

Advertising Faculty Meeting Minutes

September 21, 2017

Weimer 2066

Attending: Chen, Goodman, Kelleher, Kim, Krieger, Weigold, Dankers, Treise, Alpert, House

- I. Meeting called to order at 1:56 p.m. by Kelleher.
- II. Minutes from 9/7/17 approved.
- III. Assessment SLOs-MADV
 - a. Goodman provided a handout of SLO results and presented the information to faculty in open discussion.
 - b. Goodman motioned to sunset MADV program and advise new applicants to consider MAMC with a concentration in advertising if interested in Ph.D. preparation or to Pro Master's program if interested in career advancement in industry/profession. Treise seconded. Motion passed unanimously.
- IV. Assessment SLOs-B.S.
 - a. Kelleher provided a handout of SLO results for 2016-17 and presented the information to faculty in open discussion of each learning outcome.
 - b. Faculty provided insights, observations and recommended departmental responses. Faculty also discussed possible methods to improve the assessment process. Kelleher took notes and will write report summarizing departmental responses and ongoing work.
- V. New Positions and Search Process
 - a. Kelleher led initial discussion on commencing a search for a tenure-track faculty position.
 - b. Faculty discussed the strategy and time frame to propose position description/ad to dean's office, write and place the ad, review applications, and begin the interview process.
 - c. Weigold volunteered to chair the search committee.
- VI. Meeting adjourned at 2:50 pm.