

ADV Dept Meeting  
2/3/2021

Attendance: Alpert, Calienes, Chen, Coley, Dankers, Fernandes, Fisher, Goodman, Harris, Johnson, Kelleher, Krieger, Morton, Treise, Weigold, D. Windels, K. Windels

Guest: Julie Frey and David Adams from UF CJC Career Connections

- I. Frey and Adams gave an overview of who they are and what Career Connections can offer ADV students
  - a. They are available as guest speakers
  - b. Handouts are also available
  - c. Gator to Gator Coaching Program available for graduating seniors
    - i. One time meeting with Gator alumni for career advice
- II. Updates
  - a. Summer B and Fall
    - i. Classes will be back to normal capacity
    - ii. Summer classes will be online for ADV
      1. Advise to send email if interested in teaching 4300 or
  - b. Enrollment
    - i. We are sitting right at 600 students
  - c. Ad Council
    - i. Fall makeup meeting went well
      1. There will be an evening event for Fall 21 event
    - ii. Reminded faculty that council members are available as guest speakers throughout the semesters
  - d. Sales Vert Coordinator Role
    - i. Offer has been made
  - e. Kelleher gave update on Grad division
- III. Discussion on possible Account/Strategy Certificate
  - a. Morton discussed how there is a current lack of an advanced strategy course to bring the students thinking to the next level
  - b. Majority voted to move the discussion to developing a concentration
    - i. D. Windels will lead the effort with Juliana assisting
- IV. Discussion on partnership with The Agency in some classes
  - a. Goodman will send email for interest
  - b. D. Windels advised would like to clarify how their turnaround time would matchup with a course schedule
- V. Courtney is a new contact on campus that makes connects with local black owned businesses.
  - a. If interested, please send email to Goodman
- VI. Meeting adjourned 10:25am