

Advertising Dept. | MINUTES

Meeting date | 10/1/2014 1:55 PM | Meeting location Weimer 2066

Meeting called by Tom Kelleher, Dept Chair

Attendees

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

Others Attending: Path Coordinator Nicki Dankers.

AGENDA TOPICS

Approval of minutes [Name]

Treise moved for approval. Goodman seconded. Minutes approved.

Discussion items

Creative Position Job Research

Kiousis gave the Department the charge for creative position job search (assistant professor/lecturer). Kiousis said the expectation for the assistant professor position is to establish records of scholarship at a national level and teach both undergraduate and graduate courses, and for the lecturer position, duties include undergraduate teaching and service. Ad approved by Spiro, and the department received permission to move forward the search and post the position ad. Both positions will start Fall 2015.

Graduate Program Survey

Treise provided a draft of survey questionnaires to be sent to 1) former undergrads and grads who are working in advertising and 2) advisory council members. The survey results will be used to inform and update the MA program and curriculum.

Advisory Council Meeting

Advisory Council Meeting scheduled on Oct. 9-10. Kelleher introduced the list of attendees, including guests of the council who were invited to the meeting. Duke suggested an idea of providing a name tag to the attendees.

Discussion items

Fall Commencement Marshal Request

Two volunteers for 2014 Fall Commencement Marshall requested. Kelleher volunteered to serve as a marshal for the Doctoral Degree Ceremony on December 19, and Morton to serve for the Masters and Bachelors Ceremony on December, 20.

General Education Changes for 2015 and 2016

Dankers introduced the draft 8-semester plans for Advertising in response to new general education and UF core requirements. Dankers explained how the new changes were incorporated in the suggested curriculum for 2015 and 2016. The recommended curriculum was approved.

Student Learning Outcomes (SLOs)

Weigold explained the summary of the SLO data collected from ADV 3101 and ADV 4800. The assessment questionnaires and rubrics were reviewed. The SLO results were discussed based on how we would use these data to move forward and adjust our curriculum. As teamwork being an essential skill in advertising/communication, the primary discussion was on the need to improve students' collaboration skills and team work in class. Suggested recommendations/ideas included introducing topics related to team-building in Weimer Welcome course and stimulating class environments that could encourage conversation about teamwork.

Assistant Professor Search

A discussion of pool of candidates for the assistant professor search (#0906140). Search committee will convene and discuss applications on Oct. 15, 2014.

Meeting adjourned at 4:10.

Respectfully submitted,

Eunice Kim