. Reham and David would both like to request another tenure-track line for their departments, and would like to start a search in the fall. Mark said he could take the requests to AA now, and thinks these positions will probably be part of the spring hiring approvals for the next year. Both positions would be a top priority for CCB. David said his department desperately needs someone who can teach in finance and financial services. He said it has been awhile since someone was hired in this area, and noted his department is already using many adjunct faculty.
6. **4-Year Graduation Rate Discussion** – Deferred.
7. **Student concerns regarding use of exit exam as part of grade in Strategy classes** – Mark and Paul are working on this.
8. **Course Prefixes and APC's** – Deferred.
9. **Cultural Competency training for CCB students & Uriah Jones' MPA report** – Uriah Jones wrote a report for his MPA thesis about the Cultural Competency training Mark piloted in CCB this spring. Mark is going to send the report to the EC members.
10. **Cheating Ad Hoc Committee (Paul Fadil) & DRC exam security meeting (Tom Barton)** – Paul is working on the Cheating Ad Hoc committee and will have a report and recommendations for faculty this fall.
11. **Issues regarding beneficial scheduling by departments heads, and question recently raised by faculty to Dean** – Deferred to separate discussion after EC meeting.
12. **Adjournment:** The meeting adjourned at 10:45 am.