

## Advertising Faculty Meeting Minutes

November 18, 2019

Weimer 1213

Attendance: Alpert, Burden, Calienes, Chen, Dankers, Fernandes, Fisher, Goodman, Kelleher, Johnson, Morton, Treise, D. Windels, K. Windels, Weigold

- I. Meeting called to order 9:38am
- II. Randy Bennett and Craig Lee presented Digital Measures
  - a. Needs Faculty member to be a test case
- III. Housekeeping items
  - a. Room scheduling – classes may not be in same in during the week
  - b. No meeting for week of 11/25
  - c. Will be setting up interviews for Faculty to get feedback on how they think the department is going and what changes they would like to see
- IV. Creative Lecturer Search
  - a. 13 applications submitted, 4 interviews completed 11/15, and 5 interviews will be held 11/18
- V. T&P Task Force
  - a. Weigold advised meeting to build the criteria
- VI. SLO assessment items
  - a. Goodman advised email was sent out with information and asked for feedback to be submitted
  - b. Wants to make sure to measure exposure and knowledge of the general areas
  - c. Timeline is for the Spring semester
- VII. Curriculum change proposal
  - a. Require Multicultural and International course for all programs
    - i. Multicultural would become a requirement and International would become an elective
  - b. Dankers advised that a CJC course needs to be removed
    - i. Required to have a limit of 52hrs of CJC only courses in the program
    - ii. Suggests to remove MMC 2101 since it is only required by Journalism and Advertising
  - c. Goodman talked about this course giving our students a broader view on of audience insight
    - i. Goal is to have course launch Fall 2021
    - ii. Possibly add as 4930 for Fall 2020 for test purposes
  - d. Raegan spoke about her experience at the 3% conference and putting focus on advertising for 7 difference groups with cultural difference
    - i. Plans to have a group project towards end of course, thinks it should be limited to 1 project due to size of course
    - ii. Will focus on all generations of all cultures
  - e. Calienes agreed course is needed and spoke about how the students need to understand not only how the US market is, but internationally as well

- f. Morton agreed with adding course and would put us in align with our competitors
  - g. Fisher advised that she agrees with adding course and would help with her students understanding the global health course and its market
  - h. Weigold suggested placing after strategy and principles so the students have a basic understanding of advertising so they understand the material better
  - i. All faculty voted in favor of adding course
- VIII. The Agency
- a. D. Windels talked about The Agency is going to be rebranded and asked for faculty suggestions
    - i. Weigold ask for more information on new plan for The Agency and how the department will be a part of the plan for the future
- IX. Meeting adjourned at 10:34am