



Association for Business Communication Newsletter

FROM THE PRESIDENT



Dear ABC Colleagues,
Greetings from Montreal, Quebec, Canada! I returned to Montreal mid-January and am teaching the course Professional Writing in Business at McGill University. In this newsletter, I would like to highlight the Business Practices Committee, the Diversity, Equity and Inclusion (DEI) Committee and the Graduate Studies Committee.

The Business Practices Committee, chaired by **Sam DeKay**, gathers practical business communication material for the classroom as well as data from businesses to use for research, and disseminates this information to ABC members. The committee sponsors a panel at the ABC Annual International Conference focusing on a current issue in the business community.

The Diversity, Equity and Inclusion (DEI) Committee, chaired by **Clark Barwick**, organizes a panel discussion/teaching roundtable on DEI issues for the annual conference. Throughout the year, the committee works to help ABC members and the organization understand, articulate and evaluate our ideas and efforts at institutional and organizational levels. In addition, the committee chooses the recipient of the Distinction in the Practice of Diversity, Equity and Inclusion Award each year.

The Graduate Studies Committee's new chair, **Matt Baker**, is looking forward to working with graduate students, encouraging them to join the Association, participate in our conferences and submit articles to our publications. The committee organizes a panel/roundtable on graduate studies issues for the annual conference. The committee is also responsible for recommending the recipient of the Margaret (Marty) Baker Graham Research Grant, and promotes and administers the Student Travel Grant.

A LOOK INSIDE THIS ISSUE:

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Stay tuned for calls from committees to submit proposals to participate on panels, roundtables and more at the annual conference. Committee chairs and SIG coordinators would welcome hearing from you if you have any questions and would like to get involved with any of our committees and SIGs. Information for all committees and SIGs can be found on the [ABC website](#).

Remember to submit your conference proposal for the [ABC 89th Annual International Conference](#) by Wednesday 24 April. I look forward to attending sessions, panels, workshops and more as we take The Pulse of Progress: Amplifying Business Communication for Impact!

Judith

FROM THE EXECUTIVE DIRECTOR

Dear ABC colleagues,
I have exciting news to share with you about upcoming changes to our website and software management system!

ABC's current platform was designed and supported by Socious, an online community software company. In 2017 Socious was acquired by Higher Logic (HL), a much larger organization also focused on creating an online space for member engagement. HL is phasing out the legacy Socious system, and we are taking this opportunity to make significant updates to our member platform offering.

We are first introducing a new online conference proposal submission and review module using the Ex Ordo system. Ex Ordo focuses solely on supporting scholarly events. Some of you may already have experience using their software for other academic conferences.

As announced in an email recently sent to you, when you submit a proposal for the 2024 ABC Annual International Conference for either the in-person or virtual option, you will be using the Ex Ordo platform. Both proposal submitters and reviewers will find the new system easy-to-use, and it will also support conference registration. Please share any feedback you might have about your experience with the ABC Ex Ordo platform with me or our conference co-chairs (ABCconference@businesscommunication.org).



Next, we will migrate our current Socious website to the Higher Logic Thrive platform. You will discover an updated look and feel that I think you will find to be intuitive to use and easy to navigate. The Thrive platform will also provide us with expanded opportunities to engage and share information with you. Stay tuned for more details in the next few months.

Please do not hesitate to reach out to me with your questions and ideas at (executive.director@businesscommunication.org)

Sending warm wishes for a smooth wrap-up to your spring semester. Take care.

Kathryn

2024 ABC ANNUAL INTERNATIONAL CONFERENCE



As spring is upon us, plans are underway for an excellent conference this fall in-person in Tulsa, OK (October 16-19) and virtually (October 28-30). We hope you will consider joining us for one (or both) formats! As always, this conference will provide a great opportunity for you to network with other business communication professionals, learn from experts in our field, and enjoy Tulsa's vibrant culture and history.

Tulsa is a city that has a lot to offer, especially for those who are interested in the history and heritage of the Native American tribes that have lived in this region for centuries. Tulsa is located on the territory of the Muscogee (Creek) Nation, among others. These tribes have played a vital role in shaping the history, economy, and culture of Tulsa, and have contributed to its diversity and resilience.

In a [recent article](#) on the economic impact of Native American tribes in Tulsa, Muscogee Nation Secretary of the Nation said, "The unique thing about Oklahoma is that the tribes have found themselves, and have created access to, capital that other tribes throughout the country simply don't have access to. We're able to have partnerships with our non-tribal counterparts in ways that just don't happen elsewhere."

Please consider submitting your ideas and work to the in-person or virtual conference. The deadline is Wednesday, April 24, and proposals can be submitted [here](#).

If you have any questions or require assistance with the submission process, please do not hesitate to contact the conference co-chairs, **Seth Frei** and **Kristen Wilson**, at ABCconference@businesscommunication.org.

REGIONAL NEWS

The University of Arizona, Eller College of Management team successfully hosted the Association for Business Communication Western Region Conference from March 6-8, 2024. The conference drew members from all over the US, India and Japan. **Marisa Michaels** and her teammates, **Mikel Chertudi**, **Caitlin Hills**, **John Delaney** and **Kimberly Marchesseault** did an amazing job which included a keynote speaker, Gabriela Olmos-Hill of Microsoft, a dinner and cultural experience at the Tucson Botanical Gardens and many presentations ranging in topic from AI avatars to mindfulness.



MEMBER HIGHLIGHTS, NEWS AND AWARDS

Stephanie Swartz is excited to extend an invitation to the upcoming hybrid Bar Camp focused on Collaborative Online International Learning (COIL), scheduled to take place on May 4, 2024, at the LUX Pavilion in Mainz, Germany, and online from 9 am to 5 pm.

The Bar Camp will bring together instructors from various institutions, catering to both those interested in COIL and seasoned COIL practitioners. Additionally, they welcome curriculum designers and e-learning colleagues who have engaged in COIL projects. The Bar Camp will involve a dynamic combination of live and online participation.

Participation is free! Kindly confirm your attendance by April 12, 2024. For more details and registration click [here](#).

Matt Baker (Brigham Young University) is beginning his service in 2024 as the chair of the ABC Graduate Studies Committee. Thank you to the past president, Abigail Koenig, for her service. If you are interested in serving on the committee, please let Matt know (mattbaker@byu.edu)!



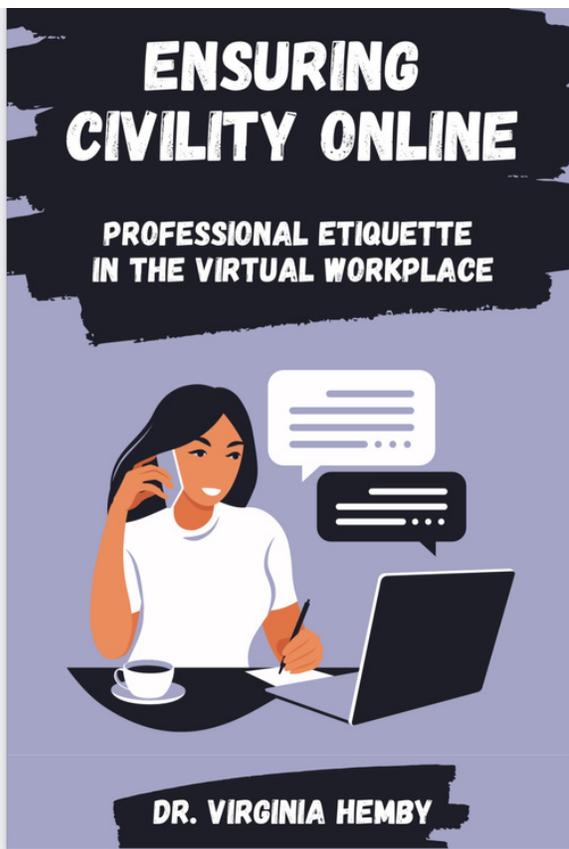
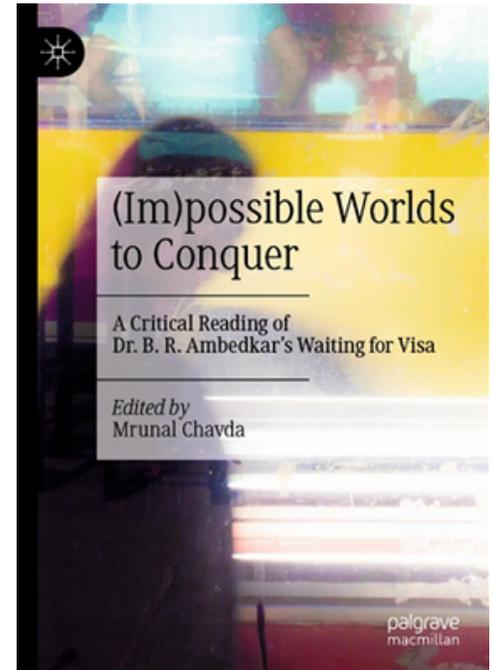
James Archibald, an invited professor at the University of Turin, gave the opening plenary address at the March 21 symposium on the place of language professionals in Québec's and Italy's professional systems.

In his talk, he underscored translators' and interpreters' social responsibility and the ways in which their engagement is codified in legal systems with particular emphasis on codes of ethics. The symposium languages were French and Italian.

MEMBER PUBLICATION ANNOUNCEMENTS

(Im)possible Worlds to Conquer, edited by **Mrunal Chavda**, was recently published by Palgrave Macmillan. With multidisciplinary examination, this book explores *Waiting for Visa*, Ambedkar's autobiographical writing. This investigation ranges from Dalit Studies to Discourse Analysis. It aims to provide the reader with in-depth knowledge of Ambedkar's unexplored autobiographical memoir and supplement a range of generalized works. The issues addressed in this book are essential to ethnic and race studies in general, to which Dalit Studies is but one contributing discipline.

This book bridges the gap between Dalit Studies and Ambedkar Studies to project how Ambedkar attempted to forge an impregnable South Asian social, educational, and political fabric. This reference book aims to attract academics and students of Asian, South Asian and Dalit Studies. The book appeals to educators, policymakers and comparative literary scholars.



Virginia Hemby has recently published the book, *Ensuring Civility Online: Professional Etiquette in the Virtual Workplace*.

Despite the fact that technology has allowed for, and even promoted, the widespread growth of incivility, the main culprit behind rudeness remains human behavior. While numerous books about incivility are available, the focus of those publications is most often on the topic of incivility and not on the means to reduce or alleviate its presence.

Ensuring Civility Online: Professional Etiquette in the Virtual Workplace provides a practical approach with clear guidelines for managing behavior in a virtual environment. The concise content will be helpful to trainers, educators, managers, employees, students, conference planners, conference attendees and any others attempting to navigate the virtual environment in a professional manner. This book will provide you with the knowledge and tools needed to conduct yourself professionally in any virtual setting. Click [here](#) for more information and to order.

MEMBER PUBLICATION ANNOUNCEMENTS

Mathew Gillings, Mark Learmonth, and Gerlinde Mautner's new paper, "Taking the Road Less Travelled: How Corpus-Assisted Discourse Studies Can Enrich Qualitative Explorations of Large Textual Datasets," was recently published in the *British Journal of Management*. After an epistemological critique of text mining approaches frequently used across the social sciences (e.g., topic modelling), it looks at how corpus-assisted discourse analysis can be used to explore large textual datasets. Click [here](#) to access the article.

MEMBER PRESENTATIONS



The University of Texas System hosted an inaugural conference, "Innovating Teaching & Learning in the Era of Generative AI" in March 2024. The conference was well attended by ABC members, where several ABC members also presented their research. **Sarah Moore** was part of the planning committee for the conference.

During the conference, Moore, from The University of Texas at Dallas, presented a study she is conducting with **Kathryn Lookadoo**, also from UTD, called "Values-Based Guidance: Generative AI Policy Development." The presentation emphasized the importance of AI policies, standards and guidance for educational institutions. She recommended focusing on developing standards and communication strategies to achieve excellence.

The attendees at the conference included **Carol Wright** and **Marsha Bayless** from Stephen F. Austin University, and **Victoria McCrady** from The University of Texas at Dallas.



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