

Department of Advertising Faculty Meeting

October 29, 2014

Minutes Submitted by Jon Morris

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

Call to order

Action Items: None

Discussion:

Brainstorm on online curriculum with Dave Carlson

Needs and directions

Review SLO's

Needs

What do the results mean?

Changes based on results.

Review grad curriculum

In May changes coming in SLO's

Appropriate classes to conduct

SLO 3 Peer Evaluations

Method discussed

How is the evaluation conducted?

Instructor and peer evaluations

Conclusion: Program may be revamped and may have new SLO's

Not completely satisfied with the desired outcome

Department Grad program

Goal: Increase program enrollment by 40%

Increase minority enrolment