

Coggin College of Business
Spring 2018 All College Faculty Meeting Minutes
April 13, 2018, 11:00 am – 2:30 pm
Stein Auditorium

1. Welcome – Dean Mark Dawkins

MBA Video – Dawn Russell. Dawn showed a promotional video about the CCB MBA program, and Dawn asked the faculty and staff to email her with any questions or comments. Dean Dawkins gave a positive comment on the video and agreed that each program should have its own promotional video. He also encouraged the relevant faculty to sign up to help with the Global MBA promotional video.

2. Announcements - Mark Dawkins

- Coggin Speaker Bureau - Mark thanked Megan Mangiaracino for the CCB Speakers Bureau. The CCB website contains profiles of speakers with topics they are comfortable speaking about, and Megan will send faculty a link to the website. Mark told the faculty to use these speakers and members of the professional business community if they are going to be absent from class or need a guest speaker.
- Spring Graduation Hooding Ceremony – The Spring Graduate Hooding Ceremony will be on Friday April 27, 2018 at 9:00 am in the Robinson Theatre. Mark asked the faculty to respond if they have been asked to hood students. The Commencement Ceremony will follow at 12:30 pm in the Arena. There is a President’s reception in the President’s conference room prior to commencement. This will probably be President Delaney’s last event with faculty and staff, so please stop by and offer your good wishes to President Delaney.
- Concur Travel Services – Laura Kelp discussed the new travel module that the University is implementing called Concur. The Concur system is a web-based and “user-friendly” application which allows faculty members to enter reimbursements for themselves, students, and guest speakers. Laura suggested that faculty check and update their profiles under MyWings, and emphasized the importance of acquiring travel authorization BEFORE the travel in order to successfully get reimbursed. Although faculty can possibly get approval within 1-2 days, they should plan for 3-4 days for the processing time after submission. In the meantime, the old reimbursement process with paper forms is no longer applicable. The Dean’s Office is happy to assist the faculty who have questions about the system.
- **UNF Award Recognitions - Mark Dawkins**
 - Kelly Marton – 2018 Outstanding Academic Advisor Award.
 - Lynn Brown – Advisor of the Year (second consecutive year).
 - Transportation and Logistics Society – The Biggest Spender and Club of Year (fifth time in 15 years and second consecutive year).
 - Diane Tanner – 2018 Outstanding Undergraduate Teacher Award.
 - Cheryl Frohlich - 2018 Outstanding Faculty Service Award.
 - Mina Balamoune – 2018 Outstanding Faculty Scholarship Award.

3. Approval of Minutes – The minutes from the September 29, 2017 Fall All College Meeting were approved as written.

4. Items for Faculty Vote:

- Combine CCB Technology Enhanced Learning Committee and CCB Technology Committee (Bob Schupp) - Information about the vote is on the back of agenda. The Technology Committee and Technology Enhanced Learning Committee will be merged due to the great overlap in what each committee does, and the word “CCB” will be

removed from the committee's name after the merge. Thus, the purpose of merger is for efficiency. **Approved.**

- Electronic Voting (Bob Schupp) - Currently in the CCB bylaws it takes 13 faculty members to object to an electronic vote and to move the item to a regular faculty meeting. A motion was submitted to reduce this number to six faculty members, which is the number of members on standing committees. **Denied.**
- Allow the Series 7 Exam to be used as an Entrance Exam or Waiver to the GMAT for entrance into the Fidelity on-site MBA program (Dawn Russell) - Fidelity wants UNF to offer an on-site MBA program and to use the Series 7 exam to determine entrance into the program at Fidelity. The use of the Series 7 exam would be limited to the program offered at Fidelity. **Approved.**

5. **Dean Updates:**

- Introduction of New Staff & Faculty
 - Derek Guffin – Director CMC
 - Cathie Gordon – Program Assistant in Dean's Office
 - Doug Titus – IS faculty
 - Matthew Leon – Management faculty
 - Robert Renn – Management faculty
 - Rachel Frieder – Management faculty
 - Hanieh Sardashti – Marketing faculty
- New searches
 - Tenure track faculty in MIS
 - Two marketing instructors searches, one of which requires a PhD degree
 - Accounting instructor position
 - Finance instructor position
 - Real Estate instructor position
 - Academic advisor
 - Tenure-track faculty in T&L to replace Rob Frankel after his retirement in 12/19
- Downtown Campus – The lease has been signed, and Mark has had meetings with the developers, architects, and the construction company. The UNF team is are looking at furniture and IT networks. The Center of Entrepreneurship will open on 1/2/2019, and the MSM and MBA classes will start on 1/7/19. CCB is starting the search for a Director of the Center of Entrepreneurship, and the position description should be posted in late April or early May with the hire likely to start in August.
- MBA Program Updates –The MBA enrollment for Spring 2018 was 88, which is double the amount from last year. Mark thanked the faculty who are teaching these classes. CCB is still processing the summer applications (approximately 54). Mark said CCB has had good enrollment growth since the summer of 2015, and the MSM summer enrollment is about 35. CCB has been growing FTE at a steady rate the last couple of years, and is leading all academic colleges in FTE growth.
- Advisory Councils – Megan Mangiaracino has worked with the department heads to fill the council's membership positions for Accounting, Financial Services, International Business, T&L, and Economics, with Finance, Marketing, and Professional Selling in process. The last council, Management, will start in the summer and should be completed in the fall. Mark encouraged faculty and department heads to interact and engage advisory council members who pay \$1,000 dues which support faculty and students going to case competitions and conferences, etc. The Dean's Business Advisory Council has 27-28 members with three potential members considering joining the BAC.

- Growth Opportunities – Dean Dawkins shared his expectations regarding growth opportunities at UNF under President Szymanski based on his achievements at Cincinnati. President Szymanski starts on May 31 and may have different objectives than President Delaney, which may allow CCB to expand to St. Augustine and other locations if desired. Dr. Paul Fadil commented that every faculty member in Department of Management had been teaching overload in spring and fall during the last two years, and he suggested the faculty members should be rewarded accordingly and supported with more resources. Dean Dawkins agreed with Dr. Fadil, and he replied that all the program expansion opportunities would depend on plans approved by President Szymanski.

6. Other CCB Unit Reports:

- CMC (Derek Guffin) – Derek Guffin, the new director, introduced himself and shared his perspectives on the Career Management Center (CMC) programs. He then asked questions regarding how to improve the career services programs in CCB on both scale and impact. Specifically: a) how can we enlarge the scope as a college, b) how can we integrate the career services with the academic programs (to collaborate with each major), c) how can we increase the student participation in internships to prepare them to compete for full-time employment? Derek Guffin concluded his remarks with a proposal to meet with every program chair in the next two weeks.
- Advising Services (Paul Schreier) – He first announced that the current graduation rate had been shortened from 6 years to 4 years in the performance metrics, and he suggested CCB introduce more major workshops to sophomores to help them gain information about different majors as soon as possible. By introducing the concept of a Living & Learning Community (LLC), Paul updated the statistics regarding the students on the Dean's List and the progress made in the Study Abroad programs. Paul encouraged more faculty members to actively foster student engagement. Lastly, he recognized individual faculty members and staff who contributed to the major workshops, graduation ceremony, or the study abroad programs.
 - Major Workshops – Paul thanked the departments for their help with the major workshops.
 - Monday was the start of summer/fall registration week, and between administrative functions, student emails, student calls, and walk-in visits, Advising Services has interacted with 1016 student. Paul recognized Felicia for the hard work of single handedly managing the flow of students through Advising Services.
 - The advisor position should be published on Monday, and the hire date goal is the beginning of June.
 - The Living Learning Community (LLC) is a group of students who come in as potential business students and live on the same floor at The Crossings and create their own little community. They take a class together in the fall and try to do as many things together as possible. For the last two years, the percent of these students who have a GPA of over 3.4 in their first semester is 74% and 81%, respectively. The number of students in this community that have a GPA of 3.5 or higher in the last two years is 37% and 54%, respectively. One of the goals of the LLC is simply to connect students. Study abroad student participation in the LLC is more than double the CCB rate, and they have visited over 30 countries in the past five years. A big part of the participation is the constant presence of Kate and Alyssa in the classroom, who make early connections with students and tell them to start saving their money for a study abroad program. The LLC students participate in the CMC's STAR program, internships, mentor programs, and much more, and it is because Melinda and DeeDee are constantly in classrooms making their point and

offering assistance. The student's favorite part of the LLC program is when Coggin professors come in and talk about their majors; this is an amazing experience for the freshmen. Paul recognized Bob Slater, Mina Baliamoune, Sean Davis, David Swanson, Paul Fadil, Courtney Nations, Drew Thoeni, and Chris Johnson for doing an excellent job getting involved and meeting the students. This summer the first 28 students from the LLC program will graduate and they are employed in a variety of industries: two have been accepted in the Global MBA program, and one of the students was accepted into an Ivy League Master of Education Program. Paul also thanked Jeff Michelman for coming to a students' dinner and engaging with students about their interest in study abroad.

- Paul acknowledged all the CCB students involved in Student Government and the CCB clubs, and encouraged staff and faculty to bring forward ideas to engage students in clubs and extracurricular activities.
- Development (Megan Mangiaracino) – Entering the final quarter of the school year, development has raised \$1.76 million for CCB (the goal is \$1.9M), and Megan thanked staff and faculty and said it is truly a group effort starting with the great product offered in the classroom that makes Development's job so much easier. Megan also thanked staff and faculty for their collaboration with the Advisory Councils, which helps bring in personal donations to CCB and future donors.
 - Development is finalizing the scholarship season and will be meeting this afternoon with the General Scholarship Committee to make the final selections of scholars. Notification of scholarship awards will go out next week. Declined emails will go out next month as some scholarship awardees will decline their scholarship for various reasons, and these scholarships will be awarded to the backup person.
 - CCB and Development's next big initiative is the Center for Entrepreneurship, and they are creating a corporate board and working to get individuals and businesses involved in supporting the Center. Funding a Bloomberg Lab is also a priority, and the goal is to solidify funding and have the lab operating by the fall.
 - Development and the CMC will have a dual retreat for the Executive Committee on May 8 to discuss strategic plans and work together to achieve the goals mentioned above.
 - The Director of Development search is ongoing.
- SBDC (Janice Donaldson):
 - Janice Donaldson acknowledge Dr. Lakshmi Goel for bringing ideas from students to SBDC clients by integrating the clients' business cases in her graduate Social Media and Analytics class. The clients were impressed with the ways the students managed and designed their social media strategies.
 - The first week in May is National Small Business Week and the Administrator of the US Small Administration will be in Jacksonville May 1. On Friday, May 4, SBDCs 26th Annual Small Business Celebration will take place with a luncheon at the University Center. The keynote speaker is Alicia Rainwater with The Center of Generational Kinetics, and she will be speaking about managing four generations in the work force. There will be a presentation of awards from the SBA where UNF's SBDC's nominees were six of the seven district winners, and one of the SBDC's clients was a nominee for the Florida Small Business Person of the Year. He will be competing nationally in Washington at the end of April. The Dean sponsored a table at the luncheon, and Janice invited interested faculty and staff to attend.

7. Standing Committee Reports:

- Bylaws (Bob Schupp) – The merging of the two CCB committees was addressed at the start of the meeting.
- Continuous Improvement Committee (Cheryl Frohlich) - Lakshmi Goel presented for Cheryl. The committee met on 2/13/18 and there was discussion about the AACSB accreditation report that was not submitted to the committee prior to the submission to the AACSB review team. The report had been created, reviewed, and edited by the Dean's Office, and only the CCB Executive Committee had read the report. The Continuous Improvement Committee was concerned with alleged inaccuracies and omissions in the report. For example, there was no mention of the CCB admissions requirements changes to allow applicants who have earned a 3.0 GPA in the last 60 credit hours to waive taking the GMAT or GRE exam. The committee was assured that this will not happen again, and Chris Johnson gave the committee the proposed plan for accreditation for 2017 to 2022 to review for the next meeting, which is scheduled for April 17 at 10 am. SPEC 4064 is being replaced by ENC 3250, professional communication for business, and this will be reviewed at the next meeting as well. Mark Dawkins agreed that next time the ACSB report will be sent to all faculty, and noted that admission policy changes are appropriately not be part of the report.
- Graduate Curriculum Committee (Steven Williamson) – The GCC voted to update core courses in the MBA management curriculum. The management curriculum is changing in Group 1 by dropping organizational theory as a required course, and substituting a Leadership course in its place. The second change is in Group 3, where the Modeling course will be replace with Cross-Functional Integration Alignment Business Planning. The two classes dropped as requirements will become electives. The above items were put to a vote and **Approved**.
 - Oliver Schnusenberg recommended adding a graduate level Financial Modeling Class. **Approved**.
- Scholarships (Oliver Schnusenberg) – The scholarship committee is having its final meeting today after the faculty meeting.
- Technology (David Lambert) - Final report.
- Undergraduate Curriculum (Rahul Kale) – Dr. Kale received a request to approve an existing study abroad course as an elective course for the Transportation and Logistics program. **Approved**.

8. **Departmental News:**

- Accounting (David Jaeger):
 - Congratulated Sean Davis on his promotion to associate professor with tenure in August 2018.
 - Congratulated Cheryl Frohlich who received the 2017-2018 outstanding faculty service award.
 - Congratulated Diana Tanner who received 2017-2018 outstanding undergraduate teaching award.
 - The accounting faculty are developing parameters for an honors in the major for accounting.
 - The department is still recruiting for new permanent instructor positions in accounting, real estate and finance.
 - The MAcc program is also growing. Six years ago there were 40 students in the program, and this fall there will be between 100 and 110 students in the program. He thanked his faculty for taking on the additional classes due to the MAcc program growth.

- David thanked everyone in the Accounting and Finance Department and reiterated that everyone is doing great. He thanked faculty and staff for volunteering to help with events such as Open House.
- David said a special thanks to Oliver Schnusenberg for the work he has done with the financial services programs such as improving the ACP, changing the curriculum, and working on the Financial Services Advisory Council.
- Accounting is going start a charter of Beta Alpha Psi, an accounting honor organization, and Jeff Michelman will be the advisor. Currently there are 25 members in the pledge group, and in the fall they are going to start recruiting additional members. Anna Brosche, president of Jacksonville's city council, will be on campus in May to speak at a Beta Alpha Psi event.
- Economics (Russell Triplett for Albert Loh):
 - Economics has a visiting scholar, Christy Feng, from South China Agricultural University, and she is with CCB from March 1, 2018 to May 31, 2018.
 - Mina Balamoune received the 2018 Outstanding Faculty Scholarship Award.
 - A former student, Justin Damiano, was recently named the head of Government Affairs at JAXPORT, and he serves on CCB's Economics Advisory Council.
 - CCB's chapter of Omicron Delta Epsilon, the Economics Honor Society, held a luncheon and induction ceremony on November 3, 2018. Nine students were inducted at the downtown Federal Reserve branch in Atlanta in recognition of their academic accomplishments.
 - Economics is currently implementing a capstone experience for majors in business and the arts and sciences that better synthesize the coursework and skill acquisition from across the classes within our curriculum. This is being done within the context of CCB's already existing course in econometrics where the students are responsible for completing an original research project under the supervision of a faculty mentor.
- Management (Paul Fadil):
 - Congratulated Lakshmi Goel on her promotion to full professor.
 - Congratulated Koren Borges on her promotion to associate instructor.
 - The curriculum restructuring continues in the Department of Management, and the implementation of minors is at different levels in the University. Please see Paul with questions.
 - Paul recognized the associate professors and assistant professors for writing research quality standards that will be part of Department of Management's guidelines.
 - Elizabeth Greg in Education contacted Paul since the Jacksonville Public Education Fund (JPEF) wants their principals, associate principals, assistant principals, guidance counselors, and administrators to have management techniques in addition to their Masters of Education. Paul and Elizabeth met and decided to do a joint Masters of Education/Master of Science in Management.
 - Paul thanked all the professors and chairs who participated in the International Academy of Business Disciplines Conference, which was held in San Francisco last year and will be held at UNF this year. CCB will be co-hosting IABD at UNF, and one hundred and seventy professor attended last year.
- Marketing (Reham Eltantawy):
 - Rob Frankel is retiring in 12/19. Rob is the Richard DeRaismes Kip Professor of Marketing and Logistics. He also is the Director of the Transportation and Logistics program, which he helped establish and build. And he served as Department Chair of Marketing and Logistics from 2009-2013. He was recognized as the Prime F. Osborn Distinguished Business Faculty Leader in 2013 in the Coggin College of Business.

Rob received his undergraduate and MBA degrees from the University of Missouri and his Ph.D. from Michigan State University. He had ten years of experience in the logistics industry prior to his advanced education degrees. He is a Fulbright Scholar and has a long list of articles published in various journals. Marketing will conduct a search this fall for Rob Frankel's replacement.

- New hires on the marketing side: Hanieh Sardashti (finishing her PhD from MSU this semester). She specializes in the area of Analytics.
- Two Marketing Instructors with line one requiring a terminal degree and line two specializing in digital marketing and analytics.
- Marketing will have two new minors: Digital Marketing for non-business students, and Digital Marketing and Analytics for business students.
- Reham acknowledged the hard work of the marketing and logistics faculty. Reham noted that marketing is the fastest growing department in the college.
- The Marketing minor (183 students) is the second largest in CCB.
- Marketing grew from one of the smallest majors to 4th among 8 majors last year. Now it is the third largest major (660 Marketing students and 659 Accounting students) and very close to second.
- The MBA Marketing Concentration has 31 students (third among 10 MBA concentrations).
- Lynn Brown and CCB's TLS Club received the Advisor of the Year, Biggest Spender, and the Club of the Year Awards in the 2017-18 academic year.
- Sharing Scholarship Series – Rob Frankel invited Tom Glodsby, the editor of JBL
- Marketing had several major publications this year: Adel El-Ansary in *AMS Review*, Andrew Thoeni & Young Tae Choi in *Journal of Relationship Marketing*, Greg Gundlach has a forthcoming publication in *Antitrust Bulletin Special Issue*, and David Swanson was selected to receive a one-semester sabbatical.

9. Graduate Programs Update – Dawn Russell

- Dawn said it was rewarding to work with Advising Services, and noted that Jennifer and Amy gave the Dean and Dawn great suggestions of places to go to recruit students for the graduate program. Amy gave a presentation of what Advising Services is doing to recruit graduate students. She has focused on visiting colleges in the SUS system during their fall college fairs, including visiting major universities from West Florida to South Florida. Amy also had some corporate visits in the fall but will focus more on the corporate visits this spring. She said that Advising Services tables at most college fairs with information about all the business graduate programs, and they distribute program sheets and information cards. Amy is going to Stetson University next week, and she went to JEA in March, tabled in the lobby, and connected with employees. JEA employees were interested in Business Analytics as they have their own Business Analytical Department.
- Dawn reviewed the online form which tracks recruiting efforts.
- Dawn has revamped orientations into more of a social netting event with infinity groups. Dawn thanked faculty for their help with orientation and sitting on panels.
- The Business Analytics Certificate passed the university APC. Next, it goes to the University Executive Committee and Faculty Association. This will be a joint certificate between engineering and business.
- Overall, next year Dawn would like to focus on faculty engagement, and Dawn and Amy would like to work with faculty to improve the graduate programs and identify any issues.

- Dawn thanked Advising Services for being the front line when students come to CCB regarding graduate programs and taking this responsibility very seriously.
10. **Accreditation Update** (Mark Dawkins) – Mark thanked the faculty and staff who helped with the accreditation process. The process started with dinner with the Advisory Councils and then meetings on campus on Monday and Tuesday morning. On 4/5/2018, the AACSB Board of Directors voted to reaccredit the business school for five years and issue a one-year deferral on the accounting programs. The review team will revisit the accounting programs in the spring of 2019.

11. **Flagship Program Update and the Global MBA Update** (Kate Learch):

- The Global MBA is going well, and nine students participated this year. In the fall, faculty from all four institutions met at UNF to discuss how to make the program deeper and more interconnected to avoid overlap and repetition. Kate thanked the faculty who attended these meetings. The IB Office is currently recruiting for next year’s Global MBA class.
- IB Flagship:
 - Staffing update – Stephanie Worley was promoted from Office Manager to Short-term Study Abroad and Exchange Student Advisor.
 - University of Valencia double degree program – Students will spend two years at UNF and two years at the University of Valencia and earn two bachelor’s degrees. The program should receive final SACS approval in Sept/Oct and the program should start in the spring of 2019. There are five student from Valencia coming to UNF in the fall.
 - Kate thanked Ping for her work with the International Business Conference, which was a success with both practitioners and academics. There were 70 attendees at the conference. In April 2019, IB will be co-hosting the IABD Annual Conference.
 - CCB’s study abroad numbers for 2017-2018 are the second highest in the college’s history, and Kate thanked the faculty who allowed the IB program to come into the classrooms.
 - Kate also thanked the following study abroad leaders and co-leaders:

Lian	An	Jennifer	Jackson
Chris	Baynard	Dong	Kim
Chiradip	Chatterjee	Alyssa	Kyff
Sean	Davis	Mark	Leininger
Mark	Dawkins	Albert	Loh
Paul	Fadil	Jeff	Michelman
Brian	Flynn	Courtney	Nations
Andres	Gallo	Nilufer	Ozdemir
Lakshmi	Goel	Russell	Triplett
Dana	Hart	Ping	Zhang

- Yesterday the IB faculty reviewed and ranked the nine study abroad proposals for 2018-2019 and sent the proposals to Mark Dawkins for his review for funding.
- IB and David Swanson are hosting Daniel Jurburg from Universidad de Montevideo.
- Mark Dawkins thanked Paul Fadil for inviting him to participate in his study abroad with 18 students to Austria and the Czech Republic.

12. **Research Database Update** –

- **Research Insight Interface** (Sean Davis) - Research Insights now has an interface to access COMPUSTAT data that should be available to every computer in Coggin. If you

need access email Jennifer Hunter. Thomas Reuter's Eikon, which is similar to the Bloomberg Terminal, is on a computer in the library and is available for shared faculty use. There might be some problems with Windows 10, so please contact Jennifer Hunter if you want access.

- **Private Equity Database** (Pieter de Jong) – Pieter needs one additional faculty member to help with the trial of a Private Equity Database.

13. **The meeting adjourned at 2:25 pm.**