

Advertising Dept. | MINUTES

Meeting date | 9/3/2014 1:55 PM | Meeting location Weimer 2066

Meeting called by Tom Kelleher, Dept Chair

Attendees

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

AGENDA TOPICS

Approval of minutes

Treise moved for approval. Krieger seconded. Minutes approved.

Discussion items

Faculty research report

Treise presented the report in light of UF's move toward preeminence. Report indicators used were journal articles, faculty publication citations, books, conference proceedings, grants, and awards, although not all were weighted the same. Presentation included comparison to other mass communication programs. Faculty discussed departmental research productivity and ways to increase it.

Adv Graduate program

Treise presented information on graduate program including interviews done with accepted students who chose not to attend. A task force was formed to address graduate program revisions. Members include Treise, Goodman, Zheng & Kim.

Second advertising faculty opening

Kelleher said he is waiting on word from Harold, but we may be able to advertise for a lecturer OR an assistant professor—tenure track for creative in the same ad.

Meeting adjourned at 3:30.

Respectfully submitted,

Robyn Goodman