

IAMCR PhD Ambassador Application - Strategic Plan

1. Identification

Name and Surname:	Nicole K. Stewart
Country/Region:	Canada/North America
Affiliation:	Simon Fraser University
Position:	PhD Candidate
Years that this Strategic Plan Covers*:	2022 - 2025
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR PhD ambassador

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 two 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 position me well to assist IAMCR with membership engagement and recruitment.

My research projects largely situate around the social formations that emerge with the assemblage of publics and platforms within various institutions. The institutions that most prominently intersect with my work include the platform family and the platform academy. Through my doctoral work, *The Platform Family and Everyday Life*, I examine the social relations that form as a result of the increasing ubiquity of platforms within the home. Enveloped in ethnography, my doctoral work explores how 30 families in British Columbia (110 participants) use, store, and share devices and platforms within the home, including children between the ages of 0-19.

In addition to my work on the platform family, I have two projects related to the platform academy. The first relates to a series of projects related to the processual nature of digital search as participants move through platforms like Google, Facebook, and Instagram to complete an unfamiliar skill. Currently, we are collecting data on how British Columbia instructors in higher education use presentation software to create and store instructional material. Through this process, I have been fortunate to network with communication departments across the province, which will assist me with developing a provincial network for my IAMCR projects.

The second set of projects I am working on related to the platform academy situate around teaching the first Clubhouse class in higher education ([click here to see a story SFU wrote about this](#)). As this was the first university course to be taught over audio social media, it has been

developed into a series of research projects that include survey data from students beginning in May 2021 and that will continue until April 2022. I [recently wrote](#) about how academics can use digital public sociology to reconstitute the relationship between academics, *publics*, and communication platforms, and how to extend this practice to pedagogy. I am working on this project with Dr. Richard Smith, Dr. Frederik Lesage, and Ben Scholl, a doctoral student that was working as my Teaching Assistant whom I invited to join the project.

I have a high interest in research and am working on a variety of research projects with colleagues from institutions like Simon Fraser University, Okanagan College, the University of Washington, and The University of North Carolina at Chapel Hill on collaborative projects, which I believe makes me an excellent candidate for an ambassadorship position with IAMCR.

The IAMCR PhD Ambassadorship presents an exciting opportunity to assist an outstanding research organization, build my own network, develop new collaboration projects, and assist with knowledge mobilization among a variety of publics. If selected for the position, I will work on assembling researchers and publics through a variety of emergent digital media.

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 15-20-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 (TikTok Researchers, 3T Research Group, PhD Working Groups) within my existing network.

3. Organising at least one regional/national IAMCR event per year

- c) **IAMCR Holiday Social:** I will develop an annual IAMCR Holiday Social Series, that includes one short keynote (20 minutes) speech by a local IAMCR member, as well as an opportunity for new/potential IAMCR members to mingle. The event will be held annually at the end of November or early December, in-person at a location like

Steamworks or through a digital platform like Zoom. The event will have a small fee to help cover the costs. I will also try to secure event sponsorship, where possible, as I have done previously with my public relations work.

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 graduate students and faculty from Simon Fraser University, the University of the Fraser Valley, and other colleagues within my network to join IAMCR.

5. Connecting IAMCR to relevant regional/national associations
- e) The “IAMCR Seminar Series” I have outlined above is how I will connect IAMCR to other local organizations. As a graduate fellow at the Community-Engaged Research Initiative (CERi) at Simon Fraser University, that is one organization that I will start with.
6. Collaborating with other ambassadors where possible
- f) As is evidenced by my curriculum vitae, I enjoy collaboration, and look forward to working 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 Holiday Social Series will occur annually at the end of November or early December. The themes for the holiday series will be developed each year. For 2022, the theme will be, "Building Communities."

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 Holiday 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.