**Iowa Communication Association Conference Overview Schedule**

**Friday, September 30, 2022**

9:30-11:30: Executive Board Meeting

10:30-5:00: Registration open in the Atrium of the Iowa Culinary Institute

12:00-1:30: Luncheon & Business Meeting—Business Meeting will include a drawing for gift certificates to local restaurants for dinner! Must be present to win!

1:45-3:00 pm: **Keynote Workshop**: **Reigniting after Burnout: Helping to Recover and Revitalize**

**Speaker: Ms. Matthea Little Smith, NAMI (National Association of Mental Illness) Polk County**

Since the pandemic began in Spring 2020, educators at all levels have been attempting to manage unprecedented levels of stress. It has led several to leave the profession due to burnout. Couple that with the attacks that continue to happen at the K-12 and college levels, there is a lot for educators to manage. We need to manage our own mental health so we can be there for all parts of our lives. This workshop is meant to give us the tools we need to reignite from burnout.

Session I: 3:15-4:30

**Reigniting a Passion for Scholarship: Exploring Media, Immediacy, & Humor (Maple Room)**

**Chair:** Linda Laine, Central College

**Respondent:** Jenn Supple, University of Dubuque

“International Students in a Public Speaking Course: Association to the Uncertainty Reduction Theory” NiCole Dennler, Upper Iowa University

“Media Use and Well-Being During the COVID-19 Pandemic: The Associations Between Media Use, Resilience, and Posttraumatic Growth” Danyang Zhao and Ashley Hoffman, Western Illinois University

“Reactions to humorous stories based on perceived storyteller gender” Nathan Miczo, Western Illinois University

“Addressing Critical Aspects of Media Inclusion as it Relates to Immediacy in the Classroom”

Grayson Stoik and Lisa Miczo, Western Illinois University

**Examining Crisis Communication: A Pair of Case Studies (Oak Room)**

**Chair:** Gayle Pohl, University of Northern Iowa

“Pork Chops vs. People: Promoting economic health over worker safety during the COVID-19 pandemic” Jeffrey Brand, University of Northern Iowa

In April of 2020, the meatpacking industry was being crippled by the COVID-19 pandemic and the integrity of our processed meat system was in jeopardy. Advocacy by leading meat processors with the support of the White House, declared their industry “essential” to the nation and the economy, requiring the factories to remain in production despite the potential threat to worker safety. This presentation will explore the economic rhetoric used to justify protecting the industry’s health over those of its workers. This crisis had critical repercussions for Iowa businesses during the COVID-19 crisis.

“Financial Crisis: A Crisis of Organizational Structure” Gayle Pohl and Melissa Beall, University of Northern Iowa

Crisis of management can arise from a failure of values, organization, ethics, and/or organization hierarchy. This paper discusses a case study where the Chair of Board of Directors of a small financial institution directed the institution in such a way the values of the organizations were skewed to benefit him and other specific Board members. The CEO of the financial institution was completely side-stepped. Results show that crisis of management can only be solved through ethical values.

**Westphal Award Finalists (Room 105)**

**Chair:** Rachel Murdock, Des Moines Area Community College

“The constructed meaning of suicide:A relational dialectics theory analysis of online suicide chats” Jordan B. Conrad , University of Iowa

“Crisis Communication in the Wake of the Storm: Derecho 2020” Annette M. Moudry, University of Northern Iowa

“Enumeration, Rhetoric of Visibility, Power of Portraits and Collapsed Time of the National Congress of American Indians “Proud to Be” Commercial” Shelby Unruh, University of Northern Iowa

“Perception & Attribution of Eyeglasses,” Leonard Memon, Concordia University Irvine

Session II: 4:45-6:00

**Should universities offer online degrees in Communication? G. Jon Hall Online GIFT Session (Oak Room)**

**Chair:** Jeffrey Brand, University of Northern Iowa

Panelists: Keith Hardeman, Westminster College

Joy L. Daggs, Northwest Missouri State University

David Wendt, Iowa Wesleyan University

Lori Johnson, University of Northern Iowa

Many online universities have long been offering online bachelor's degrees, while some online universities also offer online graduate degrees in Technology, Business, Accounting, Education, and Healthcare, requiring no GRE, no residency, and completely online. Offering online degrees is no longer the exclusive activity provided by online universities, traditional universities have also been trying to expand their offerings. Beginning in Fall, 2022, University of Northern Iowa, offers a new online degree for paraeducators to earn a bachelor's degree in teaching. It seems that online degrees are a trend to increase accessibility of education programs, leading to the completion of an academic degree. Should universities and colleges offer online degrees in Communication? If yes, what are the pros? If not, what are the cons? Will online degrees eventually replace in-person teaching? Experts in this panel address these questions and more.

**Igniting Interest in Undergraduate Communication Research (Maple Room)**

**Chair:** Rachel Murdock, Des Moines Area Community College

Tina Coffelt, Iowa State University

Mitch Recker, Iowa State University

Cora Benker, Iowa State University

Gracie Johnson, Iowa State University

Eric Swart, Iowa State University

Research methods can be a challenging class to teach to undergraduates because of the high degree of variation in student motivation. This panel introduces a semester-long assignment that blends case study, applied research, and research methods in one assignment. The instructor will present the assignment, then students will present a summary of their projects, mention key research lessons learned, and reveal their thoughts on a research methods class for undergraduates.

***Dinner on your own. We will have a local dining guide available at the registration table. You can use the gift cards you win at the luncheon to pay for your dinner!***

**Saturday, October 1, 2022—School Spirit Saturday—Dress casually and represent your school!**

8:00-9:00 am: Registration and Coffee/social time

Session III: 9:15-10:30

**How to Get Out of Our Pajamas and Back into the Classroom (Oak Room)**

**Chair:** Jennifer Hough, Western Iowa Technical College

**Panelists:** Aimee Langager, Des Moines Area Community College

Sarah Chase, Iowa State University

Erin Kim-Cho, Grand View University

The past few years have brought uncertainty and lots of changes to our lives. From having to construct completely virtual courses on the fly to being fully back to face-to-face and literally everything in between, we’ve been put through the wringer. As we’re settling back into more “normal” routines and the changing landscape of higher education, we’re changing out of our sweatpants and into slacks. In our new wardrobes, it doesn’t hurt to have a few tricks up our sleeves.

In this session, panelists will share strategies to help our students take ownership of their learning to reignite engagement with peers and the instructor as well as meet students where they are and get back to the basics of effective “studenting,” all while taking care of ourselves and making sure that we do what we can to avoid teacher burnout.

**Profession-Based Learning: Connecting Pedagogy to Practice (Maple Room)**

**Chair:** Brian Pattie, Buena Vista University

Panelists: Kyle J. Miller, Northwest Missouri State University

Joy L. Daggs, Northwest Missouri State University

Mallory Armstrong, Goldman-Sachs

Alison Hanner, Variety Children’s Charities of Iowa

Communication majors are frequently asked, “what are you going to do with that major?” This panel explores the foundations of profession-based in learning in Communication and Mass Media. The panel spotlights two local professionals who are applying the practices of profession based pedagogy in their professional lives. We will discuss how profession-based pedagogy is developed and then learn how it has benefitted students as they have transitioned into the professional world. Finally, we will learn what skills current graduates need to be successful.

Session IV: 10:45-12:00

**Saturday Spotlight Workshop: Addressing the Digital Native Fallacy in Communication and the Performing Arts (Maple Room)**

**Speaker: Ms. Katherine Jones, Reference Librarian, Central College**

Closing Remarks—12:05

Post Conference Executive Board Meeting 12:30-3:00 pm (Oak Room)