

Advertising Department Meeting Minutes
March 18, 2015, 10:40 a.m.

Present: Janice Krieger, Eunice Kim, Cynthia Morton, Robyn Goodman, Lu Zheng, Tom Kelleher, Mike Weigold, Debbie Treise, Jon Morris

Announcements

TK mentioned opportunity to work with Randy Wright on TV station and will be meeting with him. CM asked about status of digital labs and asked that consideration be given to having students learn about social media and social communities. Yulia has proposed a course for mining social media and using Crimson Hexagon. Many interested parties. Millennial research core available to us. Draft UF goals from the dean were distributed, to be considered later.

I. Approval of minutes

Goodman moved approval, Morris seconded, approved unanimously.

II. Discussion of job search for creative position

Plan is to conduct a new search with department focusing more on either lecturer or asst. professor line.

Called Spiro, he clarified new search opportunity.

TK suggests we need to get clarity about which direction to go in. Will take up at next meeting: April 1, 2015.

III. Discussion of types of master's projects. There is precedence in grad program for students working on paid projects as part of their M.A. theses/projects. Students should be made aware that any information presented in a master's project is not proprietary. Requirements for master's project and requirements for job may be separate, but students are responsible for managing dual sets of expectations in that case. Appropriateness and acceptability of students' projects for meeting grad degree requirements rests largely with the student's chair and committee.

IV. Adjourned at 11:50 a.m.

Minutes submitted by Weigold/Kelleher