

# Advertising Faculty Meeting Minutes

**August 28, 2024**

Zoom

Attending: Chen, H., Kember, S., Moon, W., Windels, D., Cribbs, B., Calienes, E., Sun, Y., Fernandes, J., Wang, J., Johnson, B., Feng, Y., Bullock, O., Liu, J., Ham, J., Dankers, N., Goodman, R.

- I. Meeting called to order at 9:35 a.m.
- II. Approved the April 10, 2024, minutes.
- III. Department updates
  - a. Welcome to our new Faculty members
    - i. Olivia Bullock
    - ii. Jeongmin Ham
    - iii. Jiawei Liu
  - b. Advertising remains the largest department in the CJC, with nearly 700 students.
  - c. Talented advertising students won numerous awards over the last year.
  - d. Our curriculum introduced three new courses and five permanent course numbers during last year.
  - e. Advertising faculty continues to be amazing with all the awards and accolades received past year.
- IV. Assessment
  - a. Student Learning Outcomes were discussed, and results showed 90% of our students met or exceeded the expectations of SLO4 and SLO5 in all categories.
- V. Strategic planning
  - a. We had a productive retreat focusing on our strategic for the upcoming years.
  - b. A task force of strategic planning was formed with Huan Chen being chair. Other members are Benjamin Johnson, Dan Windels, Lissy Calienes, and Juliana Fernandes.
- VI. Discussion
  - a. Juliana Fernandes mentioned the job opening for the Media Effects & Technology Lab and CJC Research Lab Director, encouraging any interested faculty members to apply.
- VII. No Old/New Business
- VIII. Motion and second were made to the close of the meeting.
- IX. Meeting was adjourned at 10:07 a.m.