

IAMCR Ambassador Strategic Plan Template

1. Identification

Name and Surname:	Xiaoling Zhang
Country/Region:	China
Affiliation:	Department of Media and Communication, Xi-an Jiaotong-Liverpool University, China
Position:	Prof and Head of Department
Years that this Strategic Plan Covers*:	2024 - 2026
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 (or continue to be) an IAMCR Ambassador.

As A member of the global professional association of media and communication researchers, I am in full support of the objectives of IAMCR. I am keen to promote IAMCR in China so that more Chinese scholars contribute to as well as benefit from the development of local, global and interdisciplinary perspectives and new knowledge in the media and communication field. Specifically, to facilitate and enable more Chinese scholars to enjoy the global network offered by IAMCR, and to contribute their perspectives, research methodologies, as well as critical thinking, so that IAMCR becomes a truly diverse, inclusive and respectful forum of researchers in the field of media and communication.

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 organise one national/international event (in the form of conferences, symposiums, or workshops) each year during my appointment as IAMCR ambassador. I believe to better promote IAMCR, it is helpful to run the events with collaborators that enjoy high profile in China.

Timeframe:

Autumn 2024: preparations (CFP) for an international symposium to be held in April 2025.

April 2025, international symposium, in collaboration with Suzhou University, Suzhou, a two-day event, on 'Heritage, Communication and Community Building'.

June 2026 in collaboration with Nottingham University, Ningbo, China, a two-day event with a focus on training PhD candidates in media and communication research methodologies, especially in the era of generative AI.

Aug. 2027 International conference in collaboration with Tsinghua University, a two-day event, on 'Spaces and Memories'.

For all the above events, efforts will be made to include more partners to ensure wide participation and influence.

As the main host, I will apply for funding from Xi'an Jiaotong-Liverpool University. Contributions from the co-hosts are also expected.

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

Strategies to seek IAMCR membership increase,

1. Running the IAMCR events with partners is one way to raise awareness among non-members thereby encouraging them to join IAMCR.
2. On any platforms that show my profile, I will include 'IAMCR Ambassador' in my title and a link to the home page of IAMCR.
3. I will also try to publicise my new title in different media outlets (e.g., contributing short articles and get interviews)

To retain existing members

1. I will use my existing network in China to encourage institutions as well as individuals to continue their IAMCR membership.
2. I will set up the most popular social media – WeChat group – for existing members, to

form a closer sense of community, and to communicate IAMCR activities.

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

1. To communicate the existence of IAMCR to the outside world, and to promote its activities

I will take full advantage of the academic network via different channels, especially social media platforms in China

2. Communicating with IAMCR members

Actively participate in the events of IAMCR in general and set up a WeChat group for existing and new members for communication.

5. Connecting IAMCR to relevant regional/national associations

See 'Strategies to seek IAMCR membership increase' above

6. Collaborating with other ambassadors where possible

As a new ambassador, it is important to get in touch with other ambassadors for sharing good practices.

7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)

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8. Planning and reporting ambassador activities

For both 7 and 8, I will communicate with IAMCR entities in a timely manner, for planning, implementation and reporting purposes. To be specific, the plan for each event will be sent to relevant entities for information and advice, and a report will also be sent after an event is finished.