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.