

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

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

1. **Approval of 5/7/20 minutes** – The minutes were approved.

Recurring Business

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

- The position for Assistant Director of CEI was posted 6/1/2020 and within 8 working day they had received 24 to 26 applications. Four applicants have been selected for phone interviews. Karen said Susan has been incredibly helpful with the search.
- Instead of the cohorts taking a year in the business planning process and launching the business, the Advisory Council has recommended that CEI shorten the time frame to 6 months and have 2 cohorts a year. Instead of the Assistant Director of CEI being a full time coach, SBDC will partner with CEI and run a lean canvas or lean business model. This will leverage CEI resources and the Assistant Director will coordinate all the resources to support the founders. CEI will also try to be industry specific and match where the infrastructure is strong in Jacksonville and where there is strength at the university, e.g. healthcare, T&L, technology, and fintech. CEI will run a healthcare industry pilot in the next cohort and the application process will start the end of June/early July and will end t in August. CEI will conduct personal interviews or have the applicants prepare a video – versus selecting off the written application. This should tighten up the selection process. Mark questioned whether the new cohorts would have a 4 or 6 month time frame. Karen said is working out the details with SBDC to figure out how long it will take to complete a lean canvas.
- Karen said Derrick has been tremendously helpful in her new role as VP of Jobs.

3. CMC/CCB Marketing update – (Derek Guffin)

- Derrick publicly acknowledge Mark for his leadership and Derrick thanked Mark for his support since his launch at CMC.
- The CMC is working on their Fall strategy for campus recruiting and employer relations.
- As it stands right now the Osprey Career Fair will be 100% virtual and UNF will use the platform Handshake (previously purchased software) which currently does not have a product accommodating to virtual fairs. Handshake is diligently working to get a product ready and will have a demo July 2nd or 3rd.
- The career breakout session, first week in October, will also be virtual.
- CMC is going to ask for advice from their Advisory Council and their employer partners about the Mixers specifically how to offer an on campus recruitment experience and still respect the university's COVID-19 guidelines.

- CMC is proactively working on making accommodations for their on campus interviews. Some employer partners are a little cautious about 100% virtual hiring and still want to meet the candidates face to face.
- Every summer CMC hosts the Bank of England Career Management Center Employer Summit where CMC's employer partners (mom & pop shops, midsize companies and large 500 Fortune) learn about CMC's offerings in the upcoming year, how to expand their footprint on campus, how to get involved or how to grow their involvement and for new employers it a great introduction to CCB. Last year about 60 people attended representing 35 different companies.
 1. Derrick screen shared a handout with the Summit's agenda.
 2. The date of the Summit has been changed from 6/28 to 7/10 so more of CMC's campus partners (e.g. nursing, engineering) and employer partners can attend.
 3. There will be several break-out sessions – 30 minutes- and they will be video recorded.
 4. Derrick discussed the sessions.
 - a. Micro-Internships for Maximum Impact – Derrick Guffin
 - b. Virtual Recruitment – Dee Dee Wyckoff
 - c. Leading the Way: Student Talent In and Out of the Classroom – Emily Roth. Discussing talent in student organization and show to get involved in student organizations.
 - d. Coggin Engagement Outside the Career Fair – Caleb Garret. Caleb will discuss sponsorship and how to become a sponsor. CMC probably has 90% to 85% of their products sponsored.
- Karen asked if CMC charged employers participating in the Career Fair and what the money is designated for. Derek said in the past CMC charged a flat rate of \$450 but since the fair will be virtual the fees and they are getting less services the fees will be between \$250 & \$300 – which is the trend nationally.

4. SBDC update – (Janice Donaldson)

- Janice thanked Mark for his support and said Mark has participated in more SBDC events than any dean in her 38 years with UNF e.g. coming to Small Business at the Iceman.
- Since SBDC is working remotely they are trying to think of innovative way to get the consulting hours to meet their contractual obligations.
- The funding for the **Florida Disaster Emergency Bridge Loan Program** has ran out but SBDC has been successful in helping clients get PPP and SBA Economic Injury Disaster Loans and they are capturing all the impact
- SBDC expects to receive the final contract for 1.04 million in CARES Act funding to increase SBDC capability and capacity. SBDC has received a letter authorizing them to start spending the money and have hired 7 OPS consultants – two are CCB adjunct faculty.
- Janice is excited to start working with Karen and the CEI on the Business Model Canvas and have developed training and modules.

- SBDC has a consultants with healthcare expertise, two project management consultants, two lean six sigma consultants, an Asian supply chain private sector consultants. SBDC is getting a lot of good expertise that can help their small business client return to the new normal.
- SBDC will provide six cases studies for Lakshmi's E-Business Strategy, Summer B Class and there is the social media class. Pingying Zhang will work with SBDC in her graduate level course, Special Topics in Management. Diane Denslow will teach Small Business Consulting. Angela Ansalaco is teaching Entrepreneurial Marketing. SBDC will provide case studies for these classes and this will help their small business clients and also help with their consulting hours to meet their contractual deliverables. Ping and Diane are going to do extra consulting. Dog and Dominik from the psychology department are doing webinars and consulting on Management Meets Psychology. Nathan from management is doing business continuity webinars and consulting.
- Mark said he enjoyed working with Janice and the SBDC and going to their events. Mark said SBDC is really engaged and gets a lot of notoriety and visibility for CCB because of the great work (and hours) that Janice and her team put in.
- Janice is retiring February 2021 and the SBDC Director posting is in the works. Kevin Monahan, a consultants, is retiring 6/30/2020.

5. Advising Services update – (Jennifer Jackson)

- Advising is working on fall Policy applications – 129.
- Advising is also working on cohort reviews to make sure students stay on track and thankfully students are graduating early.
- Advising is working on Osprey maps to review students who are off track.
- Advising has reached out to and will call cohort students and probation students who have holds, a little over 100.
- Advising is moving some of their processes, i.e. policy applications, to the Power Automate App.

6. D&I Update – (Parvez Ahmed)

- Parvez thanked Mark for establishing the position of Director of Diversity and Inclusion at CCB.
- The president has talked about introducing anti-racism curriculum as part of the Gen Ed revamp
- Whitney Myers has been appointed as Vice President, Chief Diversity Officer.
- Parvez is making the final edits to Diversity and Inclusion Strategic Plan and then he will share it with the CCB DNI Advisory Committee and the EC for their feedback. He will continue to fine tune the plan with meeting with the deans and vice presidents. This will not be a final plan but a fluid interim plan recognizing the pandemic and the ongoing challenges with racial injustice and the protests. The strategic plan would be somewhat interim by the end of July and then he will revisit the plan in November as he gets more Fall data on the pandemic and the quest for racial justice.

- Darnell Smith, Florida Blue Market President, D&I zoom event titled “Let the Conversation Begin” – July 9 at 3pm. He will reflect on all of the challenges of racial equality particularly in the business world.
- Parvez worked with CODI to put together a series “Real Talk”. There was a session with student a few days ago and it was thinly attended because of Zoom issues. The chief of staff for the student government was the moderator. The conversations at this session were very enlightening and quite eye opening. There is a session with faculty and staff today with about 50 registrations. Chris Janson and Sheila Spivey will be among the moderators. There is a session for faculty and staff next Thursday. Mark asked Chris to share the link to this meeting with the EC members.
- There are obvious lessons to be learned from the stories people tell CODI about how racial injustice and discrimination affects them on a day to day basis, even on campus.
- The biggest challenge will be converting the strategic plan aspiration into reality. Appointing a Chief Diversity Officer was a good step. There are obvious challenges on campus at both the faculty and students levels with CCB’s diversity numbers, retention, recruitment, programing and curriculum. The biggest question for CCB will be how to take the university’s ideas and map them specifically what CCB can do with retention, curriculum and programming.
- Mark thanked Parvez for taking the lead on crafting and drafting the diversity statement that was sent out last week. Richard said the statement was outstanding and as a higher education institution CCB has a unique role in addressing these issues. Richard is looking forward to working with everyone to address CODI.
- Mark mentioned that that UNF will have anti-racism and diversity training for all students at orientation, something he proposed at the Deans meeting three years ago. Parvez gave some examples of ideas to facilitate the training, such as retooling the general education curriculum to include diversity material, a common book reading “UNF Reads” for all incoming freshmen and faculty.
- Parvez mentioned that recruitment of students, faculty and staff to reflect the demographics of the constituency population that CCB serves are the two biggest long term challenges of CODI and UNF.

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

- Chris expressed his appreciation for Mark’s leadership and he is thankful for the opportunity to work with Mark over the past five years. Mark has been a wonderful mentor, has a strong work ethic (he’s the first person in the office and the last person to leave) and has been tremendously engaged with the greater Jacksonville business community e.g. the robust and highly engaged CCB Business Advisory Council.
- No updates for summer and fall classes
- Chris sent a template from Shawn Brayton to the department chairs and program directors to complete with information relative to various programs under their charge with respect to accreditation. Chris asked for this information to be returned by Monday, so he can get the report back to Shawn by mid-week. This is for a seven year state mandated report.

- Chris sent Mark the first draft of the Continuous Improvement Review Application – due July 1- for his review. Chris will forward it to Richard after Mark’s review. Chris would like to submit the application to the provost and president for review a week before it’s due.
- CIRT has created a CANVAS page for use as a CCB accreditation and assessment pages. Chris and Mary will be able to collect artifacts from the faculty and share information with regards to assessment plans, outcomes and continuous improvement review efforts. This is another way CCB can engage the entire faculty on assessments. All faculty should update their full vitas information. So Chris can do a very comprehensive mid cycle assessment of faculty credentials.
- Lakshmi asked if there is a university contingency plan for fall semester for flexibility for those faculty and students who are at risk with the COVID pandemic. The EC member discussed their thoughts and concern regarding face to face classes, remote instruction and accommodations for faculty and students. Chris said that administration has not communicated any specific plans to the associate deans. Richard want to have a meeting in early July to discuss this situation. Mark said the university is working on a plan and CCB needs to wait for clarity from the university.

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

- Kathleen thanked Mark for being a great mentor and for graciously providing historical background and helping her to understand the CCB development process.
- Kathleen reviewed the Development Report handout.
- Development is working second revision of their FY 21-22 operating plan looking at funding initiative that emerged through conversations with EC members, Mark Dawkins, donors and other colleagues. Kathleen plans to share the status of plan in July and to incorporate other initiatives Richard identifies or prioritizes.
- The university has stepped up its campaign around unrestricted scholarship funds and an emergency fund for COVID-19 hardships. To date UDAE has raised around \$700,000 for both campaigns and \$500,000 is for scholarship.
- CCB has started its own campaign, B2B –Back to Business. It has a social email side and development is looking at past donors. Mark, Kathleen and Caleb are making personal solicitations by talking directly to donors. They are seeing good metrics especially on the social media side.
- Teresa Nichols and Marc Kasier at CCEC have secured a \$250,000 gift from Sudduth Corporation for Logistics Information Technology System LAB. It’s a five year pledge and development is working on the documentation for the funding and the media campaign around the announcement. The gift hasn’t been announced publicly because Sudduth wants to wait until the most optimal time. Dawn said Sudduth want this gift to be a big splash and people at Sudduth don’t know about the gift.
- Kathleen thanked Richard for being open to calls, meetings and already scheduling appointments and she is looking forward to working with him.
- Reham said she gets consistent feedback for the need for marketing specific scholarships. Kathleen said she looks forward to discussing this initiative with Reham.

- Mark said that CCB has had two off campus workshops working on fundraising with EC and hopes it will continue in the future.

New Business

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

- Mark has not received any updates from Academic Affairs except for a 5% hold back in the operating budgets.
- CCB has requested non-recurring money for visiting professor lines and CCB hasn't received anything definitive answers about these positions. Lakshmi has filled her two recurring positions.
- Move forward with the sabbaticals for Mina Balamoune and Cheryl Frohlich.

2. Fall 202 protocols and faculty preferences

- Richard will discuss at the appropriate time with the department.

3. Need to consider broadening class offering times to give students wider choices for optimal progress in their academic programs, and also for parking relief (from provost)

- Skipped.

4. MS in Business Analytics/BBA in Business Intelligence degree updates (Lakshmi Goel)

- The APC for both programs is up for vote at the BOT meeting on 6/15 and Lakshmi will attend to answers questions.
- The next step is the APCs for the program study.
- Spring 2021 is the target date to start the classes.
- Management has hired two faculty, one tenure track and one visiting. The instructor position requires a work visa so this is still unresolved.

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

- There are graduates courses on the schedule for the downtown campus and Dawn is promoting them.
- The Fidelity cohort have Summer B left before and they are finished. Dawn would like to discuss this initiative with Richard.
- Graduate enrollment is up in the Fall: 85 graduate students are enrolled. Again there will be a virtual orientation in August. Dawn thanked everyone who helped with graduate orientation and said the transition to virtual went smoothly and the students were engaged for 2 1/2 hours and all topics were covered. David said Amy did a great job with orientation and he thanked Dawn and Amy for their help with the MAcc program.
- Reham questioned Dawn about the Downtown enrollment in the marketing course (no enrollment) and the Logistics and Supply Chain Management Master's program

enrollment. Dawn said there were 24 in the T&L programs last year and there are 36 this year. Dawn is doing pushes with ads and video conference lunch and learns. Dawn is working with Jennifer with Google AdWords for supply chain searches. Dawn continues to promote the marketing and is going to discuss this situation with Amy,

6. Pass/Fail grading option for graduate programs (Parvez Ahmed)

- The Academic Standards Committee is discussing the option of a Pass/Fail grading system particularly for the MBA programs. Parvez would like to set-up a meeting to discuss CCB's perspective before the Academic Standard Committee meeting in the Fall. Richard said to set-up up a meeting in July to discuss.
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7. Adding yearly checklist to CCB website (Reham/Jennifer/Derek)

- Reham has Marketing's checklist on the website and the other units are working on their checklists.

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

- On hold until after the pandemic.

9. Excel certification training in CCB (no report => new Dean will make decision regarding this initiative)

Lakshmi said it has been an honor to work with Mark and she thanked him for being a wonderful Dean and supporting the Management Department. Dawn also thanked Mark. Mark said it's been a great five years and he has enjoyed working with everyone. Mark is looking forward to teaching. He told Richard he is inheriting a good team and a great Executive Committee. Richard thanked Mark for integrating him into the college and he is looking forward to working with the EC.

Adjournment: 10:49 am