# The 53rd Annual Conference

# IOWA COMMUNICATION ASSOCIATION

**September 21-22, 2018**

**Des Moines Area Community College**
**Ankeny, Iowa**

# Welcome to the 53rd Annual Iowa Communication Association Conference

## "Building Bridges"

We face significant challenges today in our educational institutions, as well as our local, national, and global communities. Differences in perspectives, experiences, values, and power have lead us to a place of tightened boundaries and heightened conflict. Yet if we are to help create positive and sustainable communities, we must find a way to bridge these differences so that we may find a path to understanding. Thank you for joining us at the 2018 ICA conference as we explore these and other important issues in communication pedagogy and research.

# The Iowa Communication Association Executive Committee

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|---|---|---|
| **Acting President** | Linda Laine | Central College |
| **President-Elect** | Linda Laine | Central College |
| **Past President** | Kim Powell | Luther College |
| **Executive Secretary** | Eric Upmeyer | Vinton-Shellsburg High School |
| **Iowa Journal of Communication Editor** | Rachel Murdock | Des Moines Area Community College |
| **Iowa Journal of Communication Business Manager** | David Wendt | Iowa Wesleyan University |
| **ICA Newsletter Editors** | Kent Davis | University of Northern Iowa |
| | Gayle Pohl | University of Northern Iowa |
| **At-Large Committee Members** | Tammie Wiebers | North Central Missouri College |
| | Kendra Bergenske | Western Iowa Tech Community |
| | Marilyn Hunt | University of Northern Iowa |
| | Joy Daggs | Western Missouri State University |
| | Franklin Yartey | University of Dubuque |
| | Jenn Supple Bartles | University of Dubuque |
| **ICA Communication Officer** | Natalia Cherjovsky | Kirkwood Community College |
| **IAAE/ICA Mentor Chair** | Sarah Schafer | Waukee Middle School |
| **Archivist** | Marilyn Shaw | University of Northern Iowa |

# ICA Presidents

| | | |
|---|---|---|
| 1965-1966 | Merle Picht | Cedar Falls HS |
| 1967-1968 | Delbert Smith | Clarinda Community College |
| 1969-1971 | John M. Fonkert | Mason City HS |
| 1972-1974 | Vernon Davidson | Iowa Falls HS |
| 1975-1978 | James F. Weaver | Iowa State University |
| 1979-1980 | Nancy Lee Gulken | Washington HS |
| 1981-1982 | Douglas M. Trank | University of Iowa |
| 1983-1984 | Ken Butzier | Northern University HS |
| 1985-1986 | William Waack | University of Northern Iowa |
| 1987-1988 | John Madsen | Buena Vista College |
| 1989-1990 | Larry Brandstetter | Red Oak Junior HS |
| 1991-1992 | Kathy Oakland | Price Laboratory School |
| 1993-1994 | Steve Palmquist | Waverly-Shell Rock HS |
| 1995-1996 | Christine Apel | Loras College |
| 1997-1998 | Paul J. Siddens III | University of Northern Iowa |
| 1999-2000 | Alan Lerstrom | Luther College |
| 2001-2002 | David Wendt | Keokuk High School |
| 2003-2004 | Dennis Doyle | Central College |
| 2004-2006 | Mary Gill | Buena Vista University |
| 2006-2008 | Melissa Beall | University of Northern Iowa |
| 2008-2010 | Marilyn Shaw | University of Northern Iowa |
| 2010-2012 | Judith Vogel | Des Moines Area Community College |
| 2012-2014 | Julie Simanski | Des Moines Area Community College |
| 2014-2016 | Kim Powell | Luther College |
| 2016-2017 | Keith Hardeman | Westminister College (MO) |
| 2017-2018 | Linda Laine (Acting) | Central College |

# ICA Executive Secretaries

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|---|---|---|
| 1965-1966 | Elaine McDavitt | State College of Iowa |
| 1967-1971 | Robert Kemp | University of Iowa |
| 1972-1974 | James F. Weaver | Iowa State University |
| 1975-1978 | Russel Myers | Iowa State University |
| 1979-1980 | Bob Schanke | Central College |
| 1981-1992 | Jon Hall | University of Northern Iowa |
| 1993-1995 | John Madsen | Buena Vista College |
| 1996-1998 | Virginia Darby | Wahlert High School |
| 1999-2001 | Mary Gill | Buena Vista University |
| 2002-2004 | Mari Miller Burns | Iowa Lakes Community College |
| 2005-2011 | Susan Cantine-Maxson | Cloud County Community College, KS<br>Brown Grand Theatre-Concordia, KS |
| 2011-2013 | Barb Schmidt | Des Moines Area Community College |
| 2013-2016 | Nicole Allaire | Des Moines Area Community College |
| 2016-2019 | Eric Upmeyer | Vinton-Shellsburg High School |

# Iowa Communication Association

The Iowa Communication Association is your professional organization. The purpose of the Association is to unite persons with academic or professional interests in all disciplines of Communication and the Performing Arts at all educational and professional levels in Iowa for the promotion of their mutual interests and the advancement of their common field.

The Iowa Communication Association Conference, held annually in September, provides a forum for sharing new ideas and an opportunity for academic and business community professionals in Iowa to reflect on the past, meet present challenges, and anticipate future professionals in Iowa to reflect on the past, meet present challenges, and anticipate future challenges.

The Iowa Communication Association produces two publications every year. The Iowa Journal of Communication provides a collection of recent scholarship representing many different disciplines within Communication and the Performing Arts. The ICA Newsletter provides information for members about the activities and events taking place in the ICA, as well as information about other events and activities taking place in other academic and professional venues all over Iowa. Also, be sure to like ICA on FB and follow us on Twitter.

| **MEMBERSHIP FEES** | |
|---|---|
| Basic Renewal | ……..……..……..$37.00 |
| Patron Member | ……..……..…..$65.00 |
| Student Member | ……..……..……..$15.00 |
| Emeritus Member | With Journal...$25.00…Without Journal…….$15.00 |

| **CONFERENCE REGISTRATION FEES** | |
|---|---|
| 2 Day Conference Fee | ……....…..$30.00 |
| 1 Day Conference Fee | ……..……...…..…....$20.00 |
| Student Conference Fee (for one or two days) | …….……...……..…..$15.00 |
| Dinner (Friday evening) | ……...……..…….…….$20.00 |

## Registration Information

Conference registration will take place on Friday, September 21, from 11:30 to 5:00 PM and Saturday, September 22, from 7:00 to 10:00 AM in the reception area. Conference attendees are strongly encouraged to pre-register. Attendees and speakers do not have to be members of the ICA to participate in the programs. However, everyone excluding first time attendees must pay the conference registration fees.

# Central States Communication Association

# 2019 Conference Theme

# *Dialogue*

The leadership of the Central States Communication Association (CSCA) invites competitive papers, panel discussions, and performance sessions for the 88th Annual Convention in Omaha, NE. Members are urged to reflect on the theme of *Dialogue* and how we might create spaces of dialogue about *research*, *teaching*, and *service and creative collaboration* between our members, conference attendees, and communities. We encourage you to think outside of the parameters and structures that often limit our interactions at conferences—such as interest groups, methodologies, sub-disciplinary silos, teaching interests, and professional foci. When you are planning your panels and programs for 2019, consider ways that we can construct authentic dialogue in communication situations where we talk with rather than to each other.

Faculty, students, independent researchers, and community members are all encouraged to submit and attend the convention. University and community partnerships are particularly welcome. Submissions inclusive of all methodological perspectives in the communication discipline are expected and embraced.

Look for specific calls and submission information from each of the 20+ CSCA interest groups, caucuses, and sections. If you have any questions or ideas, please contact Chad McBride at CSCAomaha@gmail.com. Also, be sure to like CSCA on facebook: https://www.facebook.com/CentralStatesComm

Additional Information

- Deadline for Submissions: October 10, 2018
- Conference Date: April 3rd – 6th, 2019
- Conference Location: Omaha, NE
- Primary Program Planner: Chad McBride, Ph.D.
- Primary Program Planner Contact: CSAomaha@gmail.com

# Iowa Journal of Communication
# Call for Manuscripts: Volume 51 (2019)

The *Iowa Journal of Communication* is seeking manuscripts for a special issue (Number 1 of Volume 51) open to any topic related to "Partisanship, Provocation, Protest, and Pugnacity: Communication in a Context of Conflict." We also seek submissions for a general issue (Number 2 of Volume 51) open to any topic in communication.

The *Iowa Journal of Communication,* an award-winning state journal, publishes the highest quality scholarship on a variety of communication topics. Manuscripts may be philosophical, theoretical, critical, applied, pedagogical, or empirical in nature. We also publish book reviews and reflective pieces of concern to communication scholars. Submissions from all geographic areas are encouraged, and one need not be a member of the Iowa Communication Association to submit a piece.

Submissions will be accepted from now through the deadline for both issues: March 22, 2019.

All submissions must conform to the 6th edition of the *Publication Manual of the American Psychological Association*. Research manuscripts should not exceed 25 pages (excluding references and tables/appendixes).

All submissions should include the following:

1. A separate title page that includes author(s) name(s), academic position(s), and institutional affiliation(s). Please include a mailing address, phone number, and email address for the corresponding author.
2. A history of the work, including a description of any public presentation or publication of any part of the data set or portions of the manuscript and information as to whether the manuscript is part of a thesis or dissertation.
3. An abstract of not more than 200 words.

The journal adheres to a double-blind review process that hides the identities of both the reviewers and the authors from one another. Accordingly, authors should remove any identifying information from the manuscript. (See https://tinyurl.com/ydegccb5 for suggestions on making a manuscript anonymous). All manuscripts submitted for consideration should be original, unpublished, and should not be under consideration by other publication. We will accept only electronic submissions in Microsoft Word.

**Special Issue Information:** Manuscripts relating to: "Partisanship, Provocation, Protest, and Pugnacity: Communication in a Context of Conflict" are invited for the special issue. Manuscripts should address or relate to communicating in a context of dissent, conflict, partisanship, etc.

Manuscripts may focus on any type communication, including group, face-to-face, family, or mediated communication, and may use any methodology for analysis. We are particularly interested in unique, non-standard approaches and voices, but all manuscripts are welcome.

Please address any queries and manuscript submissions to the editor:

Rachel Collier Murdock
rcmurdock@dmacc.edu

Contact the editor if you are interested in reviewing manuscripts submitted to IJC for publication by serving on the editorial board.

# Conference At-A-Glance

# Friday, September 21, 2018

| | | |
|---|---|---|
| 10:00-11:30 | **Pre-Conference Executive Board Meeting** | Walnut |
| 11:30-5:00 | **Registration** | Reception |
| **Session I**<br>12:30-1:30 | **Keynote Panel: Bridging the Gap Through Dialogue in Des Moines** | Oak |
| **Session II**<br>1:45-2:45 | **Independent Scholarship in Communication Theory and Research**<br>▪ Back Talk: The Importance of Reciprocal Communication<br>▪ Drop "Speech:" A Modest Proposal<br>▪ Power, Freedom, and Conflict: Building Bridges | Oak |
| | **Multiple Means of Building Bridges of Understanding**<br>▪ The Role of Ethnocentrism on Self-Identity and Conflict<br>▪ Bridging Continents, Cultures and Confidence Gaps: from Storm Lake to the Global Classroom<br>▪ Service Learning: Bridging Your Classroom and Community<br>▪ Leading Across Boundaries: Graduate Students Awareness and Growth | Maple |
| | **Effectively Addressing (Lack of) Diversity in the College Class**<br>▪ Diversity in the Classroom<br>▪ Engaging Foreign Language Students in Online Classes | Walnut |
| **Session III**<br>3:00-4:00 | **Building Bridges During Health Crises: Communicating Social Support**<br>▪ What (Not) to Say to a Family Afflicted with Cancer<br>▪ Communicating with Cancer Fighters and Their Caregivers<br>▪ Supporting Patients and their Families: Lessons from Hospice Volunteer Training | Maple |
| | **Constructing Online Teaching Standards: A Task Force Report** | Walnut |
| | **GIFTS: Great Ideas for Teaching Students**<br>▪ "If We Listen, We Learn:" Creating a Bipartisan Speakers Bureau to Build Bridges in a Politically Engaged – and Divided Classroom<br>▪ Protest Becomes Personal: Bridging the Public and Private<br>▪ Making a Difference in the Classroom<br>▪ Standpoints: Teaching the Importance of Good Sources, Facts and Good Arguments<br>▪ | Oak |
| **Session IV**<br>4:15-5:15 | **Westphal Student Paper Competition: Top Three Papers**<br>▪ Becoming the Warrior: A Narrative Analysis of Jim Hellwig's Career in the WWE<br>▪ The "Overdramatic" Girlfriend<br>▪ Making the Case: A College Physical and Mental Health Integration | Oak |
| | **Do you really want to go there? Building bridges to uncomfortable places in the Communication Studies classroom** | Walnut |
| | **Listen First** | Maple |

# Conference At-A-Glance

# Saturday, September 22, 2018

| | | |
|---|---|---|
| 7:00-10:00 | **Registration** | Reception |
| 7:00-8:00 | **Continental Breakfast and Social Time** | Reception |
| **Session V**<br>8:00-9:00 | **Building Sexual Misconduct Cases Against Powerful Men**<br>▪ From "He Said and She Said" to "He Said and They Said": It takes more than one prey to bring down a predator | Oak |
| | **Bridging Diversity Gaps: Strategic Planning and Assessment in Diversity Education – Examining Drake University's School of Journalism and Mass Communication's Diversity Plan**<br>▪ Drake University SJMC Diversity Plan – Introduction and Summary Components<br>▪ The Real Hunger Games<br>▪ Race Card Reflections | Maple |
| | **Gameful Engagement Strategies** | Walnut |
| **Session VI**<br>9:15-10:15 | **Building Bridges through Social Media**<br>▪ Social Media and Crisis Communication<br>▪ Social Media and Public Relations Campaigns<br>▪ Social Media and Global Perspectives in Journalism<br>▪ Social Media and the Enhanced Opportunity for Listening Competence | Walnut |
| | **Student Research**<br>▪ Navigating the Bridge: Facilitating Community-Based Student Research<br>▪ "One Burrito at a time:" The Organizational Culture of Bicycle-Based Food Program<br>▪ Diversidad en la Iglesia: Communication Patterns in a Multicultural Congregation<br>▪ An Examination of Employee Culture at a Long Term Care Facility | Maple |
| | **GIFTS: Great Ideas for Teaching Students**<br>▪ Preparing Students to Build Bridges Using US Census Data and Inclusive Communication Strategies<br>▪ Unpacking Your Backpack<br>▪ "I need you to like me": An affinity-seeking exercise for inferring goals from interaction<br>▪ Speech is the New "S" in Stem | Oak |

***Would you like to become more involved in ICA?*** *Talk to a current board member to learn about service and leadership opportunities.*

# Keynote Speakers

**Joshua V. Barr**, a native of Sumter, SC, earned his Bachelor's of Business Administration in Management from Francis Marion University in Florence, SC in 2003. Barr went on to pursue his Juris Doctorate at the University of South Carolina School of Law with a concentration in business and corporate law. Upon graduating in 2007 and becoming a member of the South Carolina Bar Association, Barr became a general practice attorney.

In 2010, Barr received his MBA from Smeal College of Business at Pennsylvania State University. He then moved to Colombia, South America, to conduct research on institutional corruption at Pontificia Universidad Javeriana Cali (Javeriana University), publishing the articles: A Legal Perspective on Corruption Models and The Evolution of Business Law in Colombia: Is it Possible to End Colombia's Legal Dependency? Barr later became a professor at Javeriana University, teaching International Business and Law courses. He also served as the International Legal Consultant for Corn Products International Andina (now known as Ingredion) and the Director of Education for the foundation GSC Ingles Para Todos (GSC English for Everyone). After two fantastic and thought-stimulating years in Colombia, Barr returned to the United States to address social issues in his native state of South Carolina.

From 2013 to 2015, Joshua worked as a civil rights attorney and the State Fair Housing Director at the South Carolina Human Affairs Commission. Joshua presently works as the Director of the Civil & Human Rights Department for the City of Des Moines. With the Civil & Human Rights Commission, Joshua works to eliminate and prevent discrimination in the areas of employment, housing, municipal practices, and public accommodations in order to make Des Moines a model city.

**Claudia Schabel**, President of Schabel Solutions, combines over a decade of experience as a Diversity and Inclusion strategist with Fortune 100 and 500 companies with a multicultural background to offer coaching and consulting services in the areas of diversity, equity and inclusion to businesses, educational and not-for-profit organizations. Schabel volunteers and serves on multiple boards. Currently, Schabel is a commissioner on the City of Des Moines Civil and Human Rights Commission, serves on the Society for Human Resource Management (SHRM) State Council as the Director of Diversity, serves as a trainer/facilitator for the Iowa Network Against Human Trafficking and Slavery and volunteers at Blank Children's Hospital. Schabel earned a BA degree in International Relations from Drake University. Schabel is a native of Brazil and lives in Des Moines, IA.

**Emily Schields** serves as Executive Director of Iowa Campus Compact, a statewide coalition of college and university presidents dedicated to achieving the civic mission of higher education by educating students for citizenship and building strong campus-community partnerships. Her background includes a variety of leadership roles on political campaigns and in state government. Schields is a commissioner on the City of Des Moines Civil and Human Rights Commission and volunteers on a variety of campaigns. She also serves on the Grand View University Business School Advisory Council, Mercy College of Health Sciences Mission Committee, and Grinnell College Social Justice Prize Review Committee. She is a Certified Nonprofit Professional with a B.A. from the University of Iowa in Journalism and Political Science, and an M.A. in Nonprofit Management from the University of Northern Iowa. A native of Cedar Rapids, she and her husband and two children live in Des Moines.

# Conference Schedule

## Friday, September 21, 2018

| | | |
|---|---|---|
| **10:00-11:30** | **Pre-Conference Executive Board Meeting** | **Walnut** |
| **11:30-5:00** | **Registration** | **Reception** |
| **12:30-1:30** | **Session I** | **Oak** |

**Keynote Panel: Bridging the Gap Through Dialogue in Des Moines**

Presenters: **Joshua V. Barr**, Director,
Des Moines Civil and Human Rights Commission
**Emily Shields,** Commissioner
**Claudia Schabel,** Commissioner

Des Moines Civil and Human Rights Commissioners and staff will discuss a new solutions-focused dialogue project that has included dialogue on safety and justice and refugees and immigrants in Des Moines. Bridging the Gap is a project championed by Mayor Frank Cownie to have solutions-focused discussion with community members across Des Moines. This ongoing, community-centered dialogue and strategy series is designed to involve city and state government, business leaders, service providers, and at-large community members in the development of collaborative, step-by-step solutions to address issues that are essential to a thriving city. Four areas of opportunity to make Des Moines a more equitable and sustainable city have been identified: Community & Government Relations, Refugee & Immigrant Affairs, LGBTQ+, and Breaking Bread/Building Bridges.

Des Moines continues to gain traction as one of the fastest growing regions in the Midwest, making of tantamount importance our ability to prepare for the needs of the demographic shifts. The hope is that "bridging the gap" in these areas will help these communities thrive as they grow. When the community is involved in the solution-making process, paths to a more equitable Des Moines are created.

***Did you know?*** *The Des Moines Civil and Human Rights Commission is an impartial Investigative Agency, which seeks to determine through investigation, if a person was treated unfairly in violation of the Des Moines City Code it enforces. The Commission addresses illegal discrimination that occurs in the City of Des Moines in the areas of employment, housing, municipal practices, and public accommodations.*

| 1:45-2:45 | Session II |
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| **2.1** | **Independent Scholarship in Communication Theory and Research** **Oak**<br><br>Chair: **Jenn Supple Bartels**, University of Dubuque<br>Respondent: **Kim Powell**<br><br>Back Talk: The Importance of Reciprocal Communication<br>**Deone Merkel**, Loras College<br>Drop "Speech:" A Modest Proposal<br>**David Klope**, Mount Mercy University<br>Power, Freedom, and Conflict: Building Bridges<br>**Nathan Miczo**, Western Illinois University |
| **2.2** | **Multiple Means of Building Bridges of Understanding** **Maple**<br><br>Chair: **Mary Gill**, Buena Vista University<br><br>The Role of Ethnocentrism on Self-Identity and Conflict<br>**Brian Pattie**, Buena Vista University<br>Bridging Continents, Cultures and Confidence Gaps: from Storm Lake to the Global Classroom<br>**Andria Frantz**, Buena Vista University<br>Service Learning: Bridging Your Classroom and Community<br>**Mary Donato**, Buena Vista University<br>Leading Across Boundaries: Graduate Students Awareness and Growth<br>**Ashley Farmer Hanson** and **Deb Lenhart**, Buena Vista University<br><br>Panelists from Buena Vista University share expertise and experiences of intentional designs to engage students in bridging understandings among themselves and others in multiple contexts. |

***Did you know?*** *ICA selects and recommends three panels from our convention to be presented as Spotlight panels at the Central States Communication Association conference in April. If you see a great panel during the conference, pass your recommendation on to one of the Board members.*

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| **2.3** | **Effectively Addressing (Lack of) Diversity in the College Class** **Walnut**<br>Chair: **Franklin Yartey**, University of Dubuque<br><br>Diversity in the Classroom<br>**Richard Underwood**, Kirkwood Community College<br>Engaging Foreign Language Students in Online Classes<br>**Cynthia Gehrie**, Iowa Western Community College<br><br>Both diversity – and lack of it – in our classes create a variety of situations from which our students and we can learn. Through discussion of scenarios and consideration of specific activities, these presenters invite those attending to explore how we might most effectively enhance learning for both our students and ourselves. |
| **3:00-4:00** | **Session III** |
| **3.1** | **Building Bridges During Health Crises: Communicating Social Support** **Maple**<br><br>Chair: **Keith Hardeman**, Westminster College<br><br>What (Not) to Say to a Family Afflicted with Cancer<br>**Keith Hardeman**, Westminster College<br>Communicating with Cancer Fighters and Their Caregivers<br>**Kent Davis**, Independent Scholar<br>Supporting Patients and their Families: Lessons from Hospice Volunteer Training<br>**Linda Laine**, Central College<br><br>When a friend or co-worker is diagnosed with a potentially life-threatening disease, such as cancer, what happens next? In the desire to reach out to the patient and family, there's often a very fine line between saying something supportive and uttering words that could be perceived as hurtful or even offensive. How can friends best help when the family, itself, may not know what it needs at this time? This discussion panel explores some of the best communication options for those wishing to provide support for patients (and their families) who have been afflicted with some sort of life-threatening situation. |

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| **3.2** | **G. John Hall Online GIFT Forum: Constructing Online Teaching Standards - A Task Force Report**<br><br>Chair: **Gayle Pohl**, University of Northern Iowa<br>Presenters: **Melissa Beall**, University of Northern Iowa<br>**Jeffery Brand**, University of Northern Iowa<br><br>Members of Iowa Communication Association Task Force on Online Teaching Standards detail the process and outcome of constructing guidelines for quality online teaching. | **Walnut** |
| **3.3** | **GIFTS: Great Ideas for Teaching Students**<br><br>Chair: **Tammie Wiebers**, North Central Missouri College<br><br>"If We Listen, We Learn:" Creating a Bipartisan Speakers Bureau to Build Bridges in a Politically Engaged – and Divided – Classroom<br>**Jennifer Glover Konfrst**, Drake University<br>Protest Becomes Personal: Bridging the Public and Private<br>**Jennifer Hough**, Western Iowa Tech Community College<br>Making a Difference in the Classroom<br>**Richard Underwood**, Kirkwood Community College<br>Standpoints: Teaching the Importance of Good Sources, Facts and Good Arguments<br>**Kim Powell**, Luther College | **Oak** |

***Did you know?*** *The G. Jon Hall Online GIFT Forum honors the former UNI professor and ICA executive secretary for his pioneering work in online teaching and promotion of ICA. The G. Jon Hall Online GIFT Forum has been an annual presentation in the ICA conference since its establishment in 2004. Every year, veteran online instructors are invited to ICA conference to present lessons learned when teaching online, to promote the discussions of online teaching, an area of increasing importance due to the advancement of online technologies. Jon Hall served ICA as Executive Secretary from 1981to 1992.*

| 4:15-5:15 | Session IV |
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| **4.1** | **Westphal Student Paper Competition: Top Three Papers** **Oak**<br><br>Chair: **Rachel Murdock**, Editor, *Iowa Journal of Communication*<br>Respondent: **Dennis Doyle**, Central College<br><br>Becoming the Warrior: A Narrative Analysis of Jim Hellwig's Career in the WWE<br>**Nick Hodges**, Coe College<br>** The "Overdramatic" Girlfriend<br>**Natalie Shimp**, Luther College<br>* Making the Case: A College Physical and Mental Health Integration<br>**Tamara Laursen**, Buena Vista University<br><br>*Top Student Paper, Winner of the Westphal Student Paper Competition<br>** Top Undergrad Paper |
| **4.2** | **Do you really want to go there? Building bridges to uncomfortable places in the Communication Studies classroom** **Walnut**<br><br>Facilitator: **Cindy Cochran**, Kirkwood Community College<br>Panelists: **Bryan Campbell**, Buena Vista University<br>**Kevin Shroth**, Kirkwood Community College<br>**Sarah Schaefer**, Waukee Middle School<br>**Cindy Cochran**, Kirkwood Community College<br><br>More than ever, we understand the importance of what we teach and how we teach. Yet, we have those days when we wonder what our next move will be. There is the experience when a student brings up a topic and we think to ourselves, "Do we really want to go there today?" Or sometimes we are the one who brings up a controversial question but we get the "Iowa Stare," as if the students are saying, "we don't want to go there." Or sometimes a student will over share information or uses a stereotype in a performance and we'll all think "wow…you just went there." How do we navigate the discussion or presentation of diversity in a classroom that lacks diversity? What happens |

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| | after we discover that humor was not the best way to navigate the muddy water today? Panelists will discuss their experiences, research, and insights regarding these issues and invite the audience to share as well as they try to determine where to go when we find ourselves at that "bridge too far." | |
| **4.3** | **Listen First**<br>Presenter: **Rachelle Biderman**, Kirkwood Community College<br><br>The political divide has never been greater and civil discourse has never been more difficult. As educators in the communication discipline, it is our job to not only foster speaking skills, but also listening. Perhaps it is time to re-visit what it means to truly listen and provide our students with opportunities to engage in difficult conversations, while being present, open-minded and respectful of the viewpoints of others. Based on the "Listen First" movement, this workshop will explore tips and techniques to approach the topic of listening in a way that prepares students to thoughtfully engage in an increasingly hostile communication climate. | **Maple** |
| **5:30-7:00** | **President's Reception, Awards, Dinner, & Social Time** | **The Fletcher** |
| **5:30-6:15** | **President's Reception** | **The Fletcher** |
| **6:15-7:00** | **Awards** | **The Fletcher** |
| **7:00** | **Dinner and Social Time** | **The Fletcher** |

*The Fletcher is located at 1802 North Ankeny Blvd, about 10 minutes from DMACC (see map at back of program). Don't forget your cash – the bar does not take credit!*

# Saturday, September 22, 2018

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|---|---|---|
| **7:00-10:00** | **Registration** | **Reception** |
| **7:00-8:00** | **Continental Breakfast and Social Time** | **Reception** |
| **8:00-9:00** | **Session V** | |
| **5.1** | **Building Sexual Misconduct Cases Against Powerful Men** | **Oak** |

Chair: **Nicole Allaire**, Iowa State University

From "He Said and She Said" to "He Said and They Said": It takes more than one prey to bring down a predator
**Melissa Beall**, **Zhoujun Joyce Chen**, **Shing-Ling S Chen**, University of Northern Iowa

From "a family man and public servant" to "an accused and resignee:" Narrative transformations of Al Franken
**Melissa Beall**, **Shing- Ling S Chen**, and **Laura Terlip**, University of Northern Iowa

To apologize, or not to apologize: Interpersonal accountability and image repair in the responses of the accused.
**Shing-Ling S. Chen** and **Zhoujun Joyce Chen**
University of Northern Iowa;
**Nicole Allaire**, Iowa State University

Addressing a culture of sexual harassment: The application of model and anti-model advocacy
**Jeffrey D. Brand** and **Gayle Pohl**, University of Northern Iowa

***Did you know?*** *What's Next Iowa is a communication hub for community engagement. Their mission is support health communication for participatory decision-making. They leverage research to train and connect community members and organizations to lead transformational discussions about issues that matter. Find out more at uiowa.edu/wni.*

**5.2** **Bridging Diversity Gaps: Strategic Planning and Assessment in Diversity Education – Examining Drake University's School of Journalism and Mass Communication's Diversity Plan** **Maple**

Chair: **Mathew Thornton**, Drake University

Drake University SJMC Diversity Plan – Introduction and Summary Components
**Matthew Thornton**, Drake University
Roll the Dice
**Jennifer Konfrst**, Drake University
The Real Hunger Games
**Carlyn Crowe** and **Jenna Cornick**, Drake University
**Rev. Sarai Rice**, Des Moines Area Religious Council
Race Card Reflection
**Matthew Thornton**, Drake University

The panel explores the Diversity Plan of Drake University's School of Journalism and Mass Communication with emphasis on modifications undertaken to promote more effective diversity instruction across the curriculum. The panel highlights the implementation of diversity-centric assignments by SJMC faculty and includes panelist feedback from a student as well as a representative from a service-learning community partner. The panel also provides results from student "cultural climate" surveys conducted in 2015 and 2018 that provide context on diversity instruction.

**5.3** **Gameful Engagement Strategies** **Walnut**

Presenters: **Aimee Langager**, Des Moines Area Community College
**Sarah Chase Crosby**, Iowa State University

Students of all backgrounds come into our classrooms looking for education and opportunities but, quite often, they don't fully engage with the concepts and skills we teach. For instance, many speech students have expressed the goal of becoming more confident communicators. However, many of them engage with material outside of class minimally because of their busy lives. Their attention is split by demands from other classes, full-time employment or multiple jobs, family obligations, and complicated life circumstances—most are often dealing with several of these factors. Quite a few students

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| | only sign in to access the open-source textbook for readings and to submit assignments but do not explore all of the additional resources provided.<br><br>Introducing "gameful learning techniques"—by providing challenges relating to content and skills—can incentivize student participation and exploration of course concepts. From implementing a course wiki with multiple short activities that they could choose with points outside of the regular grading scheme to building in required assignments each week or unit that allow students some control over their experience, these techniques can be adapted to fit any course.<br><br>In this practice session, participants will be introduced strategies adapted from Jane McGonigal's SuperBetter to get students scoring points and learning lessons, brainstorm how you can use this idea for any subject to connect with students with different learning styles, and strategize how we can level-up as instructors. |
| **9:15-10:15** | **Session VI** |
| **6.1** | **Walnut**<br>**Building Bridges through Social Media**<br><br>Chair: **Melissa L. Beall**, University of Northern Iowa<br><br>Social Media and Crisis Communication<br>**Jeffrey Brand**, University of Northern Iowa<br>Social Media and Public Relations Campaigns<br>**Gayle Pohl**, University of Northern Iowa<br>Social Media and Global Perspectives in Journalism<br>**Christian Ogbondah**, University of Northern Iowa<br>Social Media and the Enhanced Opportunity for Listening Competence<br>**Melissa L. Beall**, University of Northern Iowa<br><br>These panelists will examine how social media can be used to build bridges in a variety of venues and in a variety of ways. Presenters will share their perspectives and open the session to questions and discussion from the audience. |

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| **6.2** | **Bridging Classroom to Community through Community-Based Student Research** **Maple**<br><br>Chair: **Linda Laine**, Central College<br><br>Navigating the Bridge: Facilitating Community-Based Student Research<br>**Linda Laine**, Central College<br>"One Burrito at a time:" The Organizational Culture of Bicycle-Based Food Program<br>**Ben Clark, Hillary Hamilton,** and **Reese Iversen**, Central College<br>Diversidad en la Iglesia: Communication Patterns in a Multicultural Congregation<br>**Natalia Espinosa, Katie Zimmerman, Ian Schneider,** and **Sara Strader**, Central College<br>An Examination of Employee Culture at a Long Term Care Facility<br>**Monica Powers, Sabrina Smead,** and **Emily Van Gent**, Central College<br><br>One goal of higher education is to prepare citizens to engage meaningfully in their communities. Community-based research can do just that by providing students with the opportunity to not only engage in community and conduct research, but also to bridge the two. This panel features a brief presentation about the origin and experience of facilitating community-based research projects, as well as three exemplars of resulting undergraduate student research. Discussion will follow. |
| **6.3** | **GIFTS: Great Ideas for Teaching Students** **Oak**<br><br>Chair: **Jennifer Hough**<br><br>Preparing Students to Build Bridges Using US Census Data and Inclusive Communication Strategies<br>**Kelly Bruhn** and **Jennifer Glover Konfrst**, Drake University<br>Unpacking Your Backpack<br>**David Wendt,** Iowa Wesleyan<br>“I need you to like me”: An affinity-seeking exercise for inferring goals from interaction<br>**Lisa Miczo**, Western Illinois University<br>Speech is the New “S” in Stem<br>**Cindy Cochran**, Kirkwood Community College |

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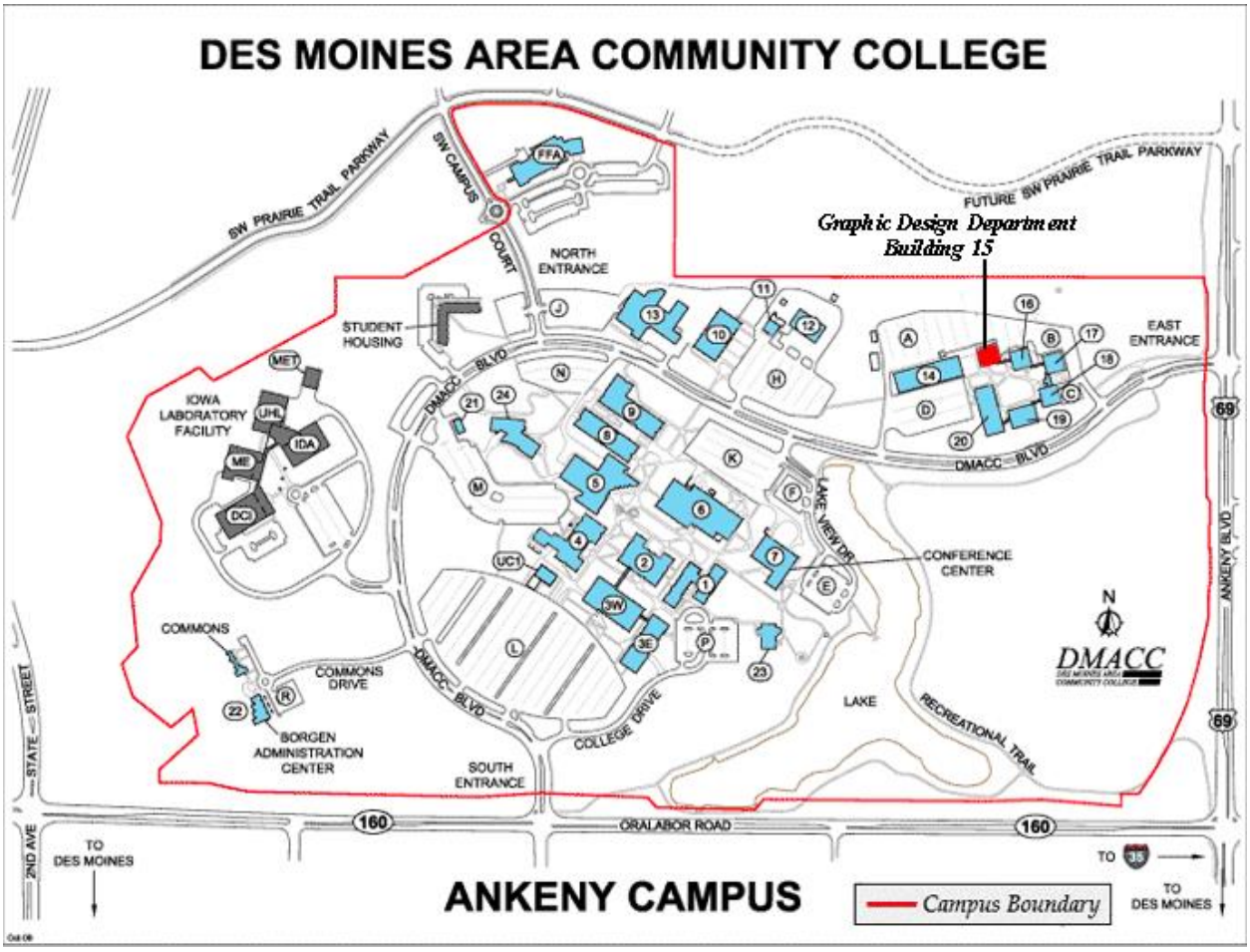
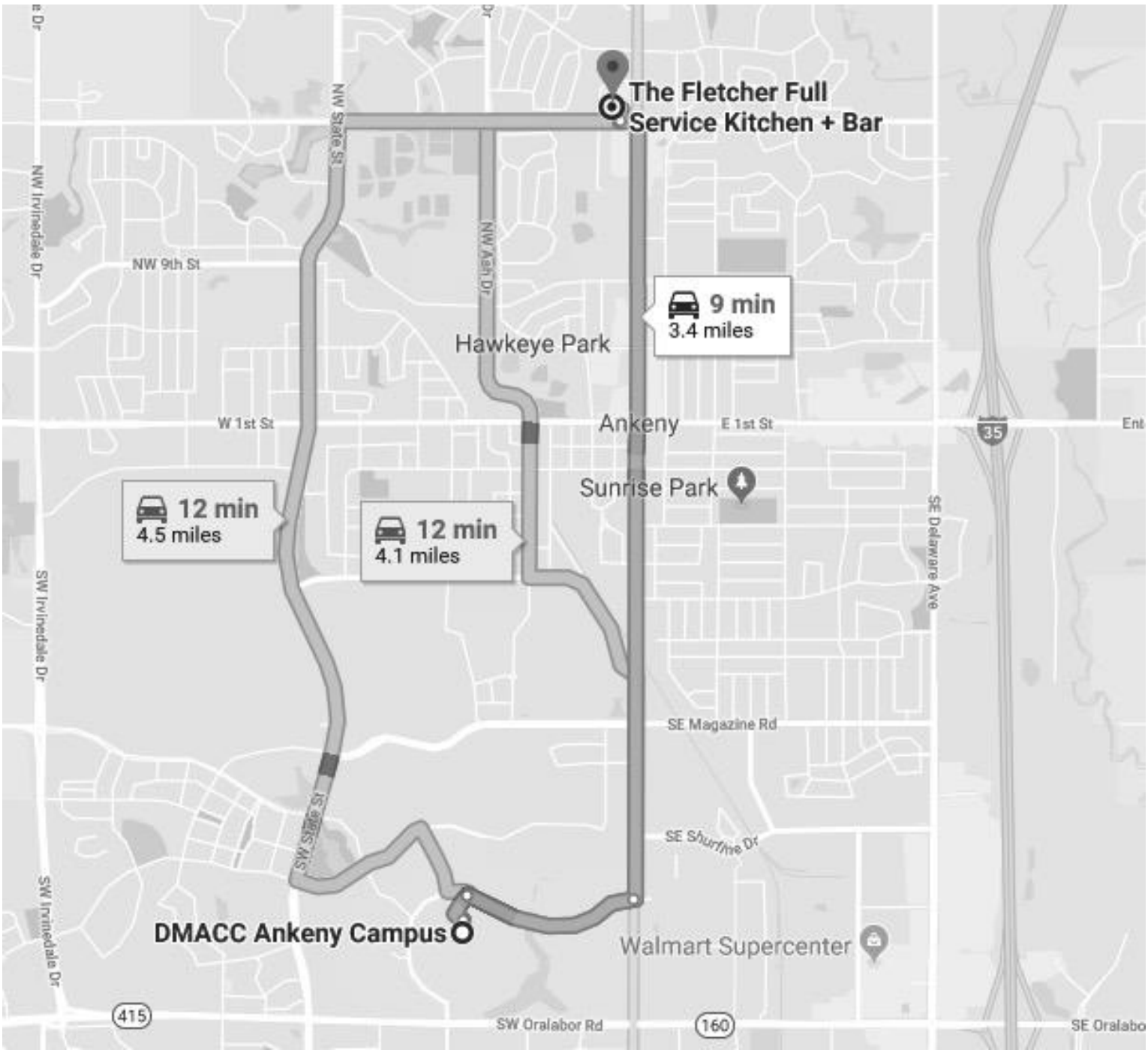
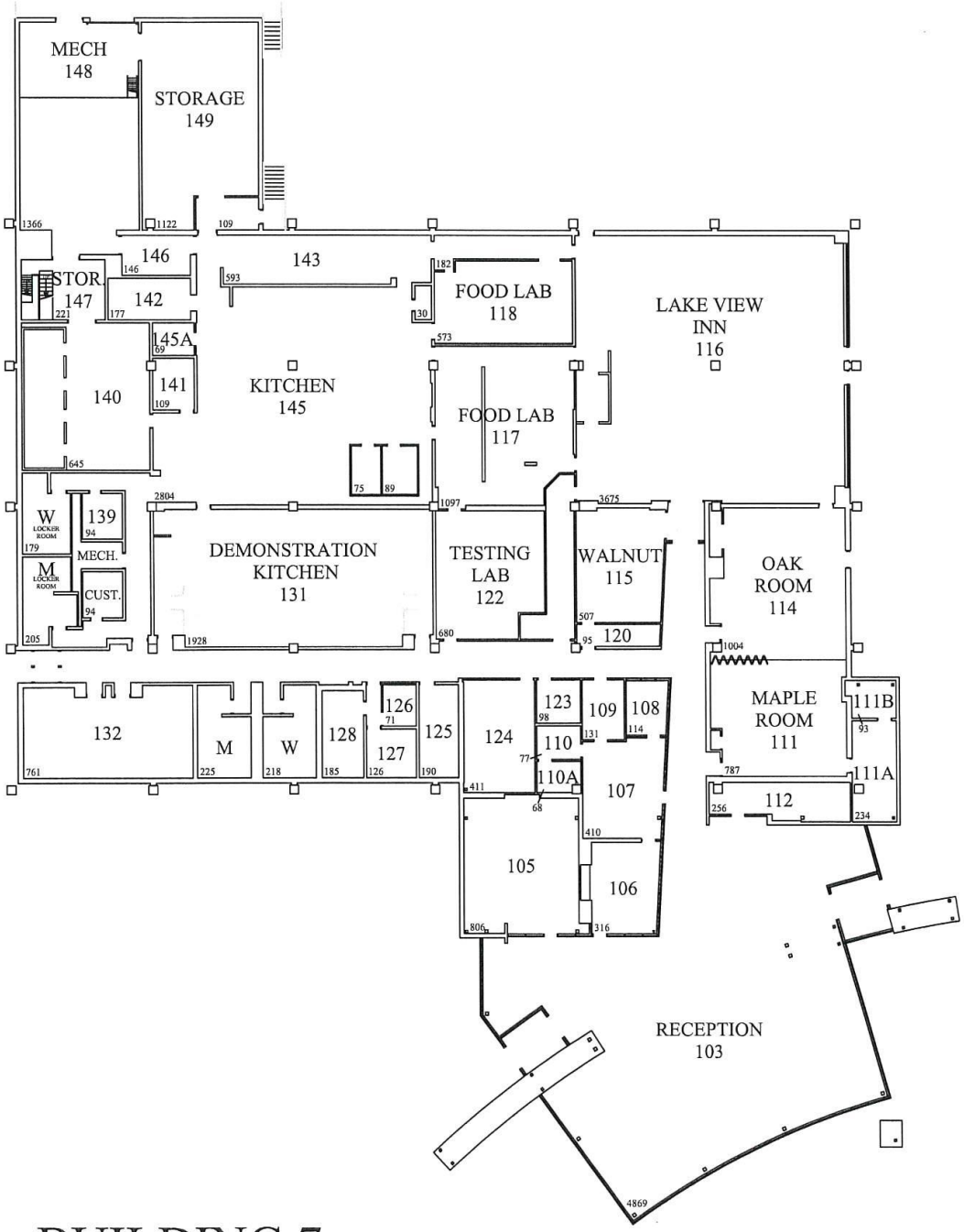
| **10:30-12:30** | **All-Member Business Meeting** | **Oak** |
| **12:45-3:30** | **Post-conference Executive Board Meeting** | **Walnut** |



# The Fletcher: Location of President's Reception, Awards, Dinner, and Social Time

1802 N Ankeny Blvd, Ankeny



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