

Advertising Faculty Meeting Minutes

September 11, 2024

Zoom

Attending: Chen, H., Cribbs, B., Bullock, O., Calienes, E., Feng, Y., Fernandes, J., German-Coley, M., Goodman, R., Ham, J., Johnson, B., Kember, S., Liu, J., Moon, W., Morton Padovano, C., Sun, Y., Wang, J., Windels, D., Dankers, N., Brown, H.

- I. Meeting called to order at 9:35 a.m.
- II. Approved the August 28, 2024, minutes.
- III. Dean Brown Update/Changes
 - a. Ensure stability for our community, university, and students during times of transition.
 - b. Provided an update on new legislation recently announced.
 - c. Discussed Post Tenure review.
 - d. Looking forward to a great year!
- IV. Advisory Council Meeting
 - a. D. Windels encouraged faculty to promote Advisory Council to classes.
 - b. Goodman requested that Advisory Council members update their bios.
- V. Announcements
 - a. Chen mentioned we will nominate Debbie Treise for American Academy of Advertising Fellow.
 - b. Our department will hold two workshops this semester.
 - i. TalkerWalker/Brandwatch Workshop on October 23rd from 9:30-10:30 am at Atlas Lab
 - ii. Smart PLS Workshop on on October 30 from 9:30-10:30 at Atlas Lab
 - c. Chen requested nominations for the Senior Scholar Faculty position.
 - d. Fernandes informed the new funding opportunities for faculty and grad students.
- VI. No Old/New Business
- VII. Motion and second were made to the close of the meeting.
- VIII. Meeting was adjourned at 10:23 a.m.