Advertising Faculty Meeting Minutes

April 19, 2017

Weimer 3200

Attending: Chen, Fisher, Goodman, Kelleher, Kim, Krieger, Morris, Morton-Padovano, Sheehan, Torres, Treise, Dankers

I. Meeting called to order at 10:36 a.m. by Kelleher.

II. Minutes from 4/12/17 approved.

III. Curriculum
   a. Kelleher reiterated information about three curriculum options presented by Morton-Padovano from meeting 4/12/17.
   b. Faculty engaged in discussion and concerns were addressed.
   c. Morris motioned to proceed with the combined track option. Goodman seconded. All were in favor.

IV. Retreat
   a. Kelleher led discussion and ideas for departmental retreat to be held in August. A date will be selected once the college retreat days are announced.

V. Hatch Road Show
   a. Sheehan gave an overview of Hatch, explaining its similarities to a startup and how it launches projects to shape the future of media using immersive video, storytelling tools and narrative content.
   b. Current examples of Hatch products are Digital Dean and Podcast Player.
   c. Students and faculty with ideas or projects were invited to approach Sheehan or Torres for more information.

VI. Meeting adjourned 11:26 a.m.