

IAMCR Ambassador Strategic Plan Template

1. Identification

Name and Surname:	Jeremiah M. Nganda
Country/Region:	Kenya, East Africa
Affiliation:	Daystar University
Position:	PhD Student
Years that this Strategic Plan Covers:	2021 - 2024
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR PhD ambassador

(*) delete what is not appropriate

2. Motivation

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

I wish to be considered for this opportunity so that I can serve and help IAMCR have more presence in the East African region. This will be achieved by recruiting my fellow students and early career researchers to become members of IAMCR. Hence increased participation from the region during IAMCR events.

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.

In the first year, I propose to organize a webinar for PhD students and early career researchers in the region. Possible themes could touch on mentorship in research and publishing. This could be done early in 2022 so that the webinar is used as opportunity to inform the attendees about IAMCR and mobilize them to participate in the annual IAMCR global conference. This can be done at no cost considering the webinar will be virtual, attendance will be mobilised using existing networks, and keynote speakers can be drawn from current IAMCR members.

During the second year, I propose partnering with the East African Communication Association (EACA) during their annual conference. IAMCR could sponsor a session during the conference. This can be done under the Emerging Scholars Network section and modelled as a session for students to present and get feedback on their dissertation or research projects. The timing will depend on EACA timelines. In terms of cost, this could be done with no costs to IAMCR considering members attending the conference have to pay attendance fee.

During the third year, I suggest a mini conference be held in the region. This will bring together PhD students, IAMCR members, early career researchers from the region, and representatives from organizations working on areas of interest to IAMCR. Possible theme could be on rethinking association between academia and practice for shared solutions to shared problems. This mini conference can be financed by charging attendance fee, seeking sponsorship from local organizations and other well-wishers.

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

For the three year period I will constantly communicate to both current members and potential members so that they stay updated about IAMCR. The constant communication will act as a reminder and be helpful in showing the members the need and value of membership to IAMCR.

In addition, I will engage the deans and heads of media / communication departments in the local universities for opportunity talk to their students. This is can be done when the induction for new students is happening or when they are get-togethers for students.

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

For tasks 1 and 2, I will be assisting in spreading information about IAMCR and its activities. I will do this by sharing information to my networks via social media channels and emailing

those within my email list reach. I will assist in resharing information send out from the IAMCR secretariat.

For task number 5, for a start I will seek to link IAMCR with the East Africa Communication Association (EACA) as I look for other relevant organizations within the region.

For task number 6, I will constantly work in consultation with both leadership of IAMCR and other ambassadors.

For tasks number 7 and 8, I will be preparing reports as required and sharing them with the relevant IAMCR officers. This could be done either annually or as will be required by the IAMCR leadership.