

Advertising Faculty-Advisory Council eBoard Minutes

November 1, 2017

Weimer 2066

Attending: Cherof, Widener-Burrows, Alsina, Alpert, Kelleher, Santiago, Weigold, Treise, Chen, Kim, Torres, Krieger, Meador, Goodman

- I. Meeting called to order at 2:05 p.m. by Kelleher
- II. Minutes approved from 10/26/17 meeting
- III. Introductions from everyone around the room
- IV. Student Awareness Survey Results and Gap Analysis Update
 - a. Widener-Burrows presented research method, results and recommendations from student survey completed in April 2017. Council members and faculty discussed.
 - b. Santiago reviewed gap analysis updates, goals to improve the Advisory Council and discussed candidates for new membership to be invited to the spring 2018 meeting.
- V. Departmental Updates
 - a. Kelleher talked about the 15 positions available within the college and the specific recruitment goals of the advertising department, as well as the updates in curriculum and to assessment.
 - b. Torres gave an overview of what he has accomplished with his assignment.
 - c. Faculty and the Ad Council members explored different structures to the semester meetings to benefit the department and student experience. Using a Slack channel was discussed to give students more access to council members feedback and support.
- VI. Meeting adjourned 4:00pm