

2022 Meeting Minutes
CSCA Strategic and Applied Communication Interest Group
March 31, 2022 @ 3:30pm
Madison, WI

Meeting Called to Order by: Ashleigh Day, March 31, 2022 @ 03:30 pm

Ashleigh Day, chair
Henry Seeger, vice chair
Xianlin Jin, secretary

1. Review and vote on 2021 minutes
 - a. Hard copies provided at the meeting by Ashleigh

Motion to approve:

Tim Sellnow

Mathew Seeger seconded

2. Report for this year's conference, Ashleigh Day
 - a. Submissions were on par with other IGs this year, but still low. UP FROM LAST YEAR, however. We should continue our efforts to promote the new interest group's mission and goals to grow the IG.
 - b. Awarded 10 slots – more than our 7 last year!
(*Networking session & business meeting included in the slot allotment)

We were assigned network sessions including re-connect session. CSCA gave every new re-connect session

Papers Submitted/Accepted	8/8 (created 2 panels @ 4 papers each)
Panels Submitted/Accepted	5
Panel Created by Planner	1

Accepted everything

- c. Thank you to all the reviewers and submitters for the 2022 conference.
Please sign up for the reviewers and panel responders
3. Top Papers
 - a. Pandemic Messaging to Connect or to Sell?: B2B Messaging Strategies on LinkedIn Regarding COVID-19 (Top Paper) -- Steven Brewer, Carroll University; Rebecca Imes, Carroll University (\$50)

- b. The Fallout Surrounding Fallout 76: How One Game's Release Influenced Public Perception of a Studio (Top Debut Paper) – Katelyn Lambert, University of Nebraska Omaha
 - c. A Rhetorical Analysis of a Financial Regulator's Image Repair Discourses during a Banking Crisis (Dan Millar Award for Top Student Paper) – Prince Adu Gyamfi, Purdue University (\$50)
4. Top Panel
- a. Reconnecting Research and Assessment with Strategic Action Against Climate Change
Henry Seeger, Purdue; Lyn Van Swol, University of Wisconsin-Madison; Bailey Benedict, Cal State San Bernardino; Maureen Wieland, Missouri Southern State University

Motion to approve:

Sydney O'Shay

Jeffrey Brand seconded

Additional Comments:

Mathew Seeger: Connect to other divisions, e.g., health division, and have joint panels

Ashleigh Day: Social media, e.g., Facebook is helpful. LinkedIn

5. Membership Update

- a. 101 Members according to Kathie Cesa CSCA on 3/28/22! (85 last year)
Considering Covid-19, this is very good. We are doing better than before the name change but need to continue to get the word out on the organization.

6. Election:

- a. Nominations for Secretary (that will then advance to vice chair, chair, head of nominating committee.
 - i. Candidate nominations received prior to meeting:

Khairul Islam (self nom. On 3/28 via email): 3 votes

Dear Dr. Ashleigh Day,

The Chair, CSCA - Strategic and Applied Communication Interest Group

My name is Khairul Islam, a Ph.D. Candidate in the Department of Communication at Wayne State University. I would like to nominate myself for the position of Interest Group Secretary.

I study health-risk and crisis communication from a strategic communication perspective. My work has been published in top journals including the Journal of Business Ethics, Health Communication, and the Journal of International Crisis and Risk Communication Research among others.

My long-term commitment to the applied communication research has motivated me to nominate myself for this position. I would like to consider this position as an opportunity for me to serve my own academic community.

I think, my previous experience of working with multiple organizations in various roles will help me to successfully lead this interest group. Currently, I work as the Secretary of the Communication

Graduate Student Association at Wayne State University. Previously, I worked as the Colloquium Director for this organization. I also I served Student Government Association as the Graduate Senator, and Secretary for the Graduate Student Association at Arkansas State University. Here I attached my CV for more details.

Considering my long-term commitment to the strategic communication field and leadership experience, I hope you all accept my nomination to serve this community of mine. Many thanks in advance for your consideration. Look forward to working with you all. (CV attached to email)

Joshua Bolton: Assistant Professor, Salisbury University, self-nominated for the secretary position. 9 votes

Motion to close nomination:

Tim Sellnow

Mathew Seeger seconded

7. CSCA 2023: March 29-April 2, 2023 in St. Louis, MO
 - a. Theme: *INTERSECTIONS, TRANSITIONS AND SILENCED VOICES*
 - b. Deadline for submissions: 11:59 PM CDT, October 7, 2022

8. Panel ideas for 2023?

Sydney: Work with health communication
Ashleigh: Connections with non-profit, professionals
Mathew Seeger: Refugees. Use engaged paradigms
Henry Seeger: decolonizing
Xianlin Jin: Diversity, Equity, and Inclusion

Mathew Seeger: Scholar office hours—small group discussions
How to take health communication, political communications
Xianlin Jin: Mentor-Mentee program

9. Dan Millar Award Endowment Committee
 - a. Members: Don Ritzenhein, Matt Seeger, Tim Sellnow, Jeffrey Brand
 - i. How is this going? Progress? –Write grant documents

10. New Business:
 - a. Reviewers/chairs/respondents for next year
 - b. Facebook page
 - c. ATTEND Networking Session tomorrow at 3:00pm!

Motion to adjourn:

Joshua Bolton

Sydney O'Shay Seconded