

CCB Strategic Planning Committee
10/21/2020

Paul Fadil called the meeting to order at 10:30 a.m.
Minutes from 10/14/2020 were approved by the committee.

Comments from Dean Richard Buttimer:

- Richard remarked on how important it is for Coggin to reaffirm its commitment to international education and an international mission, especially given the political climate. He advised the committee to frame an international strategic goal in terms of what the college aims to achieve going forward in the realm of international business education.
- Richard encouraged the committee to begin forming task forces for each proposed strategic goal. The task forces will be charged with adding details and action items.
- Richard also encouraged the committee to consider methods for soliciting input and feedback from Coggin faculty. Ideas discussed include asynchronous chat rooms or discussion boards on Canvas and synchronous meetings, possibly at the department level, on Zoom and/or in person. Richard also mentioned that he plans to include the draft goals in the next Dean's update to the faculty and invite feedback to the committee.

Dr. Andres Gallo joined the committee to discuss international programs within the strategic plan. He gave a presentation to the committee that reviewed the history of the International Business Flagship, the current status of UNF Global Engagement, and a list of potential goals and action items for the college (slides attached to these minutes). The committee then discussed these issues with Andres.

Main points from the conversation:

- Since its inception, the IB Flagship has experienced growth in the number of students, number of programs, and variety of programs, despite budget cuts and staff reductions. This now includes short-term study abroad programs, summer exchanges, semester-long exchanges, year-long exchanges, double-degree undergraduate programs, Global MBA, IB major and minors, Coggin Delegation student group, along with numerous faculty and institutional partnerships.
- Student participation in International programs is a high-impact practice that dovetails with UNF's strategic emphasis on experiential learning.
- Andres explained that during the 2019-2020 academic year the IB Flagship was faced with further budget cuts and possible closure and/or reassignment of duties. The office of Global Engagement was created as a compromise to preserve IB programs. Global Engagement operates at the university level and offers services and support to all colleges in coordination with the International Center.

- Andres stressed that, as Global Engagement is very new and still evolving, the future of IB programs remains uncertain. He suggested that any Coggin-specific goals pertaining to international programs be supported by new institutional infrastructure within the college.
- The committee discussed the strengths and weaknesses of the unique structure of the IB Flagship relative to a traditional academic department.
- The committee discussed recent proposals to require all Coggin majors to participate in some form of experiential learning, such as an international experience or internship.
- The committee wondered how travel limitations and restrictions, now and in the future, might affect the college's efforts at expanding international programs.
- The committee discussed how the college might expand the reach of international programs into the local business community – to make Coggin the point of 'first contact' for firms looking to go international, then leverage these relationships for internship and development opportunities.