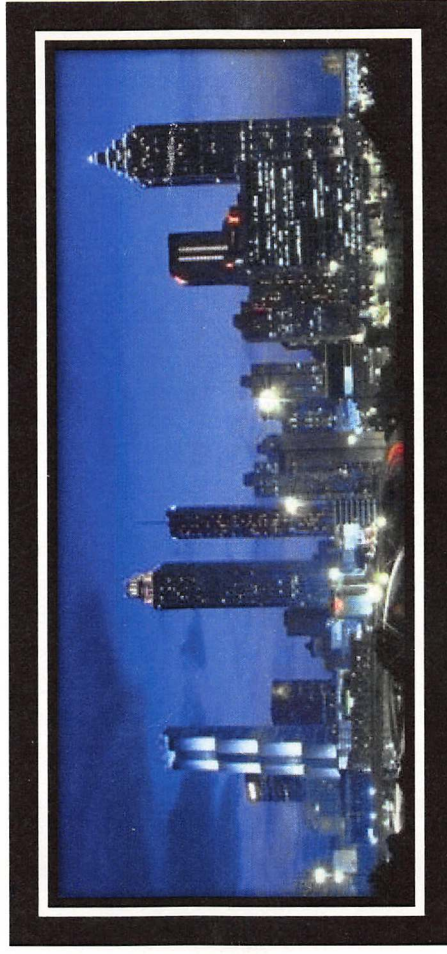




SOUTHEASTERN U.S. REGIONAL CONFERENCE



Communication Makes Sense

MARCH 19-21, 2009 • ATLANTA, GEORGIA

CONFERENCE OVERVIEW

THURSDAY, MARCH 19, 2009

5:30 pm – 7:00 pm Registration and Reception

FRIDAY, MARCH 20, 2009

8:30 am – 11:15 am Presentation Breakouts

11:30 am – 12:45 pm Luncheon

1:00 pm – 3:10 pm Presentation Breakouts

3:10 pm – 3:30 pm Ice Cream Social

3:35 pm – 5:10 pm Presentation Breakouts

SATURDAY, MARCH 21, 2009

8:30 am – 10:05 am Presentation Breakouts

10:05 am – 10:20 am Coffee, Tea and Cookies

10:25 am – 12:00 pm Presentation Breakouts

MY NOTES:

Thursday, March 19

5:30 pm – 7:00 pm

Friday, March 20

8:30 a.m. - 9:30 a.m.

Baronet

Registration and Reception

How to Create a Concept Paper or Preliminary Proposal

Paul Tuttle, Winston-Salem State University, USA

Come learn how to write a concept paper or preliminary proposal that can serve as the foundation of a later proposal responding to a specific RFP from an external sponsor! You'll have the chance to begin writing your own concept paper based on your research interests and according to a practical method used by WSSU's Office of Sponsored Programs.

8:30 a.m. - 8:55 a.m.

Intercultural Communication in the Classroom: An Analysis of Faculty-Student Interactions and Relationships

Ambassador

Ephraim Okoro, Howard University, USA;
Melvin Washington, Howard University, USA

Today's classrooms are changing and undergoing a rapid shift in structure, focus, and composition. The nature of learning is also transforming to a more participative, interactive, and team-oriented approach, requiring constant faculty-student engagement in a diverse or global classroom environment. This research analyzes communication in the classroom between faculty and students from different cultural backgrounds, and will seek to determine whether the differences among them have a significant impact on students' learning outcomes.

9:05 a.m. - 9:30 a.m.

Virtual Office Hours: Integrating Yahoo Instant Messenger into Traditional Office Hours

Ambassador

Mark McKnight, University of Southern Indiana, USA

This presentation will focus on the use of free Yahoo Instant Messenger software and how to implement it into traditional office hours. Topics will include stand instant messaging, the use of text messaging and use of the software with wireless phones, as well as a short discussion of videos.

9:40 a.m. - 10:05 a.m. ***Topics Discussed on Social Networking Websites among University Students in a Dozen Societies: Implications for Cross-cultural Business Communication***

Ambassador

Peter Cardon, University of South Carolina, USA;
Bryan Marshall, Georgia College and State University, USA;
Dan Norris, University of South Carolina, USA

Do you ever wonder what university students talk about on social networking websites? How do university students in various countries vary in this regard? What do the topics they discuss online imply for future workplace communication norms? Come to this presentation to hear about research about this topic that includes data from eleven societies.

9:40 a.m. - 10:05 a.m. ***Civility in Workplace Communication: At the Crossroads***

Baronet

Marquerite Joyce, Sam Houston State University, USA

Have you been yelled at or cursed at in the workplace? Such actions are considered uncivil, and you have been subjected to a form of workplace violence. But how many managers or prospective managers know this? This presentation will focus on the rise in uncivil communication, implications of incivility, and the preparation of prospective employees for effective workplace communication.

10:15 a.m. - 10:40 a.m. ***Understanding Professional Communication's Role in the Market and the Polis***

Ambassador

Joseph Dawson, East Carolina University, USA

This presentation reports the results of a discourse analysis of the public messages of a government entity that operates within a polis model while advocating for businesses operating within a market model. Using Stone's criteria for discourse in the polis, I will show how this organization, through its online content, paradoxically employs a public interest discourse that differs from a market's self-interest discourse, yet still maintains an ethos of credibility with the market-based organizations that it serves.

11:35 a.m. - 12:00 p.m.

Ambassador

The "B" Word

Barbara Davis, The University of Memphis, USA

This presentation examines the current "B" word used profusely during this economic crisis. Information on how word choice affects outcomes and the financial impact of how messages are framed will be addressed. Student input related to analysis of word choice will be included.

11:35 a.m. - 12:00 p.m.

Baronet

How to Start an ABC-affiliated Student Club

Deborah Valentine, Emory University, USA

Our Communication Club formed 4 years ago and this year became the first student club to affiliate with ABC. After the club's formation, we had a 25% increase in students seeking an Area Depth (minor) in communication. Club Sponsor, Deborah Valentine and her CommClub officers will share their experiences and discuss the benefits and challenges of starting an ABC-affiliated student club.

DATES TO REMEMBER

74th Annual International Convention

November 4-7, 2009 in Portsmouth, VA

75th Annual International Convention

October 27-30, 2010 in Chicago, IL (Tentative)

ABC Southwestern U.S.

March 2-6, 2010 in Dallas, TX

Special Topics Conference: Business Discourse

May 21-22, 2009 at the University of Southern California

Global Advances in Business Communication and Practices

June 24-27, 2009 at Eastern Michigan University

ABC Europe International PhD Colloquium + PhD Mentoring Programme

September 16-18, 2009 in Ghent, Belgium

National Communication Association

November 12-15, 2009 in Chicago, IL

10:25 a.m. - 10:50 a.m. **Online Entry-Level Job Advertisements: Congruency with SCANS and Keyword Content Analysis**

Baronet

William Hargrave, University of Georgia, USA;
Alexa North, University of West Georgia, USA;
William "Bill" Worth, Keller Graduate School of Management, USA

This research was conducted in June 2008, just prior to the dramatic downturn in the economy, providing a baseline. Entry-level classified advertisement was analyzed to examine congruency with SCANS skills and competencies. Findings also include the preferred media for the application process and keywords in employment advertisements (good grist for resumes).

11:00 a.m. - 11:25 a.m. **Leader Communication Lessons for Today's Executives from Gettysburg, 1863**

Ambassador

William Sharbrough, The Citadel, USA

Interest in the U.S. Civil War should increase approaching the sesquicentennial of these events, thus, making discussion of it an effective means of educating students about the effectiveness of different communication styles in different situations. This paper investigates GEN Lee's communications at Gettysburg from both Situational Leadership Theory and Leader-Member Exchange Theory perspectives. Examples of effective and ineffective communication will be presented. Implications for today will be discussed.

11:00 a.m. - 11:25 a.m. **Setting Online Style: Popular Perceptions of Email Etiquette and Usage**

Baronet

Carolyn Meyer, Ryerson University, Canada

Email has challenged users over the past twenty odd years to examine and constantly rethink the stylistic conventions for approaching this new medium. This presentation reveals results of an analysis of prescriptively-related North American newspaper and trade publication articles showcasing differing perspectives on email style and user perceptions of email. The presentation will also address the function of such user-guides as 'snapshots' of stages in the evolution of email style and explore the larger question of how users of a new technology arrive at stylistic conventions for employing that technology.

10:15 a.m. - 10:40 a.m. **Journal Writing in the MBA Classroom: Making Connection to Current Business Issues**

Baronet

Teresa Taylor Sekine, Purdue University, USA

In the beginning, my MBA students are reluctant to keep a journal in my class; however, students mention it as a positive motivator by the end of the module. Pages of thought provoking work, penned on current business concerns, convinces them that the journal is worthwhile. Join me to receive details/handouts on this assignment; it can be adapted to various teaching levels.

10:50 a.m. - 11:15 a.m. **Does Communication Affect Organizational Performance? ABSOLUTELY**

Ambassador

Kendra Reed, Loyola University New Orleans, USA;
Michelle Johnston, Loyola University New Orleans, USA;
Kate Lawrence, Loyola University New Orleans, USA

As Business Communication educators, we all want to make the case that the "soft skills" of communication can be linked to hard financial data. Well, recent research suggests that a positive team listening environment and high quality organizational information positively influence organizational performance. Using data collected with in-tact work teams at a manufacturing facility, the authors will discuss the results of the study.

10:50 a.m. - 11:15 a.m. **Learner-Centered Teaching in Communication**

Baronet

Arlene DeWitt, Assumption College, USA

A student evaluation from my Strategic Managerial Communication class reveals my goal of learner-centered teaching. Responding to the question: "What was the most effective teaching method of the instructor for you?", the student answered, "She taught us to talk to each other rather than her." My goals of learner-centered teaching are for students to take responsibility for their learning and to create their own learning community in the classroom. This session presents a pedagogical model to accomplish learner-centered teaching.

11:30 a.m. - 12:45 p.m. **Luncheon, Chancellor Ballroom**

1:00 p.m. - 2:00 p.m.

Baronet

Using the Competing Values Framework to Assess the Lehman Brother's Ethical Code

Betsy Stevens, Elon University, USA;
Tonya Riney, Elon University, USA

The US has undergone a painful economic structuring in terms of the banking industry. Lehman Brothers, the 158 year old investment bank, went bankrupt in fall, 2008. Their corporate ethical code was left on the web and we analyzed this code using the Competing Values Framework in an attempt to answer these questions: What was the purpose of the code and what did it try to accomplish as a corporate document? Was it transformational and a code that managers could turn to in time of crisis? Was it a key strategic document within Lehman? Researchers will discuss the Lehman code and a model used to analyze the code.

1:00 p.m. - 1:25 p.m.

Ambassador

Teaching the Conflict Resolution Course

Elisabeth Gareis, Baruch College, CUNY, USA

The purpose of a conflict resolution course is to help students understand the nature of conflict and expand their repertoire of communication. The presenter will provide a model for a curriculum, including recommended textbooks, a sample syllabus, and descriptions of successful activities, such as conflict journals, group assignments on conflict resolution in teams, business-communication applications.

1:35 p.m. - 2:00 p.m.

Ambassador

Today's Generation of College Student: Everything Old is New Again

Marcel Robles, Eastern Kentucky University, USA

How can we teach four generations in one classroom? In this session, we will discuss teaching and learning issues with today's diverse generation of college students. Find out how to connect with the respectful, disciplined, hardworking Traditionalists; the optimistic, crusading workaholic Baby Boomers; the practical, focused, self-reliant Generation X; and the confident, socializing, multitasking, technological Millennials.

9:40 a.m. - 10:05 a.m.

Ambassador

An Analysis of Managerial Perceptions of Effective Communication: Does Theory Match Practice?

Joann White, Jackson State University, USA;
Alisa Mosley, Jackson State University, USA

Academics have questioned the utility of theory in relationship to practical trends in the workplace. If we want to impact workplace dynamics, we should engage in research that matters. Additionally, some insist that we begin to engage managers to determine if what we study really matters to organizational effectiveness. Through qualitative analysis, we analyze interview data from managers across industries.

9:40 a.m. - 10:05 a.m.

Baronet

Email Effectiveness: An Experiment Controlling for Subject Lines, Directness, and Formatting Style

Peter Cardon, University of South Carolina, USA;
Bryan Marshall, Georgia College and State University, USA;

Ephraim Okoro, Howard University, USA

This session will provide research to describe how effective various components of emails are in persuading email receivers as well as ensuring they remember the content of the email.

10:25 a.m. - 10:50 a.m.

Ambassador

Leveraging the Classical Rhetoric Roots of Business Communication for Grantwriting Success

Paul Tuttle, Winston-Salem State University, USA

This presentation will show the links between the current financial situation and a heightened awareness among university research administrators of the need to produce a higher percentage of competitive proposals, even as funding pools shrink. The presenter will show how across the field, the classical rhetoric roots of business communication are being leveraged more intensely than ever in an effort to produce that higher percentage of competitive proposals.

8:30 a.m. - 8:55 a.m.

Baronet

Emphasizing the Bottom Line

Barbara Davis, The University of Memphis, USA

This presentation addresses the need to emphasize the impact communication effectiveness has on the bottom line. Information related to organizational communication and financial performance will be discussed. A review of communication structures and processes, interventions, and quantifiable measures in selected organizations will frame the discussion.

9:05 a.m. - 9:30 a.m.

Ambassador

Teaching the Legal Dimensions of Professional Communication

Carolyn Meyer, Ryerson University, Canada

Business communicators in today's knowledge-based economies and increasingly litigious global marketplace must be aware of the laws that apply to their messages and be sensitive to the legal risks and implications of the documents they produce, the agreements they sign, and the regulations and policies that apply to them. This presentation explores the development of an undergraduate professional communication course focusing on the challenges of communicating about the law and applying knowledge of legal concepts to writing for

9:05 a.m. - 9:30 a.m.

Baronet

Making Sense of the Online Classroom Environment

Fiona Barnes, University of Florida, USA;
Dorothy McCawley, University of Florida, USA

As students and universities struggle with the current economy, they seek efficient and economical educational advancement. At UF's Center for Management Communication, we face increasing demand for our courses complicated with students' attempts to balance employment with academics. We have some experience with online versions of our on-campus class and will discuss our strategies for a successful online writing course.

2:10 p.m. - 2:35 p.m.

Ambassador

Communication and Collaboration Make Sense for a College of Education and College of Business

Deborah Roebuck, Kennesaw State University, USA; **Mary Chandler**, Kennesaw State University, USA; **Stephen Brock**, Kennesaw State University, USA

This session is designed to encourage colleagues interested in building collaborative projects - whether across disciplines, universities, states, or nations. Come learn how six professors worked together, gained the support of their deans, and received a reward for undertaking this project. Our cross-disciplinary collaboration had two goals: one, to produce a coaching model and second, to prove that faculty from different academic homes could work and produce results as a team. From our point of view, communication and collaboration do make Sense.

2:10 p.m. - 2:35 p.m.

Baronet

Effective Strategies for University Business Faculty in Online Instruction

Vershun L. McClain, Jackson State University;
Mary M. White, Jackson State University

The presenters will discuss effective strategies used by successful university business faculty in online instruction to achieve the learning desired. This paper will contribute to the current knowledge base regarding common or generic strategies and best practices in online teaching.

2:45 p.m. - 3:10 p.m.

Ambassador

Readiness of New Recruits on Contemporary Trends in Workplace Communication

Shailja Agarwal, Jaipuria Institute of Management, India; **Jaya Citranshi**, Jaipuria Institute of Management, India; **Peter Cardon**, University of South Carolina, USA

Voices in corporations can be heard lamenting the recruitment of "corporate burdens". One reason behind this lament is poor English communication skills. This study conducts a gap analysis on what are the contemporary workplace communication needs and what is delivered in class. The respondents are the newly recruited business graduates, who have been ignored when various stakeholders have been studied.

2:45 p.m. - 3:10 p.m.

Baronet

***Enhancing Intercultural Communication Classes -
Creating Assignments with a Strong Business
Perspective***

**Sana Reynolds, Baruch College, The City University
of New York, USA**

Although courses in Cross-Cultural or Intercultural Communication are increasingly accepted in the business school curriculum, accompanying assignments often fail to teach students to identify, manage, and leverage the core values, perspectives, assumptions, and beliefs that motivate business behaviors in different cultures. Professors Sana Reynolds and Elisabeth Gareis share ideas for developing assignments that successfully combine communication issues with the critical thinking that support business concerns.

3:10 p.m. - 3:30 p.m.

3:35 p.m. - 5:10 p.m.

Baronet

Ice Cream Social

Sponsored by Clarice Brantley and Clark Ford

An Intercultural Journey to Xion

Jane Johansen, University of Southern Indiana, USA
Travel to Xion! This simulation offers visceral learning about adapting to another culture. The success of your adaptation is measured by criteria: If you are successful in your communication, you will be invited to a Xionite festival. If you are unsuccessful in your communication, you will be refused.

3:35 p.m. - 4:00 p.m.

Ambassador

***Human Performance Strategies and the Business
Communication Classroom***

Tonya Riney, Elon University, USA

The Business Communication classroom has similar measures of performance outcome desires as do traditional business processes. Applying human performance strategies including business analysis, performance analysis, cause analysis, gap analysis and an intervention plan to improve the delivery and outcomes of the business communication classroom provided an excellent technique for student improvement (hopefully retention) and resulting teacher evaluation scores.

4:10 p.m. - 4:35 p.m.

Ambassador

Sharing the Benefits of Social Entrepreneurship

James Dubinsky, Virginia Tech, USA

My talk will provide an overview of social entrepreneurship and place it in conversation with its "parent"—entrepreneurship. Then, by focusing on strategies used by founding members of a higher education consortium, I will offer avenues that business communication professionals might travel with their students to identify social needs, help to create change, all while enhancing their own skill sets

4:45 p.m. - 5:10 p.m.

Ambassador

***Teaching ESOL Graduate Students:
Success or Impossible Challenge?***

Maryann Wysor, Georgia State University, USA

Have you faced the challenge of teaching business communication skills to international graduate students? I continually modify a course to improve the speaking and writing fluency of international graduate students. Hear what I have learned to ensure a sufficient level of difficulty for all students who must complete my class, Communication Skills for Business.

Saturday, March 21

8:30 a.m. - 8:55 a.m.

Ambassador

***Demographic Differences in Students'
Participation in Office Politics***

**Catherine Green, The University of Memphis, USA;
Lillian Chaney, The University of Memphis, USA**

As future employees, students need to realize that office politics goes on in most work environments. Most employees think that participation in office politics will lead to raises and promotions. This presentation provides the results of a ten-item survey of office politics behaviors and the extent of students' participation. Students should understand that appropriate participation in office politics can contribute to success in today's work place.