Advertising Faculty Meeting Minutes
September 14, 2016
Weimer 3200
Attending: Chen, Dankers, Fisher, Goodman, Kelleher, Kim, Krieger, Morris, Morton, Torres, Treise

I. Called to order at 8:39 a.m.
II. Approval of minutes from 8/25/16.
III. Announcements
   a. Torres discussed diversity, inclusion and 2020 follow up discussion. Call for volunteers
to aid document creation to develop and accomplish goals for diversity and inclusion.
   b. Kelleher gave updates regarding vacant faculty position. Department will move forward
with a tenure track position and explore the potential of a temporary professional hire in
the future focusing on data, media, digital planning and diversity.
IV. MADV Assessment
   a. Goodman described SLO 1 & 2 and noted department expectations are being met.
   Goodman moved to maintain performance and all were in favor.
   b. Goodman described SLO 3 and noted department expectations are being met. Goodman
   moved to maintain performance and all were in favor.
   c. Krieger moved that masters in advertising students provide information for a webpage
that is both descriptive and illustrative of their completed projects and theses to be used
for promotional value and archived for departmental reference. All were in favor.
V. MADV Ph.D. Prep Track Revisions
   a. Goodman distributed handout and led discussion regarding MADV Ph.D. prep track
revisions. Discussion closed with a call for emails from those who have ideas about
“course bundles” that could be offered to students interested in different areas of study.
VI. Meeting adjourned at 9:41 a.m.