

**Coggin College of Business  
Executive Committee Meeting  
June 7, 2018 (9:00-10:45 am)**

**Members Present:** Dawkins, Eltantawy, Fadil (via conference call), Frankel, Donaldson, Gallo, Guffin, Jaeger, Jackson, Johnson C., Johnson R., Mangiaracino, Russell, and Watts

**Members Absent:** Albert Loh

**Guest: Jeff Chamberlain, Honors Dean – Honors in the Major follow-up** – Dr. Chamberlain distributed draft revisions to Honors in the Major that include an upper level component which adds depth and quality enriched education to the Honors program without adding extra time or credits. The three suggested components were to: 1) complete the Honor Core Curriculum, 2) complete an enriched upper-level program, and 3) complete an extensive co-curricular program which involves either depth or breadth. Dr. Chamberlain also wants to allow more students, such as transfer students and continuing students who show promise, to be more challenged in their studies and have a more enriched education. If a student completes an Honors in the Major program, they would be welcomed into the Hicks Honors College if they complete the co-curricular component. However, if a student only completes the curricular component, Honors in the Major, they would have a separate transcript designation but would not be part of the Hicks Honors College. Chamberlain suggested that coursework, research, and study abroad be components of CCB's options for its Honors in the Major program. He proposed that the programs be in place by fall 2019. The Hicks Honors College will not approve the colleges' Honor in the Major programs, but wants to review the programs and offer advice. Derek said the CMC wants to partner with the Honor in the Major programs in CCB, and hopefully allow for fulfillment of program requirements with CMC events. Mark said this initiative is a good way for each department to take another look at its curriculum, integrate with the Honor's program, and better serve CCB students.

**1. Approval of 4/12/18 minutes** – The EC minutes from the 5/10/2018 meeting were approved.

**Recurring Business**

**2. Development Office update (Megan Mangiaracino)** – Due to a change in scheduling, Megan's UDAE meetings are now on Thursday until 10:30 am so she report at the end of future EC meetings.

- The fiscal years closes on 6/30/18 and Development is trying to secure as many gifts as possible before the year closes (including all unpaid councils due).
- Megan reminded the EC about the Evening with President Szymanski at MOCA on Wednesday, 6/13, and said all advisory council members have been invited. EC members were encouraged to reach out to one person who could help move their department or unit forward and ask them to attend. This event will get the community excited about President Szymanski, and should be a great cultivation opportunity.
- On 8/27, the BAC will have a special lunch meeting with President Szymanski. Reham thanked Megan for her help, effort, and emails with the advisory counca tll u2 (he)-1 ( a)-1 5 -1.22 Td00

Selling Advisory Council) formed a smaller council (7 members) as a start, and this council has had its first meeting. Ben is overseeing the council and will update Reham regarding the progress of the minor program.

**3. CMC/CCB Marketing update (Derek Guffin) –**

- Mark and Derek visited the Northwestern Mutual office for a reception for the 8-10 CCB summer interns and their parents, and the reception also included a presentation of their internship program. Mark reminded the EC to let Derek and him know if similar opportunities arise so they can attend. Derek thanked Mark for attending and helping to reinforce the partnership between CCB and Northwestern Mutual, a key CCB partner for internship and full time jobs.
- Handshake, the new Osprey Career Link, is now fully functioning and is live to employers and students. Melinda Santos did a great job of coordinating the project for CCB and the central university office. Handshake is very popular and is used by 10 out of the 12 SUS universities, and Derek said it was a good decision to bring Handshake to UNF.
- Osprey Career Fair will be on Friday, 9/29/2018), and CCB is still negotiating with COAS regarding a revenue split. The fair will anchor the Coggin Career Week.
- CMC Marketing is rebranding its products, and Derek distributed sample sheets with items waiting for approval from UNF Marketing. Please see Derek for copies of the handouts.
- Derek worked with UNF Public Relations to successfully create a Jaguars ad for CCB's MBA and MSM graduate program. Derek circulated a copy of the ad, and it will appear in the Jacksonville Jaguars program across from the season schedule page. David and Andres mentioned that the MACC and GlobalMBA graduate programs are not in the ad, and Derek took note and mentioned the focus for this ad was the downtown campus and the Center for Entrepreneurship. Chris suggested that the AACSB logo be incorporated in future ads to increase brand awareness of the AACSB. The programs have a distribution of (s)-1 mrbe n .58 0 Td{acr)eto (A)3 (o)1 (m)-1 (Ehe )-13oent



1. President Szymanski held his first Deans Meeting on Tuesday, 6/5 and will continue to hold a Deans Meeting the first Tuesday of each month. The President said he has talked with 70 donors and prominent people in the community to assess their engagement and understanding of UNF. The President is 100% externally focused and 100% internally focused, and he wants to build bridges to get UNF better connected to the community to help students get internships earlier. The President said innovative programs and innovative activities are important, as well as community partnerships and engagements. The President did not

initiative this year. Mark asked the EC to have any faculty interested in helping with this initiative to contact Lakshmi.

- 6. Faculty hiring for Fall 2018 (Mark Dawkins)** - Information about faculty hiring for fall 2018 is on the back side of the agenda handout.
- 7. Adding major videos to CCB website (Mark Dawkins)** – Mark would like a video on the website from each department detailing why students should major in each departments degree program, and identifying possible careers are available with a particular major. Mark will have an update on this project at the next EC meeting.
- 8. Electronic resume books for job requests – OneCall & Rayonier (Derek Guffin)** – Derek explained that Handshake is designed for students to upload their resumes and to present themselves in a professional online space where third parties can see the student’s information. This is voluntary (opt in) for the students. Derek and Amy are going to identify graduate students who are actively looking for a job via a new intake form. If students are