

Statement of Sally Vogl-Bauer
2013 Candidate for 1st Vice President Elect-Select
Eastern Communication Association

To the Membership of the Eastern Communication Association,

It is an honor and privilege to be nominated for 1st Vice President Elect-Select of the Eastern Communication Association. Like so many of you, I have a deep affiliation and bond with our organization. The values and goals of ECA are in line with what I strive to do as an educator. However, if I stopped there, I would do a serious disservice to why so many of us feel connected to ECA. ECA is home to our scholarly family of colleagues and friends. We share similar interests and passions, and our commitment to excellence in the field of Communication is undisputed. Therefore, when given the opportunity to serve ECA, we willingly do so. In that regard, I am no exception, having served as a paper reader and respondent numerous times, convention short course planner, executive board member (two years), and on the editorial boards for *Communication Research Reports* (intermittently for six years) and the *Journal of the Association for Communication Administration* (two years).

When looking at those who have served in the position of 1st Vice President Elect-Select for ECA, it reads a lot like a list of “Who’s Who” in the field of Communication. One attribute shared by these and other leaders in the organization has been the unwavering dedication to making the organization the best it can be in the present and in the future. To that end, we have seen constant emphasis on both teaching and research, as well as a commitment to encourage the scholarship of the next generation of potential educators. There has also been attention given to maintaining a strong financial infrastructure to ensure the long-term stability of the organization, a very important, but perhaps less publicly shared endeavor. As a result, we are in the enviable, but perhaps more challenging place of sustaining excellence without getting complacent.

Therefore, as I reflect on what I would like to work with others on to help move ECA forward, I am reminded that there are many things that we do really well, if not excel at. As a result, the three primary areas I would focus on during my time as 1st Vice President Elect-Select would include the following:

- Sustain Excellence in Scholarship and Teaching

These two areas are strong holds for ECA. We have convention slots specifically dedicated to showcasing excellence in these areas – and they are consistently well-attended. We also do many things to help younger scholars acquire invaluable experience to the world of higher education. These efforts would be continued, and discussions held to determine if there are additional ways to meet the needs of our current and future members.

An additional way I would work to accomplish this is by collaborating with others to identify what can be done to profile the accomplishments of our members. We do a wonderful job of this during our conventions, but we need to expand the coverage of our members' achievements beyond this one event and to a larger audience.

- Be Vigilant Against Complacency

This is a challenge because we often don't realize when we start to rely on yesterday's victories to define tomorrow's accomplishments. Currently, work is underway to use social media to reach out to current and prospective members. These efforts help to move ECA forward, and would be continued.

Another way to do this is to profile cutting-edge approaches to instruction and research, at both the basic and applied levels. From talking with many of you, it is clear that there are some really interesting and important applications taking place, but the scope of these findings often don't reach a large audience. As a result, we stick with what we know, and don't always branch out when we should.

- Take a Leading Role in the Assessment of Student Learning of Communication

As the College Assessment Coordinator for the College of Arts and Communication at the University of Wisconsin-Whitewater, I have learned how important it is for us, as a discipline, to play a much more visible role in the assessment of student learning, especially for our students' oral communication skills. There is important work being done at the national level, and I know that significant work is also being done at members' institutions. We need to share more of our best practices on this matter. Our failure to do so has important ramifications, whether this is tied to problems with regional accrediting bodies or potential cuts in general education programs at our own institutions.

ECA's geographic affiliation played a role in first introducing me to the organization so many years ago when I had been a Visiting Assistant Professor at Cleveland State University in the mid-1990s. However, geographic borders alone do not determine someone's affiliation with an organization. Rather, the core principles of the organization and the dedication of its membership influence the development or lack thereof of long-term bonds. Those seeds took root for me over a decade and a half ago, and regardless of where I am geographically located, I will always be a proud member of and contributor to ECA.

Sincerely,

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