

Continuous Improvement Committee Minutes
Coggin College of Business
Tuesday April 17, 2018 10:00am
Bldg 42 Room 2004 (Intuition Conference Room)

Present Voting Members: Cheryl Frohlich (Chair), Mary Beal, Gregory Gundlach, Dana Hart & Nathan Kunz

Not Present Voting Members: Bruce Fortado

Present Non-Voting Members: Associate Dean Chris Johnson, Ashley Faulkner (Instructor of English), Amanda Kulp (UNF Director of Assessment)

1. **Approval of Minutes from Prior Meeting**—February 13, 2018 minutes were approved.
2. **Business Advisory Council (BAC) Survey Results**
 - A survey was sent out to the Business Advisory Council (BAC) in the Fall of 2017 to gather information from the business community regarding opinions about the communication skills of Coggin graduates.
 - Ashley Faulkner presented the results— “new hires” do poorly at communicating to audiences at all levels of the organization and at adaptability (fluency) when communicating off-script. However, the sample size was very small (only 6) and it is not clear how many “new hires” are UNF Coggin graduates.
 - It would be beneficial to partner with Coggin Career Management to create a revised survey that asks questions specifically related to UNF graduate. Chris Johnson requests that the CIC be more involved and provide more substantive feedback regarding survey questions than they were for the previous survey.
3. **ENC 3250 Professional Communication for Business**
 - Ashley Faulkner provided an overview of the new course and highlighted the four major assignments (Cover Letter, Case Study, White Paper, & Proposal) and shared the corresponding rubrics. The textbook for the course will be “Writing That Works: Communicating Effectively On the Job” by Oliu, Brusaw, and Alred.
 - The CIC requests electronic copies of the ENC 3250 course syllabus, assignments, and rubrics being used for assessment prior to Fall semester 2018. Ashley Faulkner can provide access to the Canvas course shell (sandbox).
 - The CIC has concern about the online sections of ENC 3250. Will the online students be required to come to campus for major deliverables? Face to face communication seems to be an important part of communication in business. As of April 17, 2018 three out of the four sections listed on the UNF course schedule for Fall 2018 are online (CRN #81209, #83281, and #83282). The remaining on-campus section (CRN #82348) is scheduled for Tues/Thurs from 7:30-8:45pm.
 - Ideally, students will take ENC 3250 early (2nd semester sophomore year or 1st semester junior year) in their major coursework. This will be strongly recommended informally through CCB advising. Also, the osprey road map for each major will be updated to reflect this recommendation. The CIC will wait 1 year and then collect data on when students are taking ENC 3250 to determine if any formal sequencing requirements are needed. There is also question on when students were taking the SPC 4064 course to see if formal intervention is necessary.

4. **SACS' Accreditation**—UNF Director of Assessment, Amanda Kulp, discussed the Southern Association of Colleges and Schools Commission on Colleges (SACS') standards.
 - Standard 8.2.a from the 2018 SACS Resource Manual requires that for every academic program with a defined major, program faculty members develop expected student learning objectives (SLOs) that “specify the knowledge, skills, values, and attitudes [students] are expected to attain in courses or in a program.” Amanda recommends that one discipline specific learning objective that is general in nature be developed for each Coggin major.
 - Standard 6.1 from the 2018 SACS Resource Manual requires that “the institution employs an adequate number of full-time faculty members to support the mission and goals of the institution. Shawn Brayton is responsible for faculty credentials. Chris Johnson mentioned that AACSB evaluates supporting (“temporary” short-term) positions vs. long-term participation in instruction and not necessarily adjunct vs. tenure track. Gregory Gundlach reminded the committee that SACS and AACSB requirements are minimum basic standards and provide the lowest level of acceptability.

5. **Revised Plan of Accreditation**
 - Chris Johnson e-mailed the CIC drafts of the AACSB Assurance of Learning Plan for the MBA and BBA programs on Thursday April 12, 2018. He requested that the CIC provide any feedback or concerns and be prepared to discuss the plans at the next meeting.

6. **ETS Exit Exam Review**—Chris Johnson will re-send out an electronic link by May 8, 2018 so that each CIC member can review the questions on the ETS Exam prior to the next meeting.

7. **Next Meeting**—the next Continuous Improvement Committee meeting will be held Thursday May 24, 2018 at 10:00am

8. **Adjournment**—the meeting adjourned at 11:28am.