

# Advertising Dept. | MINUTES

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Meeting date | 2/4/2015 11:12 AM | Meeting location Weimer 2066

Meeting called by Tom Kelleher, Dept Chair

Attendees

Kelleher, Krieger, Treise, Morris, Duke, Morton, Zheng, Goodman, Kim.

## AGENDA TOPICS

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Approval of minutes [Name]

Cynthia moved for approval. Debbie seconded. Minutes approved unanimously.

## Discussion items

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### Advisory Council bylaws

Kelleher said that there have been no existing Advisory Council bylaws for the Department of Advertising and presented a draft he produced with a subcommittee of the Advisory Council. He noted that other CJC departments' council bylaws were consulted for consistency. Krieger pointed out that the bylaws do not explicitly indicate the responsibilities of the Council members. Morton explained that bylaws are governing documents and may not cover such information but she suggested that in a separate document faculty members and the Advisory Council should work together to come up with a list of recommended responsibilities that the Council members would fulfill. Kelleher said he will ask Rob Cherof to consider it at the spring council meeting. Krieger moved for approval of the bylaws and Duke seconded. The bylaws were approved.

### Fall 2014 SLO Report and Assessment

Kelleher explained the SLO data collection and summary process. The SLO results showed that the Department of Advertising did a good job overall in 2014. Kelleher noted that there are several items in the assessment that a large percentage of students got wrong, including questions

requiring the interpretation of media planning data presented in tables, and one true-false question on the role of advertising in society (“Advertising provides truthful, non-deceptive messages about goods and services to help consumers make informed-purchase decisions”). Morton suggested that the faculty re-evaluate the assessment questions and the way the questions are asked. Kelleher said the department will revisit the true-false question in SLO1. Morris asked about the teamwork assessment (SLO7) and shared students’ desire to have a comprehensive evaluation from the instructor and their peers.

### **Report from Grad Program Task Force**

Treise provided an update on the progress made by the Task Force Committee. Treise said that the Committee has been meeting regularly every Monday since the beginning of the spring semester and has done a lot of research (SWOT analysis, phone interviews, surveys etc.) and has identified the most important skillsets that our graduate programs should teach. The Committee intends to put together a plan and believes a two-track system would be the best structure for our MA programs (research-focused and professional-oriented). Treise said that the Committee is struggling to find out a clear definition of the professional track and is looking for a model for the one-year program. Treise announced that the first MA Task Force Town Hall meeting will be held on Feb 10<sup>th</sup> at 9:30 a.m. in 3032 and she encouraged faculty members to attend.

### **Term Lengths for Faculty Senators**

Morton announced that Morris has been selected as the incoming chair of the Faculty Senate next year. Morton said the Senate is discussing changing the term lengths for Senators from two years to three years. Morton explained the advantages of having a three-year term for faculty senators (e.g., senators will not lose their experience, and

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the Senate will become more stable, etc.). Kelleher said that it may be harder to ask people to serve for three years. Goodman suggested that each department could only have one senator.

### Department Representative of Scholarship Committee

Cynthia volunteered to serve as the departmental representative of the Scholarship Committee.

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Meeting adjourned at 12:06 p.m.

Respectfully submitted,  
Lu Zheng