

# **Advertising Faculty Meeting Minutes**

## ***November 17, 2015***

*Weimer Hall 2066*

Attending: Chen, Goodman, Kelleher, Kim, Krieger, Morris, Morton, Torres, Treise, Hon (Bennett joined meeting midway through)

- I. Meeting called to order by Kelleher at 2:00 p.m.
- II. Minutes from 10/20/15 approved.
- III. Linda Hon opened discussion of CJC 2020 Task Force progress.
  - a. Hon circulated "2020 Strategic Framework: Straw Man, 11/17/15" document, which had also been distributed via email.
  - b. Floor open to Q&A, feedback and suggestions.
    - i. Faculty engaged in discussion of purpose, process and intended outcomes. Faculty recommended clearer focus on outputs as they relate to implementation of the vision. Hon, Bennett, Krieger, Torres and Kelleher (members of the task force) discussed work and intent of task force.
    - ii. Faculty recommended adding context in future drafts of the 2020 document by describing the process for developing ideas that are included so stakeholders can see where ideas are coming from.
    - iii. Point made that Advertising Campaigns course should be considered a core immersion experience.
- IV. Adjourned at 3 p.m.

*Minutes Submitted by Tom Kelleher*