

Advertising Faculty Meeting Minutes

August 23, 2023

Weimer Room 3032 & Zoom

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

- I. Meeting called to order at 8:33 a.m. by Chen, Huan
- II. Approved the April 12, 2023, minutes.
- III. Welcome Back
 - a. Welcome to our newest faculty members.
 - i. Jinping Wang
 - ii. Yuan Sun
 - iii. Hyesoo Change
- IV. Department Updates
 - a. Student
 - i. Advertising has the largest undergrad enrollment at approximately 685 students.
 1. We are looking for continued growth or maintaining the enrollment
 2. Our students have significant award achievements.
 - a. 28 American Advertising Federation winners
 - b. 12 MAIP winners
 - c. 1 Most Promising Multicultural Student
 - b. Faculty
 - i. Three new faculty joined our department this Fall semester.
 - ii. 74 peer reviewed journal articles were published last academic year
 - iii. Three million dollars in grant funds were awarded.
 - iv. Our faculty received various awards.
- V. Department Priorities
 - a. Curriculum
 - i. Look into ways to further globalize our curriculum
 - ii. Develop an online master degree program
 - iii. Develop a certificate for our major
 - b. Branding
 - i. Brainstorm to better promote our department internally and externally.
 - c. Faculty development
 - i. Atlas workshop
 - ii. Individual & department professional development opportunities
 - iii. Update faculty bio's on the college website.
- VI. Search Committee (one committee/two positions)
 - a. Committee charge will be held on August 24th at 4:00 pm in the INC Conference room.
 - b. Benjamin Johnson will be chair of the search committee.
 - i. There were 29 candidates interviewed during AEJMC.
 - c. Committee member volunteers
 - i. Cynthia Morton Padovano
 - ii. Yang Feng
 - iii. Kasey Windels

iv. Noura Ibrahim – student member

VII. Assessment

a. SLO1

i. Dan suggested checking question wording on the survey.

VIII. Old/New Business

a. ANA/Disney partnership

i. Contact Cynthia to get access to the ANA library.

b. Benjamin invited staff to the STEM Open House.

c. Tom mentioned the Graduate office was looking for a student assistant.

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

X. Meeting Adjourned at 9:30 a.m.