

Advertising Faculty Meeting Minutes
1/20/16

- I. Meeting called order by Kelleher at 10:43 a.m.
- II. Minutes from 12/11/15 approved unanimously
- III. Announcements:
 - a. Kelleher announced that the Faculty Mentoring Workshop is scheduled at 12:30 p.m., January 27th and he encouraged faculty to participate in this workshop.
 - b. Kelleher announced that the Advisory Council will be here on Feb 18th and 19th and he encouraged faculty to get involved in the Meeting Events.
 - c. Kelleher announced that the retirement dinner for Cynthia Watts is scheduled on March 31st.
 - d. Kelleher announced that the 1st draft of the fall'16 schedule is ready and asked whether faculty have any suggestions or comments.
- IV. Adjunct Support:

Kelleher asked whether adjunct faculty should be invited to regular departmental meetings. Morton suggested meetings related to undergraduate curriculum and teaching should be open to adjunct faculty.
- V. Advisory Council Lunch

Morton asked about the roles that faculty should be playing in the Advisory Council lunch and suggested each faculty should be given two names to make the connection. Torres suggested pairing people together. Chen and Zheng suggested matching faculty and members based on their interests and expertise. Morris proposed to have a faculty session.
- VI. Agency Kitchen Cabinet

Morris proposed that the department should invite the Agency to departmental meetings. Morton suggested including faculty members from PR and Advertising in the Agency Kitchen Cabinet. Treise proposed a faculty task force that would work with the Agency on academic issues, share syllabi with the Agency, etc. The Committee consists of Goodman, Morton, Torres, and Treise.
- VII. Morris announced the curriculum meeting is scheduled on Feb 3rd following the departmental meeting.
- VIII. Treise suggested suspending online promotion of the MADV program for now, while considering options for revamping the masters curriculum. One option discussed was to develop a MAMC specialization in Advertising.
- IX. Meeting adjourned at 12:08 p.m.

Attending: Chen, Goodman, Kelleher, Kim, Krieger, Morris, Morton, Torres, Treise, Zheng