

Coggin College of Business  
Executive Committee Meeting  
October 10, 2019 (9:00-10:30 am, Research 10:30-11:00 am)  
Minutes

Present: Dawkins, Donaldson, Eltantawy, Gall, Garrett, Goel, Guffin, Jackson, Jaeger,  
Johnson, Leonzon, Russell, and Watts

Absent: Bowling and Loh

Guest Speaker: Salim Bradley and Alexander Rich of Salesforce gave an overview of their sales

mixer tickets. Four hundred and fifty students attended the Osprey Career Fair, and Derek is pleased with the faculty engagement and the curriculum integration. Jennifer Jackson said that most students would like to have the head shots session again and there was a lot of student energy about Coggin Career Week. Dawn said there were good topics at the information sessions, and Derek mentioned he would like to have marketing employers represented at the next Career Fair. Andres would like to have a session to discuss how to integrate a study aboard experience, and Janice would like to have a session directed toward entrepreneurship.

4. Advising Services Update (Jennifer Jackson)
  - x Advising is interviewing for an advising position.
  - x Advising is viewing policy applications, which opened October and Fall Recertifications.
  - x Advising is emailing students to let them know their recent grades (satisfactory or unsatisfactory) are available for viewing.
  - x Major videos are taking shape: Dawn is working on T&L's major video, Ron Heymann is working on financial planning's major video, Natalie Mitchell is working on a video for marketing and Lakshmi said management has volunteers to work on their major video.
  - x Next week starts mandatory advising/majors workshops for the cohorts. Jennifer thanked in advance the faculty who will attend the workshops.
  
5. SBDC update (Janice Donaldson)
  - x The SBDC is fully staffed with two new consultants and a new graduate student, and all are doing a great job.
  - x Janice thanked Mark for allowing the SBDC to present the Student Project of the Year Award at the September faculty meeting.
  - x Kaitlyn, a former graduate student and currently a full-time consultant, will be featured in the statewide 2019 annual report.
  - x Janice mentioned a Startup Challenge Competition coming to Jacksonville with a grand prize of \$10,000. The registration deadline is 12/1 and the competition is 3/12, and Janice is going to send the information to the EC members to share with interested students. The sponsors are Signet LLC and UF Masters of Science in Entrepreneurship program.
  - x Janice will be a panel judge at Community First Credit Union's Innovation Challenge on Saturday 10/12 at the CEI. And the challenge will involve UNF students.
  - x Mayo Life Sciences Incubator is still hosting monthly social mixers for local entrepreneurs
  
6. Development Office update (Caleb Garrett) –
  - x Caleb distributed and reviewed his development handout.
  - x Alexis Vigil has pledged \$10K in unrestricted IB support over 5 years.
  - x Scholarship renewals: Kim Thomas – Entrepreneurship Scholarship, Florida Grocers Association, and Jaxport.
  - x Upcoming solicitations Linda App, Total Distribution Inc. (formerly The Grimes Companies Scholarship).
  - x Caleb has reached out to PNC Bank to renew its business scholarship.

- x The departmental advisory council dues collected to date are \$22,500 and the Business Advisory Council dues collected are \$12,500.
  - x Caleb distributed a Jacksonville Icemen flyer that was emailed to CCB faculty and staff as a fundraising initiative to faculty, staff, alumni and students. Caleb asked EC members to help communicate this fundraising initiative through any media outlets they have available and to use this as a venue for any upcoming social events.
  - x Caleb mentioned he is going to work with Andres on the International Business Mail Appeal.
  - x Mark thanked the EC members who participated in prior DOD research said UDAE will start a new search with Reham and Andres as CCB's representatives
7. Spring/summer classes update, Accreditation & Assessment update (Chris Johnson)
- x Chris mentioned the Chairs should have received an email from Jan reminding everyone that the Spring 2020 schedule will go live to students on 10/25 and CCB should have 100% accurate course listings so department chairs should make all course changes ASAP. Chris is working with CCB Advising on Julian's spreadsheets and asked EC members for their feedback on any implications.

### New Business

Mark thanked everyone who visited the CEI during the Open House on 10/4/19.

1. MS in Business Analytics/BBA in Business Intelligence degree update (Mark for Lakshmi Goel)
  - x The full proposals for the MS in Business Analytics and BBA in Business Intelligence degrees are waiting (over one month) for Marlynn Jones' approval. Lakshmi mentioned there might be some retention issues and she is going to look at strategic recruitment.
2. Downtown campus Fidelity on-site MBA update (Dawn Russel)
  - x Dawn said the Spring graduate courses offered downtown and at Fidelity are limited due to the ongoing DOE audit. All course offerings must be MSM courses and are limited to MAN6002, MAR6055, ECO6060, and ECO6415 (ECO6415 qualifies as an MBA elective) The time slots will be Monday, Tuesday, Wednesday and Thursday from 6:00 - 8:45 pm. Dawn suggested concerned parties meet to discuss downtown courses, engaging students, managing student's expectations, and telecommunications. Reham mentioned marketing faculty are reluctant to teach online graduate level marketing courses and Lakshmi said that MAN 6002 will not be offered downtown or at Fidelity. have9 óy earcomite chasbv(en)-4( f)3.9ourmed.

Reham has requested a tenure-track marketing line and has emailed the Dean support for this request.