

Undergraduate Educators and Administrators Section Meeting—April 6, 2019
CSCA 2019—Omaha, Nebraska

Attendees: Malynnda Johnson (Chair), Aimee Lau (Vice-Chair), Brendan Young (Secretary), Chris North, Donna Pawlowski, and Deb Uecker

1. Call to Order

Malynnda Johnson (chair) called the meeting to order at 12:35 pm.

2. Review of Minutes from section meeting in Minneapolis, MN.

Aimee Lau's minutes were distributed from our 2018 meeting in Milwaukee, WI. No additions, deletions, or corrections were needed. Chris moved to accept the minutes as presented. Deb seconded. The motion passed.

3. Old Business

a. Innovative Undergraduate Communication Program Award

Malynnda noted we had a conversation in 2018 about re-establishing the previous Outstanding Undergraduate Communication Program Award. Aimee distributed a draft of the proposed new award tentatively titled the Innovative Undergraduate Communication Program Award to reflect the shift in emphasis toward program innovation.

The submission requirements are mostly the same, with a suggested deadline of January 31, 2020, and the additional emphasis on innovations. In discussing the selection it was mentioned that people from the same institution should not serve on the committee. Malynnda, suggested the outgoing chair might serve as a reviewer, and she volunteered to do so. Aimee mentioned acknowledgement of an endowed award now requires an endowment of \$2,500, information that was provided at this year's Hall of Fame Awards Luncheon and Business Meeting. Chris confirmed our understanding of this. Deb suggested an endowed, named award be a goal for the future. Chris noted it will only take a few schools to contribute, in order to raise the funding. At least 100 undergraduate programs are eligible for this award, and if they (or an individual member) all gave \$25 we could establish this endowed award. Our understanding is that the \$2,500 must be collected in its entirety by the Section (i.e. CSCA will not hold the funds until we reach \$2,500). General discussion recognized the high attendance and the high quality of the 2019 UEA panels, which indicates broader interest.

Malynnda left at 12:46 in order to address problem with the host hotel. (Malynnda returned later, but then had to leave again.) Chris North presided over the balance of the meeting.

Continuing the discussion of the proposed Innovative Undergraduate Communication Program Award, Deb suggested that specific aspects of programs could be recognized in order to make the playing field more equal for the smaller and less well-funded programs.

Donna noted that tax contributions are still deductible under the new tax law, and given that we meet just before the tax deadline, we may be able to encourage people to take advantage of deductible contributions by giving donation receipts. Deb said UEA and/or CSCA could send out a solicitation for

the funding before registration, but we do not know if CSCA will collect the funding for us. Chris will find out from CSCA what the logistics are.

Deb asked where the endowment funds are held and what the money goes for, if we use only a portion of it for the award every year. Chris noted it goes toward the operations of the organization. It goes back to the endowment.

Brendan asked whether we get the \$100 that every interest group gets for our awards and was told we do. If we do not use it, we lose it. Donna clarified what the Health Communication Interest Group does with its allocated award funds, giving half the money to the top paper and the other half to the top student paper. Chris noted that we mostly get panel proposals and not paper proposals, and distributing funds to a panel is complicated (because the check must be given to one individual). Deb noted have not used this money allocated by CSCA and asked whether we could, for instance, pay for someone to attend who otherwise would not. Chris said we would need to add flexibility into our by-laws so that the money “may” be used for top paper awards or for other types of excellence. Chris suggested we could pay for a spotlight panel with coffee and other treats. Chris will follow-up with CSCA on this, as well. Donna noted that people from big institutions were on one of the panels yesterday, and perhaps a larger institution would be willing to sponsor a spotlight panel.

We discussed the wording in the by-laws which will give us the flexibility to use the funds and decide during the year how to use it (i.e. via email and not waiting until the 2020 business meeting). The consensus was that we could talk about it this year, and then vote on it next year. Brendan asked if we could use the funding we currently get for the Innovative Undergraduate Communication Program Award and was told yes, but it would not be acknowledged at the award luncheon. Deb noted that in past years, the Section would sometimes receive many nominations and other years they received few.

Donna asked Chris to email the by-laws to everyone and Chris agreed. Aimee and Chris will draft a by-laws amendment.

4. New Business

- a. Election of New Officers
 - i. Vice-Chair

Chris North nominated Donna Pawlowski to serve as vice-chair for the 2020 conference. Deb Uecker seconded. Donna accepted the nomination. Chris proposed we accept by acclamation. Motion passed.

- ii. Secretary

Donna Pawlowski nominated Brendan Young to serve as secretary for the 2020 conference. Deb Uecker seconded. Brendan accepted the nomination. Motion passed by acclamation.

- b. Conference Statistics
 - i. Submissions for 2019: 3 competitive papers, 9 panels submitted
 - ii. We had 4 slots for panels and co-sponsored one additional panel by sharing one with the Women’s Caucus (they surrendered the slot). That panel was “Dialogue that Examines and Addresses the Impact of Male Privilege on Women Academics”. The Women’s Caucus did a good job of approaching others to

share slots and Chris says we should do more of that in order to add to our slots. Malynnda requested an additional slot for the 2019 business meeting so we would not have to forfeit a programmed slot to hold our business meeting. The request was granted.

Malynnda reported we did not sponsor a paper panel because (a) the quality of the papers did not justify it and (b) the papers were very different from one another anyway.

- iii. Congratulations to the top panel: ““You’re eliminating WHAT?!?”: Dialogue in Strategizing During Re-Prioritization (Top Panel)”
Chair: Nancy J. Brule, Bethel University
Speakers: Paul David Turman, Charles Bantz, Betsy Wackernagel Bach, Donna R. Pawlowski, Stephen Hunt, and Davaid Zarefsky
- iv. We did not have an updated count of the members in the Undergraduate Educators and Administrators Section, but in 2018, Kathie Cesa said there were 85 members in our section.

5. Passing of the gavel

Malynnda formally passed leadership to Aimee Lau who will serve as our chair for the 2020 conference in Chicago, Illinois.

6. CSCA 2020: Chicago, Illinois

- a. The 2020 CSCA conference will be held April 14-19 at the Chicago O’Hare Loews Hotel. “Borders and Breakthroughs” is the theme.
- b. Paper/Panel Readers

Everyone at the meeting is willing to review submissions for the 2020 conference and serve as chairs for panels.

- c. Conference Ideas

Aimee has been thinking of potential panels for 2020. She noted that we discussed “public scholarship” last year and translating scholarship for the communities (e.g. health communication). Might fit well with a “border” theme.

When we discussed pairing with other divisions it occurred to her that the Adjunct/Temporary Faculty Caucus would potentially be a good one to pair with. They have 3 slots.

Chris mentioned alternative views in higher education. How do we look at higher education from different perspectives? Must it be a four-year, residential model? Brendan suggested a panel of people (like Chris) who have worked internationally to discuss the alternatives that other nations are using. Deb mentioned her work with Russia and the emergence of small colleges to prepare the citizenry for future jobs and work. Deb asked whether we could identify enough people with experience teaching

overseas to mount a panel. Latin America and Europe were identified as particular areas on which to focus. Brendan suggested including an international student or two who has experience in two different institutions.

Discussion turned to the 2025 cliff, which was mentioned at an earlier conference. We had a general discussion of “Demographics and the Demand for Higher Education” by Nathan D. Grawe (2018). The book had been mentioned in earlier panels and might serve well as a “book club” selection for 2020 attendees to read before the conference, at which time we could discuss it.

Donna suggested a panel on professional development for educators. What about different panels for educators and administrators? What about faculty who want to be an administrator?

Brendan asked if we could take advantage of the Chicago location to, for instance, invite a Chicago author or maybe several provosts to discuss issues facing them. Brendan also mentioned the current visa problems international students face when attempting to enroll in U.S. universities. The policies may have shifted by next year, however.

Brendan mentioned caucus season may give us an opportunity to discuss the political rhetoric and policies proposed by candidates which are relevant to higher education.

7. Adjournment

Deb motioned to adjourn the meeting at 1:43 p.m. The motion passed.