



2008 BASIC COURSE CONFERENCE CHANGES FOCUS TO STUDENT LEARNING OUTCOMES

In This Issue

[Change of Focus for Basic Course Conference](#)

In a change from the information contained in the WSCA 2008 Denver/Boulder Convention Call for Papers, the 2008 Basic Course Conference will focus on Student Learning Outcomes (SLO's).

[Calls for Nominations](#)

- [Model program award](#)
- [Editor-elect, Communication Reports](#)
- [WSCA Scholar](#)

Whether your college is grappling with understanding Student Learning Outcomes, in the midst of revamping departmental learning outcomes, or participating in a "dialog" about SLO's, the time is ripe for you to understand the theoretical and practical implementation of assessing student learning. Thus, the goal of the 2008 Basic Course Conference at the WSCA Denver/Boulder convention is to understand SLO's and their relationship to course objectives, rubrics, and assessment. The Conference will allow you to work with your current syllabi, assignments, and forms of assessment, and look at how SLO's fit into the bigger picture of course curriculum, classroom management, and student learning.

[Calls for participation WSCA 2008](#)

- [Language and Social Interaction](#)
- [Intercultural communication](#)
- [ORWAC](#)
- [Organizational Communication](#)
- [Health](#)

If you are interested in attending the Conference, please answer the following questions, and send your responses to Amy London at Skye.Gentile@cabrillo.edu

1. What is your response to the idea of SLO's? Does the idea scare you? Make you dwell on work load issues? Provoke some other response?
2. Do you currently have objectives on your syllabus?
3. What do you understand as the difference between course objectives and SLO's?
4. Is your college currently implementing campus or college-wide learning outcomes?
5. What is considered a "rubric" on your campus?
6. Do you currently use rubrics to assess student learning?
7. What is one thing you want to learn during the SLO Conference?

We look forward to hearing from you and promise to use the Conference time respectively, speaking directly to your needs and the needs of your students.

Communication Our goal is for you to leave the Conference with ideas, tangible materials and strategies that you can implement immediately in your classroom.

The Basic Course Conference will be held Saturday, February 15, 2008, from 1:00-4:00 p.m., and the fee will be \$10.00.

Calls for Nominations

WSCA Model Program Award

by Shane Moreman, Executive Council Member-at-Large



As the WSCA Model Teaching Award Committee Chairperson, I would like you to consider nominating a communication program for the WSCA Model Teaching Award.

This award may be given annually to one or more communication programs from both elementary/secondary schools and community colleges.

The criteria for the award are:

1. The program should reflect the breadth and/or depth of the communication discipline.
2. The program should have teaching personnel with specialized training in communication.
3. The program should integrate curricular and co-curricular activities.
4. The program should have strong administrative support.
5. The program should relate to the mission of the particular institution.

Additionally, recipients should present a panel on the Model Teaching Program at the convention at which they receive the award. In this case, they would need to attend the WSCA 2008 convention in Denver/Boulder.

The deadline for the nomination is November 1, 2007 (before NCA).

To nominate a communication program, please send a letter of nomination as an email attachment to Shane Moreman at the following email address: smoreman@csufresno.edu

I know there are some wonderful programs out there. Please consider nominating one so that WSCA can recognize their hard work and learn from their successes.

Editor-elect, Communication Reports

by **Bill Cupach, Publications Committee Chair**



The WSCA Publications Committee is searching for candidates for the position of editor-elect for *Communication Reports*. The new editor will be responsible for volumes 23, 24, and 25 (years 2010-2012), and can anticipate processing manuscripts beginning late in 2008. WSCA helps to offset some editorial costs (e.g., funding for editorial assistants, mailing, etc.). Nominations, including self-nominations, should be supported by the following documentation:

- Letter of self-nomination (or letter expressing willingness to serve if not self-nominated), including a statement of proposed plans and editorial vision
- Current curriculum vita
- A letter from a responsible administrator pleading adequate host institutional support and outlining nature of support
- Names and phone numbers of professional references qualified to assess the candidate's preparation/ability to carry out the editor's tasks

The deadline for nominations is October 15, 2007. Questions can be directed to Publications Committee Chair William Cupach (email: wrcupac@ilstu.edu). Nominations should be sent by conventional mail or by email to:

Dr. William Cupach
Chair, WSCA Publications Committee
School of Communication
Illinois State University
Campus Box 4480
Normal, IL 61790-4480



WSCA Scholar Award

by **Mary Jane Collier, Immediate Past President**

WSCA is pleased to announce a new award to be presented at the 2008 WSCA convention. The WSCA Scholar Award Committee seeks nominations for this award.

The award recognizes sustained contribution to the study of human communication from a member of WSCA who has made a difference in the way scholars and students think about the nature, function, and scope of communication. Criteria for selection includes: 1) a sustained research program, 2) research that is theoretically grounded, 3) analytically sound, 4) advances the discipline (as indicated by citations and other evidence), and

5) includes work that has been featured in WSCA journals as well as other outlets.

The nomination packet should include at least one letter describing the nominee's scholarly contributions to the field, confirmation of the scholar's willingness to be nominated and attend the WSCA convention in Denver/Boulder in February, 2008, the scholar's current curriculum vitae, and other supporting documentation as appropriate. Email nominations are preferred.

Please **send nominations** by **September 15, 2007**, to:
Mary Jane Collier, WSCA Immediate Past President
Department of Communication and Journalism Studies
MSC 03-2240
1 University of New Mexico
Albuquerque, NM 87131-0001

Email: mjc@unm.edu

Calls for participation WSCA 2008

Language and Social Interaction

The Language and Social Interaction (LSI) interest group of WSCA invites papers and proposals for panels for the upcoming 2008 annual conference. As an interest group, LSI invites a broad range of studies of language, discourse, and interaction, in a range of contexts. Appropriate contexts include, but should not be limited to: face-to-face interaction, telephone conversations, group discussions, media discourse, public deliberation, and computer-mediated interaction.

Submissions are due: September 1, 2007
Submissions should be submitted electronically to: jgood@ucla.edu

Individual competitive papers, panels, and workshops are all invited.

The theme of this year's conference is: "Engaging Through Service." The theme of this year's convention is designed to focus our attention on the ways we serve others and to facilitate our developing new ways to help make the world a better place. As an organization, LSI supports this notion and encourages individual, panel, and workshop submissions that address this theme.

Submitted papers should include:

1. A detachable title page with the title of the paper, names of all authors and their addresses, phone numbers, email addresses, and affiliations. This information should be included for each author and should be

double-checked for accuracy.

2. Indication if the paper is a Student Paper or a Student Debut Paper.
3. A list of equipment needed for presentation.
4. A 250-500 word abstract of the paper (with title appearing on this page.)
5. A maximum of 25 pages of text (not including references.)
6. No information in the paper that identifies the author(s) (beyond which appears on the title page.)
7. Submitted via email to jgood@ucla.edu

((Note: Equipment availability is extremely limited. Please make your AV requests part of the coversheet.))

Submitted panels should include:

1. Thematic title of the panel
2. Names, addresses, phones, e-mail addresses, and affiliations of all participants
3. Title and brief description of each presentation
4. Equipment needed for panel
5. Submitted via email to jgood@ucla.edu

((Note: Equipment availability is extremely limited. Please make your AV requests part of the coversheet.))

For further information, please see the WSCA general call at:
<http://www.westcomm.org/conventions/WSCA-2008-Denver/call2008.pdf>

If you have any questions or comments, please contact me and I will be happy to try and answer any questions you may have.

Jeffrey Good
University of California, Los Angeles
Language and Social Interaction Interest Group Chair, 2008
jgood@ucla.edu

Intercultural communication

Intercultural Communication Interest Group Call for Submissions

1. Competitive Papers (deadline: received by 9/1/07)* Submit to Interest

- Group
2. Program Proposals (deadline: received by 9/1/07) Submit to Interest Group

Special Note: WSCA program planning uses only one deadline for all competitive papers, programs, workshops and pre-conference proposals.

COMPETITIVE PAPERS:

1. All authors are encouraged to send their papers to the Intercultural Cultural Communication Interest Group for competitive selection. Papers should reflect the conference theme and may include research reports employing any methodology, theoretical developments, critical analysis as well as critiques. Please submit each paper to only **one** interest group only.
2. **Competitive paper should not have been presented previously at another conference, be accepted for publication, or have been published.**
3. **Submitted papers should include:**
 - a. A detachable title page (i.e., saved as a separate word document) with title of paper, names of **all** authors, and their addresses, phone numbers, email addresses, and affiliations. This information should be included for each author and each author should double-check it for accuracy.
 - b. A 250-500 word abstract of the paper (with title appearing on this page).
 - c. A maximum of twenty-five pages of text (not including references and appendices)
 - d. No information should appear in the paper that identifies the author(s) beyond that which appears on the title page.
4. Student/Debut Papers: The Intercultural Cultural Communication Interest Group welcomes student and debut papers. If your paper is a student or debut paper please note this on the title page under the title of the paper. In addition, please indicate whether each author is a bachelors, masters, or doctoral student.
5. **ELECTRONIC SUBMISSIONS OF COMPETITIVE PAPERS MUST BE RECEIVED NO LATER THAN SEPTEMBER 1, 2007.**
6. Intercultural Cultural Communication Interest Group (ICIG) **AUTHORS SHOULD SUBMIT COMPETITIVE PAPERS ELECTRONICALLY.** Submitted competitive papers should include two separate attachments:
 - a. A title page (requirements above)
 - b. The paper (with abstract, references and appendices)
7. Attach the submitted paper as a Word or RTF document and send it to Jennifer Huynh Thi Anh Morrison at: jmorris3@du.edu

PROGRAM PROPOSALS:

1. **Program proposals** should focus on a unifying theme relevant to research, theory or instruction in the area of intercultural communication. Programs may consist of a chair, individual presenters, and a respondent; however round-table discussions, performance venues, or other unique formats are also encouraged. In alternative program

formats, respondents may be included or omitted as appropriate. Innovative program proposals, especially those that provide opportunities for engaged interaction among participants and attendees, are encouraged. Programs co-sponsored with other interest groups are also welcome.

2. Program proposals should include the following:

- a. A detachable title page (i.e., saved as a separate word document) with title of program, names of **all** participants, and their addresses, phone numbers, email addresses, and affiliations. Again, this information should be included for each participant and each participant should double-check it for accuracy.
 - b. Proposals should include
 1. Program title, rationale for the program, and a brief description of each presentation.
 2. Equipment needed for the panel – Please note that equipment availability is extremely limited. To read more about the use of audio-visual equipment, please see the WSCA policy on Audio-Visual Equipment at Conventions (<http://www.westcomm.org/aboutus/pp07.pdf>)
 3. No information should appear in the proposal that identifies the participant(s) beyond that which appears on the title page.
- 3. ELECTRONIC SUBMISSIONS OF PROGRAM PROPOSALS MUST BE RECEIVED NO LATER THAN SEPTEMBER 1, 2007.**
4. Intercultural Communication Interest Group (ICIG) **AUTHORS SHOULD SUBMIT PROGRAM PROPOSALS ELECTRONICALLY.** Submitted program proposals should include two separate attachments:
- a. A title page (requirements above)
 - b. The proposal (requirements above)

Attach the submitted program proposal as a Word or RTF document and send it to Jennifer Huynh Thi Anh Morrison at: jmorris3@du.edu

ORWAC

The Organization for Research on Women and Communication (ORWAC) invites submissions for program proposals and competitive papers for the Western States Communication Association conference, held in Denver-Boulder, February 15-19, 2008. In keeping with the conference theme "Engaging Through Service," ORWAC encourages submissions that pursue the varied forms and conceptions of service that contribute to, assist or challenge institutions, communities, and/or individuals. Of particular interest are panels and papers that address the issue of how service, broadly construed, functions intellectually, pragmatically, or pedagogically in classrooms, departments, universities and/or communities. Such panels or papers would also explore forms of service that are recognized/unrecognized, valued/devalued and encouraged/discouraged as well as forms that relate to race-ethnicity, gender, class, sexuality, and disability. Please visit the WSCA

website at www.westcomm.org for submission guidelines. Also, in accordance with WSCA policy, submitted “competitive papers should not have been presented previously at another convention/conference, be accepted for presentation or publication, or have been published. Five hard copies* of panel proposals and competitive papers should be sent directly to: Michelle A. Holling, Ph.D., Department of Communication, California State University San Marcos, 333 S. Twin Oaks Valley Road, Craven Hall, San Marcos, CA 92096-0001. Inquiries about submissions may be directed to holling01@yahoo.com, currently effective or to 760/750-8048, effective Aug. 1, 2007. Submissions must be received no later than September 1, 2007 in order to be considered.

* Note: Due to a recent move, hard copies are requested to ensure safe receipt of all submissions.

Organizational Communication

**Organizational Communication Interest Group
2008 Annual Convention, Denver/Boulder, CO - February 15-19, 2008
Deadline: September 1, 2007
Conference Theme: Engaging through Service**

Program proposals focusing on organizational communication theory, research, instruction or topics connected to the conference’s theme are encouraged. As scholars of organizational communication, we have multiple opportunities to engage in service activities in its various forms.

Programs may consist of a chair, individual presenters, and a critic respondent. However, other unique formats (e.g., debates, round-table discussions, special guest panelists from industry, etc.) are encouraged. In alternative program formats, respondents may be included or omitted as appropriate. Innovative program proposals that facilitate interaction among participants and attendees are highly encouraged.

Proposals should include: (a) thematic title of the program, (b) name, address, phone/email, and affiliation of each participant; (c) a brief rationale for the program and (d) a title and brief description of each presentation; (e) any audio-visual requests.

Competitive papers may include research reports employing any methodology, theoretical developments or critiques, integrative literature reviews and critical analyses. Student-authored papers are especially encouraged. Competitive papers should not have been presented previously at another conference, be accepted for publication at the time of submission, or have been published.

The **WSCA Executive Club Debut Award** is made to the author of a paper presented at the convention by an author or co-authors “who have not presented a paper at a state, regional, national or international convention, or

published in any academic journal.” Papers presented at student-only conferences are exempt from this requirement. All authors of a co-authored paper must meet these eligibility requirements for a paper to be considered a Debut Paper. Papers eligible for the Debut Award should be marked “DEBUT” in the upper right-hand corner of the title page. Please also indicate whether each author is a bachelors, masters, or doctoral student.

Electronic Submission: All papers and proposals should be submitted by e-mail attachment. Use Microsoft Word (ending with .doc) or RTF format for all documents. Proposals should be submitted as stated above. An electronic submission of papers should include **two separate** attachments:

(1) a cover page including the title of the paper; contact information for *all* participants including name, address, phone, email address, and affiliation; audio-visual requests.

(2) the paper, including title, a 250-500 word abstract, and no more than 25 pages of text (excluding references and tables). **Remove author names from the paper (and other identifiers from the document’s “properties” found under the “File” menu).**

Electronic submissions must be **received no later than September 1. Receipt will be confirmed within 48 hours of the submission deadline.**

Audio-Visual Requests: Equipment availability is *extremely* limited and cannot be guaranteed. See the WSCA Policy on the Use of Audio-Visual Equipment at Conventions.

E-MAIL ADDRESS (for all paper and proposal submissions):
alyon@brockport.edu

QUESTIONS:

Alexander Lyon, Division Chair
Organizational Communication Division
State University at New York, Brockport
585-395-5772 (after August 20th, 2007)
alyon@brockport.edu (after August 20th, 2007)

Health Communication

Greetings!

The Health Communication Interest Group (HCIG) of the Western States Communication Association invites you to submit your papers and panel proposals for the 2008 Western States Communication Association’s annual convention to be held in Denver/Boulder, CO, February 15-19, 2008. The HCIG invites program



proposals and research papers exploring any aspect of issues related to health and communication, using diverse methodologies and it especially encourages programs that will relate to the convention theme of “Engaging Through Service.” Collaborative research with other interest groups is also encouraged.

All papers and proposals should be sent ELECTRONICALLY to the interest group chair, Dr. Elaine Wittenberg-Lyles, at lyles@unt.edu . All submissions must be received by September 1, 2007 in order to be considered.

I. COMPETITIVE PAPERS

- Competitive papers should not have been presented previously at another conference, (with the exception of a student-only conference), be accepted for publication, or have been published (with the exception of a student-only publication).
- **Submitted papers should include:**
 - Title page, which includes the title of the paper, the names of all authors, AND each author’s address, phone number, email address, and affiliation.
 - Please label all debut papers with the phrase “DEBUT PAPER” in the upper right-hand corner of the title page. The WSCA Executive Club Debut Award is made to the author of a paper presented at the convention by an author or co-authors Awho have not presented a paper at a state, regional, national or international convention, or published in any academic journal. The paper also should not have been accepted for presentation or publication. Papers presented at student-only conferences are exempt from this requirement. All authors of a co-authored paper must meet these eligibility requirements for a paper to be considered a Debut Paper. Please indicate whether each author is a bachelors, masters, or doctoral student.
 - Audio-visual requests should be listed on the detachable title page. (Please Note: Equipment availability is extremely limited. See the WSCA policy on Audio-Visual Equipment at Conventions in the Policies and Procedures Manual on the web site (<http://www.westcomm.org/>).
 - HEALTH COMMUNICATION STUDENT PAPER AWARD: The HCIG presents an award to the top student paper at each convention. Where appropriate, put “STUDENT” in the upper right-hand corner of the title page; indicate whether the paper comes from a bachelor’s, master’s, or doctoral student.
 - A manuscript that includes: (i) a 250-500 word abstract of the paper (with title appearing on this page) and (ii) a maximum of 25 pages of text, excluding references and tables. No information in the paper that identifies the author(s) (beyond that which appears on the title page). *Please remove any identifiers from the paper and electronic file such as the author’s name in the header or on the file label.*
 - All papers should be sent ELECTRONICALLY to the interest group chair, Dr. Elaine Wittenberg-Lyles, at lyles@unt.edu. All

submissions must be received by September 1, 2007 in order to be considered. Please use the following convention to name the files:

- Choose a descriptive word from the title. **Do not use your first or last name.**
- For the manuscript, use the descriptive word, followed by mss, followed by the file type after a period.
- For the title page, use the descriptive word, followed by ttl, then the file type after the period.

For example, a competitive paper submission is titled, "Exploring the impact of technology in hospice family meetings." The files submitted could have the following names:

- Hospicemss.doc (for the manuscript with abstract, references, and tables, in Microsoft Word format)
- Hospicetl.doc (for the title page, which includes the title of the paper, the names of all authors, AND each author's address, phone number, email address, and affiliation)
- PROGRAM PROPOSALS

A. Program proposals should focus on some unifying theme or concept relevant to research, theory, or instruction in the area of health communication. Programs may consist of a chair, individual presenters, and a critic respondent; however round-table discussions, performance venues, or other unique formats are encouraged. In alternative program formats, respondents may be included or omitted as appropriate. Innovative program proposals, especially those that provide opportunities for engaged interaction among participants and attendees, are encouraged. Programs co-sponsored with other interest groups are also welcome. Programs that relate to the convention theme, *Engaging Through Service*, are encouraged.

B. **Program proposals should include the following:**

- (a) Thematic title of the program;
- (b) Names, addresses, phones, email addresses, and affiliations of ALL participants;
- (c) Title and brief description of each presentation;
- (d) Equipment needed for the program (Please Note: Equipment availability is extremely limited. See the WSCA policy on Audio-Visual Equipment at Conventions in the Policies and Procedures Manual on the web site).

C. All program proposals should be sent ELECTRONICALLY to the interest group chair, Dr. Elaine Wittenberg-Lyles, at lyles@unt.edu. All submissions must be received by September 1, 2007 in order to be considered. Please use the following convention to name the files:

- Choose a descriptive word from the title. **Do not use your first or last name.**
- For information about the program proposal, use the descriptive word, followed by mss, followed by the file type after a period.
- For the title page, use the descriptive word, followed by ttl, then the file type after the period.

For example, a program proposal submission is titled, "Exploring the impact of

technology in hospice family meetings." The files submitted could have the following names:

- Hospicemss.doc (for the manuscript with abstract, references, and tables, in Microsoft Word format)
- Hospicetl.doc (for the title page, which includes the title of the paper, the names of all authors, AND each author's address, phone number, email address, and affiliation)

Editor: Bill Eadie, San Diego State University
Submit items for the September issue by September 4 to weadie@mail.sdsu.edu