

Advertising Faculty Meeting Minutes

September 16th, 2019

Weimer 1213

Attending: Alpert, Burden, Chen, Fernandes, Fisher, Goodman, Harris, Johnson, Kelleher, Krieger, Morton, Torres, Treise, Weigold, D. Windels, K. Windels, Weigold

- I. Meeting called to order at 9:36 am
- II. Approved last meeting minutes
- III. Information items
 - a. Creative Lecturer
 - i. Treise advised Spiro gave the charge
 - ii. First meeting was being held on 9/16
 - b. Associate Dean
 - i. Chen advised received charge and committee was meeting 2nd time to review job description
 - c. Informal Meeting/Mentoring
 - i. Group approved idea
 - ii. Doodle will go out to pick best time/day
- IV. Cross Media Sales certificate
 - a. \$50k left in budget for coordinator and Fellowships
 - b. Funded for 5yrs and will be assigned a director
 - c. \$1-2k Fellowships available for internship
 - d. Students will need to take 3 out of 5 classes prior to internship
 - e. SOL's match
 - f. Faculty approved motion for Cross Media Sales Certificate
- V. Persuasive Messaging Track
 - a. Torres emailed group his thoughts on immersion
 - b. Morton related immersion to Diane's example of it being like a resident in a clinical setting
 - i. Suggested looking into the Drexel model
 - c. Weigold advised is immersion was building up to a final project it would match align with the UF Undergrad "Quest"
 - i. Noted changes had to meet UFO requirements
 - d. Johnson suggested 1 credit class where students were required to turn in portfolio, have resume checks, and would provide quality control for immersion
 - e. Weigold suggested possibly capstone as a community-based project with local non-profits
- VI. The agenda that was adopted will be included in the minutes
- VII. Meeting adjourned at 10:28am