

Advertising Faculty Meeting Minutes

October 28, 2019

Weimer 1213

Attendance: Burden, Calienes, Chen, Fernandes, Goodman, Harris, Johnson, Krieger, Kelleher, Morton, Treise, Weigold, K. Windels

I. Meeting called to order at 9:36am

II. Approved last meeting minutes

III. Information items

- a. Creative lecturer – K. Windels advised they are meeting today, 10/28/19, to review the 9 applications
- b. Associate Dean – Dr. B is the only candidate
- c. Ad Age – Faculty approved trial of 1 year for 5k users

IV. Cross Media Sales

- a. “Media Sales and Account Management”
 - i. Treise moved to approve new title
 - a. Faculty approved motion

V. Health Summit

- a. November 19-20th

VI. Assessments

- a. Will take place in the Spring
- b. Proposed 50 question quiz online
- c. Chairs from different departments will submit 5 questions per department to be considered for exam
- d. Kelleher mentioned he is concerned about how rough of draft the students may submit
 - i. Wants to make sure to note for them to self-edit
 - ii. Weigold advised we can go back to the class advise the need to submit a more final copy
- e. Krieger posed concerns for trying to assess the student on question #3 and making sure to not give the student a false sense in cultural awareness
 - i. Morton and Burden shared thoughts of Multicultural advertising begin required rather than an elective
 - ii. Weigold advised that at the Deans & Chairs meeting, the thought was the assessment would show where the college stands on issues and what needs to be addressed
 1. Helps the College diagnosis the problem and shows where we need to grow
 - iii. Goodman recommended Burden, Fernandes, Calienes, and herself will meet to create possible questions
 - iv. Morton advised that the 3A’s and AAEF both have good resources that we could consider using

VI. Persuasive Messaging

- a. Reflective essay

- b. Must get 75% or higher to pass the class
- c. Weigold moved to all experiential learning classes require a form of written document, using the essay as a template
 - i. Morton posed concerns of the essay not being put as a priority
 - ii. K. Windels suggested maybe working the essay in pieces throughout the semester
 - iii. Faculty approved motion

VII. Lecturer standards

- a. Goodman asked for Faculty to review standards and any possible amendments that need to be made at next meeting

Meeting adjourned at 10:29am