

ADV Dept Meeting
8/30/2021

Attendance: Alpert, Calienes, Chen, German-Coley, Fernandes, Fisher, Goodman, Harris, Johnson, Krieger, Kelleher, Kember, Morton, Treise, D. Windels, K. Windels

- I. Meeting called to order at 9:35am
- II. Weigold provided update to professor search
 - a. Committee is meeting 8/30 to receive charge
- III. ACEJMC reviewer assessments
 - a. K. Windels advised that she found the shorter books were more comprehensive and received better scoring
 - b. Goodman advised the media and creative were weaker areas overall
 - c. Weigold made a recommendation of Ad Council reviewing books based on areas of expertise
 - i. Overall agreement would be to limit books to 30 pages with addendums added to back, if needed.
 - d. Alpert made recommendations of recording presentations to share with Ad Council
- IV. Meeting adjourned at 10:06am