

# Advertising Faculty Meeting Minutes

**March 29, 2023**

Zoom

Attending: Chen, H., Feng, Y., Fisher, C., Triese, D., Johnson, B., Kember, S., Moon, W., Morton, C., Weigold, M., Windels, D., Windels, K., Dankers, N., Cribbs, B., Weitzel, L., Calienes, E., Fernandes, J., German-Coley, M., and Goodman, R.

- I. Meeting called to order at 9:32 a.m. by Chen, Huan
- II. Approved the February 22, 2023, minutes.
- III. Taskforce Updates
  - a. Globalization Taskforce presentation (Santiago Kember)
    - i. Discussed the international courses certification and the possible 1-credit international exposure course
    - ii. Mariano German-Coley offered his support to the taskforce.
  - b. AI Taskforce presentation (Yang Feng)
    - i. Discussed development of an AI and Advertising course and integration AI elements into ADV courses
- IV. Cannes Lyons Study Abroad
  - a. We will be looking for a replacement for Robyn Goodman for next year's Cannes.
  - b. Lissy Calientes offered an update of this year's trip.
- V. Emergency drill frequency
  - a. Faculty agreed drills would be beneficial at least one time a semester.
- VI. Cynthia Morton reminded that Faculty Senate nominations are open for Faculty committees.
- VII. Cynthia Morton discussed the partnership with Disney/AAF training.
- VIII. No new/old business
- IX. Debbie and Kasey motioned and seconded the close of the meeting.
- X. Meeting Adjourned at 10:33 a.m.