

Advertising Faculty Meeting Minutes

October 18, 2023

Zoom

Attending: Chen, H., Feng, Y., Kember, S., Moon, W., Morton, C., Windels, D., Windels, K., Cribbs, B., Calienes, E., Fernandes, J., German-Coley, M., Goodman, R., Weigold, M., Sun, Y., and Chang, H., Wang, J., Dankers, N., Johnson, B

- I. Meeting called to order at 8:30 a.m. by Chen, Huan
- II. Approved the October 4th, 2023, minutes.
- III. Post-Tenure Review (Cynthia)
 - i. Cynthia shared the draft document of post-tenure review.
 1. Discussion on the context of the document and expectation of the faculty members.
 2. Additional clarification is needed.
- IV. T&P Workshop (Faculty Welfare Committee)
 - a. There will be a Workshop held on November 9th from 12:00 – 1:30 pm in the Weimer 3032. Lunch will be served. The workshop will be recorded & link sent to faculty.
- V. Advertising Creative Reel
 - a. Dan is working with Randy Bennett's team to develop a creative reel for the Advertising department.
- VI. Old/New Business
 - a. Online master's degree concentration
 - i. Discussion on the development of the degree program.
 1. The courses are more grounded in advertising.
 2. The degree has a broad scope and a sense of belonging.
 3. The department and Evan and his team will be responsible for developing courses.
 - b. Search update
 - i. Round I of interview will be finalized on Monday, October 23rd.
 - ii. Onsite interviews will begin in November.
 - c. Technology Committee
 - i. Santiago advised there would be a college wide Technology survey coming out regarding technology needs for classroom instruction.
- VII. Motion and second were made to the close of the meeting.
- VIII. Meeting Adjourned at 9:26 a.m.