

EASTERN COMMUNICATION ASSOCIATION
Health Communication Interest Group
2016 Business Meeting Minutes
Friday, April 1 • 8:00-8:45am
Baltimore, MD

- I. Call to Order
 - a. Chair Sara LaBelle called the meeting to order at 8:01am.
- II. Approval of 2015 minutes (Sara LaBelle)
 - a. The minutes were approved.
- III. Update of 2015 submissions and acceptances (Sara LaBelle)
 - a. Acknowledgement of Paper Readers
 - i. Sara thanked the reviewers.
 - b. Paper/Panel Submissions
 - i. There were 28 papers submitted, 6 of which were student submissions. There were 0 panel submissions.
 - ii. Three reviewers were assigned to each submission, who rated the submissions on a 1-7 scale for each of five criteria: appropriateness for the interest group, conceptual/theoretical framework, appropriateness/adequacy of the method, discussion/conclusion, and overall presentation (i.e., organization, clarity, syntax). Reviewers gave an average score across those five criteria as well as an overall yes/no recommendation to program.
 - iii. Acceptance of non-student submissions required at least two yes votes and an average paper rating of at least 3.5. Acceptance of student submissions required at least one yes vote and an average paper rating of at least 3.5.
 - iv. There were 22 papers programmed (6 of which were student papers). There was also one invited panel about effective teaching practices to fill an extra panel.
- IV. Top Paper Awards for 2016 (Sara LaBelle)
 - a. Top student paper: “Using Psychological Reactance Theory to Identify Key Constructs for Audience Segmentation in the Context of Illicit Use of Prescription Stimulants among College Students” by Hannah Ball
 - b. Top 3 papers:
 - i. “Mobilizing a Narrative of Generosity: Patient Experiences on an Urban Mobile Health Clinic” by Heather J. Carmack, Yasmin Rawlins, Zoey Bouchelle, Caterina Hill, Jennifer Bennet, and Nancy E. Oriol [Top Paper]
 - ii. “Older Adult Cognitive and Interpersonal Communicative Responses to Active Involvement Interventions about Fall Prevention” by Danielle Catona
 - iii. “Care-full Narratives: Agency and Belonging in/as Prenatal Care” by Liliana Herakova

- V. New Business
 - a. New for this year, our interest group hosted an informal networking event for undergraduate health communication students, which gave students a chance to ask questions and get to know members of the field outside of the undergraduate council. The event was funded by Texas State University.

- VI. Update on 2016 Conference Planning (Rukhsana Ahmed)
 - a. The 2017 convention is located in Boston, MA from March 29 – April 2 and the theme is “Freedom to and Freedom from.”
 - b. The convention will take place at the Omni Parkerhouse where rooms will be more expensive than previous years, and there will be fewer rooms so the convention will run into Sunday.
 - c. Membership rates are staying the same; panels are dictated by the number of interest group members and our membership is up.

- VII. Report from Executive Council (Sara LaBelle)
 - a. Sarah Heiss is executive council representative but was unable to make it to the conference so Shawn Starcher has started his duties a year early to fill in.
 - b. Discussion of a new newsletter for ECA: J. Kannan Sawyer put together a template that is more engaging and allows for more representation from membership.
 - c. Discussion of marketing vs. sponsorship positions in ECA: currently called “convention advertiser” but they do sponsorship.
 - d. Nick Bowman is working on updating the website and a task force has been put together to continue to work on improving the website, social media presence. This conference’s hashtag is #ECA2016.
 - e. 1/5 registered for the conference are undergraduate scholars; last year we discussed how to better engage with undergraduate students in our interest group and put together two informal events during this year’s conference to do so.
 - i. We didn’t fully get the approval of Jason Wrench so there is an overlap between the interest group breakfast for our undergraduate members and the Keynote Address.
 - ii. In the future, make sure that we go through every proper channel so that there is no overlap.
 - f. Membership for our interest group and for ECA overall is up. Our interest group membership is up from 71 to 105. Importantly, membership determines how many panels we get for next year’s conference, so make sure to click “Health Comm.” when you register. Health Comm. is still one of biggest interest groups overall at ECA.
 - g. NCA nominations: each interest group was asked to submit one name for the 2nd Vice President of NCA who would plan 2019. We also need at-large representation members.

Jason Wrench (ECA 2016 Convention Primary Planner) thanked Sara for her work as the Health Communication Interest Group Planner and presented her with a token of appreciation. Jason

also noted that this year there are electronic forms to use to update information about the newly elected interest group officers.

VIII. Nominations and Elections

- a. We will wait until 2017 to nominate the next interest group representative, who starts in two years.
- b. Elections for Vice Chair (Conference Planner for 2018)
 - i. Carey Noland (Northeastern University, self-nominated)
 - ii. Hannah Ball (West Virginia University, nominated by Roseanne Hartman)
 - iii. Hannah Ball was elected Vice Chair.
- c. Elections for Secretary
 - i. Nicole Hudak (Ohio University, nominated by Ben Bates) was elected secretary.

IX. New Business

- a. Sara LaBelle: No panels were submitted this year for our interest group. Does anyone have ideas for how to get more panels submitted?
 - i. Ben Bates: Given the location of ECA 2017 in Boston, we could potentially reach out to places with a medical presence (e.g., Tufts, Emerson).
 - ii. Carey Noland: Medical professionals may be difficult to pull in, but perhaps professors from the area.

X. Adjournment

- a. Meeting adjourned at 8:32am.

Minutes recorded by

Hannah Ball, West Virginia University, ECA Health Communication Interest Group Secretary