

Advertising Faculty Meeting Minutes

September 9th, 2019

Weimer 1213

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

- I. Meeting called to order at 9:350am
- II. Information Items
 - a. Advisory Council (September 26-27)
 - i. Weigold advised he is good with council members being in his 9/26 morning class
- III. Assessment
 - a. Discussion on the report for SLO 2 and 3
 - i. SOL 2 81.8%
 1. Above bell curve
 2. Weigold suggest possibly using professional standards
 3. Possibly look at working for butterfly research question
 - ii. SOL 3 48.5%
 1. Still have some student on different catalog
 2. Not enough consistency in teaching of material with all classes
 3. Students scored better on bigger picture items rather than smaller details
 4. Weilgold suggest maybe changing format and doing smaller pilot test with Fall Grads only
- IV. Cross Media Sales certificate
 - a. \$50k left in budget for coordinator and Fellowships
 - b. Funded for 5yrs and will be assigned a director
 - c. \$1-2k Fellowships available for internship
 - d. Need to review if it will be open to students outside of Advertisement
 - e. Alphert and Starr suggest media planning as pre-re
 - i. Group agreed
- V. ADV4941
 - a. D. Windels proposed requiring it be final project like campaigns
 - i. Dr. Morton would to see a review of an E-Portfolio
 - ii. Group agreed internship after 90hrs met
- VI. The agenda that was adopted will be included in the minutes
- VII. Meeting adjourned at 10:23am