

Advertising Dept. | MINUTES

Meeting date | 4/15/2015 10:40 AM | Meeting location Weimer 2066

Meeting called by Tom Kelleher, Dept Chair

Attendees

Kelleher, Krieger, Treise, Morris, Duke, Morton, Zheng, Goodman, Kim.

AGENDA TOPICS

Approval of minutes [Name]

Approval of minutes was held off until the next department meeting, 4/22/2015.

Discussion items

Announcements & Dates

Kelleher made announcements about dates for College awards event (April 20), visiting professor campus visit (April 29), Spring commencements (April 30 and May 2), department gathering (May 3), and Advertising Advisory Council for the Fall 2015 (October 1-2). Interested faculty were encouraged to incorporate the meeting into their course planning for the fall. Faculty serving as marshals are Weigold, Kelleher, Krieger, Zheng, and Kim.

Honors Applications

The department agreed to proceed with current nominations. Kelleher mentioned that the students' applications are available in the office for those who wish to review.

Departmental Program Review

Kelleher provided updates on Department of Advertising Program Review for 2014-2015. He mentioned that he would compile the faculty annual review and add in feedback. He also mentioned about the role of the Agency in discussing future commitments and funding opportunities. Discussion included the top three goals of the department (undergraduate and graduate curriculum updates and research productivity) and challenges. As part of the discussion, Krieger suggested to include evidence of work (e.g., unfunded, in

Discussion items

progress, or submitted work etc.) to better demonstrate the efforts by the faculty for fulfilling their roles

UF Goals

Kelleher asked for any input from the faculty on the draft goals of the College. Treise suggested to include goals related to research and thought leadership. Questions were raised by Weigold, Duke, and Morton regarding the scope of the term 'storytelling', timeframe, and goal measurement matrix.

Research Goals

Treise presented statistics on department research productivity. Faculty discussed a number of ways to define department goals for research and proposed the following goal statement: The research goal of the Department of Advertising is "to have on average two journal publications per year for each faculty member." However, it should be noted that the number of publications is separate from the Tenure and Promotion expectation. Motion raised by Treise, seconded by Weigold, and unanimously approved.

Meeting adjourned at 12:08 p.m.

Respectfully submitted,

Eunice Kim