

Advertising Faculty Meeting Minutes

September 22, 2015

Present: Chen, Kim, Morton, Kelleher, Krieger, Torres, Treise, Weigold
Meeting called to order at 2 p.m.

- I. Approval of minutes
 - a. Motion to approve made by Weigold. Seconded by Treise. Approved.

- II. Discussion of 2014-15 assessment data.
 - a. Kelleher reviewed the report.
 - b. Most SLO's were met.
 - c. Some are of concern.
 - d. Discussion: How to improve the SLO's that were not acceptable.
 - i. SLO 1 Advertising in a Free Society-
 1. The testing is not working or measuring the course work taken.
 2. Process to be evaluated.
 - ii. SLO 4 Media Planning was most problematic- the math involved in understanding the process of media planning a challenge.
 1. Inconsistent instruction can be a problem. More fulltime professors teaching these courses would help.
 2. Recommendations: The basic media concepts should be presented in several classes, and the effort coordinated by the department.
 - iii. SLO 6 Conceptualizing and Creating Persuasive Messages
 1. Problem-Only 55% met or exceeded expectations.
 2. Next step review example of student work in these courses.

- III. Curriculum planning
 - a. Update on College Immersion Sub-Committee
 - b. Request a definition of what qualifies as an immersion experience.

- IV. Adjourned at 2:55 p.m.

Submitted by Jon Morris.