

2023 Meeting Minutes
CSCA Strategic and Applied Communication Interest Group
March 30, 2023
3:30 PM to 4:45 PM CDT
St Louis, MO

Meeting Called to Order by Henry Seeger, March 30, 2023 @ 3:30
Henry Seeger, chair
Xianlin Lin, vice chair
Joshua Bolton, secretary

Motion - Approval of Minutes

- a. Copy of minutes were sent to interest group members via email and printed for attendees by Henry Seeger
- b. Motion to approve:
 - a. Ashleigh Day Moved
 - b. Sydney O'Shay seconded

- 1. Report for this year's conference, Henry Seeger

Submissions were on par with other IG this year, and the previous few years, but low overall. We should continue our efforts to promote the interest group's mission and goals to grow the IG.

Awarded 8 slots
Papers Submitted/Accepted 7/7 (created 2 panels)
Panels Submitted/Accepted 6/7
Accepted all but one panel

Thank you to all the reviewers and submitters for the 2023 conference.

Top Papers

Top Paper Award

Josh Averbeck, Western Illinois University "An Integrative Model of Behavioral Approach to Reduce the Use of Adderall as a Study Aid on College Campus."

Dan Millar Top Student Paper Award

Sadiq Abiodun, Southern Illinois University Edwardsville "The Truth About Hunger": Engaging Influencers for Fundraising Activities

Top Panel Award

COVID-19 & Vaccines Across Contexts: Thinking About Intersections, Transitions, and Silenced Voices

Chair: Jaclyn S. Marsh, University of Texas at Tyler

Joshua P. Bolton, Salisbury University "Categorizing a Crisis: Rhetorical Strategies of the Trump and Biden Administrations in the Face of COVID-19"

Julie Volkman, Bryant University; Chris Morse, Bryant University; Ashleigh M. Day, Northern Arizona University "Examining Trust, Information Sources, and Attitudes Towards Vaccines: Exploring Implications for Vaccine Communication"

Najma Akhther, Wayne State University; Matthew W. Seeger, Wayne State University; Khairul Islam, Wayne State University "US Minority-serving and Faith-based Higher Education Institutions' Response to COVID-19 Vaccine"

Sydney O'Shay, Utah State University; Marissa Sáez, Utah State University; Kaitlin Elizabeth Phillips, Baylor University; C. Maxwell Buck, Utah State University; Cassandra Craig, Utah State University "Using the Health Belief Model to Understand Minority Families' Health Behaviors During the COVID-19 Pandemic"

Xianlin Jin, University of Toledo "'We Can Do This': Analyzing Influential COVID-19 Vaccine Social Media Campaigns"

Interest Group Budget

There was a vote taken in 2018 to use the money to promote the division and increase membership, as well as to promote the name change. No plan or action was taken along these lines, and the way the funds have been used have been inconsistent in the past few years.

“Typically used for monetary awards for unit members or to purchase a plaque or other type of award. Association funds cannot be used for food or drink purchases, nor can these funds be donated or otherwise awarded to any person, organization, or cause not affiliated with the CSCA.” – CSCA bylaws

We need a vote for how to spend the money next year.

Motion to discuss in public forum how to use the \$100

- a. Don Ritzenhein Moved
- b. Ashleigh Day Seconded

Discussion: One idea was proffered to use the money to promote the division. Other ideas included compensating reviewers for their time or reviewer award, buying plaques for awardees, or IG “swag”.

Matthew Seeger moved to put the decision to the IG chair elect. Ashleigh Day seconded the motion.

Creation of IG gmail for long-term stewardship and connection

We’ve created a gmail account associated with the Division as a place to centralize archiving of minutes and documents between generations of leadership. Stewardship of this account will pass to the new chair each year, but previous leadership will maintain access. We will be reaching out to connect with previous leadership committees so we can start to establish a stronger system of stewardship of the interest group.

Motion - Approval of Conference Report

Matthew Seeger moved to approve

Don Ritzenhein seconded

2. Membership Update

133 Members (according to mailing list provided by CSCA! (up from 101 last year and 88 in 2021) this is pretty good and steady growth, particular considering we were flagged for low membership in 2018.

Election:

Nominations for Secretary (that will then advance to vice chair, chair, head of nominating committee.

Khairul Islam – Wayne State

Motion – Close nominations and elect Khairul Islam by acclamation

Sydney O'Shay moved

Josh Averbek seconded

3. Report on Dan Millar Award Endowment Committee

Members: Don Ritzenhein, Matt Seeger, Tim Sellnow, Jeffrey Brand

Award has been \$75 since the award's inception. There is a strong desire to increase the award in order to increase submissions. Dan Millar contributed a significant gift along with other previous leaders of the IG to then reach out to other key members. We think we are close to raising \$1000 but reporting is not quite updated. Next steps are soliciting donations from previous winners and collect stories. One problem in raising funds is gifts to CSCA are not tax deductible. Some discussion with the Executive and Finance Committees shows some inertia toward gaining 501(3)(c) status in order to make those donations tax deductible.

Motion – Approval of report on Dan Millar Award

Matthew Seeger Moved

Ashleigh Day Seconded

4. CSCA 2024:

93rd Annual Convention in Grand Rapids, MI.

Theme: Incoherence

Our lives are filled with moments of incoherence. Some segments of incoherence occur at the individual level, as we explore how shared meaning is missed. Other sites of incoherence come from systems and structures working to obfuscate our understanding of ourselves, our relational partners, our communities, and our organizations. Sometimes, as our theories tell us, incoherence can be beneficial, illuminating, or productive.

Deadline: October 7, 2023, 11:59 pm CDT

Panel ideas for 2024?

Intersections of crisis, systems, chaos theories

Co-sponsorships with Health Communication particularly related to rapid response

Panel of previous Dan Millar Award recipients

Lack of coherence from academia and outside including panels including industry professionals

5. New Business

None!

Motion to adjourn

Sydney O'Shay moved

Ashleigh Day seconded