

**Coggin College of Business**  
**Fall 2018 All-College Meeting Minutes**  
**Friday, October 5, 2018**  
**12:00 – 2:30 pm**  
**Stein Auditorium**

1. **Welcome (Dean Mark Dawkins)** - Mark welcomed CCB faculty and staff to the meeting and discussed how the university had admitted its smartest and most diverse freshman class to date. The university also increased enrollment to over 17,000 students in Fall 2018 which is an UNF record.
2. **Introduction of New Faculty and Staff** - There are several new faces in the college. In addition to the new faculty and staff, there are two visiting scholars from China working with the Economics Department, and the college is in the process of interviewing for a graduate advisor. A list of the new faculty and staff was included in the handouts given via emails and is included below.

The new CCB faculty includes:

- Rachel Frieder (Management tenure-track faculty)
- Matthew Leon (Management tenure-track faculty)
- Robert Renn (Management tenure-track faculty)
- Hanieh Sardashti (Marketing tenure-track faculty)
- Justin Zhang (MIS tenure-track faculty)
- Jeff Gottlieb (Accounting instructor from visiting instructor)
- Greg Gutkowski (Marketing instructor from visiting instructor)
- Natalie Mitchell (Marketing instructor)
- Michael Morris (Real estate instructor from visiting instructor)
- Monica Salomon (Finance instructor from visiting instructor)
- CCB Visiting Faculty
- Brandon Minster (Economics visiting instructor)
- Ben Palladino (Management visiting instructor from adjunct instructor)
- CCB Adjunct Professors
- Wendy Gillis (Marketing adjunct instructor)
- Cindy Rippe (Marketing adjunct instructor – Spring 2019)

The new staff includes:

- Jeremy Baker – Advising Services
- Cathie Gordon – Dean’s Office
- Laura Kelp – Marketing & Logistics
- Elizabeth Noriega – Career Management Center
- Jessica Russell – Economics & Geography
- Joslyn Simmons – Dean’s Office OPS
- Jen Weiler- Dean’s office

3. **Annual Giving & Development Report- Jen Weiler, Director of Development**  
Jen touched on the foundation goals for the fiscal year 2019 compared to what was raised during the 2018 fiscal year. In the 2018 fiscal year, foundation raised 14.3 million dollars with 2.1 million coming from Coggin. The goal for this year is for foundation to raise 20.4 million with Coggin looking to raise 2.2 million. Development is focused on

three areas: undergraduate scholarships (2.73 non-endowed), Bloomberg lab(150,000), and Center of Entrepreneurship (350,000). Jen also talked on the nine advisory councils and to let them know anyone they would like to put the councils.

#### **Special Guest- Dr. Earle Traynham**

Dr. Traynham was invited by Mark to speak at the faculty meeting to talk on the new professorship that will be available from his funding and what motivated him during his time at the university. They want the professorships to be used in spring with two different types. One professorship will be for teaching and the other will be for service with half a million earmarked in both accounts. Traynham also stressed the importance of giving back with donations and time, along with endowed scholarships and the support of public universities.

#### **4. Announcements & Award Recognitions**

- The CCB Speakers Bureau is active. Speakers are added on a monthly basis and are a good resource for faculty, student clubs and organizations.
- Coffee, cupcakes, and conversation- this initiative is being spearheaded by Rachel Frieder. There was a flyer past out to faculty when they signed in for the meeting. This will be a cross disciplinary series, with it occurring on the last Friday of the month excluding December. This series is a chance to share research and give feedback with others for those who are in a rut or stuck or just need some inspiration. The first session is on Nov. 30.
- Downtown Update- The center of entrepreneurship is on track to open in January. There will be four faculty(Chatterjee, Fadil, Gallo, and Van Deusen) to teach the inaugural class. Dawkins said that hopefully in the next two weeks, the director of the center will be known.
- Marge Cirillo- 1 of 10 valor award recipients at Florida SBDC
- Blake Stockton- Earned Florida Rising Star
- Lisa Brunsen- Overall SBDC Superhero at state level
- Cheryl Lynch- Florida State Star Award and 1 of 10 valor award

#### **5. Approval of Minutes-** The minutes from the April 13,2018 Spring All College Meeting was approved as written.

#### **6. Committees with Voting Items:**

##### Graduate Curriculum (Chair Steven Williamson):

- (Dawn Russell) Wants to list courses as a requirement and/or elective for the MBA course listing in the University catalog. Vote to eliminate the groups in the course listing. The goal is to communicate the courses clearer to students. There was discussion on what will happen to the prerequisites. That discussion will continue at a later time. **Motion carries.**
- (Reham Eltantawy) Proposed MBA marketing analytics concentration. The goal is to add the label for the students can used in the job market. **Motion carries.**
- (Andres Gallo) Global- want to reflect to show change in the elective with a course that is offered at the university and not abroad as in previous years. **Motion carries.**

##### Undergraduate Curriculum (Chair Rahul Kale):

- (Andres Gallo) wants to create a zero-credit class for students who study abroad and a marker on the student degree evaluation to fulfill the workshop requirement. **Motion carries.**
- (Jeff Michaelman)- wants to have honors in accounting major. The goal is to create a four-year honor program, a honor society that is projected to be active in April. Currently is a candidate to be a chapter for Beta Alpha Psi. This is also a way to recognize transfer students. **Motion Carries.**

## 7. Dean's Update

- ML & SCM starting in Fall 2019
- Downtown location update- the downtown campus will be open on January 2<sup>nd</sup> and classes will begin on January 7<sup>th</sup>.
- CCB Budget Update- there was a 2 percent increase for faculty and staff raises.
- CCB enrollment update- updates were sent via email.

## 8. Other CCB Unit Updates:

### ○ CMC & Marketing(Derek Guffin)

- In a two-week span, there has been 100 employers on campus who worked with 600 students. Derek went over the CCW events and gave out stats for each. The S.T.A.R. accelerator which include resume critiques, mock interviews and how to dress was a one-day event that was hosted by Fidelity. There were 180 students and the biggest turnover in 10 years.
- With a partnership with JCPenny on Sept. 23, there were roughly 340 students in attendance with 30 % from Coggin. Students got 40 % off dress clothes during this event.
- The Accounting Career Expo had 90 students. The focus was on employers to talk on topics related to professional development. The employers feedback was that they loved it and on average had 29 at the sessions.
- Derek thanks the academic advising for promoting well and the faculty for including it in their syllabus for extra credit. On the Wednesday and Thursday, there were 18 sessions and an employer mixer on Thursday. The mixer were for the top students to attend with roughly 100.
- The Osprey Career Fair was the anchor of the week. Derek thanked DeeDee Wyckoff for all her hard work. 300 students attended with 60 % from Coggin.
- The CMC has a spreadsheet of all the students who attended for faculty can used to give credit.
- The CCW for Spring will be held the first week in February on Feb. 4 through the 8. There will be a finance, financial planning and banking expo.

### ○ Advising Services (Jennifer Jackson)

- The office has been working on metric related tasks. There is now mandatory advising for sophomores in addition to having the major workshops. Jennifer thanked the faculty and staff for helping at the open house and find your fit. The office is preparing for the spring registration which is open next month.
- There are 37 students in the Coggin LLC. Advising gave a shout out to the CMC for helping with the students during CCW. The LLC will be having service projects for the Lend-a-Wing may be asking for help from the college to put up flyers. The LLC will also be helping with the Red Cross for a blood drive on campus.

### ○ SBDC (Janice Donaldson)

- Janice thanked the Dean for recognizing her staff. There will be two new staff (international trade specialist and a clay county business consultant). There are nine clients in Lakshmi Goel and Diane Denslow class. The SBDC will have a consultant at the downtown location.
- SBDC wants to field a team for the 2019 competition of Florida Venture. The team can be both undergraduate and graduate students. There have been two open enrollment orientations, with only 2 students showing up at both. Janice will send a one-page fact sheet via email that can be sent to students to get more involvement.

## **9. Standing Committees Report**

- Bylaws (Chair, Robert Schupp)- No report
- Continuous Improvement (Chair, Cheryl Frohlich)- the committee had met this week and had questions on how to address online classes. The committee has also requested more data to be given on the student level for the MBA and MSM. The committee is trying to see why there is a distinction between the numbers from the state and the college. It was noted that the numbers are being looked at by different standards when it comes to the exceptions.
- Scholarship (Chair, Olive Schnusenberg)- No report
- Strategic Planning (Co-Chairs, Parvez Ahmed and Dong-Young Kim)- No report
- Technology (Chair, David Lambert)- Need to get the departments to elect a member to serve on the committee.

## **10. Special Committee Reports**

- Accreditation & Assessment (Director, Chris Johnson)-effective Fall Mary Beal will be the coordinator of assessment committee. Mary will report annually. Chris is working with the continuous improvement committee on ACI plans, once approved will come back to the faculty. Looking to mentor younger faculty on Friday, Oct. 12 at the University Center for the junior faculty retreat. Chris said the college also need to start on a strategic plan that aligns with the university.
- Research databases (Sean Davis)- looking at a new system and at this time the cost on the higher side. There will be an email sent out with the test pilot, and the system can be used by everyone.

## **11. Departmental News**

- Accounting and Finance (Chair, David Jaeger)- The department is in the process of a search for a tenure-track of assistant professor in accounting. David thanked the CMC for the expo. He said the employers were thrilled. The Beta Alpha Psi chapter is in the candidate stage with a visit from the organization scheduled. The process will last over three semesters total. There are currently 47 students. The initiation is scheduled for April 5<sup>th</sup>. The FAAE, where Hubert Gill is the president this year, will have its conference at UNF on Oct.11 through the 13.
- Economics and Geography (Chair, Albert Loh)- There are currently no searches in the department. There has been one promotion, Mary Beal, to associate instructor. The brown bag series will continue. Albert invited everyone and their students to the economic society event that is on Nov. 9.
- Management (Chair, Lakshmi Goel)- There are two candidates for promotions: Pingyang Zhang for full time and Diane Denslow for associate professor. There had been a good enrollment in the major, and several journals articles published by the faculty. Lakshmi also brought up the Coffee, Cupcakes and Conversations that is being spearheaded by Rachel Frieder.
- Marketing and Logistics (Chair, Reham Eltantawy)- There is an ongoing search for the T&L faculty. Reham is working with Chris Johnson for when there is an offering of online courses, there could be a hiring of academic coaches. Natalie Mitchell started this initiative with her online classes. The major is the second fastest growing at UNF. Reham talked about Robert Frankel retiring and all his accomplishments he had done during his time. The departments also have extended an invitation to everyone on their upcoming events including a research presentation by Greg Gundlach.

## **12. Graduate Programs Update**

- MBA/MSM (Dawn Russell)- Fidelity on-site is up and running. There are 22 on the class. There will be 2 economic classes offered in the spring. The enrollment for the analytics certification will begin in Spring 2019. There is a taskforce looking to build a

degree as well. The online graduate courses inventory has continued to grow. Dawn gave feedback on the orientation that was on August 11<sup>th</sup>. The orientation was moved to a longer format to last for half a day. Key things that were new were a faculty panel in the morning and a director panel which included herself, the CMC, and advising. For recruiting, Amy Bishop is putting updates in the canvas group. Dawn suggests there be an admission committee to help her with the exceptions cases. Any nominations for the committees can be emailed to Dawn. The committee will be a total of five people including herself.

- Macc(David Jaeger)- The program has continued to grow. There are 41 admitted students making it a 11 % increase for fall 2018. There is an overall 21 % increase since fall 2016. The student makeup includes more being full-time and taking 4 courses. The availability of the classes may change to have more frequently. David also said there has been a growth on the finance side with 64 for fall 2018 compared to 15 in fall 2016.
- GlobalMBA(Andres Gallo)- There is a review of the curriculum and an email was sent out to those who teaches courses.

### **13. Flagship Programs Update**

- IB Flagship (Andres Gallo)- A handout was passed out to show the student abroad opportunities. Andres said any interested faculty can come to him. There are students currently abroad and are recruiting more. Andres gave thanks to Pingying Zhang for giving her stipend from the Dean to the IB budget. Albert's study abroad is sold out.
- T&L Flagship (Robert Frankel)- There will be a career fair on Oct.26. The flagship has students on case competition teams. Fall advising is available for the flagship.

### **Unfinished Business**

N/A

### **New Business**

#### **14. Elections of representatives for the University Level Award Selection Committee:**

- Chris sent an email last week for the nominations. A list of the nomination was shown at the meeting. There was no dissent of the nominations. Voting will be handled electronically. Susan Watts and Chris will work on the survey to be distributed out for voting.

#### **15. Election of representatives for the Screening Committee to review college applications for the respective teaching awards:**

- Chris sent an email last week for the nominations. A list of the nomination was shown at the meeting. There was no dissent of the nominations. Voting will be handled electronically. Susan Watts and Chris will work on the survey to be distributed out for voting.

### **Announcements**

- Faculty awards will be updated, and initial plaques will be created for those who need them.
- GlobalMBA Cohort 16 Graduation (Friday, December 7, 2018 @ 9:00 am in Talon Room)
- Coggin College Fall Hooding Ceremony (Friday, December 7, 2018 @ 11:30 am in Robinson Theatre)
- UNF Commencement (Friday, December 7, 2018 @ 2 pm in Arena)

**Meeting Adjournment: 2:30 p.m.**