

Coggin College of Business
Executive Committee Meeting
August 8, 2019 (9:00-10:30 am, Research 10:30-11:00 am)
Minutes

Present: Bowling, Dawkins, Johnson, Jaeger, Donaldson, Gallo, Garrett, Goel, Jackson, Loh, Russell, Santos (for Derek) and Watts

Absent: Eltantawy and Leonzon

Guest Speaker: Chris Rudasill and Brandon Stallings with SmartBox Snacking Solutions demonstrated their product; an all-natural, healthy, delicious and filling snacking alternative and answered committee member questions (chris@smartboxcompany.com).

1. **Approval of 7/11/19 minutes** – The minutes were unanimously approved with the addition of Reham’s request to include discussion about MBA admits.

Recurring Business

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

- The CEI received over 100 applications for the initial cohort of entrepreneurs. The CEI advisory council met in July and selected 12 applicants, and two applicants who persisted in pursuing their admission were also included in the program, so now there are 14 companies in the program. The CEI staff are determining where the 14 applicants are in the entrepreneurship process through benchmarks such as marketing, legal, business plan, interns and mentors. The companies will start at CEI on August 20th.
- An announcement was sent to the 88 denied applicants stating the CEI will still offer them services like workshops, speaker series invitations, and the CEI staff will continue to work with them as well.
- Three students whose ideas are in the early idea stage also applied, and they will be included in a separate track so they can reapply next year.
- Karen thanked Janice for her help and indicated she will be a tremendous resource by offering SBDC counselors, speakers, and mentors to the entrepreneurs.
- The education market, a common theme across industries, will be a major CEI focus in the future.
- The CEI is continuing to build its Advisory Council, and Swisher International joined the Advisory Council since they are looking for ways to reinvent themselves with non-tobacco products.
- Several companies have approached the CEI about using CEI designated space and integrating their innovation programs instead of building their own innovative centers in other locations in Jacksonville.
- Several of the ventures in the program came from outreach programs, Rotary Clubs and Chambers, so the CEI will continue to work with these organizations via events such as speaking at the JAX IT Council on 8/27 and future events at the

CEI; (1) Jim Simak will speak on Innovation 101 on 9/10, (2) the CEI is partnering with Mayo Clinic on 9/12 for a mentor meet-up, and (3) Community First is sponsoring a Speaker Series with a local founders theme and Mike Bowling, creator of the Pound Puppy, will be the first speaker on 9/28.

- Laura Guillaume, a serial entrepreneur and engineer, joined the center on 7/29 as Assistant Director.

3. CMC/CCB Marketing update (Melinda Santos for Derek Guffin)

- Melinda's last day is 8/16, and she will pursue a career in corporate training.
- Melinda passed out a student handout which outlines the CMC's services, resources and upcoming events, and most events will be similar to last fall's events. The Welcome Back Cookout, now the Coggin Club Cookout, is 8/28 and Advising, the Graduate School, and IB will be attending. Melinda invited the EC members to the cookout. Melinda asked Karen to invite the Entrepreneurship, Leaders and Innovators Club members to the cookout.
- JC Penney's Suit-Up Event will have 60% off professional dress clothing and the Avenue Mall store will open after hours, from 6:30 to 9:30pm on Sunday, 9/15, just for UNF students, faculty, staff and alumni. (A UNF Osprey 1Card is required.)
- The S.T.A.R Program has been rebranded as the Coggin Career Readiness Certificate. This program will not only include resume and interview building skills, but will also include: building a Handshake profile, practicing an elevator pitch, and building networking skills. The Certificate program also encourages students to attend a CMC event and add one class elective; attend a Taylor Leadership Event, lead a Coggin Club or use Skillsoft. Students who complete all three steps and finish an internship will earn their Certificate wings.
- There are 6 new Coggin Career Peer-to-Peer Mentors.
- Will Kaczmarek has accepted a new position and Derek is interviewing for a new webmaster.
- Mark and the EC members wished Melinda the best in her future endeavors.

4. Advising Services Update (Jennifer Jackson)

- Jennifer and the advising staff want to start a Coggin initiative to support 25 homeless student with toiletry and hygiene supplies.
- Advising is completing the end of term processing of suspensions, probation, pre-requisition checks, and duplicate courses checks. The suspension list is small with 128 students. The Registrar's Office will notify the students of the suspensions and the students will also get a letter from Jennifer explaining why they are suspended and the term of their suspension.
- Fall Events:
 1. September 7 – Explore UNF – Coggin Open House. There will be a campus wide Resource Fair and then the students (FTIC and transfers) will come to Coggin for about 2 hours. During this time (1) the Dean will

talk, (2) there will be a 30-minute CCB overview presentation from Advising, Study Abroad, and the CMC, (3) there will be a college tour, (4) a faculty panel, (5) a student panel with representative from each major, and (6) a question and answer session. Jennifer will send out an email requesting help from faculty and current students.

2. December 7 – Campus Wide Open House.

3. Major workshops – Jennifer passed out a handout with the dates of the workshops and requested that the same faculty that helped last year help this year as the students really liked these faculty members.

4. August 9 & 16 - Transfer Orientation.

- Susan Eisenberg is the new Assistant Director of Advising. Jennifer will start the hiring process to fill the advising position vacated by Susan’s promotion.
- The LLC retreat starts next week with about 35 students. The students will be kayaking, zip-lining and maneuvering an obstacle course. Jennifer thanked Rachel Frieder, Lakshmi Goel, and Matt Leon for helping with the LLC students.
- Jennifer is working on a flyer to increase awareness of CCB’s Pathway+ graduate programs, and CCB will create a link on the website from the advising web page to the graduate program web page.

5. SBDC update (Janice Donaldson)

- The SBDC staff did the Escape Route at the Town Center and enjoyed it.
- The SBDC has hired a new consultant, Melinda Powers, who started 7/15 and is doing a great job. The SBDC is interviewing 2 finalist this week for the other open consulting position which should be filled by the end of August.
- The Social Media and Small Business Consultant class has good enrollment and accordingly, SBDC will be doing 13 to 15 live case studies in Fall 2019. The client names have been submitted to the Management Department.
- Kevin Monahan is going to present the Student Project of the Year Award at the Faculty meeting.

6. Development Office update (Caleb Garrett)

- Development will be working with Sean Davis and finance to rework the one page promotion for the Bloomberg Lab (renamed to the Finance Lab). Caleb wants to engage OFG alumni on this promotion.
- Development is working with the Bank of England for a significant gift.

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

- Chris reviewed a memo from Chad Learch about schedule development which is shifting to an annual development, so this fall the summer 2020, fall 2020 and spring 2021 schedule will be created. In the future schedules will be developed for the entire academic year. Chad’s memo includes the proposed timeline and outlines the benefits and challenges. Chris emphasized challenge “A” which states “if the annual schedule is not developed thoughtfully there will be a significant

number of changes in the college or department.” Chris requested that department chairs be thoughtful and careful to consider as much detail as possible when developing their 2020-2021 schedules. The shells will roll out 9/9 and the schedules will be due 12/13. CCB has proposed to have an internal meeting in mid-November to submit its first-round draft and give Chris, Jennifer and Dawn time to review the draft and discuss proposed changes. Chad would like to meet and discuss scheduling concerns with the CCB chairs in early September.

- Chris asked department chairs to meet with their office manager and ensure that all part-time and overload contracts for the fall semester are completed for CCB to have an accurate accounting for the annual budget and identify any budget shortfalls.
- Chris requested the chairs send him their scholarships reports for the most recent round of faculty publications by the end of the month.
- Chris requested that department chairs and unit heads send copies of faculty and staff evaluations to the Dean’s Office so they can be included in Dean’s Office permanent files.
- Mary Beal is working on an Academic Learning Compact and Assessment Report for the SACS accreditation report and will provide an update at the next EC meeting.

New Business

The CCB co-sponsors Leadership Finance Jax and Mark passed out a handout for the current class’ banquet and invited EC members to attend. Mark will also invite accounting and finance faculty and members of the Business Advisory Council to the banquet.

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

- Dr. Goel is working on full proposals and is on track to submit both by 9/1. Lakshmi has asked the Management Department’s Advisory Council for letters of support.

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

- There are some issues with the DOE financial aid audit that are impacting the Fidelity program. Dawn is considering the possibility of online courses to keep the program on schedule.
- IT issues are still a challenge at the downtown campus, and Amy has been working with UNF IT to troubleshoot.
- There are 19 admits and two applications in process for the MSLSCM.
- Lynn is retiring and there will be a dinner for her at Moxie on 8/14 and coffee in the T&L office on Friday, 8/16.
- Fall 2019 graduate admits as of 8/8/19: 98 MBA, 63 MSM, 9 Business Analytics Certificate, 45+ MACC (per David).

3. Department chairs faculty hiring requests for Fall 2020 update

- ✓ ECO has hired 1 visiting instructor - Audrieanna Burgin

- ✓ FIN is approved for 1 visiting assistant professor line (open)
- ✓ FIN has hired 1 visiting instructor – Ronald Heymann
- ✓ MAR has hired 1 visiting instructor – Mike McCardle
- ✓ MAN is requesting 1 tenure-track IS line for Business Analytics (Fall 2020)
- ✓ T & L is requesting 1 tenure-track line per MSLSCM proposal (Fall 2020)

4. Updating CCB Committees

- Mark asked the EC members to review the handout regarding CCB Committees and send update information to Chris or Susan.

5. 2019-2020 Renovation project funds (\$300K)

- UNF has a \$300,000 allocation for structural changes, so EC members are asked to please respond to Mark's email if you have any suggestions.

6. Adding yearly checklists to CCB website (Reham/Jennifer/Derek)

- Jennifer has a draft of the checklist and will send it to the EC for their input.

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

- Dawn wants to develop a video for T&L, and they have met with Enrollment Services for ideas.

8. Apple Education visit in September.

- Several EC members sent Mark feedback about the proposed Apple Education visit and Apple is willing to return to demo their products in September. Lakshmi suggested the College Technology and Innovation Committee be charged with reviewing potential Apple products and meeting with Apple staff. The EC members thought this would be a good idea and Mark is going to assign this task to the committee.

9. Research support in Coggin

- Deferred to next month due to time constraints.

10. Flagship budgets

- Mark passed out a handout with the departmental E&G budget allocations. The IB & T&L budgets from AA have been reduced by over 50% from prior years. Mark believes these cuts will continue and CCB should factor this in and include IB and T&L in CCB E&G budget allocations in the future. Andres would be like to be involved in the discussion before the budget are finalized.

11. Coffee, Cupcakes, and Conversation Initiative (Chris Johnson)

- Rachel Frieder has suggested three date for the fall meetings: 9/27 (after the college meeting), 10/25 and 11/15. Rachel would like broader and more extensive faculty participation. Chris asked if there were any conflicts with these dates and said this is a great opportunity for junior faculty to present their research and get feedback, and he would like to see more senior faculty support for this initiative.

12. Future Event Dates

- 9/6 - President's meeting with CCB faculty
- 9/12 – September CCB EC meeting

Adjournment