

**Coggin College of Business  
Executive Committee Meeting  
June 11, 2020 (9:00-11:00 am)  
Minutes**

**Present:** Ahmed, Bowling, Buttimer, Contrino, Dawkins, Donaldson, Eltantawy, Gallo, Goel, Guffin, Jackson, Jaeger, Johnson, Leonzon, Loh, Russell and Watts

1. **Approval of 5/7/20 minutes** – The minutes were approved.

**MEMO 6/11.d.interviews. Karen said Susan has been incredibly helpful in the research. This will leverage CEI resources and the Assistant Director will coordinate all the resources to support the founders. CEI will also try to be industry specific and match where the infrastructure is strong in Jacksonville and where there is strength at the university, e.g. healthcare, &L, technology, and fintech. CEI will run a healthcare industry pilot in the next cohort and the application process will start the end of June/early July and will end in August. CEI will conduct personal interviews or have the applicants prepare a video – versus selecting off the written application. This should tighten up the selection process. Mark questioned whether the new cohorts would have a 4 or 6 month time frame. Karen said is working out the details with SBDC to figure out how long it will take to complete a lean canvas.**

- Karen said Derrick has been tremendously helpful in her new role as VP of Jobs.

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

- Derrick publicly acknowledge Mark for his leadership and Derrick thanked Mark for his support since his launch at CMC.
- The CMC is working on their Fall strategy for campus recruiting and employer relations.
- As it stands right now the Osprey Career Fair will be 100% virtual and UNF will use the platform Handshake (previously purchased software) which currently does not have a product accommodating to virtual fairs. Handshake is diligently working to get a product ready and will have a demo July 2

nd or 3rd.

- The career breakout session, first week in October, will also be virtual.
- CMC is going to ask for advice from their Advisory Council and their employer partners about the Mixers specifically how to offer an on campus recruitment experience and still



- SBDC has a consultants with healthcare expertise, two project management consultants, two lean six sigma consultants, an Asian supply chain private sector consultants. SBDC is getting a lot of good expertise that can help their small business client return to the new normal.
- SBDC will provide six cases studies for Lakshmi's E-Business Strategy, Summer B Class and there is the social media class. Pingying Zhang will work with SBDC in her graduate level course, Special Topics in Management. Diane Denslow will teach Small Business Consulting. Angela Ansalaco is teaching Entrepreneurial Marketing. SBDC will provide case studies for these classes and this will help their small business clients and also help with their consulting hours to meet their contractual deliverables. Ping and Diane are going to do extra consulting. Dog and Dominik from the psychology department are doing webinars and consulting on Management Meets Psychology. Nathan from management is doing business continuity webinars and consulting.
- Mark said he enjoyed working with Janice and the SBDC and going to their events. Mark said SDBC is really engaged and gets a lot of notoriety and visibility for CCB because of the great work (and hours) that Janice and her team put in.
- Janice is retiring February 2021 and the SBDC Director posting is in the works. Kevin Monahan, a consultants, is retiring 6/30/2020.

## **5. Advising Services update – (Jennifer**

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- Darnell Smith, Florida Blue Market President, D&I zoom event titled “Let the Conversation Begin” – July 9 at 3pm. He will reflect on all of the challenges of racial equality particularly in the business world.
- Parvez worked with CODI to put together a series “Real Talk”. There was a session with student a few days ago and it was thinly attended because of Zoom issues. The chief of staff for the student government was the moderator. The conversations at this session were very enlightening and quite eye opening. There is a session with faculty and staff today with about 50 registrations. Chris Janson and Sheila Spivey will be among the moderators. There is a session for faculty and staff next Thursday. Mark asked Chris to share the link to this meeting with the EC members.
- There are obvious lessons to be learned from the stories people tell CODI about how racial injustice and discrimination affects them on a day to day basis, even on campus.
- The biggest challenge will be converting the strategic plan aspiration into reality. Appointing a Chief Diversity Officer was a good step. There are obvious challenges on campus at both the faculty and students levels with CCB’s diversity numbers, retention, recruitment, programing and curriculum. The biggest question for CCB will be how to take the university’s ideas and map them specifically what CCB can do with retention, curriculum and programming.
- Mark thanked Parvez for taking the lead on crafting and drafting the diversity statement that was sent out last week. Richard said the statement was outstanding and as a higher education institution CCB has a unique role in addressing these issues. Richard is looking forward to working with everyone to address CODI.
- Mark mentioned that that UNF will have anti-racism and diversity training for all students at orientation, something he proposed at the Deans meeting three years ago. Parvez gave some examples of ideas to facilitate the training, such as retooling the general education curriculum to include diversity material, a common book reading “UNF Reads” for all incoming freshmen and faculty.
- Parvez mentioned that recruitment of students, faculty and staff to reflect the demographics of the constituency population that CCB serves are the two biggest long term challenges of CODI and UNF.

#### **7. Spring/summer classes update, Accreditation & Assessment update – (Chris Johnson)**

- Chris expressed his appreciation for Mark’s leadership and he is thankful for the opportunity to work with Mark over the past five years. Mark has been a wonderful mentor, has a strong work ethic (he’s the first person in the office and the last person to leave) and has been tremendously engaged with the greater Jacksonville business community e.g. the robust and highly engaged CCB Business Advisory Council.
- No updates for summer and fall classes
- Chris sent a template from Shawn Brayton to the department chairs and program directors to complete with information relative to various programs under their charge with respect to accreditation. Chris asked for this information to be returned by Monday, so he can get the report back to Shawn by mid-week. This is for a seven year state mandated report.

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- Mark said that CCB has had two off campus workshops working on fundraising with EC and hopes it will continue in the future.

### **New Business**

#### **1. Budget/Faculty hiring requests update (following 3/31 budget meeting with deans and Provost)**

- Mark has not received any updates from Academic Affairs except for a 5% hold back in the operating budgets.
- CCB has requested non-recurring money for visiting professor lines and CCB hasn't received anything definitive answers about these positions. Lakshmi has filled her two recurring positions.
- Move forward with the sabbaticals for Mina Balamoune and Cheryl Frohlich.

#### **2. Fall 202 protocols and faculty preferences**

- Richard will discuss at the appropriate time with the department.

#### **3.**

enrollment. Dawn said there were 24 in the T&L programs last year and there are 36 this year. Dawn is doing pushes with ads and video conference lunch and learns. Dawn is working with Jennifer with Google AdWords for supply chain searches. Dawn continues to promote the marketing and is going to discuss this situation with Amy,

**6. Pass/Fail grading option for graduate programs (Parvez Ahmed)**

- The Academic Standards Committee is discussing the option of a Pass/Fail grading system particularly for the MBA programs. Parvez would like to set-up a meeting to discuss CCB's perspective before the Academic Standard Committee meeting in the Fall. Richard said to set-up up a meeting in July to discuss.
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**7. Adding yearly checklist to CCB website (Reham/Jennifer/Derek)**

- Reham has Marketing's checklist on the website and the other units are working on their checklists.

**8. Adding department, major, internship, CMC, etc. videos to CCB's website (Jennifer Jackson)**

- On hold until after the pandemic.

**9. Excel certification training in CCB** (no report => new Dean will make decision regarding

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