

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 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

- x 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.
- x 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.
- x 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 faculty check and update their profile 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 In the meantime, the reimbursement process with paper forms is no longer applicable.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.
- x 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 the Year (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:

- x 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" w

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

- x 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 committee. ~~Denied~~
- x Allow the Series 7 Exam to be used as an Entrance Exam or Waiver to GMAT for entrance to 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

- x 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 Sardash – Marketing faculty
- x 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 Frank after his retirement in 12/19
- x Downtown Campus – The lease has been signed and Mark has had meetings with the

- x Growth Opportunities Dean Dawkins shared his expectations regarding growth opportunities at UNF under President Szymanski based on his achievements at



- x Bylaws (Bob Schupp) – The merging of the two CCB committees was addressed at the start of the meeting
  - x Continuous Improvement Committee (Cheryl Frohlich) - Lakshmi Goel presented for Cheryl. The committee met on 2/18 and there was discussion about the ACSB accreditation report that was submitted to the committee prior to the submission to the AACSB review team. The report had been created, reviewed, and edited by the D 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.
  - x 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 replaced 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.
  - x Scholarships (Oliver Schnusenberg) – The scholarship committee is having its final meeting today after the faculty meeting
  - x Technology (David Lambert) Final report
  - x 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
- x 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 outstanding undergraduate teaching award.
    - The accounting faculty are d

- 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 to 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 future 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.
- x 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.
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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)





needaccess email Jennifer HunterThomas ReuterEikon, which is similar to the  
Bloomberg Terminalis on a computer in the library and is available for shared faculty