

Advertising Faculty Meeting Agenda

March 20, 2019, 10:40 a.m.

Weimer Hall **1213** (Gator Vision Conference Room)

- I. Approve minutes from 2/13/19
- II. Advisory council member nominations
- III. Proposed new name for “Agency” track in undergraduate curriculum
- IV. Open discussion
- V. Adjourn

Advertising Faculty Meeting Minutes

March 20, 2019

Weimer 1213

Attending: Alpert, Chen, Goodman, House, Johnson, Kelleher, Krieger, Morris, Morton, Torres, Treise,
D. Windels, K. Windels

- I. Meeting called to order at 10:30 a.m. by Kelleher.
- II. Minutes from 2/13/19 approved.
- III. Proposed New Name for “Agency” Track
 - a. Morris recapped previous discussion for changing the name of the “Agency Track” within the Department of Advertising’s undergraduate curriculum.
 - b. The name “Creative Media Strategy” was discussed by faculty.
- IV. Nominations for Advisory Council
 - a. Kelleher proposed two nominees who attended the spring meeting as invitees to formally join the Department of Advertising Advisory Council. All were in favor.
- V. Nominations for Student Commencement Speakers
 - a. Kelleher called for faculty to identify students to nominate to speak at the college’s commencement ceremony. Faculty recommended candidates.
- VI. Professional Acceleration Track
 - a. Kelleher relayed the status of the “Professional Acceleration Track.”
 - b. Faculty discussed including potential track names for the new track and existing tracks in focus groups with undergraduate and graduate students as class projects.
- VII. Job Searches
 - a. K. Windels provided updates for the Multicultural ADV or PR Assistant Professor position.
 - b. Morton provided updates about the Department of Advertising lecturer searches and reviewed potential visitation itineraries with faculty.
 - c. Kelleher updated faculty about the status of the Agency Executive Director search.
- VIII. Announcements
 - a. Torres announced internships at Leo Burnett and Hulu granted to a couple of his students and upcoming visiting professional schedules.
 - b. Kelleher announced upcoming visitation (April 11) by representatives from Facebook and invited faculty to reach out if they’d like to get involved with the visit.
- IX. Meeting adjourned at 11:38 a.m.