

Advertising Faculty Meeting Minutes

January 29, 2025

Zoom

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

- I. **Call to Order**
 - a. The meeting was called to order at 9:34 a.m.
- II. **Approval of Minutes**
 - a. The minutes from December 4, 2024, meeting were approved.
- III. **Guest Welcome**

Chen welcomed guest Nicki Dankers to the meeting.
- IV. **Discussion on Advertising Admission Tracks – Dankers**
 - a. **Overview of Two Tracks:**
 - i. Persuasive Messaging
 - ii. Agency Tracks
 - b. **Historical Context:**
 - i. Goodman and Morton Padovano shared historical intent and idea of these two tracks.
 - c. **Future Considerations:**
 - i. The group discussed the possibility of revisiting and refining these tracks in the future.
- V. **Global Speaker Series – Kember**
 - a. **Recap of the Globalization Taskforce:**
 - i. An update was provided on the task force's work in launching the Global Speaker Series.
 - b. **First Guest Speaker Event:**
 - i. Date: February 6, 2025
 - ii. Speaker: Gustavo Foldvari
 - iii. Location and Time: Atlas Lab, 4:00 pm
 - iv. Faculty Dinner: All faculty members are invited to dinner following the presentation.
 - c. **Acknowledgement:**
 - i. Chen thanked the Globalization Taskforce for their efforts in organizing the International Speakers Series.
- VI. **Senior Scholar Search –Morton Padovano**
 - a. **Update on Search Progress:**
 - i. Three candidates have been invited for Zoom interviews next week.
 - ii. The position remains open until filled.
- VII. **Announcements**
 - a. **AEJMC Accreditation Site Visit:**
 - i. Accreditation Team/Faculty Breakfast: Monday, February 3rd @ 7:30 a.m. – Faculty attendance is encouraged.
 - b. **Attest Course Materials:**
 - i. Deadline: January 31, 2025.
 - c. **College-wide Advisory Council meeting:**
 - i. Dates: March 10th – 12th, 2025
 - ii. Faculty and Advisory Council Meeting: Tuesday, March 11th @ 11:00 a.m. at Atlas Lab.
 - d. **Visiting Scholar:**
 - i. Dates: February 27th – 28th, 2025
 - ii. Event: Faculty and graduate student lunch at 12:15 p.m. in the INC Conference Room.

e. Annual Self-Evaluations:

- i. Deadline: April 15th, 2025
- ii. System Update: Digital Measure will transition to Faculty Excellence & Advancement (FEA) later this year. FEA is currently available for faculty to explore.

f. Graduate Student Blitz – Fernandes:

- i. Date: February 7th, 2025
- ii. Encouragement: Faculty and graduate students are encouraged to attend.

g. Brand Bowl – Windels:

- i. Date: Sunday, February 9th, 2025
- ii. Location: Atlas Lab

h. ADDY Awards – Acknowledgements:

- i. Thanks to Mariano, Lissy and Juan for coordinating 94 Addy submissions.
- ii. Award Banquet: February 27th, 2025

VIII. Old/New Business

- a. No Old/New Business

IX. Adjournment

- a. A motion was made and seconded to adjourn the meeting.
- b. Meeting adjourned at 10:31 a.m.