

Coggin College of Business
All-College Meeting Minutes
Spring 2017

Enrollment Update 14-15

| <u>College</u> | <u>FTE Target</u> | <u>FTE Actual</u> | <u>% of Target</u> |
|--|-------------------|-------------------|--------------------|
| • COAS | 5,714 | 5,504 | 96.33% |
| • CCB | 1,567 | 1,480 | 94.46% |
| • CCEC | 602 | 664 | 110.28% |
| • COEHS | 968 | 956 | 98.78% |
| • BCH | 1,449 | 1,451 | 100.14% |
| • For AY 2014-15, CCB met 94.46% of our overall enrollment target of 1567 FTE. | | | |

Enrollment Update 15-16

| <u>College</u> | <u>FTE Target</u> | <u>FTE Actual</u> | <u>% of Target</u> |
|---|-------------------|-------------------|--------------------|
| • COAS | 5,534 | 5,234 | 94.58% |
| • CCB | 1,500 | 1,540 | 102.68% |
| • CCEC | 693 | 684 | 98.69% |
| • COEHS | 936 | 897 | 95.82% |
| • BCH | 1,437 | 1,478 | 102.85% |
| • For AY 2015-16, CCB met 102.68% of our overall enrollment target of 1500 FTE. | | | |

Enrollment Update 16-17

| <u>College</u> | <u>FTE Target</u> | <u>FTE Actual</u> | <u>% of Target</u> |
|---|-------------------|-------------------|--------------------|
| • COAS | 5,522 | 5,447 | 98.65% |
| • CCB | 1,527 | 1,614 | 105.73% |
| • CCEC | 684 | 686 | 100.29% |
| • COEHS | 926 | 883 | 95.39% |
| • BCH | 1,462 | 1,408 | 96.30% |
| • For AY 2016-17, CCB met 105.73% of our overall enrollment target of 1527 FTE. | | | |

- d) CCB Endowed Professorship update: Mark thanked the ad hoc committee composed of Adel El-Ansary, Harriet Stranahan, Steve Paulson, and Tim Bell for their diligent work. The committee recommended the following four (4) candidates out of six (6) applicants for endowed professorships: Mina Balamoune-Lutz, Dag Naslund, Reham Eltantawy, and Lakshmi Goel. The Provost approved those recommendations. The ad hoc committee recommended changes to the process to determine endowed professorships, so the process will be different next year.
- e) CCB Departmental Advisory Councils update: Mark indicated that Teresa and Megan are working with the flagship directors and department heads, and we have a fully engaged accounting advisory council with 15 members. Oliver Schnusenberg is working with the financial services advisory council which started last August, Rob Frankel is working with the T&L advisory council (it currently has 15 members), while the economics advisory council is soliciting members. We

will circle back to economics in the fall, and then move to staff the marketing and management advisory councils. These councils are partners in the community, and often are alums we have asked to come back and give us feedback on the curriculum so we can better prepare our students for internships and help them get jobs. The advisory council partners contribute \$1,000 to each department or unit as part of their service.

5. Other CCB Unit Updates:

- a) Career Management Center & CCB Marketing (Shannon Italia, Director) – No report.
- b) Advising Services (Jennifer Jackson, Director) – Since April 10, the Advising Office has been in contact with 1200 students so our registration process is off to a good start. If you have updates to the catalog please get those to me ASAP.
- c) Development (Teresa Nichols, Director) – Since the last meeting in September, the Development Office has closed over \$500,000 in gifts, with over \$200,000 in both annual and endowed scholarships from various companies and individuals. We closed a \$37,000 annual professorship from KPMG, a \$50,000 gift from Center State Bank that provides unrestricted support for the Career Management Center, and \$100,000 from The Energy Authority that is going to support OFG and update that space. We received \$157,000 from the Intermodal Association of North America for the T&L case competition program. \$50-60,000 has been raised for individual departments through advisory councils, and as we expand advisory councils we expect to be well over \$100,000 this year. Our business advisory council campaign just began and we anticipate raising \$120,000 from the council that will fund the Dean's account. The college will be hosting the first fundraising Gala on Oct 21, 2017, and Teresa would like staff or faculty to serve on this committee. There will be a mini kick-off on April 26. If you are interested in supporting this event, please attend. Teresa thanked Karen Folco for her service to the Development Office and announced the hiring of Melinda Andrew who will be joining the office in the next two weeks.
- d) SBDC (Janice Donaldson, Director) – Mark thanked Janice for working with CCB's Florida Venture Forum team of 6 graduate students participants – they have come up with their own idea. SBDC received an award for 2015-16 from ORSP for the department with the most funding and sponsored projects at the University (\$2.9 million). Janice was one of two millionaire stars, which means she was a PI that brought in more than \$1 million in one fiscal year. Janice thanked faculty members Diane Denslow for including the SBDC in her classes, and Lakshmi Goel for helping. Twenty-one small businesses received more than 1700 hours of consulting from graduate and undergrad students. Diane and Lakshmi also helped to develop best practice presentations on face-to-face consulting and on virtual consulting, and these were presented at a national Small Business Institute Conference last year and one presentation won 3rd place for best practices for virtual consulting. The SBDC has a brand new program, "Exit Stage Left," which was funded by SunTrust Foundation for \$100,000. It is for businesses that are trying to get assistance with succession planning and exit strategy at any stage. If you have classes that deal with this topic, we may be able to plug in some live case studies. The SBDC received a grant from the Florida Center for cyber security to provide training to small businesses on cyber security, so let us know if you are interested or have expertise in this area. On May 18 & 19, I will be going to Orlando with the Coggin students for the Florida Venture Forum competition, and the Dean and I thank Kirk Williams (incoming Business Advisory Council chair) for enabling us to go.

Mark informed the faculty that work is being done to collaborate with Mayo for a Physician's/ Healthcare MBA. This program will not be limited to Mayo, but we are working with them to design the program.

We are also working with Crowley Maritime to develop a research program, and the holdup is trying to get a non-disclosure agreement on which both parties agree. Crowley has approached the college to help answer questions that they have not been able to address yet, and they will work with Coggin students and faculty to answer them. Crowley will provide their data for classroom projects for our students and faculty, and they are willing to pay faculty to work on these projects. Also, we are talking with Mayo regarding research opportunities, and they would like CCB to help get their research findings and ip technology out to the marketplace. These research projects will help elevate CCB and UNF. If you know of other companies that have data and are willing to share it, we would welcome the opportunities.

6. Standing Committee Reports:

- a) Bylaws (Chair, Robert Schupp) – No report.
- b) Continuous Improvement (Chair, Cheryl Frohlich) – A question was asked about the required writing class, and the committee said this is the third required course that students at UNF have to take. The committee believes that a communications class might be a better substitute for the writing class, and this issue is still being reviewed by the committee.
- c) Graduate Curriculum (Chair, Steven Williamson) – No report.
- d) Scholarship (Chair, Robert Slater) – A diverse number of students were given scholarships last year. Oliver Schnusenberg was voted to be the new committee chair. Mark encouraged anyone who knows a potential donor to refer him or her to Teresa Nichols or the committee.
- e) Strategic Planning (Co-chairs, Parvez Ahmed and Dag Naslund) – The committee has not met, but Dag and Parvez met with Mark and the committee is waiting on the university to revise its strategic plan before CCB revises its strategic plan.
- f) Technology (Chair, David Lambert) – No report.
- g) Technology Enhanced-Learning (Chair, Cheryl Van Deusen) – No report.
- h) Undergraduate Curriculum (Chair, Rahul Kale) –APCs from T&L:

T&L – Major Requirements:

TRA 4721 International Logistics – Move (Add to Major Requirements, Remove from Major Electives). The focus is to solidify the content in the major given the growth of global logistics, and to better match student skills with job demand.

ISM 4011 Introduction to Information Systems – Move (Remove from Major Requirements, Add to Major Electives). This course is being moved to allow for an additional TRA required course which better meets today's market demand. Students are currently getting this content in earlier classes since they are exposed to a wide range of technology today, and this move provides students more choices to complement their studies in relation to major required courses.

Major Electives – Increase from 6 semester hours to 9 semester hours.

Create two categories: TRA Electives and Non-TRA Electives to classify communication and group classes for those who want more depth in TRA vs. complementary classes.

TRA 4721 International Logistics – See explanation above in major requirements section.

ISM 4011 – Move (Add to Major Electives, Remove from Major Requirements). See explanation above in major requirements section.

TRA 4234 Warehouse Management – Add this course to the “Major Elective (TRA Electives)” category to solidify the content in the major.

TRA 4XXX Supply Chain Strategy, Leadership & Business Applications – Add this course in the “Major Electives: TRA Elective” section. This course is offered in response to market demand for students with logistics leadership and business situational skills. (i.e., students who can demonstrate their logistics and supply chain fundamentals in real-world and high tech settings).

Voted on curriculum: **Passed.**

MAR 4906 Introduction to Marketing Analytics – Add this course to the “Major Electives (Non-TRA Electives)” category. This is a timely and relevant course that allows students the option to enhance their exposure to analytical and technological approaches in marketing, and it is a productive complement to the TRA curriculum.

Change Course Prefix for MAR 4461 Purchasing Management. Change course prefix to TRA. This is an administrative change to move this course into the core curriculum under TRA Electives.

Remove MAN 4401. Remove this course because it has not been offered in more than three years.

Remove MAR 4206. Remove this course because it has not been offered in more than three years.

Required Business – Decrease from 12 semester hours to 9 semester hours. Selection of 3000-4000 level courses from various majors is reduced from “select two” to “select one” because we reduced Required Business by one class and added one class to Major Electives.

Voted on curriculum: **Passed.**

7. Departmental News:

- a) Accounting and Finance (Chair, David Jaeger) – In the recruitment area, most know that Jeff Michelman is returning full-time to the department and will be in CCB for the fall semester. David thanked the search committee for the new accounting position chaired by Bob Slater. As we were seeking approval to make an offer to a candidate for the accounting position, all positions and offers for the university were put on hold. The department voted to pursue a Beta Alpha Psi chapter, which is an accounting student honor society, and Jeff Michelman has agreed to lead this initiative. We will still have Alpha Sigma Pi (Accounting Club), and it will continue to have broad membership. These two student organizations will work together. David thanked the Career Management Center for holding the Accounting Career Day at the University Center, and noted that the event was extremely successful. The department also hosted a Finance Career Day that was very successful, and recruiters were there and interviewed students. The MAcc Program continuing to grow – we have seven students graduating this spring, and we have 80 active students in the MAcc program, which is the most we have had in the last 8-10 years.
- b) Economics and Geography (Chair, Albert Loh) – Two new faculty have been hired: Nilufer Ozdemir, PhD from UNC-Chapel Hill, and she will be concentrating on microeconomics and macroeconomics; Madeline Zavodny, PhD from MIT, has been granted tenure and full professorship starting in the fall. CCB received final approval for Lian An’s promotion to full professorship starting in the fall.
- c) Management (Chair, Paul Fadil) – The department has started a major restructuring of the curriculum, and though we thought it might be a 2 to 3 year process, we are halfway through. We have two minors: Operations Management will be getting an e-vote in the next couple of weeks, and HR is on track to approve a Human Resources minor. Using the resources we currently have, the next

two minors will be Entrepreneurship and Global Leadership. In the fall, we have two professors going on sabbatical: Lakshmi Goel received a competitive sabbatical, and Bruce Fortado will be taking a one year half-pay sabbatical. Given these sabbaticals, we are hiring Ben Paladino (currently an adjunct faculty in management), and he will be assuming a visiting instructor's role teaching management classes.

I want to recognize Dong-Young Kim, Associate Professor, for his paper at the Academy of Management which has been nominated for the Chin Hon Award for the entire Academy of Management. The university had a high-impact research article meeting award, and the only representative from the college is Dong-Young Kim. Lakshmi Goel just completed her master online teacher certificate from the University of Illinois, and received the Jacksonville Business Journal's Innovator in Education Award. Diane Denslow received a UNF undergraduate teaching award, and has completed a 50 week term teaching military veterans how to start their own business. Nathan Kunz has become a local TV personality, and Toby Huning has provided CCB the opportunity to work with Porsche and other foreign companies. Steve Williamson and Dag Naslund received best paper recognition at the International Academy of Business Conference, and Bryan Flynn also received a best paper award at this conference. Coggin has 19 faculty that are involved with IABD, and if you are interested in submitting your work to IABD, please let Paul know. Paul thanked his department for all their hard work and recognized Tamika for all of her wonderful work.

- d) Marketing & Logistics (Chair, Reham Eltantawy) – Dr. El-Ansary reported on behalf of Reham. The Marketing and Logistics Department would like to thank the Coggin faculty and Dean Dawkins for their support in hiring Professor Andrew Thoeni as a Marketing Instructor starting in fall 2017. Dr. El-Ansary congratulated Dr. David Swanson for being awarded a \$7,000 fellowship from the Florida Blue Center for Ethics to help fund some of his proposed research in applied ethics. Dr. Courtney Baker received the 2016 Charles C. Slater Memorial Award for her article, "Improvisational Provisioning in Disaster: The Mechanisms and Meanings of Ad Hoc Marketing Exchange Systems in Community." The Slater Award recognizes the best article in the two most recently published volumes of the Journal of Macromarketing. Dr. Gregory Gundlach received an acceptance of his co-authored article, "Resale Price Maintenance after Leegin: Behavioral, Evolutionary, and Institutional Insights for Advancing the Free Rider Thesis" for publication in the Journal of Public Policy and Marketing. Dr. Andrew Thoeni received an acceptance of his co-authored article, "A resource-advantage theory typology of strategic segmentation" in the European Journal of Marketing Special Issue: "Strategic Marketing: New Horizons in Theory and Research".

8. Graduate Programs Update (Parvez Ahmed, Director) – No report.

9. Accreditation Update (Chris Johnson, Director) – Our peer review team is almost finalized, and we have one member whose confirmation is pending. Our visit next spring is January 28-30. As we move closer, we will roll out the itinerary and many faculty will be involved in the process. Our report is due to the review team 60 days before the visit, which would be late November. We will be working very diligently over the summer on a draft report. Chris has been working with the Continuous Improvement Committee on assessment efforts, and they are reviewing assessment data. Peer review teams are looking for us to answer where do our students need help, what are we doing to help them, and is the help we provide working. One area we pay a lot of attention to is the writing assessments. Chris

indicated that it probably comes as no surprise that our students need help in the area of writing skills. Cheryl mentioned earlier the programmatic change. Currently, UNF students have to take 3 English classes (2 required, 1 elective class) in their general education requirements. We have discussed that one class should be focused on business communication (ENC3250). Students do not always choose that class, so we have a proposal to require all of our students to take this class. To do this, we are going to have to delete something from our major requirements so that we are in line with the 60-hour upper division rule. The class that we are looking at is the public speaking course. We believe that in our courses, students already do a lot of presentations and public speaking, so we can internally work on these skills rather than have students take a required course from Communications Department. In addition, the ENC3250 class, Business Communication, is heavily focused on writing, and will also focus on oral communications so we believe we can utilize this course. The proposal will be coming back in the fall for a vote. Faculty CV's are needed to input your credentials into the Sedona system we purchased. Sedona is an online accreditation management software, and it will help us greatly in producing the reports needed for accreditation purposes.

10. Flagship Program Updates:

- a) IB Flagship (Andres Gallo) – We held an IB retreat this spring, and I want to thank everyone in the office for an amazing job. This semester we have the highest number of students going abroad to study.
- b) T&L Flagship (Rob Frankel) – I thank Dawn Russell for leading the curriculum revisions. There are over 200 student clubs on this campus, and the TLS student group was voted as the most active student organization in the entire university thanks to Lynn Brown. Equally, Lynn Brown was voted the most impactful student advisor. The Master's in Logistics & Supply Chain proposal was approved by the Provost's Office and Executive Committee this week. The proposal now moves on to Tallahassee for review and approval within the SUS. Then it returns to UNF to be reviewed and approved in the APC process.

11. Unfinished Business:

Research database update (Sean Davis) - Good News! The two databases mentioned at the fall All College Meeting have been approved. I have the id for the Eikon data terminal, and the Compustat data is onsite. I am working with the Library to set-up access for CCB faculty.

12. Announcements:

- a) Coggin College Spring Hooding Ceremony (scheduled for Friday, April 28, 2017 at 9:00 am in the Robinson Theatre)
- b) UNF Commencement (scheduled for Friday, April 28, 2017 at 12:30 pm in the Arena)

13. Adjournment: The meeting adjourned at 3:30 pm.