AAF National Education Executive Committee
Fall 2014 Meeting

Thursday October 23, 2014

Introductions

In attendance:

- Hong Cheng (D3–Virginia Commonwealth University)
- Amy Struthers (D9–University of Nebraska, Lincoln)
- Al Mattison (D14–University of California, Berkeley)
- Sandra Utt (D7–University of Memphis)
- Steve Hall (D6–the University of Illinois at Urbana-Champaign)
- Oscar Chilabato (D1–Johnson & Wales University, Providence
- Scott Hamula (D2–Ithaca College)
- Peg Murphy (D6–Columbia College Chicago)
- David Koranda (D11–The University of Oregon)
- Chris Pitre (at large–ASTADIA)
- Daniel Petek (D11–Washington State University)
- Melissa Wong (AAF)
- Laetitia-Laure Brock (AAF)
- Tim Hendrick (D14–San Jose State University)
- Phil Willet (D10–University of Oklahoma)
- Rick Wilson (D10–Texas State University)

Hong Cheng, Chair of the NEEC, welcomed the following new members: Daniel Petek (D11–Washington State University), Tim Hendrick (D14–San Jose State University), Phil Willet (D10–University of Oklahoma) and Rick Wilson (D10–Texas State University).

Meeting Minutes Approved

The summer 2014 minutes were approved unanimously by the committee (motion to approve by Sandy Utt, seconded by Steve Hall).
Standing-Committee Reports

a. Recruitment and Promotions

David Koranda, chair of the standing-committee, went over his experience reaching out to faculty advisors as assigned at the summer meeting. David felt that his experience was not very successful and that he had more luck reaching out to students. David recommended to the NEEC that we switch the strategy to targeting students, focusing on some specific programs like Most Promising Multicultural Student program, for example.

Suggestions from the committee:

- Taking a closer look at the outreach list created by the AAF Mosaic Center and Education Services team to make sure it includes faculty and not career services contacts.
- Making personal presentations to portfolio schools (Daniel Petek). The Mosaic Center and Education Services team will take the lead on producing a presentation to be circulated amongst the committee for members to make such presentations in the future.
- Inviting schools to come and watch the NSAC competition in their district as part of his recruitment efforts (Tim Hendrick).
- Leveraging alumni like MAIP and using their personal stories to reach out (Peg Murphy).
- Steve Hall offered to take the lead on creating a promotional video that could be shown as part of the AAF’s recruitment and outreach efforts, based on the “Branding Your College Chapter” presentation that he and his students just gave at the 2014 Insight/Interaction Student Conference on Advertising.
- The recruitment presentation will be turned into a slide share, which paired with the video that will be created by Steve Hall and his students, and will be a good recruitment tool.
- The Mosaic Center and Education Services team will send NEEC members copies of the University of Miami JCPenney presentation, a great example to show to potential NSAC students.

Clarifications:

- Junior colleges can participate in AAF/NSAC. The Mosaic Center and Education Services team will create a list of junior/two-year colleges in easy distance of each NEEC Committee member and a script for them to reach out/deliver presentations.
- Two schools can get together to form one chapter (example: Jim Cleary’s Northwood University chapter used to include students from the College for Creative Studies. That school now has its own chapter and competed in NSAC as its own team for the first time in 2014).

Hong Cheng thanked everyone for the discussion. He thanked Steve Hall for his offer to have his students produce a promotional video and Daniel Petek for his constructive suggestions.
b. Stickell Internship Program

Reminders:

- Deadline for 2015 is February 3, 2015. John Murphy, who coordinates the internship, attended the 2014 Insight/Interaction Student Conference on Advertising to promote the program.

Feedback from the committee:

- Timing of the application and selection process is not ideal, particularly as the most qualified applicants may already have an internship lined up by the time a Stickell Internship match can be found (Steve Hall).
- Matching process at the end seems to be an issue (Steve Hall) though a similar issue can come up through the MAIP matching process (Amy Struthers).
- Should/could the deadline be moved up since a lot of agency internship recruiting programs wrap up by January? Could the internship positions be found first to allow the Stickell Program to be more strategic in its recruitment process (and faculty could be more strategic in the students they recommend)? (Sandy Utt)

The Mosaic Center and Education services staff will share the NEEC feedback with John Murphy.

c. Faculty Toolkit

An upcoming series will focus on NSAC. Phil Willet, who coached a national winning team, and Oscar Chilabato, whose teams produces strong plans book, volunteered to help on two webinars focused on “Delivering a Winning NSAC Presentation” and “Plans Book 101: Creating 26 pages that stand out”.

Suggestions for upcoming toolkits and webinars:

- Portfolios and creative resumes (Peg Murphy)
- Media buying (Al Mattison)
  - Laetitia Brock will look into turning the successful media breakout session at student conference into a webinar
- Branded entertainment (Peg Murphy)
- Social media listening - perhaps AAF could team up with a company like Randian6 as a research partner for NSAC or to promote our programs (Peg Murphy)
- “How to make programmatic interesting to students,” since topic seems to go completely over students’ heads (Steve Hall)
- How to make big data digestible (Steve Hall)
- Technology (Chris Pitre)
- Turning Kantar Media SRDS’ student conference presentation into a webinar for the overall AAF faculty community (Oscar Chilabato)
Following the discussion on the webinars, Melissa mentioned the faculty toolkits. Sandra Utt brought up that the “College chapter guide to success” is a great resource as well and reminded committee members to direct new faculty to it.

**d. Mosaic Council**

Melissa Wong provided some background information on the Mosaic Council for new NEEC members. At the last meeting, the committee reviewed the finalized Mosaic principles, as the last chair made it her priority to update these. In addition, bylaws were updated and shared with the Mosaic Council members. Copies of these documents were provided to NEEC members.

Melissa Wong also gave an overview of the supplier diversity webinar series.

Finally, Melissa Wong also mentioned that former NEEC member Michael Wheeler, who also sat on the Mosaic Council, had moved on from Omnicom Media Group to a new position at Merck. As a result, he would no longer be a member of the NEEC.

**Mosaic Center and Education Services Updates**

**a. College chapter membership**

- College chapters renewal deadline had been moved up to October 1 this year (as opposed to October 31st the year before)
- Even with the new deadline, college chapter renewals were tracking positively, with 111 chapters renewing by October 15th
- 5 new schools have registered new chapters so far:
  - Blackburn College
  - University of Michigan-Dearborn
  - Morehouse University
  - Lindenwood University
  - American Public University
- Average number of students per chapter is up from last year at about 25 students per chapter
- Total college chapter membership currently includes 2,800 students

**b. NSAC**

- 56 schools have sent in intent to participate
- Deadline to submit this form is January 16, 2015
• So far, no school has signed up for the Virtual District competition. Schools will have the option to switch whether they plan to compete in-person or virtually up to the January 16 deadline, but not after.

Peg Murphy brought up the point that schools competing have different resources, like access to competitive media spending tools that are going to be very handy for this case study (the case study does not include a budget.) Daniel Petek wondered whether media rates could be provided to all teams as a resource so that students don’t all have to call individually to get that information. Laetitia Brock will follow up on this request.

Melissa Wong mentioned the recent push back from NSAC research partners stemming from the feeling that students were not utilizing the resources, as evidenced by a lack of citations in the plans books. Following suggestions from Sandra Utt and Amy Struthers, the Mosaic Center and Education Services staff agreed to post pages from winning plans books on the membership site as example of the format schools should follow.

The committee then discussed new partnerships that could be pursued. Melissa Wong and Laetitia Brock will follow up based on suggestions, contacts and recommendations they receive from the committee.

Phil Willet brought up the issue of faculty advisors not checking the announcement board and whether it can be used as an effective communication tools to clarify issues. This led to a greater discussion on whether teams should be penalized if they break a rule that was specified on the announcement board as opposed to in the policies and procedures guide.

c. Most Promising Multicultural Student Program

• The 2015 Most Promising Multicultural Student program will take place February 1-4, 2015 in New York City
• Judges will meet and select the class on Tuesday October 28
• In an effort to diversity the schools represented, only 2 students per school will be selected
• Selected students will be announced on October 30
• Building Bridges for Our Future luncheon will take place February 3, 2015

Scott Hamula asked about the rationale for limiting the number of students selected per school to two, wondering whether this would lead to an overall less qualified Most promising Multicultural Student class. Melissa Wong explained that the decision was made by the AAF after discussion with the MPMS judges.

Sandra Utt mentioned that last year, the AAF did a good job of recognizing faculty advisors, unlike the year prior and showed her appreciation. The MCES staff also did a better job of notifying nominating professors of the status of their students’ nominations and will continue to expand on this effort for the 2015 program.
d. Mosaic Career Fairs

- FCB Mosaic Career fair will be held in New York on February 4, 2015
- Leo Burnett Career fair at De Paul University in Chicago will take place March 19, 2015
- The committee and AAF MCES staff is still open to the idea of a west coast career fair, pending sponsorship

e. Student Conference

Recap of the 2014 Insight/Interaction Student Conference on Advertising:

- SCA 14 took place in Washington, DC October 21-22, 2014
- 106 students attending as well as 6 faculty members
- The conference received positive feedback so back and the restructure seemed to be well received

Feedback and suggestions from the committee:

- Moving the conference to a different part of the country once might positively impact attendance (Al Mattison)
- Setting up a hotel rate or hosting the conference in a hotel, especially since a lot of students seemed to be coming from outside of the DC area (Phil Willet)
- Holding the student conference on a weekend (Rick Wilson). AWNY had their conference on a weekend but changed the timing since it was hard to get speakers
- Industry immersions would be easier to set up if the conference were held in a city with more agencies, like Chicago or New York (Steve Hall)
- Peg Murphy recommended that the conference could be held on a university campus to alleviate costs

f. Diversity Achievements and Mosaic Awards

Melissa Wong provided a quick update on the Diversity Achievement and Mosaic Awards which will include a student category this year for “multicultural advertising student campaign.” The winner will be selected in March 2015 and awarded at the DAMA ceremony on June 11 2015 at Caesar’s Palace in Las Vegas.

**AAF College Chapters and GenerationON**

- New partnership with GenerationON
- College chapters will work with local youth clubs to help them develop better communications/ad campaigns that will better promote the social causes undertaken by each respective club. The partnership also plays an integral part in these projects.
• The partnership will be officially announced at AHOA this November

• This will be a great training opportunity for students and will also include the opportunity for mentorship and travel stipends

• A pilot program will be rolled out with the University of Illinois in the spring of 2015 for a full rollout in the fall of 2015

**Distinguished Advertising Educator Award Judging Review**

The Mosaic Center and Education Services team developed a new standardized score sheet for the DAE award, which was distributed and approved with a few edits.

• In the last item of the “Teaching excellence and student advisement” criteria, the language should be edited to reflect the emphasis on the quality of the recommendations as opposed to their quantity → “Do the letters of recommendations from colleagues and supervisors as well as the testimonial from students (if any) speak to the nominee’s excellence in teaching and student advisement?”

• In “Scholarly research, publications and/or professional experience” the last criteria was also amended to state → “Is the nominee’s scholarly research, publications and/or professional experience and activities evidenced by academic or industry recommendations?”

Sandy Utt moved to approve the Selection Score Sheet with the above mentioned edits. Amy Struthers seconded. Everyone voted in favor.

**Standing Committee By-Laws Review**

Sandy Utt motioned to review its standing and ad-hoc committees. The following standing committees and standing-committee chairs/members were confirmed:

1) **NSAC**: Al Mattison, Sandy Utt (Chair) and Phil Willet

2) **AAF Promotion** was merged with **College Chapter Recruitment**: David Koranda (Chair), Steve hall, Amy Struthers, Oscar Chilabato

3) **Faculty Outreach**: Hong Cheng (Chair), Daniel Petek, Phil Willet, Peg Murphy, Rick Wilson, Chris Pitre

4) **Distinguished Advertising Educator Award** > Hong Cheng (Chair) and the winners of past two years (Lynda Maddox and Bruce Roche) + Sandra Utt

Tim Hendrick and Peg Murphy volunteered to lead a new taskforce on the Student American Advertising Awards. They will put together a proposal that will be forwarded to Joanne Schecter, Executive Vice President at AAF, to address some of the committee’s concerns about the awards including:

• Objectives of the award (acknowledging vs. discovering talent)

• Should the NEEC have more of an advisory role in the planning process if the awards are to have an educational component?
The taskforce will get together and put forth a proposal that will be reviewed by the committee and sent to Joanne Schecter.

The motion to officially combine the College Chapter Recruitment AAF Promotion standing committees was brought up by Al Mattison and seconded by Steve Hall. There were no opposition and the motion was approved. The members of that committee are: David Koranda (Chair), Steve Hall, Amy Struthers, Oscar Chilabato.

**New Student Initiatives**

Melissa went over the new students initiatives memo included in the NEEC members’ folder and reviewed some of the changes that had been implemented by the AAF as a result of the discussion in the fall of 2013.

a. **Insight/Interaction Student Conference on Advertising**
   - The student conference program and curriculum were revamped to include a career fair
   - Sessions on AAF programs and a presentation on college chapters were added to the agenda
   - The format of the conference was updated to include a longer timeframe

b. **Alpha Delta Sigma**
   - The honor society was rebranded the honor society with a new visual identity
   - Promotional efforts were increased, particularly online resulting in 80 additional inductees from 2013
   - The committee would like to see the colors of the new ADS logo match more closely those of the honor cords (red and white)
   - The committee also mentioned issues with ordering the cords, which Laetitia Brock agreed to look into

c. **Most Promising Multicultural Student Program**
   - The name of the program was changed to Most Promising Multicultural Student program
   - A first MPMS alumni reception was organized to allow for networking across the various MPMS classes
   - Amy Struthers brought up idea of doing something like the MPMS alumni reception for the national Student Advertising Competition, which Laetitia Brock agreed to look into for 2015 in Las Vegas, during ADMERICA!

**New Business**

**Training modules for faculty**

- Daniel Petek would like to work with NEEC to develop a series of training modules designed specifically for faculty advisors to keep up with technological changes, especially in the digital
sphere. These modules could be developed by AAF or in partnership with industry professionals like Google, Facebook or LinkedIn.

- Daniel will set up a survey to poll all AAF faculty members on what topic they would like to see included
- NEEC members will also send Daniel topic suggestions
- Daniel will compile these responses and propose a structure to the committee as a whole.
- Scott Hamula would like one of these modules to cover digital media planning, which is a class he introduced on his campus. Kantar Media SRDS has a new digital platform that Scott Hamula used to develop his syllabus

Before adjourning, Laetitia Brock and Melissa Wong went over the dates of the next meeting: during the AAF’s national conference ADMERICA in Las Vegas’ Caesar’s Palace June 10-13, 2015. Laetitia Brock will send out the details as the conference date gets closer, including hotel information. Rick Wilson, Steve Hall, Scott Hamula, Amy Struthers and David Koranda volunteered to help with the competition during the finals.

David motioned to adjourn the meeting. Steve Hall seconded the motion. The meeting was adjourned.