

Advertising Faculty Meeting Minutes

April 22, 2015

Attendees: Duke, Goodman, Kelleher (presiding), Kim, Krieger, Morris, Morton, Zheng
Meeting called to order at 10:43 AM

Approval of minutes: Kelleher presented the meeting minutes for 4/8/15 and for 4/15/15, respectively. Weigold moved to approve to both minutes, Treise seconded. The motion carried through unanimous approval.

Faculty position vacancy

A faculty member explained different options: Lecturer, Professor of Practice, or Assistant Professor as alternative lines for faculty consideration.

The faculty asked for clarification about the professor of practice position and what the standards for evaluation, compensation, and accountability. There was uncertainty about whether there would be recurring funds associated with the position.

Resulting discussion addressed the pros and cons of the two remaining alternatives presented for filling with line:

- Researcher could be attracted with the right effort and that path would be in line with the scholarly productivity goals of the college and the university;
- Department would need to submit its proposal for what will be done with the creative class if a person was not hired;
- Important for the department remain prepared for training students for practical professions;
- Student perceptions about the quality of their creative training (one attendee noted that students from her class launch successful creative careers);
- Long-term ability to attract masters and doctoral students
- Ability to sustain/maintain our research productivity

A faculty member asked another attendee for her perspective on the Copy & Visualization course and the course teaching assignment. She noted that CV was a class that the students' felt gives them an end product. She suggested that consulting the students is an important piece of the conversation. Another person noted that the department could cover the class with adjuncts, online instruction, and other ways, but that a scholar could only be replaced with another scholar. Another faculty member suggested the alternative solution of hiring both a researcher and a lecturer position. Another one said that the copywriting class is one of the most important classes, so it is very important to have more than one faculty member teaching the course.

A faculty member moved for a secret ballot on tenure track line or non-tenure track line. The vote was 7-3 in favor of a tenure track position. A faculty member inquired with the faculty for volunteers for chairing the search committee. Weigold volunteered to be the search committee chair. Meeting was adjourned at 12:00 PM.

Respectfully submitted,
Cynthia Morton Padovano