

Department of Advertising Meeting Minutes
for October 2, 2013

Attendees: Lisa Duke Cornell, Robyn Goodman, Troy Elias, Jon Morris, Cynthia Morton, Joe Pisani, Debbie Treise, Mike Weigold, Lu Zheng, Diane McFarlin, Spiro Kiousis

Meeting was called to order at 2:00 PM.

Topic 1: Strategic Communications Agency

The purpose of the meeting was to discuss issues surrounding the vision for establishing a student-run strategic communications agency proposed in McFarlin's state-of-the-college address in the spring 2013 semester. McFarlin and Kiousis met with the Advertising faculty to hear concerns, get feedback, gauge support to the agency because skill sets learned in the areas of advertising and public relations are predicted to lead student opportunities. The deans had met with faculty in Public Relations one week earlier.

McFarlin stressed that the first ongoing client that the agency would serve is the Innovation News Center (INC).

Pisani told McFarlin and Kiousis the department was in favor of the proposal and pointed out that such an agency could fill the opportunity that the traditional semester-long Campaigns course can not accommodate.

Duke asked if any state restrictions existed for running for-profit agency out of a state university. McFarlin and Kiousis said no, citing the College's media properties and the UF Athletic Association as examples of enterprises already underway.

Morris asked if the role influences how a person hired to direct the agency might be classified. Kiousis noted that it may be too much to expect someone in the capacity of agency director would take on faculty and teaching responsibilities. Kiousis also said more discussion needed to happen about the number of students who will have access to the agency, as well as ways to explore alternate opportunities for student involvement (design, research, etc.) to allow a broader range of opportunities to as many students as possible. A director once hired could help develop a protocol for these procedures. Also can look forward to synergy between INC and applied research opportunities,

Treise asked if the director's responsibilities would include soliciting clients. McFarlin and Kiousis said yes.

Goodman highlighted the fact that the client contribution that comes from the Advertising Campaigns courses has been a means for supporting faculty travel to

academic conferences. She expressed concern about the strategic communication agency's potential for cannibalizing the financial resources projected in the department budget each year. Kiouisis said profit-sharing with the departments is an opportunity presented by the agency. McFarlin added that the client pricing structure for agency business generated may also account for the department's funding opportunity.

Kiouisis added that in addition to its pedagogical and business missions, the strategic communication agency planning should also address agendas important to the research mission of the college. The list of additional topics that could be part of future discussions include: 1) collective goals and objectives; 2) goals found to be important to advertising and its shared priorities with the agency; 3) internationalization; 4) interdisciplinary initiatives; and 5) grants.

Topic 2: Advertising/Public Relations Joint Position

Morris asked the deans questions about the joint appointment position between the Departments of Advertising and Public Relations. He asked if the selected individual would be appointed to a specific department with joint teaching responsibilities in both departments or will they hold full teaching and research responsibilities in both departments. Kiouisis pointed out it could be handled various ways and shared examples of models currently being used.

The meeting adjourned at 2:30 PM.