

Advertising Faculty Meeting Minutes

September 23th, 2019

Weimer 1213

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

- I. Meeting called to order at 9:34am
- II. Approved last meeting minutes
- III. Informational items
 - a. Advisory Council
 - i. Goodman gave high level review of agenda
 - b. Creative lecturer
 - i. Treise advised committee has met
 1. Motioned for ad to be voted on
 2. Faculty approved motion
 - c. Associate Dean
 - i. Chen asked Faculty to send her any interview questions they may have
- IV. Persuasive Messaging
 - a. Weigold working on 3 credit class w/ job placement
 - b. Definition of Immersion – remove “in residency” wording
 - a. Dankers adv adding “hands-on” experience
 - b. Could be team or individual based
 - c. Weigold motions to change wording from immersion to “experimental learning”
 - i. Johnson questioned if we want to compare name other programs
 - ii. Morton questioned whether changing the nomenclature will change how the student will perceive the program
 - iii. Morton wants to make sure that the Faculty is on one page of what it will include so they are all delivering the same message
 - iv. Alpert suggest it may be pre-mature to change name of immersion if they have not defined a capstone since they are linked
 - v. After review, motion withdrew until after further discussion of capstone
 - d. Capstone
 1. D. Windels advised his cultural branding is not a considered a capstone
 2. Weigold advised w/ the addition of UFO, there will be approximately 400-500 students completing capstones
 - e. Job placement course
 - i. Currently job placement after graduation is about 40%
 - ii. Weigold hopes for 100% placement if students take course
 1. Each section will be about 23 students
- IIV. Motion to adjourn 10:17am