

Advertising Faculty Meeting Minutes

August 26th, 2019

Weimer 1213

Attending: Alpert, Burden, Chen Fernandes, Fisher, Harris, Johnson, Kelleher, Krieger, Morton, Torres, Treise, Weigold, D. Windels, K. Windels,

- I. Meeting called to order at 9:40am
- II. Information Items
 - a. IDPs (Individual Development Plans) coming
 - i. For new and existing faculty
 - ii. 3-5yr development plans
 - b. Food/beverage rule
 - i. Must be 70% food and 30% beverages
 - c. Advisory Council (September 26-27)
 - i. Leary Meador will be here on 9/25 from 1-3PM in AHA
 1. What can they do to help?
 - d. Dan W. will serve on the Salary Equity Committee based on ballot vote
- III. Advertising description for h.s. seniors' promotional brochure
 - a. Faculty made suggestions and Robyn will send out an update for final approval
- IV. Kasey, Juliana, and Lissy volunteered to serve on search committee for lecturer in creative with Debbie serving as chair
- V. Assessment
 - a. Discussion on the report for SLO 2 and 3
 - b. Robyn will bring more info on item analysis and have further discussion next meeting
- VI. Discussion for the Cross Media Sales certificate
 - a. Funded for 5yrs and will be assigned a director
 - b. \$1-2k Fellowships available for internship
 - c. Need to review if it will be open to students outside of Advertisement
- VII. Budget
 - a. Travel
 - i. Limit 1 trip per Faculty
 1. Need to get approval from Spiro for 2nd trip
 - ii. Average spent on travel in past was \$32k and is projected to rise possible \$20k if estimating \$3k per trip/per Faculty
- VIII. Rebranding/clarification of persuasive messaging track
 - a. Nikki D. advised students are not understanding what types of jobs would go with track or what the track is for
 - b. Send ideas of potential jobs, skill sets, etc to Robyn
- IX. The agenda that was adopted will be included in the minutes
- X. Meeting adjourned at 10:20am