

**Coggin College of Business
Executive Committee Meeting
July 11, 2019 (9:00-10:30 am)
Minutes**

Present: Dawkins, Johnson, Bowling (via phone), Jaeger, Eltantawy (via phone), Goel, Loh, Jackson, Guffin, Donaldson, Garrett, Learch

Absent: Russell, Gallo, Leonzon and Watts

1. Approval of 6/13/19 minutes- Minutes approved unanimously.

- The dean addressed the Graduate Programs admission rates for the previous year vs the current year. For the MBA, the current admits are 78 compared to 59 last year. An increase of admits was also seen in the MSM program with 50 compared to 36 at this time last year. Despite the increased admits, the number of credit hours is lower than last year.
- A question was raised about the recent faculty inquiry regarding the reported admits numbers being higher than applicants, which was an inadvertent reporting error made by the Dean. The Dean indicated that correct admissions and exceptions data will be reported at the 9/27/19 CCB All College Meeting.
- The Masters in Logistics and Supply Chain Management (MSLSCM) was approved in June, which delayed CCB being able to recruit potential students. The program is actively working with Admissions and academic advisors to recruit an initial cohort of MSLSCM students for Fall 2019.
- 7 students are enrolled in the Business Analytics Certificate program.
- Kate requested feedback from department chairs regarding a Faculty Study Abroad Monetary Exchange with Wells Fargo through which the bank will exchange US dollars in a cash advance for different foreign currencies. More information will be given at the next meeting.

Recurring Business

2. CMC/CCB Marketing update (Derek Guffin)

- The Employer Summit was held on Friday, June 28 with 60 recruiters from 36 companies. The Summit had three break out session including elite programs, internships and Handshake. Derek distributed a handout to the EC which contained positive feedback from the attending companies.
- The S.T.A.R. Program has been revamped and is now called the Coggin Career Readiness Certificate. The new slogan for the program is “Prepare, Practice and Perform”, and Derek showed the EC a new graphic design to brand this program and certificate. This program had a soft launch at the Summit and includes a modernized S.T.A.R Program by adding the following requirements: Handshake pilot, elevator pitch, attendance at one CMC event, and one elective. In September, there will be a fast-track event that is sponsored by Fidelity Investments.

- Derek met with the Writing Center and other UNF faculty members to finalizing include ENC3250 as part of Coggin’s curriculum. The training in this course will allow students to be more active on Handshake, and will require all CCB students to upload their resume to Handshake.
- The television project is on hold due to a university-wide digital issue that will be resolved in a forthcoming meeting with UNF project managers. This update will likely take a minimum of six weeks.

3. Advising Services Update (Jennifer Jackson)

- The late add option will be closed on July 12 this summer session. The Advising Office has completed the pre-certifications for graduation, and 267 CCB students will graduate on August 2.
- Jennifer is meeting with Karen Patterson, Associate VP for Academic Affairs, to look at the policies and procedures of individual CCB units to ensure consistency. The topics of interest include probation, suspension, and mandatory orientation for students.
- Jennifer is working with Lucy (CCB’s graphic designer) to make a graphic for the Pathways promotion, and Megan Kuehner from the Graduate School will speak to students in the larger sections of Policy and Administrative Management. This fall, UNF is reducing graduate school tuition to \$275/credit hour for alumni who graduated within the past three years.

4. SBDC update (Janice Donaldson)

- Janice handed out the “2018 Regional Impact SBDC’s Florida” report. She highlighted the increase in jobs and businesses, and provided SBDC program updates.
- The SBDC is required to provide 17,500 hours of consultation each year, and this goal is met with the aid of student help in the Social Media and Analytics, E-Business Strategy and Small Business Consulting classes. Janice requests that CCB faculty and students continue to support the SBDC to help the center reach its goal.
- The SBDC has hired a new consultant, Melinda Powers, who is a former SBDC client and lawyer. The SBDC still has one open consultant position and Janice requested nominations or recommendations for potential candidates, and noted that the bachelor’s degree is not required to be in business but the selected candidate will be required to be earn certain certifications within three years of his/her start date at SBDC.
- The graduate student position is still open, and Janice believe there will be more student applications in the fall once classes resumes.
- Janice will present the 2019 Project of the Year plaque at the Fall All College Meeting on 9/27/19.
- The SBDC has completed an online workshop video and will Beta test it with viewers. The video includes information on how to start a small business. Janice will send the link to Dean Dawkins to distribute to the EC.

5. Development Office update (Caleb Garrett)

- Caleb led an Advisory Council discussion regarding engagement, standardization of billing, and other items. Currently the councils are running on different schedules and he would like to align them for better tracking. He also will like to

have open and regular communication with those involved with the councils. Some suggestions from the EC discussion included: orientation, welcome letter, renewal letter, and having student and faculty involvement in the meeting.

- He distributed a handout with the upcoming donor solicitations to the EC.
- He announced a new gift from CCB MBA alum John Montgomery of \$10k over 5 years to support students to attend the National Black MBA Conference, the largest MBA recruiting event in the US.
- He is working with the CMC on sponsorships for their programs.

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

- The inaugural incubator class had 99 applicants, and a majority of the applicants have a LinkedIn presence with 26% being UNF alumni. A graphic designed by Lucy in the CMC with the application link was placed on LinkedIn to solicit responses after the initial release to the local CEI ecosystem. The CEI Advisory Council will meet on July 24 and select 10-12 entrepreneurs for the inaugural cohort. All applicants will be invited to future CEI events and included on all CEI mailings.
- Two new members joined the CEI Advisory Council: Sam Inman, CFO at Community First Credit Union, and a representative from Swisher Cigar. There are 2-3 open seats available on the council. Community First Credit Union is also sponsoring a Speaker Series for the CEI with 4 speakers planned for FY20.
- The assistant director position has been accepted by Laura Guillaume. She is an author of “Think it Through” which centers around starting a small business, and she is expected to start July 29th.
- Two newspaper articles are in progress for the CEI. A JBJ article will be released this week, while Karen has an interview with the student newspaper Spinnaker.
- The grand opening for Mayo’s Life Sciences Incubator is August 22.

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

- There are no developments regarding the Summer 2020 and Fall 2020 schedules, and Jillian Gooding has not yet presented a timeline when information is due. Chris wants to have an internal timeline that is completed two to three weeks before her deadline, and this timeline will be used for checks and balance.

New Business

1. Business Analytics and Business Intelligence degree updates (Lakshmi Goel)

- Dr. Goel is working on the full proposals for both degree programs.

2. Downtown campus/Fidelity on-site MBA update (Christopher Johnson)

- There was a discussion regarding which classes will be held downtown going forward. Currently Chris can only see Business Law on the schedule. Dean Dawkins addressed the technical issues that have hampered students including students coming to campus rather than stay at the CEI due to telepresence equipment issues.
- For distance learning classes, a suggestion was made to have students partake in etiquette training or guidance.
- No classes are currently designated for Fidelity’s on-site MBA Program due to the Financial Aid audit.

3. **Department chairs faculty hiring requests for Fall 2020 update**
 - ✓ ECO is approved for 1 visiting instructor line (has identified a candidate)
 - ✓ FIN is approved for 1 visiting assistant professor line (has a verbal offer)
 - ✓ FIN is approved for 1 visiting instructor line (Ronald Heymann)
 - ✓ MAR is approved for 1 visiting instructor line (Mike McCardle)
 - ✓ MAN is requesting 1 tenure-track IS line for Business Analytics (Fall 2020) (Advertising approved)
 - ✓ T & L is requesting 1 tenure-track line per ML&SCM proposal (Fall 2020)
4. **Traynham Endowed Professor update (effective 7/1/19)**
 1. Oliver Schnusenberg is the Traynham Teaching Professor
 2. Andres Gallo is the Traynham Service Professor
5. **Adding yearly checklists to CCB website (Reham/ Jennifer/Derek)**
 - A draft document has been completed and is being revised for EC distribution.
6. **Adding department, major, internship, CMC, etc. videos to CCB website (Jennifer Jackson)**
 - No update to report regarding the videos.
7. **Enrollment caps for online classes**
 - The EC discussed whether to have an enrollment cap on online classes and the EC decided not to create a cap at this time.
8. **uCertify.com certifications(<https://ucertify.com>) \$120/course/year (\$80 each for material & lab). Can select partial year license to match semester schedule.**
 - Tabled to a later EC meeting.
9. **Research support in Coggin**
 - Tabled to a later EC meeting.

The meeting adjourned at 10:40 am.