

Continuous Improvement Committee Minutes
Coggin College of Business
Tuesday October 2, 2018 10:00am
Bldg 42 Room 2004 (Intuition Conference Room)

Present Voting Members: Cheryl Frohlich (Chair), Mary Beal, Bruce Fortado, Gregory Gundlach, Dana Hart & Dong-Young Kim

Present Non-Voting Members: Associate Dean Chris Johnson

Absentee Members (Non-Voting): Amanda Kulp, Ashley Faulkner

1. **Approval of Minutes from Prior Meeting**—April 17, 2018 minutes were approved.
2. **Election of Chair**—Motion to re-elect Cheryl Frohlich as Chair of the Continuous Improvement Committee for 2018-2019 was passed (5 votes in favor, 0 opposed)
3. **Election of Secretary**—Motion to re-elect Mary Beal as Secretary of the Continuous Improvement Committee for 2018-2019 was passed (5 votes in favor, 0 opposed)
4. **Faculty Sufficiency & Qualifications**
5. Update from **Business Advisory Council (BAC) Survey Results**
 - Update on:
 - “It would be beneficial to partner with Coggin Career Management to create a revised survey that asks questions specifically related to UNF graduates Chris Johnson requests that the CIC be more involved and provide more substantive feedback regarding survey questions than they were for the previous survey.”
6. **ENC 3250 Professional Communication for Business**
 - Update on:
 - “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).”
 - Update on:
 - “The CIC has concern about the online sections of ENC 3250. Will the online students be required to come to campus for major deliverables?”
 - Update on: Face to face communication rather than on-line classes.
 - Update on when students are taking ENC 3250:
 - Update on the osprey road map for each major will be updated to reflect this recommendation.
7. Update on SACS and AACSB
 - **SACS Standard 6.1 [Full-Time Faculty]** 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.”
 - **AACSB Standard 5 [Faculty Sufficiency and Deployment]** from the 2013 Eligibility Procedures and Accreditation Standards for Business Accreditation (revised July 1, 2018) requires that “the school maintains and deploys a faculty sufficient to ensure quality outcomes across the range of degree programs it offers and to achieve other components of

its mission. Students in all programs, disciplines, locations, and delivery modes have the opportunity to receive instruction from appropriately qualified faculty.” A participating faculty member is defined as “actively and deeply engages in the activities of the school in matters beyond direct teaching responsibilities. Such matters might include policy decisions, advising, research, and service commitments. The faculty member may participate in the governance of the school and be eligible to serve as a member on appropriate committees responsible for academic policymaking and/or other decisions. The individual may participate in a variety of non-class activities, such as directing an extracurricular activity, providing academic and career advising, and representing the school on institutional committees. Normally, the school considers participating faculty members to be long-term members of the faculty, regardless of whether or not their appointments are of a full-time or part-time nature, whether or not their position with the school is considered the faculty member’s principal employment, and whether or not the school has tenure policies. The individual may be eligible for, and participate in, faculty development activities and have non-teaching assignments, such as advising, as appropriate to the faculty role the school has defined, taking into consideration the depth and breadth of the non-teaching assignment.” The manual states that “normally, participating faculty members will deliver at least 75 percent of the school’s teaching (whether measured by credit hours, contact hours, or another metric appropriate to the school). Normally, participating faculty members will deliver at least 60 percent of the teaching in each discipline, academic program, location, and delivery mode.”

- **AACSB Standard 15 [Faculty Qualifications and Engagement]** from the 2013 Eligibility Procedures and Accreditation Standards for Business Accreditation (revised July 1, 2018) requires that “the school maintains and strategically deploys participating and supporting faculty who collectively and individually demonstrate significant academic and professional engagement that sustains the intellectual capital necessary to support high-quality outcomes consistent with the school’s mission and strategies.” Scholarly academics (SA) are defined as those that “sustain currency and relevance through scholarship and related activities.” The manual states that “normally, 40 percent of faculty resources are Scholarly Academics (SA).”
- **Request for Data (Chris Johnson):**
 - # of faculty by status (tenured/tenure-track, instructor, adjunct, and visitor) by department
 - # of course sections taught (with number of students enrolled) by status (tenured/tenure-track, instructor, adjunct, and visitor) by department.

8. Review of MBA/MSM Admission Data

- What does “Provisional Adm-Exception” mean in the admission log?
- Are the admission exception % high relative to our peers?
- Gregory Gundlach shared admission exemption (GMAT, GRE, Index score below thresholds) data from 2010 to 2015 where the average percent of exemptions per semester was 6.89%.
- **Request for Data (Institutional Research) by semester from Spring 2015 to current semester: Student level data (with names redacted) on program enrolled (MBA, MSM and MAcc), admission status (accepted vs. provisional admitted by exception or Provisional Adm-Not Exception), semester admitted, undergraduate GPA in admission application, letter grade in each course taken per semester, semester GPAs, overall GPA in program of study, if student drops or fails program then date of drop or failure, ETS Exit exam score.**

- Gregory Gundlach shared e-mail correspondence that he had with AACSB Senior Director of Accreditation, Suzanne Mintz, regarding the need to share material changes in admission standards in the university's continuous improvement review (CIR) report.

9. **ETS Exit Exam**

- **Results**—Chris Johnson will send out a ETS Item Detailed Report by October 5, 2018 so that each CIC member can identify discipline specific questions where Coggin students are performing poorly relative to the national average.
- **Question Review**—Chris Johnson will re-send out an electronic link by October 5, 2018 (tentative receiving link from ETS) so that each CIC member can review the questions on the ETS Exam prior to the next meeting.

10. **Next Meeting**—the next Continuous Improvement Committee meeting will be held Wednesday November 5, 2018 at 1:00pm.

11. **Adjournment**—the meeting adjourned at 11:34am.