

# Advertising Faculty Meeting Minutes

## March 30, 2016

Weimer 2066

Attending: Kelleher (chair), Chen, Kim, Krieger, Morris, Morton, Torres, Treise, Zheng

- I. Called to order at 10:45 a.m.
- II. Approval of minutes from 1/20 and 3/16
  - a. Treise moved to approve, Torres seconded. Approved
- III. Announcements
  - a. Retirement card circulating for Watts-Thomas. Thanks to Kim for organizing.
  - b. Kelleher and Molleda will call meeting of Department-Agency Coordination Committee (Goodman, Morton, Torres, Treise, Hon, Men, Tappan) in April.
- IV. Assessment
  - a. Faculty discussed and responded to data for each program goal and SLO (1-8) in 2015 undergraduate program assessment. Kelleher will summarize discussion and actions taken for each and enter into Compliance Assist for reporting at university level.
  - b. Faculty discussed validity of the measures in the instrument itself and general process for assessment. Faculty discussed whether the SLOs measured are the SLOs we want to continue to assess.
  - c. Faculty agreed that review and revision of assessment procedures and instruments is in order for 2016-17.
- V. Treise and Krieger introduced idea of health communication minor. Faculty agreed that idea is worth exploring. Krieger and Fisher will begin further research and planning toward a proposal. Collaboration welcomed!
- VI. Adjourned at 12:20 p.m.