

**Coggin College of Business
Executive Committee Meeting
September 12, 2019 (9:00-10:30 am, Research 10:30-11:00 am)
Minutes**

Present: Dawkins, Eltantawy, Gallo, Garrett, Goel, Guffin, Jackson, Jaeger, Johnson, Leonzon, Loh, Russell, and Watts

Absent: Bowling and Donaldson

Guest Speaker: Ruth Lopez, UNF International Center and Diversity – Exchange Visitors Program. Ruth explained how faculty can sponsor exchange visiting scholars on campus. The program is through the Department of State and the purpose is for educational and cultural exchanges, and there are three programs:

- Short-term scholar – 3 weeks to 6 months to research, teach and conduct workshops
- Professor – up to 5 years to teach, research and lecture
- Research Scholar – 5 months to teach or research

These are not permanent positions and there is reciprocity for cultural exchanges with the other countries. Ruth said her office also helps students whose degree requires an exchange internship.

Guest Speaker: Mary Beal – BBA Assessment Report

- Mary reviewed the BBA program Mission Statements handout and the BBA Curriculum Map, and she asked EC members to update the curriculum map and return to her by 12/1. She stressed that the learning objectives must be specific and measurable, and she also requested assignments or activities that are common throughout the course be included. She offered to attend departmental meeting and to discuss the BBA Assessment highlights.
- The results of the Assessment Report were emailed to the EC Members. Mary indicated one important decision to be made before the end of the semester is whether to change the desired threshold for the percentage ETS results from percentage correct to percentile rank since the exam is nationally normed. She reviewed a chart with historical data for the ETS results, and the chart included proposals for benchmarks. The Dean thanked Mary for her work with the Assessment Report.

1. **Approval of 8/8/19 minutes** – The minutes were unanimously approved.

Recurring Business

2. **Center for Entrepreneurship and Innovation update (Karen Bowling)** – No report.

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

- Derek passed out four handouts.
- Staffing – Melinda’s last day was 8/16/19, and the CMC has hired 2 GAs to take over Melinda’s responsibilities. Romainique Tota will work with Employer Relations, and

Daniela Cruz will take over the project management of the Coggin Center Readiness Certificate and work with student organizations. In 5-6 weeks, the CMC will reevaluate the staffing situation with Melinda's departure and determine if any changes need to be made. The CMC will also have 18 hours of one-on-one student appointments as well as time available every day for student walk-in appointments.

- Fall Events:
 - The Coggin Club Cookout was a great success and Academic Advising, Study Abroad and several other organizations attended.
 - Accounting Employer Showcase – September 19-20 – Ten employers will present workshops on various accounting topics, and last year 25% of accounting undergraduate students attended. This event has been a successful partnership with David Jaeger and Beta Alpha Psi students. Instead of the panel discussion on Friday, 20-25 accounting related firms will be part of the Accounting Employer Showcase in the Student Union Ballroom.
 - Coggin Career Week is September 30-October 2, and there are three levels of engagement:
 - Employer-led professional development breakout sessions (50-minute sessions). The CMC is still populating the employer break-out sessions, and there are two new employers, Adecco and UBS. Derek mentioned that the employers are top-heavy with finance and financial planning companies which reflects the Jacksonville employer market. Reham suggested that the CMC communicate with each department's advisory council members to get more diversity in employer participation. There will be 15 to 20 breakout sessions.
 - Student-employer mixers. Derek needs student organizations and faculty to support the mixers in order for the CMC to continue these mixers, especially the finance mixers. Derek offered EC members five tickets to the Leader's Mixer for distribution to top students.
 - Osprey Career Fair is Tuesday, 10/1/19 in the University Center.
- The S.T.A.R Program had been rebranded to the Coggin Career Readiness Certificate. The new program has three steps and adds depth, scope and accessibility with an elevator pitch, Handshake profile creation, uploading of student resumes, and requiring students to attend a CMC event. The program is housed 100% in Canvas and Derek and the CMC are optimistic about the new program.
- CMC has hired a new webmaster, Blake (formerly at Spinnaker), and he works on Monday, Wednesday and Friday. The new email is coggin.webmaster@unf.edu, and all CBB website updates/changes should be submitted using the Web Request Form.
- Dawn and Reham congratulated Derek on doing a great job of employing and managing UNF students in the CMC.

4. Advising Services Update (Jennifer Jackson)

- Jennifer thanked everyone for their support in supplying 25 homeless students with toiletry and hygiene supplies.
- The UNF Open House is being rescheduled to October 19 or November 16.

- CCB has done well with the graduation rate metric for the 2015, 2016, and 2017 cohort groups. Advising will be reviewing the 2018 cohort to make sure students are taking the right classes, in the right order, scheduling 12 to 15 hours, and completing 30 hours in a school year. Advising is reaching out to students who are not in compliance and trying to be creative to ensure students stay on track. Advising is also working with Christina Hebling on CCB Advising's Degree Progression policy to comply with the 4-year graduation policy.

5. SBDC update (Janice Donaldson) – No report.

6. Development Office update (Caleb Garrett)

- Caleb reviewed a development handout and discussed recent CCB gifts.
- EC members should schedule their fall Advisory Council meetings and include Caleb on the invite.
- Recently closed gifts – Merrill Edge has sponsored the Career Readiness Certificate. There are 2 new members of the CEI Advisory Council. In the works – renaming CMC to the Bank of England, \$300,000 over 5 years.
- The IANA gift agreement is being drafted and Caleb is traveling with students to the IANA Expo in CA.
- Caleb is working with Northwestern Mutual and MassMutual on a Peer-to-Career Sponsorship.
- Caleb is working with PNC on a business student scholarship.
- Caleb and Kate are working with Kim Thomson who wants to continue to support an endowed IB Scholarship in memory of her son who traveled to China.
- Caleb is working with the Propeller Club to increase their endowment.

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

- Chris mentioned Mary Beal's BBA Assessment Report. The roll out for the Spring classes shell has been pushed back due to Hurricane Dorian.

New Business

1. MS in Business Analytics/BBA in Business Intelligence degree updates (Mark for Lakshmi Goel)

- The full proposals for the MS in Business Analytics and BBA in Business Intelligence degrees have been submitted to the university.

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

- Dawn has addressed some IT issues downtown and the DOE audit could continue until spring 2020. The faculty teaching downtown are happy. Amy also has been troubleshooting IT issues at the downtown location.
- Mark and Provost Rhodes are planning a visit downtown and Mark has explained to him the technology issues and its impact on enrollment.

3. New CCB faculty hired for Fall 2020: (Mark Dawkins)

EC member should be prepared to announce new hires at the faculty meeting on 9/27:

- ✓ ECO hired visiting instructor Audrianna Burgin
- ✓ FIN was approved for 1 visiting assistant professor line (open)
- ✓ FIN hired visiting instructor Ronald Heymann
- ✓ MAR hired visiting instructor Mike McCardle
- ✓ T & L is requesting 1 tenure-track line per ML&SCM proposal (Fall 2020)

4. Updating CCB Committees (Chis Johnson)

- All CCB committees are up to date except for accounting which has one opening on a committee.

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

- Mark reviewed the space renovation requests and highlighted the three approved for CCB: (1) new signage in buildings 10 and 42, (2) renovate Advising Service's copy room, and (3) convert CCB's faculty lounge into two faculty offices. Mark thanked Susan for her help with the signage estimate.
- Coggin's Legislative Budget Request atrium project is being presented to the state Facilities Committee on 10/9/19.

6. Overloads – Department chairs must justify splitting section if it creates a faculty overload.

- A faculty member raised concerns that chairs are creating faculty overloads that are not warranted. Mark emphasized that chairs must be conscious of this situation and **not** create unwarranted/unjustified overloads, and chairs must justify splitting a section.

7. Adding yearly checklists to CCB website (Reham/Jennifer/Derek) - No report.

8. Adding department, major, internship, CMC, etc. videos to CCB's website (Jennifer) – No report.

9. Apple Education visit in October? (Mark Dawkins) - Mark will present at the CCB All College Meeting on 9/27.

10. Research support in Coggin – No discussion.

11. Jacksonville Icemen (Mark Dawkins)

- Mark met with Andy Kaufmann, the new owner of the Jacksonville Icemen and Andy offered to set up a separate webpage to sell Icemen tickets to UNF alumni, faculty, staff and students. For every 1,000 tickets UNF sells over the 36 games season, they will donate \$5,000 to UNF. UDAE did not want to accept the offer and said Coggin could pursue this offer with other colleges and prorate the sales. The EC said this was a good idea and suggested some events CCB could have at the games.

12. Case Foundation (Mark Dawkins)

- Mark received a call from Jim Stallings at PS27 Ventures to discuss a possible opportunity to have lunch with Jean Case (wife of AOL founder Steve Case) followed by her speaking to UNF students on 11/7/19.

Adjournment: 10:55 am