

# Advertising Faculty Meeting Minutes

November 14, 2022

Zoom

Attending: Calienes, Dankers, Feng, Fernandes, Fisher German-Coley, Goodman, House, Johnson, Kember, Moon, Morton, Treise, Weigold, Windels D, Windels K

- I. Meeting called to order at 9:32 a.m. by Chen, Huan
- II. Announcements
  - a. Welcome Barbara Cribbs as the new Administrative Assistant.
  - b. Janice received a 3.5 million dollar grant for cancer clinical trials
- III. Curriculum Update
  - a. Permanent course numbers for
    - i. Cultural Branding
    - ii. Account Management
    - iii. Branding and social media
  - b. AI course Task force
    - i. Revise current course
    - ii. Goal to design and develop a new course, as well as a certificate program
  - c. New Immersion course
    - i. Capstone course in NYC. Meeting will be scheduled with Huan, James and Judy on 11/22/22
- IV. Class Schedule
  - a. First draft has been sent out for review
    - i. Check course – verify Title & Format are correct
    - ii. Schedule is based on current teaching
    - iii. Advise if you would like a change in course.
- V. Associate Chair
  - a. Job description has been sent out. Deadline for applying is December 1, 2022
- VI. Advisory Council
  - a. Need new members – a more diverse group of individuals.
  - b. Dan advised that new advisory members do not have to be a UF graduate to be on the council.
  - c. March 1, 2023 will be the next Advisory council meeting.
- VII. Reminders
  - a. If you have not spent your \$800 for Faculty Enrichment, please do so soon.
  - b. There is a College Seed Fund range from \$2000 to \$6000. The deadline has been extended to December 1<sup>st</sup>.
  - c. Rapid Research funds of \$1000 are available. There is no deadline. Email Marsha for more information.
  - d. AAA memberships will be renewed for the department.
    - i. Please verify personal information is updated
  - e. Chili & Dessert cook-off on Thursday, November 17<sup>th</sup>. Please participate. The Dean will be the judge.
  - f. Individual meetings will be set up with the Chair the week after Thanksgiving.
- VIII. New business
  - a. Spring registration
    - i. ADV4910 Research – Reach out to Nikki Dankers ([ndankers@jou.ufl.edu](mailto:ndankers@jou.ufl.edu)) regarding Undergraduate student criteria. It will be experiential learning credit

IX. Closing Business

- a. Questions raised about splitting up Assistant Professor position candidates. There is concern for losing candidates. Suggestion made to bring candidates in during finals week.
- b. Morton reminded that the Faculty Senate will be held on Wednesday, November 16<sup>th</sup> at 4:00 pm. Encouraged attendance. Discussion will be reducing the 124 credit hours to 120 credit hours, renaming courses and course proposals.

X. Meeting Adjourned at 10:09 a.m.