

IAMCR Ambassador Strategic Plan Template

1. Identification

Name and Surname:	MA. THERESA MENDOZA- RIVERA
Country/Region:	PHILIPPINES
Affiliation:	FAR EASTERN UNIVERSITY
Position:	RESEARCH FELLOW
Years that this Strategic Plan Covers*:	2024-2027
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR faculty ambassador

(*) Please specify the actual years (e.g. 2022-2024)

(**) Delete what is not appropriate

2. Motivation

Please briefly explain why you wish to become an IAMCR Ambassador.

I wish to represent Southeast Asia, and particularly the Philippines, in IAMCR. There are a few of us only from the Philippines who are members of IAMCR and I wish to expand our memberships and participation in this inclusive organization of media and communication research academics and professionals. I have been an active IAMCR member, although I was not able to attend conferences due to limited funding opportunities. However, I know that there are many of us, both academics and professionals, who have the means to attend the conferences and are active in research and media development. They can be tapped and encouraged to be members of IAMCR and to share research and communication scholarship. My linkages have expanded since I served before as the Vice President of the Philippine Association of Communication Educators (PACE), a national organization of communication educators and media professionals, and a pioneer communication organization, the biggest, and most dynamic professional organization in the Philippines. I have served as an officer for 3 successive terms (6 years) and have been both an officer and member, in various capacities for four decades, where I have established linkages and networks with its almost 60 member-schools and Universities in the Philippines and its 500 members. I am also a Board of Trustees of the Philippine Academic Society for Climate and Disaster Resilience (PASCARD), representing Communication. It holds national conferences bringing together environmental science academics including communication professionals. These organizations can be the foundation to build my web of linkages for IAMCR. I believe, being an IAMCR Faculty Ambassador, can tap

into our community of scholars and build bridges between IAMCR and our local institutions. Representing Southeast Asia, particularly the Philippines, would allow me to advocate for our unique voices within the global academic community.

3. Activity plan

These are the eight ambassador tasks:

1. Communicating the existence of IAMCR to the outside world, and promoting its activities
2. Communicating with IAMCR members
3. Organising at least one regional/national IAMCR event per year
4. Actively contributing to IAMCR membership increase and retention
5. Connecting IAMCR to relevant regional/national associations
6. Collaborating with other ambassadors where possible
7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)
8. Planning and reporting ambassador activities

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.

I plan to hold one Regional and one national event each year. The regional event can be a Southeast Asian event based in our University and co-hosted by IAMCR. Since our University has strong ties with many Southeast Asian Universities, we can create a 3 year annual regional conference and invite our Southeast Asian IAMCR Ambassadors, but also our other members who live in SE Asia. Our University has an annual research Conference called FRAMEwork, and this can be our platform for the Regional Conference. We can also identify our colleagues from the IAMCR sections and working groups to serve as plenary speakers. In this yearly event, attended by more than a hundred participants across SE Asia, we can present IAMCR and invite memberships and participation.

For the national event, IAMCR can co host with our national Organization, PACE, which holds an annual research conference. PACE is an organization of almost 500 members across the country, and this conference can be a platform for our members to get to know IAMCR and join in its events. We can also hold short seminar workshops, co-hosted by our member schools, where IAMCR members and ambassadors can be invited to participate and enhance skills and promote shared experiences on common communication challenges and innovations.

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

Organizing these events will provide greater participation from our colleagues and practitioners and will popularize IAMCR among them as a premier organization which fosters intercultural and interorganizational partnership, collaboration and exchange of ideas and initiatives. Being a senior member of several national and local communication organizations

puts me in a position where my decades of experience brings together linkages and networks together to help in the recruitment of members and volunteers for the different activities that will be conducted. I can also promote IAMCR on my social media pages and in the national and regional conferences. More so, I plan to create a platform for creating discussion platform for sharing of Communication Initiatives and projects across Southeast Asia and, hopefully of communication on a global scale. This platform can be managed by our University's Educational technology center for a start, and later, can be sustained by partners from IAMCR. In this way, we continue to share insights on the practice of communication and media research beyond the conferences.

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

Tasks 1 and 2: is already included in my previous responses above. However, Task 2 can be further amplified by involving our IAMCR members, particularly those who have made relevant contributions in research and media work, in the sections and working groups, as speakers or facilitators in the discussion platform to be created.

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

ON Tasks 5-8, this is also covered by the activities mentioned above.