

## **Department meeting April 8, 2015, 10:40 am**

Announcements by Kelleher. Administrative process started for hiring a one year visiting appointment.

Treise moved to approve minutes, second by Weigold. Minutes from April 1 were approved.

### **Discussion item: Graduate task force report**

- Treise described composition of graduate task force and the research that the task force completed. Discussed enrollment trends, strengths, weaknesses, opportunities, threats, job key words by department, and task for recommendations.
- Questions from the floor on the structure of the degree, content of the courses, and relationship between professional MA and PhD prep MA in Advertising:
  - Question came up concerning what will new curriculum mean for MAdv?
  - The new research course is about data analysis and analytics. Additional courses can be taken in research as well.
  - A question was raised about what level of readiness is a person being trained for? Entry level or middle management? Dean Treise responded that the answer is both. It was suggested that we may need to make a choice.
  - Question was asked whether the MAdv will be discontinued. The degree will but the courses can be retained.
  - The College will invest in professional summers again, which may help with existing faculty competencies.

Respectfully submitted by Janice Krieger with contributions from Mike Weigold.