

Advertising Faculty Meeting Minutes

January 17, 2024

Zoom

Attending: Chen, H., Feng, Y., Kember, S., Moon, W., Morton, C., Windels, D., Windels, K., Cribbs, B., Calienes, E., German-Coley, Sun, Y., Chang, H., Dankers, N,

- I. Meeting called to order at 8:30 a.m. by Chen, Huan
- II. Approved the December 6, 2023, minutes.
- III. Department Updates
 - a. Announce two Assistant Professors will join the department in Fall 2024.
 - b. Congratulations to Jackie Truong and Freya Garcia for being chosen 2024 AAF Most Promising Multicultural Students
 - c. Congratulations to Haley Reuter for being selected for the 2024 class of Stickell Fellows.
 - d. K. Windels was awarded for a two-semester sabbatical leave.
 - e. Two AI-related courses were submitted for UCC approval.
 - f. Advertising is still to date the largest department in CJC with 699 students enrolled in Spring 2024.
- IV. Bylaw review
 - a. Bylaws are required to be reviewed every five years. Current bylaws were reviewed and approved in 2019.
 - b. Proposal to form an ad hoc committee consisting of senior and junior faculty with both research and professional backgrounds to make recommendations for potential amendments.
 - c. Committee consists of Cynthia Morton-Padovano (Chair), Juliana Fernandes, Santiago Kember, and Mariano German-Coley. They will review and report back to the department by the middle of the semester.
- V. Curriculum discussion
 - a. Internship course
 - i. Discussion on ADV4941 Advanced Internship for Persuasive Messaging track students to retake the class for experiential credits to fulfill their degree plan requirement, especially for UF Online students.
 1. D. Windels made a motion to allow students in the Persuasive Messaging track to be able to retake ADV4941 for experiential learning credits. K. Windels second. Motion so carried.
 - b. Online master concentration
 - i. Discussion on the online master's concentration in Advertising.
 - ii. Concerns expressed for the generic nature of the degree, uniqueness between undergrad and master's degree curriculum, and lack of clarity around the leadership component, as well as quality of teaching if not managed by department faculty.
 - iii. This topic will need additional research, data, and discussion.
- VI. Advisory Council
 - a. Advisory Council Spring meeting will be held February 29 and March 1st. Once the agenda is finalized for the council visit it will be sent out to the faculty.

- b. Council members will be available to be guest speakers on Wednesday, February 28th in the afternoon and Thursday, February 29 in the morning. Faculty members should let Barbara Cribbs know if they would like to host a guest speaker.
- c. There will be a Faculty/Advisory council lunch on Thursday, February 29th from 12:00 pm to 1:30 pm and a social event on Thursday, February 29th from 8:00 pm to 10:00 pm.

VII. No Old/New Business

VIII. Motion and second were made to the close of the meeting.

IX. Meeting Adjourned at 9:26 a.m.