

**Coggin College of Business**  
**Executive Committee Meeting**  
**May 7, 2020 (9:00-11:00 am)**  
**Minutes**

**Present:** Bowling, Buttimer, Dawkins, Donaldson, Eltantawy, Gallo, Goel, Guffin, Jackson, Jaeger, Johnson, Loh, Russell and Watts

**Absent:** Contrino and Ahmed

1. **Approval of 4/9/20 minutes** – The minutes were approved. Minutes will be stored in a repository managed by Cathie Gordon since they are no longer stored on the CCB Exchange website due to ADA issues.

**Recurring Business**

2. **D&I Update – (Parvez Ahmed)** No report.

- Darnell Smith (FloridaBlue Market President) D&I student event titled “Let the Conversation Begin” rescheduled from an in-person event on April 7 to a Zoom event on July 9 at 3 pm.

3. **Center for Entrepreneurship and Innovation update – (Karen Bowling)**

- Karen has been appointed VP of Jobs for UNF effective 5/4/20 and she will continue as CEI Director in a dual role.
- Karen is excited to serve in the dual role because there are so many synergies between the VP of Jobs position and the CEI Director position such as interns for the live learning lab at the CEI. Three of CEI’s eight interns have been placed in full-time jobs. Mark said Karen secured \$50,000 for interns from the city and her dual role will help place UNF interns in part-time and full-time jobs in the community.
- The elevators at CEI can only be accessed with key cards under new security measures, so all faculty, staff, and student visitors need to contact Karen to plan for CEI access.
- There are 12 ventures companies in the CEI’s first cohort, and one-half (6) are on track to graduate on Demo Day in July.
- Karen and the CEI Advisory Council are reviewing the past year and looking for ways to improve. First, the CEI is looking to shorten each cohort’s time in the CEI to get more cohorts into the program each year. Second, the CEI is exploring the merits of focusing on a specific industry or industries by examining the Jacksonville market to assess what are its strengths, infrastructure, and which industries it makes sense to focus on.
- The next CEI Advisory Council meeting is 6/3/20.
- Mark thanked Karen for her leadership in the CEI’s first year.
- The position for Assistant Directory will be posted soon, and Laura’s last day was 4/30.

4. **CMC/CCB Marketing update – (Derek Guffin)**

- Derrick congratulated Karen on her new position and welcomed the new Dean, Richard Buttimer.

- The CMC is looking at graduate first destination data for the first time. With Lakshmi's help, a survey was distributed to 263 students in the Policy class – required class in students' last semester. 38 students responded, 19 have full-time jobs, 9 are continuing their education, and only 5 are still looking for employment. Lakshmi noted this was not the best semester for a new survey. The CMC, Lakshmi, Chris and the policy instructors will work to improve the response rate and CMC will still own the survey. The CMC is also working with Dawn, Amy and Dave to collect graduate first destination data. Albert is working on a similar initiative with the Economics majors.
- Students are taking advantage of CMC drop in hours on the website - 1 to 4 pm on Tuesday, Wednesday & Thursday.
- Derek said Lucy did a great job of remotely completing the graduation video.
- The CMC has been working on ADA compliance for CCB's website, and Derek thanked Andres, Mark and Tina for their help with this initiative. Documents that were not ADA compliant were removed from CCB's webpages, and some have been revised and re-uploaded since they are now ADA compliant. Derek mentioned that EC members should review their webpages to ensure their webpages are accurate in light of the ADA compliance changes, and if they are not accurate or links are broken, please send the correct information and/or documents to Tina. Dawn mentioned that Tina is doing a great job with webpages changes.

#### **5. SBDC update – (Janice Donaldson)**

- Janice welcomed the new Dean, Richard Buttimer, congratulated Karen on her new position, and thanked Albert for his stellar performance with the JAX Chamber webinar – Economy Update.
- The SBDC worked on the Florida Disaster Emergency Bridge Loan Program from 3/17 until the funding ran out on 4/9, and the SBDC processed 450 loan applications and closed 190 loans for \$8.7 million. This was the second highest number of loans processed in FL after UCF and was only possible since the SBDC had their all consultants processing loans. After 4/9, the SBDC worked on damage control because there were 43,000 applications state-wide and only 1,000 were funded, and clients were upset. The SBDC has worked with clients to transition into them into their “new normal.”
- The SBDC is currently working on CARES Act funding and will receive extra federal government funding of \$520,000 this year and another \$520,00 in the first 9 months of next year to help small businesses recover from COVID 19. The SBDC will receive prefunding from the state. Janice thanked Lakshmi, Susan and Chris for their help with sponsored research in using faculty (through classes and proposals), graduate students, OPS, and private sector consultants to meet the capital hour and access goals associated with the funding. The SBDC must submit an 18-month budget next week. Janice asked that interested faculty submit proposals to incorporate live cases studies into their Fall classes related to small business and COVID 19 recovery. Also, interested faculty can request to consult on this initiative.

- Small Business Week originally scheduled for next week has been rescheduled to 8/21 and will probably be online through a small party vendor via Zoom. There will be a guest speaker and SBA Awards.
- Janice thanked Caleb for his help with grant applications to Wells Fargo and BBVA to fund COVID-19 related grants (\$10,000) to assist small business.
- The SBDC Advisory Council meeting will be via Zoom tomorrow (5/8) with 21 RSVP's compared to 12 RSVP's at most live meetings with lunch.
- Mark thanked Janice and the SBDC staff for their substantial help supporting small businesses in North Florida.

#### **6. Advising Services update – (Jennifer Jackson)**

- Jennifer welcomed the new dean, Richard Buttimer and congratulated Karen on her new position.
- Advising is working on end-of-term processing and only 25 students were suspended this spring.
- Advising is also working on pre-certifications for Spring graduation.
- Jennifer and Mark thanked Derek and Lucy for their help with the undergraduate video, and Dawn and Mark thanked Amy for her help with the graduate graduation video. Mark will send Richard both videos.

#### **7. Spring/summer classes update, Accreditation & Assessment update – (Chris Johnson)**

- Chris welcomed Richard and congratulated Karen.
- Summer enrollment is up 30% from last summer and Chris thanked the chairs for opening seats in classes where possible.
- Chris and Mark asked chairs to review wait lists and adjust the caps if possible. Jennifer has been working with the chairs and most wait list students have been accommodated. Chris thanked Jennifer and her staff for their help with scheduling.
- Chris is working on the Continuous Improvement Review application due 7/1 to the AACSB. CCB has completed the third year of the current 5-year cycle.
- Every seven years the state of Florida requires each program to undergo a program review. Accredited programs must submit a review, but the process is not as extensive since a Peer Review Team provides feedback to the college. Chris is working with Shawn Brayton on the review and most of the information is the same as CCB submits to the AACSB. Chris might need additional information not submitted to the AACSB from the department chairs for the Florida review, and he will contact department chairs as needed.

#### **8. Development Office update – (Kathleen Contrino/Caleb Garrett)**

- Mark referred EC members to Kathleen's handout since she is currently in a meeting with UDAE.

## **New Business**

### **1. Budget/Faculty hiring requests update (following 3/31 budget meeting with deans and Provost)**

- The state legislature has not given the university budget information for 2020-21. The state's budget shortfall for March was \$770M. The governor is waiting on the state's economist to update its revenue report for FY21, and the legislature may be recalled to update/revise the FY21 state budget. Mark believes UNF will not have an approved FY21 budget until mid-June.
- Lakshmi has completed the hiring of 2 Business Analytics faculty - one tenure track and one instructor. T&L hired Len Fritz as a visiting instructor. CCB's hiring of additional requested positions is waiting on an approved state budget for FY21.

### **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 Rhodes)**

- The EC will revisit this issue periodically, and Chris has been working with the department chairs on this initiative.

### **3. MS in Business Analytics/BBA in Business Intelligence degree updates (Lakshmi Goel)**

- The new program APCs have been approved by the APC Review Committee and are with the Faculty Association. The new expected start date for both degree programs is Spring 2021.

### **4. Downtown campus/Fidelity on-site MBA update (Dawn Russell)**

- Fifty-four graduate students (MBA MSM, MAcc, and Masters of Logistics) have registered for virtual orientation this weekend.
- Oliver Schnusenberg and Steve are teaching at Fidelity this summer. The Fidelity cohort will be graduating on time this Fall. Starting another Fidelity on-site cohort is dependent on enrollment. Dawn said CCB has a good investment in infrastructure at Fidelity and the focus now needs to be on program growth.
- Graduate enrollment: MBA is over 400, MSM is over 200, Masters of Logistics 34, Business Analytics Certificate is 24. Summer admits as of 5/7: 40 MBA and 18 MSM. UNF's Pathways Program has helped with admits.
- CCB's graduate programs and T&L are focused on student engagement.
- The T&L Advisory Council met on 4/22 with good attendance – 18 total attendees of which 6-7 were CCB faculty and staff. The loss of tuition reimbursement and cancelation of summer internships for T&L students was discussed. Also discussed was repurposing unused event funding to student aid (e.g., IANA case competition funding to student research projects). Len Fritz has been very helpful in a support role to the T&L Flagship Program.
- Dawn welcomed incoming dean Richard Buttimer.

5. **Pass/Fail grading option for graduate programs (Parvez Ahmed)** No report.
6. **Adding yearly checklist to CCB website (Reham/Jennifer/Derek)**
  - Reham said two sets of checklists have been created: One standard which can be shared through CMC, advising and available to freshmen, and the other is specific to the Marketing Department. The Market Department's checklist is available on its website. Reham suggested that Marketing's checklist be available to Directors of other CCB programs and departmental chairs. Jennifer said the standard checklist is complete except for Lucy working to make the checklist more visually appealing. Mark said these checklists should be available on the CCB website by the Fall semester.
7. **Adding department, major, internship, CMC, etc. videos to CCB's website (Jennifer Jackson)**
  - The T&L video is available on YouTube and Dawn is working with Amy and the CCB marketing staff on other social media outlets.
8. **Excel certification training in CCB** (no report => new Dean will make decision regarding this initiative)

**Adjournment:** 10 am