Minutes called to order by Rich Murphy

Jeff Brand moved to approve minutes

Ken Lachlan seconded

2nd vice president Amy Aldridge Sanford spoke about the 2018 conference in Milwaukee

 next year’s conference will be at the Hilton Milwaukee city center

 block room rates at 149 with complimentary Wi-Fi in the rooms (no matter how many people are in the room

 walking distance to German food and drink

 hotel is pet friendly

 Friday night fish fry – lakefront brewery with polka music

 Public market and Riverwalk walking distance

 Preconference on Wednesday – Chad McBride will put that on – no theme yet

 Conference is April 5th-7th (Thursday – Saturday

 85th annual conference

 Them is “DIFFERENCE.”

 PR difference made in the community

 New things coming in 2018:

 Extended sessions (2 sessions back to back)

 Master Classes – scholar who are well-established are the teachers in the room while attendees are the students

 Faculty Learning Communities – Theme: Dialoging through Difference; Readings to be done before the conference; Meet Wednesday before conference, meet throughout conference, in 2019 present products that were arrived at throughout the process (10 or fewer selected)

 Keynote Speaker

Reports from this year’s conference (coming from Diana)

Elections

 Jeff Brand self-nominated for secretary

 Patric Spence seconded

 Ken Lachlan 2nded

 Jeff Brand unanimously elected to the position

Awards

 Top paper awarded to Ken Lachlan, Patric Spence, Leah Omillion-Hodges, Amanda Brink, and Robert Rice

 Top student paper awarded to Jenna Curry-Muller, NDSU

Attendees volunteered for reviewing for 2018

Discussion of topics to cover in 2018

8 slots are designated f or the PR Interest Group

 Find a senior scholar who could be invited

 Thinking about who is in the Wisconsin system

 Pedagogy panel

 Thinking about how to encourage this through the new communication pedagogy panel

 Approaches to coursework like sport communication, corporate communication, crisis, etc.

 Explore programs that are moving PR programs to 100% online

 Folks teaching the PRSA certificate program

 Harley Davidson has their museum in Milwaukee—can we work this into our division by bringing in PR practitioners

 Send out an email in about a month to provide information about this meeting since we do not have all of the information from last year

New Business

 Make sure the Millar name is on the Top Paper

 Discussion of funding the top panel award

 Currently the top paper and top student paper are funded

 Could we incentivize bringing in a top scholar next year by naming the panel after them

Meeting adjourned

Attendees:

Julia Spiker

Jeff Brand

Ken Lachlan

Patric Spence

Debbie Sellnow-Richmond

Rich Murphy