



COBA, The College of Business Administration Fall 2023 Dean Meeting

Reintroduction

- Laurel Richmond – External Legislative Assistant
- Nicholas Nava-Cruzatt
- Reece Kennaugh
- Danishka Morissette
- Ethan Temple
- Lisianna Vorn

Open Floor for the Dean

- Dean and Associate Deans have different roles in advancing the COBA
- Prides itself on large number of student engagement opportunities within the COBA
 - Currently, no new engagement initiatives, as COBA already has so many (helping find internships, building connections with alumni, and propelling students to their goals)
 - Wants to increase cooperate partnerships
- The COBA is currently focusing on changing curriculum
 - Specifically, AI, how students can utilize AI to advance them in their careers
 - Businesses are becoming more technologically driven and advanced, so looking for ways COBA can partner with CECS
 - Internships and jobs will continue to go to individuals with technical skills and relational management
- Graduates 2,000 students a year, so has to be very efficient and thoughtful with COBA curriculum and program
- Does a student survey every other year that collects data on diversity and inclusion through a capstone course
 - Will share the data with Senate
- Senate should promote filling out course evaluation forms, because only 10% are filling them out and 80% give the same score
 - Feedback is taken seriously, but is hard to make decisions based on such a low amount of feedback
 - Faculty read their student evaluations and try to improve their course based on feedback
- COBA ambassadors are striving to improve culture within COBA
 - Host events to meet people in the
 - Recruiting for COBA ambassadors in October
- Starting a business program in Risk Management and Insurance
 - Likely to be on Daytona Campus
- Commercialization of space is coming
 - Add faculty with knowledge regarding space into the COBA

Initiatives



- Access to Walk-Ins
 - Increase availability for walk-ins
 - Give students more opportunity by increasing amount of student advisors
 - COBA ambassadors go thru student advising training
 - Internships or full-time job opportunities
 - **Dean Response: Understands the concept in theory, but in practice accessibility to walk-ins depends on when the demand is. Training is long (5-6 months) to effectively offer advising, so Dean questions whether the increase in student advisors would actually be implemented during peak times. COBA maximizes resources to meet the needs of the students, though more walk-in hours, increasing group advising, and trying to use technology to answer advising questions (OPD email). Not too much differing in course selection, so advising only becomes a problem when students get off track. 70% of transfer students that came in 2 years ago earn a DFW. 4,000 cancelations or no-shows for Advising appointments last year. Increased appointments by 70% in the last year.**
 - **Morissette: Is there a reason why there is not a virtual option for advising?**
 - **Dean Response: The Dean believes it is important for students to show up. COBA implemented after hour advising, but COBA still has the same number of spots, no matter how the advising is offered. The Dean is aware a lot of students are working, but work does not account to the student's behavior. Advising on demand is too costly for the COBA. Dean believes students sacrifices some flexibility when choosing UCF as it is the 2nd cheapest research university for tuition.**
- Internship Requirements
 - Very high requirements to meet in order to have a internship for credit
 - Intermediate Accounting 2 required and has a grade requirement
 - Most students do not take Intermediate Accounting 2 until they are a junior or senior
 - Should be promoting internships for younger students
 - Because requirements are so hard, implementing the STEM waiver for internships for credit
 - Classes are all in person along with a time requirement for an internship creates a time crunch and makes it virtually impossible to have a job
 - STEM waiver would allow students to pay for gas and clothes, taking away some stress
 - Gaining experience should be promoted not be a struggle
 - **Dean Response: Each discipline has its own expectations on what its learning experience should be during an internship. No different than any discipline on campus, every discipline has its own idea of what's important and necessary. STEM waiver is in the control of the state, so the university can't expand it to internship for credit. Internships should be paying more and offering more scholarships. COBA has above \$60,000 in scholarships that are not being applied to, no matter how much advertisement. The scholarship can be found online. If scholarship comes from college, financial aid will be affected, so internships should be paying more.**
- Access to Major Specific Tutors



- Economic major's do not have tutors
- Expand SARC beyond principal level courses
- **Dean Response: No tutors because it is a smaller major consisting of few graduates and smaller class size. The Dean will follow up.**
- Anonymous Feedback Forms Specific to COBA
 - To gain input on OPD
 - Implement concern forms specific to COBA
 - Promote these forms on the TVs in the BA buildings
 - **Dean Response: Relies more on student evaluation forms and individual concerns that come into the Deans office. OPD has a satisfaction form. Had concerns of who would administer it, and when it would be distributed. Would have to control that students only complete the form once. Could not be administered as a requirement to be admitted into the major because that is run through the People Soft System. Dean does not see student satisfaction as the major outcome for the COBA. Most concerned with how to get comprehensive data and information. University does the NSSE, but it only happens every couple years and has the same struggle of garnering comprehensive data.**
- Deans Speak at Open Forum Once a Semester
 - To provide an update to Senate on the initiatives
 - **Dean Response: Work with assistant Kelli Morales to see what we can do.**