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