

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.