

# Advertising Faculty Meeting Minutes

February 7, 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., Fernandes, J.; Goodman, R.; Wang, J.; Johnson, B

- I. Meeting called to order at 9:34 a.m. by Chen, Huan
- II. Approved the January 17, 2023, minutes.
- III. Online master concentration
  - a. Based on market research, it is better to position the program as a broad advertising master program.
  - b. Discussion was held in regard to whether this concentration would meet the needs of the students.
  - c. Concerns were raised regarding the leadership angle and curriculum quality control.
  - d. Suggestion was made to invite E. Kropp and T. Spiker to share their knowledge and experience in the creation of this type of program.
- IV. Merit Pay – criteria review.
  - a. There was discussion on the Merit Pay review criteria. The department will review the document and the faculty members are encouraged to offer feedback and suggestions.
- V. Old/New Business
  - a. Bylaw sub-committee will hold a meeting on February 8<sup>th</sup> at 10:00 am via Zoom.
  - b. D. Windels announced there were 23 students who won Addy awards.
    - i. The AAF North Central Florida Awards Gala will take place on Thursday, February 22<sup>nd</sup> at 6:00 pm. Congratulations to the students and all the creative faculty members.
- VI. Motion and second were made to the close of the meeting.
- VII. Meeting Adjourned at 10:30 a.m.