



ICIG Panels at AEJMC 2016

- **PRE-CONFERENCE (hosted by ICIG) – NUTS AND BOLTS OF DEVELOPING A SUCCESSFUL INTERNSHIP PROGRAM.** If you have resources that you would like to share for the participant packet (contracts, timesheets, PPTs, etc) or if you would like to serve as a panel speaker, please let Erica Clarke know (eec16@psu.edu).
- **PRE-CONFERENCE (co-hosted by ICIG and CCS) – CRITICAL REPORTING.** This workshop is a response to the current climate of news reporting issues both inside and outside the classroom. Panelists will provide instruction for journalism educators in secondary and post-secondary education and professionals in the AEJMC conference host's region. The workshop is interactive and meant to offer points for reflection, tips to overcome challenges, and specific tools for critical reporting in an age when such empowerment is desperately needed. Possible panelists include: Jill Burcum, *Star Tribune*, 2015 Pulitzer Prize finalist for editorial writing "for well-written and well-reported editorials that documented a national shame by taking readers inside dilapidated government schools for Native Americans" (http://www.pulitzer.org/2015_editorial_writing_finalist_2); Sid Bedingfield, Assistant Professor, School of Journalism and Mass Communication, University of Minnesota, former professional journalist, research focus on political journalism and racial issues (<http://cla.umn.edu/about/directory/profile/sbedingf>). There is room to add at least 2 ICIG panelists to this discussion, if you are interested, please let Erica (eec16@psu.edu) know.
- **PANEL (co-hosted with PR) – WORK/LIFE BALANCE: HOW TO SURVIVE IN THE DEEP END WITH NO PANEL (co-hosted with PR) – LOOKING AHEAD: HOW EDUCATORS CAN BETTER PREPARE STUDENTS FOR THE NEXT EVOLUTION OF PUBLIC RELATIONS (HOT TOPICS STYLE; TITLE MAY CHANGE).** A SXSW panel proposal from PRSA and PRWeek asked the question "Will PR exist as we know it in 10 years?" This is a fantastic question and one that as educators we should really have an answer to. We all know the PR environment is changing, and most of us have updated what we teach in the classroom, but are we really ready for the future? Do we know what to expect and how to know when we aren't up to date? As the PR industry is at a point of inflection, educators need to identify how societal and technological changes are reshaping the skills students' need. This session will provide practical advice and challenge attendees to think about the future of PR. Each panelist will discuss what they believe the PR industry will look like in the future, what skills they need in entry level PR employees and managers, and what challenges they are planning for in the future. Trends, threats, and predictions will be covered. Moderator: Marcia DiStaso, Penn State. Potential Panelists: Tina McCorkindale, Institute for PR; Rob Clark, VP of Global Communications/Medtronic; Mark Kaplan, VP of Public Affairs/Mosaic; Mike Fernandez, Corporate VP of Corporate Affairs/Cargill; Dustee Jenkins, Sr. VP of Communications/Target.
- **PANEL (co-hosted with SCHJ) – SOCIAL MEDIA, WEB-BASED TECHNOLOGIES AND MOBILE DEVICES IN**

HIGHER EDUCATION. “Using social media and web-based technologies as pedagogical and branding tools in public relations classes” by Ai Zhang (Associate Professor, Stockton University). Ai will discuss how she uses various social media platforms and web-based technologies to teach and brand her public relations classes. She will first give an overview of the various social media platforms and web-based technologies that she uses such as Google Site, Periscope, Pi, Hootsuite, and others. She will then give specific examples of how she employs these tools and the assignments that she gives. For example, Ai uses Google Site to create a class website for her Introduction to Public Relations class that includes features such as a course calendar, readings, assignments, and course works. Besides the immediate benefit of having a virtual space to collaborate and communicate, an important feature of the website is to effectively promote students’ work; service learning projects are particularly highlighted, where students plan and execute public relations campaigns for local community organizations over the course of the academic semester. Having this public space to display students’ accomplishments is a valuable way to help students build an online presence and portfolio of professional work. The website also brands guest speakers and promising students by linking to their personal websites. In contrast to the traditional teaching pedagogies where the student-teacher relationship ends as classes end, the social media pedagogical approach allows ongoing mentoring and relationship building between the instructor and the students. Ai will conclude her talk by discussing the unique challenges and issues associated with this pedagogical approach.

- “Taking the social media command center to campus” by Nathan Carpenter (Assistant Director of Convergent Media, Illinois State University). Nathan will discuss his school’s Social Media Analytics Command Center (SMACC) and how it is preparing communication students for internships and careers that increasingly require social media literacy and management skills. First he will discuss how having a dedicated social media command center has helped invigorate his school’s curriculum, provide service to the university, and offer a unique space for community engagement with social media. Second, Nathan will briefly discuss how the SMACC uses two analytics platforms – NUVI and Geofeedia – to provide training and project experience for students in mass media, journalism, public relations, and communication studies. To close his discussion, Nathan will share several success stories of students whose involvement in the SMACC has helped them gain the necessary social media skills to succeed in the professional world.

- “Using a social media-integrated approach to recruit and engage prospective students” by Sharon Schulman (Chief University Relations and Marketing Officer, Stockton University). Sharon will discuss a social media-integrated outreach campaign initiated by the Stockton University to recruit new students. The campaign targeted the incoming Fall 2014 and 2015 freshman classes, with the goal of increasing the number of enrolled freshmen from Stockton’s annual pool of accepted freshmen. The school developed a series of direct mail campaign messages targeted at prospective students and their parents to encourage them to “Choose Stockton.” The direct mail campaign was combined with social media by encouraging prospective students and their parents to engage with a website created for prospects and post “selfies” of themselves along with the package they received on social media sites. The campaign was successfully executed, and the 2014 incoming freshman class jumped 11% from Fall 2013 on a goal of 2%, and the incoming yield rate for Fall 2014 accepted freshman applicant pool saw a 7% jump from the Fall 2013 yield rate. The campaign also won a Public Relations Society of America’s (PRSA) Philadelphia Chapter Award in December 2014. Sharon will discuss the specific factors leading to the campaign’s success, including how they conducted research (i.e., focus groups) with various stakeholders to develop and refine the outreach campaign; how social media played a central role in the campaign’s development and success; and how the campaign’s success and results were measured.

- “Using devices, apps, and social media as pedagogical tools in journalism classes” by Nicole Kraft (Assistant professor, The Ohio State University). Social media’s prevalence is inextricably linked to the co-availability of mobile devices. Nicole will talk about her engagement using mobile devices –

specifically, the iPad – as a teaching tool, and how it prepares students for communication careers by serving as a self-contained learning environment. Through her use of the inverted class, Nicole uses mobile devices, their core functionality and apps, to invert her journalism classroom so that it becomes a true news laboratory. For instance, foundational lectures and support materials are delivered, and assignments are submitted, through iTunes U. Assignments are executed using featured iPad apps built into the curriculum, which help guide students through all journalistic skill development including research, deep backgrounding, reporting, writing, editing, photography, videography, and social media posting. Nicole will also discuss specific assignments utilizing apps like Snapchat, Periscope and Twitter, as well as how online and mobile can provide a personalized learning environment—as well as significant financial savings—for students.

- “Why social media should be called social communications in education” by Jason Mollica (Adjunct Professor, American University; President, JRM Comm). Over the years, social media has evolved from being a "cool" way of interacting with a class to being an integral part of the education process. Facebook and Twitter laid the groundwork for colleges and universities worldwide to reach a greater audience, both from a marketing and education perspective. Jason has worked in administration of a university in public relations and as a professor in the classroom. Jason will discuss how he has seen social media change from “jump in the pool and try the water out” networks, to social communications. Jason is currently finishing his Master's degree in communication from Purdue University and has been conducting research on how higher education is using social communications, the tools that work, and those that are not. His analysis shows room for marked improvement. Jason will share how higher education can improve their social communications skills with ready-made applications and insights.

There is still room available on this panel, contact Erica (eec16@psu.edu) if interested.

- **PF&R PANEL (hosted by ICIG) – WORK/LIFE BALANCE: HOW TO SURVIVE IN THE DEEP END WITH NO FLOATIES.** This panel is looking for speakers from recently completed PhD student to senior level faculty/department chairs to discuss the critical needs of protecting your personal life and research abilities at each level of your career. We will discuss the changing climate of the academic environment, where less and less people are doing more and more work. Please contact eec16@psu.edu to become a panelist.
- **GIFTS and BEST PRACTICES: THE BEST OF ICIG.** This is a poster session for all to submit their GIFTS and BP from the classroom to ICIG. Please send proposals to eec16@psu.edu by March 1.

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