

PREPARED BY  
NICOLE K. STEWART

# IAMCR STRATEGIC PLAN

20  
22

# AMBASSADORSHIP PLAN

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If selected to for the IAMCR Faculty Ambassadorship, I will create 1) a podcast called ("Friends of IAMCR"); 2) a speaker series called ("IAMCR Clubhouse Chats"); and, 3) an annual IAMCR Conference Social.



## 01 — Friends of IAMCR

The "Friends of IAMCR" is a set of six annual podcasts that feature IAMCR members from across the globe. The podcasts will be published on Apple Music and Spotify and will be promoted on social media.



## 02 — IAMCR Clubhouse Chats

"IAMCR Clubhouse Chats" is a speaker series housed on the new audio social application Clubhouse. The seminar series will occur once per semester (three times per year) and feature one 15-20-minute presentation by IAMCR member(s) or speakers from other associations, followed by questions from audience members.



## 03 — IAMCR Conference Social

The IAMCR IAMCR Conference Social is an opportunity for Canadian IAMCR members to assemble during the annual conference.

**Nicole K. Stewart - Faculty Ambassador Strategic Plan**

# ANNUAL PLAN 2022-2025

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## JANUARY

Podcast: Friends of IAMCR

## FEBRUARY

IAMCR Clubhouse Chats

## MARCH

Podcast: Friends of IAMCR

## APRIL

Podcast: Friends of IAMCR

## MAY

Podcast: Friends of IAMCR

## JUNE

IAMCR Clubhouse Chats

## JULY

IAMCR Conference Social

## SEPTEMBER

Podcast: Friends of IAMCR

## OCTOBER

IAMCR Clubhouse Chats

## NOVEMBER

Podcast: Friends of IAMCR

## IAMCR Faculty Ambassador Application - Strategic Plan

### 1. Identification

<b>Name and Surname:</b>	Nicole K. Stewart
<b>Country/Region:</b>	Canada/North America
<b>Affiliation:</b>	University of the Fraser Valley
<b>Position:</b>	Assistant Professor
<b>Years that this Strategic Plan Covers*:</b>	January 2022 – January 2025
<b>Have you been an IAMCR Ambassador before?</b>	Yes
<b>Type of Ambassador that this Strategic Plan Covers:</b>	Transfer from IAMCR PhD to faculty ambassador (2022-2025).

### 2. Motivation

**Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.**

The IAMCR Ambassador position is an outstanding platform for me to grow, network, and sharpen skills to propel development in my academic career. For the last three years, I have presented papers at IAMCR; in the process, I have appreciated the quality of mentorship, feedback, and connection to the wider academic community. Additionally, my research alongside a decade of professional experience in public relations, editorial work, and event planning positions me well to assist IAMCR with membership engagement and recruitment.

### 3. Activity plan

**These are the eight ambassador tasks:**

1. Communicating the existence of IAMCR to the outside world, and promoting its activities

a) **Friends of IAMCR Podcast:** The development of six podcasts per year published on Apple Music and Spotify. The podcast will be titled, “Friends of IAMCR,” and will feature conversations between me and fellow IAMCR members worldwide. The podcast will be promoted on IAMCR-affiliated Facebook pages, Twitter, and, if possible, on the IAMCR website.

2. Communicating with IAMCR members

b) **IAMCR Clubhouse Chats:** To facilitate conversations between IAMCR members, I will develop a speaker series called “IAMCR Clubhouse Chats” on the new audio social application Clubhouse. The seminar series will occur once per semester (three times per year) and feature one 30-minute presentation by IAMCR member(s) or speakers from other associations, followed by questions from audience members. The seminar series

will be promoted through digital event posters on social media sites and through email invitations distributed to local institutions and other groups within my existing network.

3. Organising at least one regional/national IAMCR event per year
- c) **IAMCR Conference Social:** I will organize one in-person social during the annual IAMCR conference for Canadian members to connect.
4. Actively contributing to IAMCR membership increase and retention
- d) The three-pronged approach above will assist with IAMCR membership increases and retention as there are ongoing ways for people to engage with the organization using seamless digital technologies/platforms.

Additionally, I will actively encourage my networks across Canada to join the IAMCR network.

5. Connecting IAMCR to relevant regional/national associations
- e) The “IAMCR Clubhouse Chats” and “Friends of IAMCR” podcast will connect IAMCR to other local organizations. For example, during the first IAMCR Clubhouse Chat, we partnered with Simon Fraser University, Lakehead University, and the Media Education Summit.
6. Collaborating with other ambassadors where possible
- f) As is evidenced in my previous application (as well as my collaborative research projects), I enjoy working with others and look forward to collaborating with other IAMCR Ambassadors.
7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)
8. Planning and reporting ambassador activities

I will provide a biannual report in the form of a memorandum to update IAMCR entities on the progress of my work for IAMCR. Additionally, I am happy to answer email updates at any time.

The details for this activity plan are outlined in the visualized strategic plan that I have included with my application.

**Please describe the regional/national IAMCR events that you plan to organise on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes and how the events will be financed.**

The annual IAMCR Conference Social will be an opportunity for Canadian members to connect in-person.

**Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.**

I intend to use a four-pronged approach to help with membership increases/retention:

- a) Friends of IAMCR Podcast
- b) IAMCR Clubhouse Chats
- c) IAMCR Conference Social; and,
- d) invitations to local institutions and people from within my network to join IAMCR.

**Please describe how you will realize the remaining 6 Ambassador Tasks (1-2 & 5-8).**

See above.