

EASTERN COMMUNICATION ASSOCIATION
Health Communication Interest Group
2015 Business Meeting Minutes
Friday, April 24 • 2:00-2:45pm
Philadelphia, PA

- I. Call to Order
 - a. Chair Heather Stassen-Ferrara called the meeting to order at 2:04pm.
- II. Approval of 2014 minutes (Heather Stassen-Ferrara)
 - a. The minutes were approved.
- III. Update of 2014 submissions and acceptances (Heather Stassen-Ferrara)
 - a. Acknowledgement of Paper Readers
 - i. Heather thanked the reviewers.
 - b. Paper/Panel Submissions
 - i. There were 28 papers submitted, which consisted of 7 student submissions and 21 faculty submissions. There were also 4 panel submissions.
 - ii. Three reviewers were assigned to each submission. The 4 panels were reviewed by the same pool of reviewers, who rank-ordered the panels and indicated yes/no for acceptance. The 7 student papers were reviewed by same pool of reviewers, who ranked the submissions and indicated yes/no for acceptance. Papers were rated 1-10 on criteria of suitability, method, implications, and overall quality. Acceptance of non-student submissions required at least two yes votes and an average paper rating of at least 5. Acceptance of student submissions required at least one yes vote and an average paper rating of at least 5. Panels required at least two yes votes.
 - iii. There were 3 panels and 22 papers (5 of which were student papers) accepted. All program slots were used.

J. Kanan Sawyer (ECA 2015 Convention Primary Planner) thanked Heather for her work as the Health Communication Interest Group Planner and presented her with a token of appreciation.
- IV. Top Paper Awards for 2015 (Heather Stassen-Ferrara)
 - a. Top paper: "Addressing the Role of Health Literacy in Social Science: The Revision and Validation of the Perceived Oral Health Literacy Scale" by Sara LaBelle, Keith D. Weber, Melanie Booth-Butterfield, Matthew M. Martin, Scott A. Myers, and Melissa B. Wanzer
 - b. Top student paper: "Just what the Doctor Tweeted" by Jordan M. Alpert and Frances E. Womble
- V. Update on 2016 Conference Planning (Sara LaBelle)
 - a. 2016 convention in Baltimore is earlier this year
 - b. Slotted for 8 panels, including the business meeting, which is 2 fewer than this year's conference

- c. Submission deadline is October 15, decisions by early January
- d. The conference theme is “[R]evolution”
- e. Questions from the floor about the 2016 conference
 - i. Roseanne Hartman inquired about the rationale for the earlier date of the 2016 conference
 - 1. Ben Bates noted that moving the conference earlier yielded better rates
 - 2. Keith Weber suggested checking for overlap with dates for the SSCA and CSCA conventions
 - a. Ben Bates noted that there is no conflict
 - ii. Keith Weber inquired about the rationale for losing two panel slots
 - 1. Sarah Heiss noted that she will cover this in her report from the Executive Council

VI. Report from Executive Council (Sarah Heiss)

- a. Two major topics were discussed:
 - i. ECA’s function and how to market its identity
 - 1. ECA’s membership has decreased over the years, so there was discussion about merging into something different to tap into another audience pool of communication teacher-scholars to attend conference and become ECA members
 - 2. Other discussion revolved around the potential need for a marketing director to keep ECA a relevant organization
 - ii. Task force on community colleges’ representation
 - 1. There was discussion about how ECA does or does not meet these community college members’ needs and how ECA can market itself to them
- b. Membership in our interest group has declined and as such the bylines were enforced so we have lost slots for the 2016 convention
 - i. Need to consider what we can do to appeal to people not only as an association but also as an interest group to attract members and maintain the number of panels
 - ii. That being said, we are still one of the largest interest groups at ECA
 - iii. The ECA President noted that if we have more than 8 panels of merit, he will do his best to include these extra panels
 - iv. The number of panels given is based on the number of members, not the number of panels we put forth
- c. Several opportunities for service were announced, including a representative for Legislative Committee and a new editor of *Communication Research Reports*

VII. Nominations and Elections

- a. Elections for Vice Chair (Conference Planner for 2017)
 - i. Rukhsana Ahmed, University of Ottawa (nominated by Ben Bates)
- b. Elections for Secretary
 - i. Hannah Ball, West Virginia University (self-nominated)

- c. Elect Health Communication Interest Group Representative for Executive Council (begins Sunday of ECA 2016, ends Thursday of ECA 2018)
 - i. Shawn Starcher, Kent State University (self-nominated)

VIII. New Business

- a. Melinda Villagran inquired whether the Health Communication Interest Group could make available the list of members for hiring purposes (i.e., do these individuals have a loyalty to Health Communication) and networking purposes
 - i. Ben Bates noted that ECA members can search by interest group in the “member resources” section of the ECA webpage, but is unsure if we can make this list public to non-members
- b. Sarah Heiss inquired about why student submissions only needed one yes vote to be programmed, whereas non-student submissions needed at least two yes votes
 - i. Heather Stassen-Ferrara noted that this is the traditional approach and also an attempt to retain student members of the interest group
- c. Sara Heiss shared that the ECA President encouraged cross-collaboration between interest groups
 - i. Heather Stassen-Ferrara noted that there were three co-sponsored panels this year, but we were charged with one full panel rather than ½; may need to work out logistics as an organization for next year
- d. Mark suggested that there should be a way to have undergraduate students (USC) who have a health communication focus feel like a member of our interest group
 - i. Heather Stassen-Ferrara noted that she and Megan Dowd responded to USC members, but in the future we could potentially reserve ½ of a slot for a meet-and-greet during USC
 - ii. Melinda Villagran noted that Texas State would be happy to provide funding

IX. Adjournment

- a. Meeting adjourned at 2:35pm.

Minutes recorded by

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