

Advertising Faculty Meeting Minutes

April 19, 2017

Weimer 3200

Attending: Chen, Fisher, Goodman, Kelleher, Kim, Krieger, Morris, Morton-Padovano, Sheehan, Torres, Treise, Dankers

- I. Meeting called to order at 10:36 a.m. by Kelleher.
- II. Minutes from 4/12/17 approved.
- III. Curriculum
 - a. Kelleher reiterated information about three curriculum options presented by Morton-Padovano from meeting 4/12/17.
 - b. Faculty engaged in discussion and concerns were addressed.
 - c. Morris motioned to proceed with the combined track option. Goodman seconded. All were in favor.
- IV. Retreat
 - a. Kelleher led discussion and ideas for departmental retreat to be held in August. A date will be selected once the college retreat days are announced.
- V. Hatch Road Show
 - a. Sheehan gave an overview of Hatch, explaining its similarities to a startup and how it launches projects to shape the future of media using immersive video, storytelling tools and narrative content.
 - b. Current examples of Hatch products are Digital Dean and Podcast Player.
 - c. Students and faculty with ideas or projects were invited to approach Sheehan or Torres for more information.
- VI. Meeting adjourned 11:26 a.m.