

Advertising Faculty Meeting Minutes

August 25, 2016

Weimer 3200

Attending: Chen, Dankers, Fisher, Goodman, Kelleher, Kim, Krieger, Morris, Torres, Treise, Weigold

- I. Called to order at 4:05 p.m.
- II. Approval of minutes from 4/20/16.
- III. Announcements
 - a. Preliminary Spring 2017 course schedule with faculty assignments distributed.
Discussed recent departmental enrollment growth and the need to add additional sections to courses. (ADV now has second largest enrollment of departments in the college with 600 majors, and entry-level courses significantly larger than last two years, indicating continued growth.) Mentioned: future conversation needed about Audience Analytics requirement and conflict of need vs. course offering.
 - b. UF policy on anonymous voting discussed.
 - c. Updates given about new user-friendly software to be implemented by next year to improve the annual-evaluation and reporting processes.
- IV. Committee Assignments
 - a. Assessment Committee currently with Kelleher and Weigold.
 - b. Fisher volunteers for CJC Scholarship Committee.
 - c. Krieger to chair Search Committee.
- V. Faculty Position Vacancy
 - a. Cluster hire, tenure track and professional hire options explored.
 - b. Emphasized position should update/modernize Media Planning.
 - c. Enrollment has increased by 25%, highlighting need for more than just a single replacement position for new vacancy.
 - d. Weigold moved to proceed with a search for a tenure track position and also request additional position(s), possibly as part of an interdepartmental cluster hire proposal; motion seconded by Krieger; and all were in favor.
- VI. Discussed focusing job search and position requests on multicultural-focused areas.
- VII. Meeting adjourned at 4:53 p.m.