



**Messaging Beyond Memes:
*Pioneering a New Era
of Communication***

March 30-April 1, 2017

Welcome to the Conference

March 31, 2017

Dear ABC Members and Guests:

Welcome to this year's ABC Western Regional Conference, and welcome to Utah Valley University.

As you may know, Mormon pioneers settled the Salt Lake Valley in 1847. Like these pioneers who braved the unknown, we face new frontiers in communication. Thank goodness *our* pioneering efforts don't require fighting poor weather and starvation. As colleagues who promote excellent business communication, however, we still travel through communication challenges in a world dominated by memes and sound bites. We're here to trade industry knowledge and barter new ideas—to help each other navigate existing trails and blaze new ones. At this conference, we'll work together to explore new trends and reaffirm the soundness of well-beaten trails and effective communication principles.

As part of this conference and as a way to embrace the theme, we are pioneering a student business writing and oral presentation competition. We've invited the students to participate as competitors, as volunteers, and as attendees to the keynote address. If you'd like to view the culminating event of our student competition, join us on Saturday at 10 a.m. in LI 120 for the finals of the oral presentation competition and the award ceremonies for both the written and oral competitions.

Another pioneer and our keynote speaker, Timothy Ballard, is the founder of Operation Underground Railroad (O.U.R.), an organization that rescues children from sex trafficking. In the past three years, O.U.R. has rescued 653 victims and assisted in the arrest of 275 traffickers around the world.

Our pioneer heritage isn't the only unique thing about Utah. The refreshment/networking breaks will give you a chance to learn more about Utah—the Beehive State, the home of the Sundance Film Festival, and the home of “The Greatest Snow on Earth.” Speaking of snow—it's been a wet year. In February, we received 156 percent of average precipitation. If you'd like to verify our claim of the greatest snow on earth, Sundance is only 30 minutes away. If you prefer sitting by a warm fire to boarding on the ice, join us for dinner at Sundance's Foundry Grill on Friday night.

As pioneer leader Brigham Young said, “This is the place,” and for us it *is* the place for collaboration and learning as we press forward, embracing modern communication methods such as, well yes, memes.

Thank you for coming, and enjoy your stay.

Sincerely,

Laurie Bott
Chair

Jennie Barber
Co-chair

Amy Bettridge
Co-chair

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Virginia Tech

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Barbara Shwom, Northwestern University

Jennifer Veltsos, Minnesota State University, Manakto

Joel Whalen, DePaul University

Maryann Wysor, Georgia State University

Acknowledgements

Thank you to all who willingly gave their time to make this conference successful!

ABC

Jim Dubinsky, President
Marilyn Dyrud, Vice-President, Western Region
Marilyn Buerkens, Office Manager

Utah Valley University Administration

Norman Wright, Dean, Woodbury School of Business
Jacob Sybrowski, Associate Dean, Woodbury School of Business
Mikki O'Connor, Assistant Dean, Woodbury School of Business
Paul Dishman, Chair, Marketing Department, Woodbury School of Business
Ann Mecham, Administrative Assistant, Marketing Department, Woodbury School of Business

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Joshua Hawkes
Duane Miller
Janet Taggart
Cherie Twyman

Special Thanks

Marianna Richardson, Brigham Young University

Acknowledgements

Student Competition Judges

Andy Spackman, Brigham Young University
Cherie Twyman, Utah Valley University
Karen Woolstenhulme, Utah State University
Judith Belluomini, Comenity Capital Bank
Justin Shirley, Utah Division of Wildlife
Kurt Sandholtz, Brigham Young University

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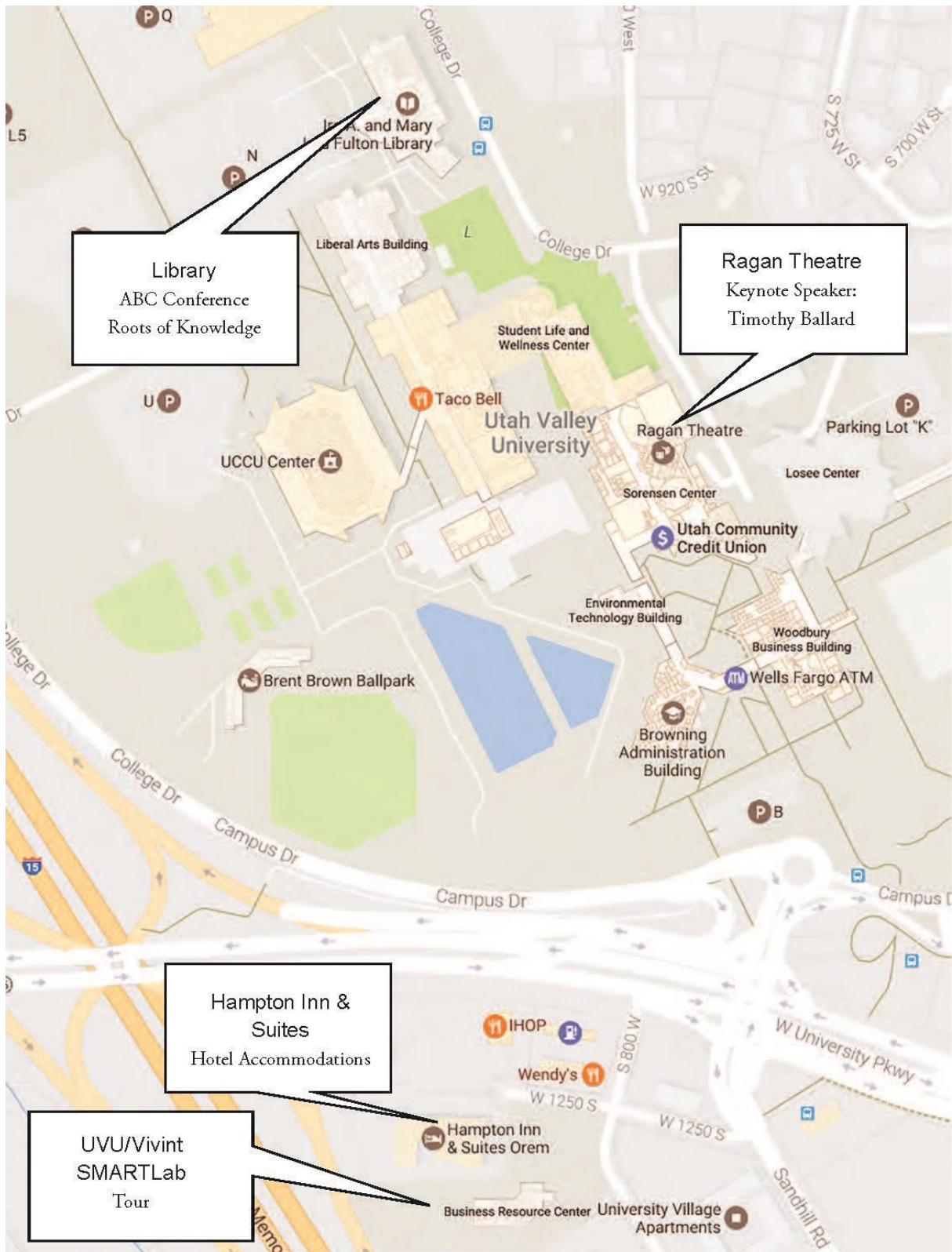
GoReact and Glen Thaxton

Utah Valley University Student Volunteers

Larry Anderson, Accounting
Ariana Atwood, Human Resource Management
Kelsey Backus, Hospitality Management
Corbin Barnett, Personal Financial Planning
Shae Bennett, International Business
Zak Benson, Business Management
Seattle Farner, Personal Financial Planning
Ashley Grover, Personal Financial Planning
Jennie Hertzter, Human Resource Management
Faith Johnson, International Business
Madisen Karlson, Personal Financial Planning
Nicholas LeBaron, Entrepreneurship
Brian Miller, Personal Financial Planning
Alex Olsen, Personal Financial Planning
Yessica Oropeza, Accounting
Ashley Peabody, Marketing
Austin Reece, Accounting
Blake Davidson, Business Intelligence
Brianna Davidson, Business Intelligence
Brinley Bingham, Marketing
Cosette Reeves, Entrepreneurship
Dalton Winspear, International Business
Kymmber Davidson, Personal Financial Planning

Maps

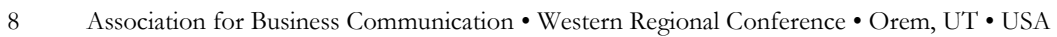
UVU Campus and Area Map



UVU Library Maps



UVU Parking Map



Shuttle Schedule

Thursday, March 30, 2017

Hampton Inn Shuttle	Departure Time On request—please contact front desk to arrange times. 801-426-8500	From Hampton Inn	To UVU Lot L-13	Return Time On request—please contact front desk to arrange times. 801-426-8500
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Friday, March 31, 2017

	Departure Time	From	To	Return Time
Hampton Inn Shuttle	7:30 a.m.	Hampton Inn	UVU Lot L-13	7:40 a.m.
Hampton Inn Shuttle	9:30 a.m.	Hampton Inn	UVU Lot L-13	9:40 a.m.
UVU Shuttle	11:30 a.m.	UVU Lot L-13	La Jolla Groves	1:00 a.m.
UVU Shuttle	2:20 p.m.	Hampton Inn	UVU Lot L-13	2:30 p.m.
UVU Shuttle	3:20 p.m.	Hampton Inn	UVU Lot L-13	3:30 p.m.
UVU Shuttle	3:40 p.m.	UVU Lot L-13	UVU SMARTLab	No return
UVU Shuttle	4:00 p.m.	Hampton Inn	UVU Lot L-13	4:10 p.m.
UVU Shuttle	5:10 p.m.	UVU Lot L-13	Hampton Inn	No return
UVU Shuttle	5:30 p.m.	Hampton Inn	Sundance - Foundry Grill	7:30 p.m.

Saturday, April 1, 2017

	Departure Time	From	To	Return Time
UVU Shuttle	8:10 a.m.	Hampton Inn	UVU Lot L-13	8:20 a.m.
UVU Shuttle	8:55 a.m.	Hampton Inn	UVU Lot L-13	9:05 a.m.
UVU Shuttle	9:55 a.m.	Hampton Inn	UVU Lot L-13	10:05 a.m.
UVU Shuttle	11:55 a.m.	Hampton Inn	UVU Lot L-13	12:10 p.m.

Schedule at a Glance

Thursday, March 30		
3:30 – 7:30 p.m.	Registration/Information, Roots of Knowledge Lobby (LI 101A)	
5:30 – 7:30 p.m.	Conference Reception, Roots of Knowledge Lobby (LI 101A)	
Friday, March 31		
6:00 – 8:00 a.m.	Breakfast for hotel guests, Hampton Inn	
7:30 a.m. (all day)	Registration/Information, Lakeview Room (LI 428)	
8:00 – 8:10 a.m.	Opening Remarks, Lakeview Room (LI 428)	
	Timpanogos Room (LI 421)	LI 502
8:20 – 8:50 a.m.	Teaching Emotional Intelligence by Teaching “The World to Sing” Angie Corbo	Texting is the New Email: Experimenting with Teaching Text Messaging as Business Writing Craig Rinne
9:00 – 9:30 a.m.	Awesome Openings: How to Hook an Audience from the Start Marianna Richardson	Improving Virtual Team Coordination by Applying a Project Management Approach Peter Cardon, Jolanta Artiz, Robyn Walker
9:30 – 10:00 a.m.	Refreshment/Networking Break, Lakeview Room (LI 428)	
10:00 – 10:30 a.m.	Hat Tricks, Bartleby & Quasimodo, and Greasing the Skids Mark Harrison	Writing and Producing an Open Textbook for Business Communication Marianna Richardson, Andy Spackman, Kurt Sandholtz
10:40 – 11:10 a.m.	Career Research Project: Giving Students the Opportunity to Experience Multiple Levels of Business Communication Rebecca Dowden	Internet Memes in Business Communication Contexts Thomas Ballard
11:20 a.m. – 1:30 p.m.	Lunch, La Jolla Groves (<i>sponsored by GoReact</i>)	
1:30 – 2:45 p.m.	Keynote Speaker, Timothy Ballard , Ragan Theatre	
2:45 – 3:10 p.m.	Refreshment/Networking Break, Lakeview Room (LI 428)	
3:10 – 3:40 p.m.	Developing and Revising the Online and Hybrid Classroom Jennifer Cummings, Kathryn Canas, Aaron Phillips	Teaching Email Writing to non-Native Speakers Susie McGann

Schedule at a Glance

	Timpanogos Room (LI 421)	Business Resource Center
3:50 – 4:20 p.m.	Engaging Incoming International and First-Generation Students: Assistance, Growth, Success Beth Ernst	UVU/Vivint SMARTLab Tour Paul Dishman
4:30 – 5:00 p.m.	Improving Student Engagement Using Scheduled Push Communications Eric Kobbe, Bryan Marshall, Peter Cardon	
5:30 – 8:00 p.m.	Optional—Dinner at Sundance Foundry Grill/Owl Bar <i>(not included in registration; separate checks)</i>	
Saturday, April 1		
7:00 – 8:30 a.m.	Breakfast for hotel guests, Hampton Inn	
8:00 a.m. – noon	Registration/Information, Lakeview Room (LI 428)	
	Timpanogos Room (LI 421)	LI 502
8:30 – 9:00 a.m.	Cultivating Engagement and Participation Through Theater Games: Improv in the Professional Writing Classroom Avery Edenfield	Three Levels of Learning in Business Communication William Baker
9:10 – 9:40 a.m.	Image Restoration and Repair in Five Collegiate Athletics Scandals: Techniques, Outcomes, and Context Nick Backus	The Internet as Rumor-Monger Marilyn Dyrud
9:40 – 10:10 a.m.	Refreshment/Networking Break, Lakeview Room (LI 428)	
10:00 a.m. – noon	Student Oral Presentation Competition, LI120	
10:10 – 10:40 a.m.	Teaching Communication with Technology: Is AI the New TA or The New You? Aaron Phillips	The Power of Symbolic Convergence Theory in Small Group Decision-Making Catherine Goodman
10:50 – 11:20 a.m.	Bio- and Psychometric Measures of Student Engagement When Viewing Live Versus Video-Recorded Presentations Paul Dishman	Mindfulness Practices for Leaders When Speaking for Special Occasions Georgi Ann Rausch, Kathryn Canas
11:30 a.m. – noon	Everything Old is New Again: Foundational Rhetoric in an Uncharted World Jacob Rawlins	Land-Grant College-Admission Websites in the Western United States: Analysis of Marketing Messages for Public or Private Good Paige Gardiner

8:00 – 8:10 a.m.

Opening Remarks

Lakeview Room (LI 428)

Marilyn Dyrud, Western Regional Vice President
Oregon Institute of Technology

8:20 – 8:50 a.m.

Concurrent Sessions

Innovation Instructional Methods

Timpanogos Room (LI 421)

Teaching Emotional Intelligence by Teaching “The World to Sing”

Angie Corbo
Widener University

Undergraduate students recognize the importance of Emotional Intelligence (EI) on an intellectual level. They can recite Goleman's four quadrants, yet students seem to grasp the significance of EI in the workplace when they have an outside example to study. Evaluating the characters of *Mad Men* is an entertaining and non-threatening manner to learn about EI, interpersonal communication and organizational dynamics.

Paradigm Shifts in Communication

LI 502

Texting is the New Email: Experimenting with Teaching Text Messaging as Business Writing

Craig Rinne
Florida Atlantic University

Mobile texting, with its brief messages, ease of use, and rapid response, has permeated workplace communication, but business writing pedagogy has not yet adapted to this relatively new communications technology. This session will present and analyze findings from a current classroom experiment where student peer groups use texting to debate which of their persuasive presentations was most effective.

9:00 – 9:30 a.m.

Concurrent Sessions

Innovation Instructional Methods

Timpanogos Room (LI 421)

Awesome Openings: How to Hook and Audience from the Start

Marianna Richardson
Brigham Young University

Great business writers like Malcolm Gladwell, Daniel Pink, and Barry Newman use quotes, personal experiences, statistics, and humor to engage their audience from the start, thus ensuring continued reading. This presentation will examine the dos and don'ts for business openers by comparing the openings of best-selling business publications with real business examples.

Communication Technology

LI 502

Improving Virtual Team Coordination by Applying a Project Management Approach

Peter Cardon
University of Southern
California

Jolanta Artiz
University of Southern
California

Robyn Walker
University of Southern
California

Virtual teams are faced with many unique challenges. This presentation shows how an international, multi-institutional virtual team project helps students learn to collaborate effectively in virtual settings. The presentation focuses on how a project management approach on a single collaborative platform improves team outcomes. This project is an ongoing project—instructors at other institutions are welcome to join!

9:30 – 10:00 a.m.

Refreshment/Networking Break

Lakeview Room (LI 428)

Welcome to Utah—The Beehive State

Utahans relate the beehive symbol to industry and to the pioneer virtues of thrift and perseverance. Because bees are famously hard workers, toiling almost endlessly for the wellbeing of the hive and the bees living within it, early pioneer settlers in Utah saw the beehive as the perfect symbol to indicate their industriousness and hard work. The beehive was chosen as the emblem for the provisional State of Deseret in 1848 and was maintained on the seal of the State of Utah when Utah became a state in 1896.

10:00 – 10:30 a.m.

Concurrent Sessions

Innovative Instructional Methods

Timpanogos Room (LI 421)

Hat Tricks, Bartleby & Quasimodo, and Greasing the Skids

Mark Harrison
Utah Valley University

This presentation is a review of three oral presentation assignment formats that help students prepare for and enter the real world (student testimonials, commentaries, and video examples included).

Innovative Instructional Methods

LI 502

Writing and Producing an Open Textbook for Business Communication

Marianna Richardson
Brigham Young University

Andy Spackman
Brigham Young University

Kurt Sandholtz
Brigham Young University

Open textbooks promise savings for students and flexibility for faculty. At BYU, Dr. Kurt Sandholtz and Lisa Thomas assembled a team of adjunct instructors to create an open textbook for the Marriott School's required business communications class. A panel of team members will discuss the philosophy of their approach and the realities of writing, producing, and maintaining an open textbook.

10:40 – 11:10 a.m.

Concurrent Sessions

Innovative Instructional Methods

Timpanogos Room (LI 421)

Career Research Project: Giving Students the Opportunity to Experience Multiple Levels of Business Communication

Rebecca Dowden
University of St. Thomas (Houston)

In this presentation, Dr. Rebecca Dowden will discuss the multi-faceted aspects of the Career Research Report assignment. She will detail the assignment and the outcome that the students experience. Dr. Dowden uses this assignment in her undergraduate Business Communications course.

Paradigm Shifts in Communication

LI 502

Internet Memes in Business Communication Contexts

Thomas Ballard
Iowa State University

Internet memes can be a fun, engaging genre for building relationships or providing “ice breakers” in professional contexts. Although memes often seem silly or trivial on a superficial level, they are nevertheless being used more and more often as means for making insightful multimodal statements in business, marketing, and various other business communication-related settings, especially via social media.

11:20 a.m. – 1:30 p.m.

Lunch

La Jolla Groves

Luncheon Welcome by Paul Dishman, Chair of the Utah Valley University Marketing Department and Director of the UVU/Vivint SMARTLab

The UVU shuttle will take you to the restaurant and return you to the Ragan Theatre for the keynote address. If you would like to drive, the address is La Jolla Groves, The Shops At Riverwoods, 4801 N University Ave #610, Provo, UT 84604

1:30 p.m. – 2:45 p.m.

Keynote Address

Ragan Theatre

Keynote Welcome by Jacob Sybrowsky, Associate Dean, Woodbury School of Business**TIMOTHY BALLARD****Founder and CEO of Operation Underground Railroad**

Timothy Ballard is the Founder and CEO of Operation Underground Railroad (O.U.R.). He also serves as O.U.R.'s Jump Team Commander for rescue operations. Ballard spent over a decade working as a Special Agent for the Department of Homeland Security where he was assigned to the Internet Crimes Against Children Task Force and deployed as an undercover operative for the U.S. Child Sex Tourism Jump Team. He has worked every type of case imaginable in the fight to dismantle child trafficking rings. Ballard has worked undercover in the United States and in multiple foreign countries to infiltrate child trafficking organizations. In this effort, he has successfully dismantled dozens of these organizations and rescued countless children from sex slavery. He is an expert at managing Internet investigations, particularly those dealing with file-share networks where pedophiles and traffickers go to trade in child pornography. He has trained hundreds of law enforcement officers at home and abroad in best practices to liberate children from sex slavery.



Ballard has been featured on many national news outlets to discuss his efforts to combat child trafficking. He has appeared on Fox News Sunday with Chris Wallace, The Meredith Vieira Show, CBS Nightly News, ABC Nightline, and CNN Headline News, MSNBC, The Glenn Beck Program, as well as many local news shows.

Ballard is the best-selling author of *The Covenant: One Nation Under God* and is the author of the sequel to that work, *The Covenant, Lincoln, and The War*. He has taught American and International Politics courses at Imperial Valley College, San Diego State University, and American Heritage School. He has been featured regularly on both local and national TV and radio programs to discuss American history and politics and the role America has played in defending liberty at home and abroad. He has often commented on how his academic work in American history has provided him the inspiration and motivation to rescue children—to carry on the American tradition of liberating the captive. He recently received the distinguished George Washington Honor Medal from the Freedoms Foundation at Valley Forge.

After serving a church mission to Chile, Ballard graduated *cum laude* with a BA in Spanish and Political Science from Brigham Young University. He went on to graduate *summa cum laude* with an MA in International Politics from the Monterey Institute of International Studies. He resides in California with his wife and children.

2:45 – 3:10 p.m.

Refreshment/Networking Break

Lakeview Room (LI 428)

Welcome to Utah—Home of the Sundance Film Festival

The Sundance Film Festival began in Salt Lake City in August 1978 as the Utah/US Film Festival. The 1978 festival featured films such as *Deliverance*, *A Streetcar Named Desire*, *Midnight Cowboy*, *Mean Streets*, and *The Sweet Smell of Success*. According to Chairman Robert Redford and Utah Governor Scott Matheson, the festival was, among other things, to increase visibility for filmmaking in Utah. According to the Utah Film Commission, Utah has been featured in over 900 films for the silver screen and television. Utah's striking and iconic landscapes make it a destination for filmmakers starting in the 1920s with such films as *The Covered Wagon* to recent films such as *127 Hours*. Today, films, television shows, and commercials take advantage of the state's diverse scenery from Monument Valley to the Bonneville Salt Flats.

3:10 – 3:40 p.m.

Concurrent Sessions

Innovative Instructional Methods

Timpanogos Room (LI 421)

Developing and Revising the Online and Hybrid Classroom

Jennifer Cummings
University of Utah

Kathryn Canas
University of Utah

Aaron Phillips
University of Utah

While increasingly common, exclusive and blended technological learning models are still evolving and ambiguous. This panel presentation and discussion examines the panel's experiences navigating the creation and implementation of multiple electronic, hybrid, and face-to-face classes at the undergraduate and graduate levels. Instructor and student challenges are considered, as well as adaptations and lessons learned. Discussion and interaction will be encouraged.

Business Education Issues

LI 502

Teaching Email Writing to Non-native Speakers

Susie McGann
Brigham Young University

This presentation will identify cultural, linguistic, and rhetorical differences of foreign and native English speakers and explain how these differences manifest themselves in email writing. Attendees will learn specific strategies to better teach this skill to non-native speakers.

3:50 – 5:00 p.m.

Innovative Research Methods

Business Resource Center

UVU/Vivint SMARTLab Tour

Paul Dishman
Utah Valley University

The UVU/Vivint SMARTLab is dedicated to serving businesses through advanced technologies in market research including the following:

- Advanced eye-tracking technology for communication, advertising, usability, and website testing;
- Galvanic skin response and EEG technologies that can pinpoint reactions people have to various forms of stimuli;
- State-of-the-art focus group and observation rooms; and
- Facial coding analysis to provide salespeople with unbiased responses concerning the probable interpretation of their verbal and non-verbal communication cues.

3:50 – 4:20 p.m.

Innovative Instructional Methods

Timpanogos Room (LI 421)

Engaging Incoming International and First-Generation Students: Assistance, Growth, Success

Beth Ernst
Western Michigan University

The presenter will share the development process of a series of workshops aimed at addressing the needs of incoming international and first-generation students entering the business college. Workshop purposes, content, and activities will be included as well as suggestions for implementation in other contexts. Handouts will be available.

4:30 – 5:00 p.m.

Communication Technology

Timpanogos Room (LI 421)

Improving Student Engagement Using Scheduled Push Communications

Eric Kobbe
Georgia College and State
University

Bryan Marshall
Georgia College and State
University

Peter Cardon
University of Southern
California

Scheduling push communications has become a standard in business. Taking this model to the classroom seems to be the next logical step. Imagine preparing content-based messages before the course even starts and scheduling them to go out throughout the semester. This presentation focuses on how quality of content and student engagement is increased by using these scheduled push communications.

5:30 – 8:00 p.m.

Dinner at Foundry Grill

Sundance

The UVU shuttle will pick you up at the Hampton Inn at 5:30 p.m. and return you to the hotel after dinner. If you would like to drive, the address is Sundance Mountain Resort, 8841 N Alpine Loop Scenic Byway, Sundance, UT 84604.

8:30 – 9:00 a.m.

Concurrent Sessions

Innovative Instructional Methods

Timpanogos Room (LI 421)

Cultivating Engagement and Participation Through Theater Games: Improv in the Professional Writing Classroom

Avery Edenfield
Utah State University

Improv principles include trust, acceptance, attentive listening, spontaneity, storytelling, and nonverbal communication (Berk and Treiber, 2009). Additionally, improv helps students learn to accept and adapt to complex ambiguous situations. Already used in management and medical communication courses, improv can be a powerful strategy for teaching cooperation, listening skills, communication, and critical thinking in a professional writing classroom.

Innovative Instructional Methods

LI 502

Three Levels of Learning in Business Communication

William Baker
Brigham Young University

Effective business communication instruction requires learning at three levels: (1) rules and tools, (2) principles, patterns, and processes; and (3) application and adaptation. Instructors need to achieve a balance in their course design and instruction so students will be adequately prepared at all three levels.

9:10 – 9:40 a.m.

Concurrent Sessions

Organizational Communication

Timpanogos Room (LI 421)

Image Restoration and Repair in Five Collegiate Athletics Scandals: Techniques, Outcomes, and Context

Nick Backus
Western Oregon University

This paper examines responses by universities to five collegiate sports crises. Using Benoit's scheme, the answers are categorized and examined for effectiveness. Implications and directions for future research are presented as well.

Legal and Ethical Communication Issues

LI 502

The Internet as Rumor-Monger

Marilyn Dyrud
Oregon Institute of Technology

In 1992, 79-year-old Stella Liebeck bought coffee at a McDonald's drive-thru. When she took the lid off to add condiments, the coffee spilled, causing significant burns in a delicate area. This presentation will examine *Liebeck v McDonald's*, focusing on the role of the Internet as a purveyor of rumors and falsehoods.

9:40 – 10:10 a.m.

Refreshment/Networking Break

Lakeview Room (LI 428)

Welcome to Utah—Home of the Greatest Snow on Earth

Here in Utah, we're crazy about our snow. Utah snow is widely considered the greatest snow on earth by skiers and snowboarders. In 1985, a skier and the slogan, *The Greatest Snow on Earth*, first appeared on Utah's license plates. Utah is home to the largest ski area with 17 peaks and a host of the United States' top resorts, offering an astounding 1,200 runs. Utah's Cottonwood Canyons are two of the snowiest places in the world, with Alta averaging 551 inches of snow annually. From December through March, more than a foot of snow falls every five days. Snow density is 8.5 percent, which creates the perfect "body" to float your skis through powder. On average, 6.7 feet of snow falls each April, which makes for great Spring skiing.

10:00 a.m. – noon

Student Oral Presentation Competition

LI 120

Competition Host: Mark Harrison
Utah Valley University

Join us as six students compete for cash prizes in an informative and a persuasive oral presentation competition. First place winners will receive \$500; second place \$300; and third place \$100. Winners of the student writing competitions will also be announced. This competition is hosted and funded by Utah Valley University's Woodbury School of Business.

10:10 – 10:40 a.m.

Concurrent Sessions

Business Education Issues

Timpanogos Room (LI 421)

Teaching Communication with Technology: Is AI the new TA or The New You?

Aaron Phillips
University of Utah

The expanding reach of technology produces two pedagogical imperatives: we need to understand how to apply technology to teaching, and we need to understand how technology shapes teaching and learning. This presentation prompts us as experts to analyze our teaching practice and to think about how and where we can incorporate, merge with, or thoughtfully reject technology.

Organizational Communication

LI 502

The Power of Symbolic Convergence Theory in Small-Group Decision-Making

Catherine Goodman
University of Utah

This presentation re-introduces Symbolic Convergence Theory to academic and business conversations about organizational communication and small-group decision-making. SCT has been revived in recent research and shown to be applicable in small team communication; in the present research, an analysis of a financial company's small group language finds that SCT works, using fantasy themes and rhetorical visions, to help a group achieve consensus.

10:50 – 11:20 a.m.

Concurrent Sessions

Innovative Research Techniques

Timpanogos Room (LI 421)

Bio- and Psychometric Measures of Student Engagement When Viewing Live Versus Video-Recorded Presentations

Paul Dishman
Utah Valley University

Levels of student engagement vary depending on the delivery methods of instructional content. This raises a concern with educators considering the exponential growth of online and distance education programs. This study will contrast the level of student engagement when viewing a lecture on video to that exhibited with a live presenter. Engagement will be measured using biometric tools and a qualitative questionnaire.

Business Education Issues

LI 502

Mindfulness Practices for Leaders When Speaking for Special Occasions

Georgi Ann Rausch
Utah State University

Kathryn Canas
University of Utah

Mindfulness practice is a critical leadership skill in today's workplace. We will outline several research-based mindfulness techniques and discuss how they translate to a more authentic and kinesthetic speech delivery.

11:30 – noon

Concurrent Sessions

Innovative Instructional Methods

Timpanogos Room (LI 421)

Everything Old is New Again: Foundational Rhetoric in an Uncharted World

Jacob Rawlins
Brigham Young University

In a world where communication technologies are constantly changing, foundational rhetoric can help us provide our students with tools to adapt to any situation or technology. In combination with the competency-based business communication curriculum proposed by Lucas and Rawlins (2015), I propose foregrounding the discussion of rhetoric in the classroom. I will discuss reactions, implications, and problems with this approach.

Marketing and Communication

LI 502

Land-grant College Admission Websites in the Western United States: Analysis of Marketing Messages for Public or Private Good

Paige Gardiner
Utah Valley University

Some college admission offices, in their haste to attract students, use words and images that communicate a private-good marketing message depicting the student journey to self-actualization while other college-admission webpages use words and images that communicate public-good marketing messages such as career placement, research projects, faculty, and the university mission. This presentation presents frequency and success rates of public-good content themes and private-good content themes.

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Anne Grinols, Baylor University

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precisely when you intended
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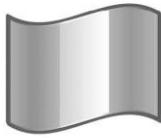
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Association for Business Communication

Call for Papers: 82nd Annual International Conference October 18–21, 2017

Royal Marine Hotel, Dun Laoghaire, Dublin, Ireland

Join colleagues from around the world for the **2017 Association for Business Communication Annual Conference** as we share ideas to shape, expand, and transform the landscape of business communication!

THEME: Shaping and Expanding the Landscape of Business Communication

Ireland is a country of conquest, famine, mass emigration, uprisings, religious conflicts, and now peace and prosperity. As a result, Ireland's heritage and identity have been profoundly determined by culture, nationhood, and politics, and they have been created and shaped by writers whose prose, poetry, and drama changed the view of what it means to be "Irish." As members of the Association for Business Communication, we too are changing the landscape of what it means to be contemporary business communicators as we impart communication impacted by modern-day influences in our world, workplaces, and classrooms.

We invite proposals addressing:

- Contemporary influences, key issues, and future challenges to business communication with a focus on convergence in the areas of identity, rhetoric, culture, nationhood, or politics
- New dynamics of stakeholder engagement in business communication
- Cutting-edge approaches, activities, and strategies that shape and expand the applications of contemporary business communication
- Emerging trends and advancements in the development of technology, visual communication, and business communication
- Research and theory on the effects of influences on contemporary business communication such as, but not limited to, identity, rhetoric, culture, nationhood, or politics
- Discussions on the imaginable - evolving definitions, best practices, and leading research in business communication today

Submissions Open: Tuesday, January 3, 2017

Mentored & Peer Review Proposal Due: Friday, March 3, 2017

Workshop Proposal Due: Friday, March 3, 2017

Final Proposals Due: Tuesday, April 25, 2017

Submit your **500-750** word proposal via the ABC 2017 Conference webpage:

<http://tinyurl.com/h5vsgnj>

Please join us in Dun Laoghaire, Dublin, Ireland to enjoy the incredible Irish hospitality, music, food and scenery while learning from colleagues and experiencing Ireland during our pre and post conference excursions. Dun Laoghaire is a picturesque coastal town approximately 12 km south of Dublin and, from Dublin Airport, it is easily accessible by taxi, bus, or train. Join us for what promises to be an extraordinary international conference!

Conference Co-Chairs:

Jean Bush-Bacelis, Eastern Michigan University; jbushbac@emich.edu

Gail Cruise, University of Massachusetts Amherst; gcruise@isenberg.umass.edu

www.businesscommunication.org



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