

Advertising Faculty Meeting Minutes

March 5, 2025

Zoom

Attending: Chen, H., Cribbs, B., Bullock, O., Calienes, E., Feng, Y., German-Coley, M., Goodman, R., Ham, J., Johnson, B., Kember, S., Liu, J., Morton Padovano, C., Sun, Y., Wang, J., Windels, D., Dankers, N.

- I. **Call to Order**
 - a. The meeting was called to order at 9:35 a.m.
- II. **Approval of Minutes**
 - a. The minutes from February 12, 2025, meeting was approved.
- III. **Reminders**
 - a. Thank you to the Creative Faculty for their hard work getting student submission ready for the Addy awards.
 - b. Employee Appreciation Week is this week. Please join in the college events.
 - c. Leadership Summit begins next week, March 10th-12th. Please share graphic with students for the student interaction events.
- IV. **Travel updates – B. Cribbs**
 - a. **Review and discussion of updates**
 - i. B. Cribbs shared updates in travel processing that will be coming soon as the college transitions to a centralized process.
- V. **Creative Course offerings & Creative Certificate - Chen**
 - a. **Historical Background & enrollment data**
 - i. Reviewed of the historical & enrollment data of the creative courses was given by H. Chen.
 - b. **Discussion on Increased enrollment/Certificate completion**
 - i. Faculty members recommended and discussed solutions to increase the enrollment of the creative courses and an increase in certificate completion.
 1. Creative faculty will visit ADV3008 courses to promote the Creative Certificate.
 2. The advertising department will also promote on social media.
 - ii. Suggestions from the faculty
 1. Need strengthen support from the college.
 2. Creative courses/certificate need better visibility and promotion.
 3. Proposed flexibility for students.
 4. To be added to the certificate courses need a permanent course number.
 - a. Motion was made to have the following courses be given permanent course numbers. Motion carried unopposed.
 - i. Craft of Visual Communications
 - ii. Ads for Social Goods
- VI. **Tenure & Promotion Committee Update – Morton Padovano**
 - a. **Update from T & P committee on non-tenure track for promotion:**
 - i. Document will be coming out soon for review. Feedback in welcomed.
- VII. **Senior Scholar Update – Morton Padovano**
 - a. **Candidate Visits:**
 - i. Candidates will be visiting campus on March 23-28th.
 - ii. Be on lookout for itineraries coming soon.
 - iii. We will need faculty members to join for breakfasts and dinners.
- VIII. **Old/New Business**

- a. No Old/New Business

IX. **Adjournment**

- a. A motion was made and seconded to adjourn the meeting.
- b. Meeting adjourned at 10:33 a.m.