



UCF Student Government  
COBA Dean Meeting  
BA1 230  
09/20/2024  
10:00 a.m.

## COBA, The College of Business Administration Fall 2024 Dean Meeting

### *Reintroduction*

- Paul Jarley | Dean | [piarley@bus.ucf.edu](mailto:piarley@bus.ucf.edu)
- Darrell Johnson | Assistant Dean | [darrell.johnson@ucf.edu](mailto:darrell.johnson@ucf.edu)
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- Christopher Corelli | Senator | [sga\\_ba1@ucf.edu](mailto:sga_ba1@ucf.edu)
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### *Dean's Initiatives*

- How can we (SG) help advance COBA?
  - Dean Jarley: Troubled by how many students fill out student evalus on courses. Few students probably know but we take teaching in the college very seriously and teachers are evaluated by how they teach in the class, and when you only have maybe 10% filling out the form and 5% saying they are the best and the other 5% saying they suck, it's hard to know what to do with it. I fear that the student voice is being left out of it. It's not the only thing we use to eval teachers, but it should not be 0. Students say this happens because of how faculty collects data (the quantity at one point near exams). SG should press that issue. Engaging with admin about how to get better feedback and pushing it to students.
  - Senator Corelli: do you think students think their voice doesn't matter?
  - Dean Jarley: Honestly i don't know.
  - Associate Dean Robb: Probably, but if you could get the message across that it does that would be great. Evals are important for faculty chairs so we know who to employ and what to teach. We let faculty go because they are poor teachers, largely based on student feedback.
  - Dean Jarley: I also think that teachers do have an emotional response to it.
  - Assistant Dean Johnson: I think it is a balance. If students could express how the class could be made more meaningful it would be completely beneficial. Generalized comments means that the evals may not be taken seriously.
  - Dean Jarley: We know the generalized feedback because we know teachers that teach had courses. But better feedback would be helpful. It's all about the open ended questions. Department Chairs read EVERY comment.

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- o Associate Dean Robb: And there's conversations about it.
- o Dean Jarley: I know of department chairs who have fired teachers based on eval. Communication campaign near the semester may be beneficial.
- o Assistant Dean Johnson: I had a chance to talk to these 2 for a while, but the one thing that stuck out is that they know what they want to do. Our office (OPD) can help the students who don't know through career coaches.
- o Dean Jarley: I think there is 2 groups who Darryl is talking about and the students who struggle in intermediate accounting. This is a transfer problem. This goes in combo with that many transfers are first gen and English is not their first language. But someone will tell them that accounting will get them a good job, but it's hard and the dream will die. Students will take intermediate accounting 3x and then realize. That's why we talk about what people want to do rather than be.
- o Associate Dean Robb: You could stress the importance of graduating on time. Taking 5 years takes 1 mil out of you life time salary.
- o Dean Jarley: UCF's tuition is also very inexpensive!
- o Senator Corelli: The only problem is that career coaches are extremely booked. How can students avoid that?
- o Assistant Dean Johnson: By not waiting until week 7. After the first week the next 5 are crickets and then there is urgency in week 7, it can be procrastination and things happen in class, but it's a big challenge. We developed clusters for scale issue. The 2 of you are an example of what we want our students to be, because y'all are in a cluster. If everyone joins a cluster, we will fix the cluster problem. It is impossible for our staff to see all 8,000 undergrads, but the clusters help with the scale problem. We know students want individual consultation, but were hoping this helps.
- o Associate Dean Robb: Advising problem is also caused by cancellation problem. 4,000 students cancelled last year.
- o Assistant Dean Johnson: We had to develop punitive measures to stop the cancellation issue. We continue to explore ways to evaluate the issue.
- o Dean Jarley: To have affordable tuition it's difficult for advising. We have more students in COBA than the total undergraduates at Notre Dame.
- o Assistant Dean Johnson: You can get a personal advisor at Rollins, but at what cost?
- o Senator Corelli: Could we get more chairs?
- o Assistant Dean Johnson: That could be a safety issue. We thought about having a system like Millican, but it was 2 million dollars. We've explored a lot of options, but it's usually the cost factor. We'll continue looking into it.
- o Dean Jarley: It would have to be a university decision. It's hard to be the leading technological school, but I can do more on my phone. Shifting from people soft to workday, which was \$50 million.



- o Assistant Dean Johnson: The reality is that for every university there are a lot of nuances. Also, a monopoly issue. There are really only 2 providers and when you choose one you're locked in for at least 30 years.
- o Dean Jarley: So, students need to be more proactive. Pre-pandemic I did pizza lunches and transfers would say UCF is a lot harder than they expected. It's hard to acclimate transfers to the environment before midterms, because after midterms it is hard to recover. This is not just us; this is a university concern. We know we'll lose 40% of our transfer students within the first year, but until last year we were graduating more transfers FTIC. That change has caused because the university has begun to focus on FTIC. Size is not our issue. We have to serve a lot of needs.
- o Dean Jarley: You can help the university by lobbying. COBA does not lobby. FL is very unique as it allocates a lot of money (50%). The state provides the university with most of its resources. In 16 years, we have not had a tuition increase. Jannet Ownes is our state lobbyist. That list of legislative priorities is focused on engineering and technology, because the leadership wants it and can get funded. I think COBA will do good, because traditionally tech and engineering schools have good COBA schools. We are becoming more technologically driven.

### ***Following Up:***

- Real Classes
  - o Senator Corelli: The only thing I have is that classes grade differently. In my QMB group one paper is graded, what if one does nothing and the other does everything.
  - o Dean Jarley: Is that only 1 course.
  - o Senator Corelli: I just know for that class, but potentially.
  - o Assistant Dean Johnson: Editorial comment that is the real world.
  - o Dean Jarley: Put that in the student eval.
  - o Associate Dean Robb: I meet with real class lecturers so I will bring that up next morning.
  - o Dean Jarley: Things like this can be fixed. We are looking at AI solutions for this that could give immediate feedback. We are about to test an AI TA that will be available to students 24/7. The demo seems to be a better search engine than what is in Canvas. I don't think the TA will solve the problem, but will help you. Teachers are hesitant to grade with TA. REAL instructors don't want to mess up, because major impacts. I am concerned about the concerns regarding limiting feedback, but more interactive than lecture capture. Student feedback on that particular situation would be very helpful.



- o Senator Corelli: Like for one teacher we have a lead who does all of the work. Not perfect, because one will do all the work and the other wont, but better.
- o Associate Dean Robb: I thought everyone worked together, that should be how it is.
- o Senator Corelli: That also causes problems because how am I supposed to help someone 4 people over.
- o Dean Jarley: You kind of just have to deal with that. It's teamwork which is crucial for the industry.
- o Assistant Dean Johnson: When I taught, we would have teams rate each other. Something to think about.
- o Dean Jarley: May be more effective on grad level, because undergrads are ruthless. Disservice to students to not have group work.
- o Assistant Dean Johnson: Develops soft skills.
- o Dean Jarley: REAL are better than lecture capture for sure.
- o Senator Corelli: What is Lecture Capture?
- o Assistant Dean Johnson: Video lecture that you could rewatch.
- o Dean Jarley: Issue is that students did not go back and rewatch the video. You will get that in IB and some major courses. IB emphasizes soft skills more than other departments.
- Lockers
  - o Dean Jarley: I understand that you don't have change and think it is stupid. The issue is that the university owns it, we don't. And the university would charge so much for us to take over.
  - o Assistant Dean Johnson: We use to have a quarter person that would help, but not anymore.
  - o Dean Jarley: I would be in favor of a resolution about this.
  - o Associate Dean Robb: It's a third-party vendor.
  - o Associate Dean Robb: 150,000 students go-through the testing center a year.
  - o Dean Jarley: Has there been any theft problems.
  - o Senator Lim: I don't think so.
  - o Assistant Dean Johnson: Also I don't think any other lockers take quarters.
  - o Dena Jarley: we dont get a cut of the cost.
  - o Associate Dean Robb: It was 6-figures to change the system to student ID.
  - o Dean Jarely: Get a resolution in front of the provost.