

# Advertising Faculty Meeting Minutes

January 30, 2019

Weimer 1213

Attending: Alpert, Chen, Fisher, Goodman, House, Johnson, Kelleher, Krieger, Morris, Treise, Weigold, D. Windels D, K.

Windels

- I. Meeting called to order at 10:41 a.m. by Kelleher.
- II. Minutes from 1/09/19 approved.
- III. Assessment
  - a. Kelleher reviewed SLO 2 and SLO 3 summary reports from assessment tests administered in the Fall 2018 Campaigns classes and encouraged faculty to review and submit additional questions or edits to existing questions.
- IV. Immersion Courses
  - a. Faculty reviewed and discussed immersion options available to students in the Persuasive Messaging track.
- V. Bylaws
  - a. A copy of the departmental bylaws was dispersed and discussed, specifically pertaining to assessment committee structure and the review timeline of meeting minutes. Kelleher called for any suggested bylaw edits to be submitted before the February 27<sup>th</sup> departmental meeting.
- VI. Updates on Job Searches
  - a. Kelleher discussed the current status of the Agency Executive Director search. The job ad is being edited and reviewed in preparation for the promotion and recruitment process.
  - b. K. Windels outlined the status of the joint ADV/PUR Assistant Professor search.
  - c. Johnson informed faculty that the lecturer position is still accepting applications and will begin reviewing them on February 18. Johnson and Goodman encouraged faculty to promote the lecturer positions within their networks.
- VII. Old/New Business
  - a. Faculty discussed future grad level courses and the upcoming Brand Bowl (a student analysis of brand trustworthiness of 2019 Super Bowl ads).
- VIII. Meeting adjourned at 11:13 a.m.