

Advertising Faculty Meeting Minutes
September 30, 2019
Weimer 1213
Attendance: Alpert,

I. Meeting called to order at 9:36am

II. Approved last meeting minutes

III. Information items

- a. Creative lecturer
- b. Associate Dean
- c. ENC 3454 changed to ENC 3452
 - a. Faculty approved motion

IV. Persuasive messaging

- a. Immersion/Experiential Learning definition
 - i. Goodman advised UF Quest program is going with experiential learning
 - ii. Johnson recommended changing “passive learning” to “active learning” and changing “real life” to “applied”
 - iii. Weigold motioned to approve definition
 - a. Faculty approved motion
 - iv. Capstone
 - a. Goodman advise w/ UFO going live, we will need approximately 20 adjuncts to assist
 - i. Concerned with finding quality vs quantity for adjuncts
 - ii. Can use grads if they have the quality
 - b. Goodman suggests possibly following Morton’s suggestions of following the Drexel model where two immersion experiences will be required
 - i. Weigold posed making 2nd experience as a “Part 2”, which would be more advanced and include capstone items
 - c. Weigold moved to approve having two immersion experiences
 - i. Faculty approved motion
 - v. Treise motion to change name to “Experiential Learning” to align with UF Quest
 - a. Faculty approved motion

V. Goodman advised Studio 2058 will be open after Torres leaves in the Spring

- a. Open to ideas for use starting Summer 2019

VI. Meeting adjourned at 10:19am