

Coggin College of Business
Executive Committee Meeting Minutes
September 10, 2020 (9:00-10:00 am)

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

Guest: Kate Learch

Absent: Bowling (meeting conflict)

1. **Approval of 8/13/20 minutes** – The minutes were approved.
2. **Guest Speaker – Kate Learch.**
 - UNF celebrates it's 50 year anniversary in 2022 – Kate and Karen are on the celebration committee and Kate asked the EC members to start thinking of ways to celebrate. Kate asked the EC members for recommendations and suggestions. Kate shared a draft of the logo for the anniversary, an osprey is shown swooping through the zero in 50. The celebration will run through 1/2020 to 10/2020. Richard questioned whether CCB started at the same time as the university. Chris is going to reach out to a former faculty for verification.

New Business

1. Small Business Week – Janice Donaldson

- Janice thanked Richard for his participation in a video for Small Business Week.
- This year the event will be a GoToMeeting virtual event on 10/9 at 11:30.
- There will be no charge for participation and Janice has upped the participation to 1,000. The event will be in conjunction with all SBDCs in the north Florida region; UWF, UCF FAMU. The Deans from the respective colleges will give a short introduction. They will pass out awards and have acceptance speeches.
- The keynote speakers will be Jim Harris, author on innovation disruption. He will talk about artificial intelligence transforming small and medium businesses.
- SDBC's award winners:
 - a. 2020 North Florida District Woman-Owned Small Business Person of the Year – Ms. Mary Jane Culhane, Culhane's Irish Pub (Jacksonville, Florida)
 - b. 2020 North Florida District Minority-Owned Small Business Person of the Year – Mr. Viv Helwig, President, Vested Metals International (Saint Augustine, Florida)
 - c. North Florida District Small Business Advocate of the Year – Ms. Tilley Durbin, Manager of Business Services, 121 Financial Credit Union (Jacksonville, Florida)

2. Student Project Awards – Janice Donaldson

- UNF's student project award winners;

- a. Lakshmi's Goel's Social Media & Analytics class: Fall 2019 – Florida SBDC Network Regional Graduate Student Project of the Year – East Coast Stepping Stones, Inc.
- b. Diane Denslow's Small Business Consulting class: Fall 2019 – Florida SBDC Network Regional Undergraduate Student Project of the Year - Blueberry Hill Farm.
- Richard suggested that Janice coordinate with Lakshmi and Diane to present the awards to the clients and put it on the college website.

3. Major Pitch – Jennifer Jackson

- Jennifer asked the chairs and Andres to attend an advising staff meeting to discuss their majors, including topics such as important classes, benefits, perspective jobs, double majors that make sense and changing majors. Volunteers; Albert, Dawn volunteered herself or Lynn Fritz, Lakshmi, David volunteered financial and financial services faculty.
- Jennifer will send out the staff meeting dates and the Zoom link.

4. Downtown Building Usage - Richard Buttimer

- UNF leases two floor at the Barnett Building for the CEI. UNF financed the leasehold improvement with the Downtown Investment Authority. The authority will forgive the loan over five years, 1.6% monthly, if UNF meets certain enrollment requirements. Currently UNF needs 75 students enrolled downtown and there are 17 enrolled now. If this requirement isn't met UNF will be liable for repayment of the loan, \$4,000/month or 48,000/yr. The university will expect CCB to make the loan repayments. The definition of enrollment is not clearly defined in the loan terms.
- This situation will be a major component of CCB's strategic planning. Richard suggested teaching undergraduate courses downtown or finding new graduate program that can stay downtown. Also limiting student's options of locations. Richard also suggested teaching graduate certificate programs downtown.
- ITS want CCB to start paying for the internet and phone services downtown - \$42,000/yr. and this is under negotiations with the provost's office.
- Richard asked for suggestions from the EC members.
- Parvez suggested CCB build their marketing specifically to two groups, professionals working downtown and students north of town who have difficulty with transportation getting to the main campus. Parvez also suggested healthcare; Mayo, Brook College of Health. Dawn gave examples of healthcare companies and certificates that might work downtown courses.
- Richard mentioned that there are only 4 classroom and it's hard to build a degree program in that space.
- Lakshmi suggested housing the professional MBA downtown or an individual company cohort.
- Albert suggested teaching continuing education and professional development downtown.

- Richard said we need to find a downtown market and service it.
- Dawn suggested a dedicated person from academic affairs to monitor downtown enrollment.
- Richard is going to form an ad hoc committee to look at this situation. He also asked the EC members to continue thinking about this situation and send him any suggestions.

5. Strategic Planning – Richard Buttmer

- Richard has met with the Strategic Planning Committee.
- Each unit should create a strategic plan with specific measurable strategic outputs that rolls up into the college plan which ultimately flows into the college plan. This process should start late October/early November.
- Dawn asked if there is a standard process the units should use to manage the strategic planning process. Richard mentioned that each unit should have their own process.

6. By-Laws – Richard Buttmer

- There hasn't been much response to the email about the status of the by-laws. Richard asked the EC members for their comments.
- David & Chris said their impression is that faculty are Ok with the current by-laws.

7. Faculty Meeting Agenda – Richard Buttmer

- The Faculty Meeting Agenda is due tomorrow. Richard asked for suggestion of agenda items.
- Reham suggested by-laws discussion as an agenda items.
- Some of the chairs are working on programs that will eventually require a vote but they are not ready for a vote at the current faculty meeting.
- Richard asked Susan to send an email requesting any voting items and have a town hall approach.
- Reham said faculty would like the town hall approach
- Richard asked EC to members to announce new hires at the meeting.

Adjournment: The meeting adjourned at 10:03 am.