

**2024 Meeting Agenda**  
**CSCA Strategic and Applied Communication Interest Group**  
April 4, 2024  
2:00 PM to 3:15 PM (ET)  
Grand Rapids, MI

Meeting Called to Order

2:05pm

*Xianlin Lin, chair*

*Joshua Bolton, vice-chair*

*Khairul Islam, secretary*

**Motion - Approval of Minutes (attached)**

1. Report for this year's conference presented by Xianlin Lin

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	7 slots (8 slots in 2023)
Papers Submitted/Accepted	7/5
Paper Session Submitted/Accepted	1/1
Paper Panel Submitted/Accepted	1/1
Discussion Panels Submitted/Accepted	4/4

Thank you to all the reviewers and submitters for the 2024 conference!

**Top Papers**

**Top Faculty Paper Awarded for**

Title: Effects of Organizational Social Media Responses to Public Tragedies: From 'Thoughts and Prayers' to 'Likes and Shares'

Authors:

Rebecca Hayes, Associate Professor, School of Communication, Illinois State University

Julia Waddell, Assistant Professor, West Chester University

**Top Student Paper Awarded for**

Title: "Postpartum depression and the disclosure process"

Author: Kelsey Lunsford, Ph.D. Student, College of Journalism and Communications, University of Florida

**Interest Group Budget**

There is \$100 from CSCA. There are restrictions regarding how to use the money.

"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 collect feedback from members regarding how to use the money effectively.

**Motion - Approval of Conference Report**

Anonymously approved by the session attendees. Dr. Seeger moved first to approve, and Dr. Henry Seeger the second.

## 2. Membership Update

\* Members (according to mailing list provided by CSCA. (133 in 2024, 101 in 2022 and 88 in 2021) this is pretty good and steady growth, particular considering we were flagged for low membership in 2018.

Election:

Dr. Henry Seeger nominated Dr. Rodrigo Soares, a post-doctoral researcher at the University of Vermont. Dr. Rodrigo was elected as secretary for 2024-2025. Rodrigo will advance to vice chair, chair, head of nominating committee.

### **Motion – Close nomination**

#### 3. Report on Dan Millar Award Endowment Committee

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

### **Motion – Approval of report on Dan Millar Award**

#### 4. CSCA 2025:

Cincinnati, OH, Hilton Cincinnati Netherland Plaza

April 1 – 6, 2025

Panel ideas for 2024?

#### 5. New Business

Proposed some strategic meetings between two CSCA meetings. Henry was requested to lead these conversations.

The bylaws are old, which were for PR. Dr. Seeger suggested changing the name of the division from PR to the current one.

Work with Josh to change the language and then send it for members for feedback and comments. Dr. Seeger suggested not to mention specific money for top papers.

Jeff: make sure same template for by laws and constitution.

Motion to approve the discussion about funding for top student paper. Seeger was first for motion, and Henry was second.

Discussion about widening the scope is the theme for next year.

Audience suggested bringing the practitioner focus for next year. Connecting the communities around Cincinnati and other neighboring communities. Attracting EPA for CSCA.

Especially, explore the possibility of relationship between PR and other possible areas.

Promoting CSCA for students. Specifically, strategic communication committee lead by Henry may consider including a discussion how to promote this division to the students.

**Motion to adjourn.**

Move to adjourn: Dr. Seeger went first to approve and Henry, the second