

**Coggin College of Business**  
**Executive Committee Meeting**  
**March 5, 2020 (9:00-11:00 am)**  
**Minutes**

**Present:** Ahmed, Bowling, Dawkins, Donaldson, Eltantawy, Gall, Goel, Guffin, Jackson, Jaeger, Johnson, Loh, Russell and Simmons

**Absent:** Contrino, Garrett, Leonzon and Watts

**Guest Speaker: Deb Miller – Online Strategies for CCB**

- President Szymanski is intent on developing additional online courses and degree programs, particularly in areas of strategic emphasis as defined by the BOG. Growth opportunities for residents in NEFL to complete undergraduate degrees to advance their careers and lives.
- Deb reviewed a handout with the BOG's definitions for online courses and said the different options for on-campus visits provide flexibility in program development, increased access and keeping students connected to faculty and other students. The first two columns are course-level definitions and the second two columns are program definitions.
- Deb answered some specific questions
  - Lakshmi has a question about Gen Ed courses, and Deb said the plan is to increase online Gen Ed course options (Deb currently has a document that shows current courses available online and most are undergraduate courses)
  - Karen asked about the growth in online courses at UNF. Deb said the growth is attributable to students' desire for flexibility in undergraduate courses, and the option of fully online degree programs in education and health. UNF has a strong institutional commitment to quality while growing online, so compared to other similar institutions UNF is on a slower path. UNF hopes to provide online courses to Northeast Florida.
  - Lakshmi & Albert asked how to market online courses. Deb said it's best to market a course as flexible and clearly communicate the online components.
  - There was a discussion about whether all courses should be online, and the pros and cons of giving students expanded options for online courses.
- Reham mentioned there are APC requirements with respect to restricted access, online programs. She also indicated that, currently, there is a path for students to take the Marketing Major requirements online if they wish – as well as face to face, of course. However, since we have no control over the general education requirements, this is something that needs to be coordinated on a College level. Deb asked for a list of these programs that need University-level coordination to be ready to be advertised as flexible (online or face-to-face).
- Mark reviewed the Online Program Planning handout and discussed the options, and he noted that Coggin is doing a good job with expanding online classes during his tenure as dean.
- Mark said the state of Florida has mandated 45% of undergraduate classes be online by 2025.
- Mark reviewed a handout of "Graduate and Undergraduate Enrollment Data for 2018/2019 through 2020/2021," Proposed as

### **Guest Speaker: Ginny Walthour – Media Relations at UNF**

- Ginny is going to send a survey about Public Relations key expertise topics. Ginny wants to improve UNF's communication channels through external sources and making the website more comprehensive.
- Ginny welcomes any questions via email or phone calls.
- Reham mentioned that all faculty are not aware of the CCB backdrop for photos and wants to announce it to faculty.
- Andres suggested more advance notice to prepare for media opportunities.

1. **Approval of 1/9/20 minutes** – The minutes were approved unanimously with no edits.

### **Recurring Business**

#### **2. Center for Entrepreneurship and Innovation update – Karen Bowling**

- CEI's first cohort of 14 companies is in its 8<sup>th</sup> month and 9 companies are on track for graduation. In the future, CEI will keep the application process open all year since re-opening the applications, twenty companies have applied and CEI has reached out to three applicants for possible admission.
- Karen and Dawn are meeting with the Provost this afternoon about the marketing strategy and line of responsibility for the fifth floor in preparation for the BOT meeting on 3/12.
- Events:
  - a. CEI had a successful advisory council meeting on 3/4.
  - b. PS27 has their Female Founders Forum at the University Center on 3/6 between 9 am – 2 pm, and three of CEI's women founders who are working on their product development will attend the forum.
  - c. CEI is working with Anact, a hemp towel company, and their launch party will be 3/12.
  - d. March 6<sup>th</sup> is Entrepreneurship Night at the Ice arena and CEI is collaborating with SCDC for this event.
  - e. Dr. Thoeni is going to speak on "How to Fund Your Venture" to local entrepreneurs on 3/24. Reham said Dr. Thoeni has been involved with previous incubator initiatives.
  - f. Karen is always looking for ways to get new students into the CEI and welcomes ideas and feedback
  - g. "Ask a Lawyer Workshop" with a dozen young lawyers will have round table discussions on relevant legal topics
  - h. CEI is going to participate in the UNF's Women in Business Society Spring Forum on 3/27.
  - i. HubSpot is going to hold its meetup groups at CEI starting on May 20.
  - j. The Smart City Hackathon is coming.
  - k. Start Tank on 6/6 with \$15,000 in prize money from VyStar.
- VyStar has committed \$10,000 for the next 5 years to sponsor a pitch competition.
- One of CEI's ventures received a \$2M seed round. Mark said the CEI Advisory Council was pleased and Mark said Karen and Dawn have done an outstanding job.

#### **3. CMC/CCB Marketing update – Derek Guffin**



**6.**

- D&I's website is up and running and Parvez is waiting on a couple of changes.
  - Parvez is working with Darnell Smith, Florida Blue's market president, on an event designed as a series called "Let the Conversation Begin: Can Businesses Do Well While Doing Good." Parvez wants to engage CCB and UNF students in the conversations.
4. **Department chairs need to attend the CCB Hooding Ceremony on 5/1/20 to make remarks about the students receiving awards – Mark Dawkins**
  5. **MS in Business Analytics/BBA in Business Intelligence degree updates – Lakshmi Goel**
    - The full proposals are in phase 2 and next go to the Dean of Graduate Studies and Dean of Undergraduate Studies.
  6. **Downtown campus/Fidelity on-site MBA update – Dawn Russell**
    - Graduate programs are stable, and Dawn is meeting with Fidelity next week. Mark said CCB needs to have a firm commitment of students for Fidelity's program to renew when CCB meet with the President and/or Provost.
  7. **Adding yearly checklists to CCB website – Reham/Jennifer/Derek – No report.**
  8. **Excel certification training in CCB – Mark Dawkins – No report.**
  9. **Research support in Coggin - No report.**

**Adjournment:** The meeting adjourned at 11 am