Advertising Faculty Meeting Agenda

February 13, 2019, 10:40 a.m.

Weimer Hall 1213 (Gator Vision Conference Room)

I. Approve minutes from 1/30/19
II. Student awards
III. Bylaws
IV. Open discussion
V. Adjourn
Advertising Faculty Meeting Minutes

February 13, 2019

Weimer 1213


I. Meeting called to order at 10:42 a.m. by Kelleher.

II. Minutes from 1/30/19 approved.

III. Student Awards
   a. Kelleher reviewed the current nominations and timeline to vote on departmental student awards.

IV. Bylaws
   a. Kelleher recapped previous discussion and resolution to review bylaws. Faculty voted unanimously in favor of retaining current bylaws.

V. Discussion of Track Names and Departmental Identity
   a. Morris led initial discussion with potential options to rename the Advertising Agency Track. Faculty engaged in open discussion of undergraduate degree tracks and departmental identity.
   b. A task force was nominated to brainstorm ideas and further research other name options and departmental identity. Preliminarily, the task force is comprised of Morris, Goodman, Fisher and Torres.

VI. Meeting adjourned at 11:30 a.m.