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## Greetings from In-coming President



**Dr. Nojin Kwak**

First of all, I'd like to say that I feel greatly honored to be elected as the president of the Korean American Communication Association for the next two years. As the association's 30<sup>th</sup> anniversary conference held in 2008 demonstrated, KACA continues to be a vibrant scholarly community and is capable of generating excitement and providing important member services. In particular, during the four-year tenure of Dr. Hye-ryeon Lee as a two-term president, in my view, KACA has significantly grown and matured in many significant ways. I'd like to express my sincere thanks to Dr. Lee and other officers who worked so hard last two years or more—oftentimes without due recognition: Professors Sungeun Chung (vice president), Kwang-mi Ko Kim (vice president), Ji Hoon Park (vice president), Seok Kang (secretary), Tae-Hyun Kim (treasurer), Joon Soo Lim (webmaster), Jisu Huh (newsletter editor), and student board members (Bumsub Jin, Induk Kim, and Sunyoung Lee). In addition, I'd also like to thank other members who have served on various committees and in other capacities.

Over the years, I have found myself increasingly recognize potential that KACA has. Its presence as a scholarly, nurturing, and collaborative hub for Korean (American) scholars in the States is well-displayed through various formal and informal activities and services. However, I also feel that the association's full potential is yet to be imagined, articulated, and explored. I feel that more people could have been involved; greater scholarly exchanges could be happening; and that greater support could be provided particularly for graduate students and emerging scholars of this association. Thus, next steps for KACA would be to build on its current strengths, to map the best that this association could do, and to secure resources and ideas to achieve the vision.

As an effort to understand the needs of KACA members, a survey was conducted among faculty members in April and May of this year. A brief summary of some of the findings from the survey is included in this newsletter, but a careful analysis of the data will be carried out, which will help us envision our KACA to become an even better community of engaging members. It is a start. Along with the wonderful group of elected officers that I have privilege to work with, I look forward to many conversations that I am hoping to have with many of you. Thank you. 

*Nojin Kwak, Ph.D.*  
*University of Michigan*

# Out-going President's Column

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*Aloha KACA members.*

I hope all of you are enjoying a restful yet productive summer. My time as the president of the KACA is rapidly coming to a close. It is difficult to believe that it has been four years since I was first elected to this position. I guess time flies when you are having a good time!

Looking back, what made my experience with the KACA so positive and rewarding was the people whom I had a privilege to work with. I could not have asked for a better group of people. Every single one of the KACA officers and board members were so capable and giving that they filled my life with strong positive force. In addition, I had a chance to meet and work with many KACA members, and my encounter with each one of them was truly fun and enjoyable. So, I want to say "thank you" to all of you from the bottom of my heart for giving me this valuable opportunity to work for the KACA with all of you.



**Dr. Hye-ryeon Lee**

Much have changed at the KACA in the past 4 years. We have a better tracking mechanism for our members and an improved infrastructure to support and communicate with our members. Our activities at the NCA, ICA and AEJMC meetings became more consistent and streamlined. We also saw a marked increase in member participation in various KACA activities. We had a wonderful celebration of the 30<sup>th</sup> anniversary of the KACA in Chicago, and used the occasion to recognize the accomplishments and dedication of our seniors, and to celebrate the current achievements of Korean communication scholars in America. We have published a KACA anniversary special issue with the Asian Journal of Communication, thus taking a step towards establishing the KACA as the scholarly face of Korean communication research to the world outside. Relatedly, we have started the process to be better connected with Korean communication scholars across the Pacific, with a hope to enhance research collaboration among Korean scholars in and outside of Korea.

Yet, there is still much work to be done to make the KACA truly a member-driven organization. There are many more services and resources to be built to support our members, both faculty and student. We still do not yet have a secure financial mechanism to support our activities. These and many other difficult tasks are now being put on the capable hands of the newly elected president and officers. Having worked with Dr. Nojin Kwak and many of the newly elected officers in the past, I know that they are well prepared to lead the KACA to become a more mature and effective organization. So, I would like to end my presidency with another call to all members to strengthen your support for the KACA and new leadership. Please remember that the KACA today was not possible without the sweat and devotion of the many members. Please stay in close touch, get involved, and be an active part of the KACA. And, I promise that I will be there to do my share. 🇰🇷

*Hye-ryeon Lee, Ph.D.  
University of Hawaii at Manoa*

# New Officers for 2009-11

New officers and board members have been installed for the academic year of 2009 through 2011. **Dr. Nojin Kwak** (University of Michigan) was elected to be the President. **Dr. Hee Sun Park** (Michigan State University) was elected to be Vice President for ICA, **Dr. Seok Kang** (University of Texas at San Antonio) Vice President for NCA, and **Dr. Sei-Hill Kim** (Auburn University) Vice President for AEJMC. In addition, **Dr. Yongick Jeong** (Louisiana State University) has been elected to be Secretary, and **Dr. Induk, Kim** (Northern Illinois University) as new Editor of KACA Newsletter. **Dr. Tae Hyun Kim** and **Dr. Joon Soo Lim** have been re-elected as Treasurer and Webmaster respectively.

Please check out the KACA website (<http://www.KACAnet.org/>) for the complete listing of KACA officers and board members for the 2009-2011 term.

BEST OF LUCK FOR THE NEW OFFICERS AND BOARD MEMBERS, AND HEARTFELT THANKS TO ALL THE OUTGOING KACA OFFICERS FOR THEIR DEDICATION AND HARD WORK FOR THE KACA FOR THE PAST TWO YEARS!

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## KACA Events at AEJMC in Boston

- KACA reception on August 6 at 6: 45 PM in Republic Ballroom A
- KACA Research session on August 7 (1:45 PM to 3:15 PM)
- KACA Panel session, "Walks of Life in Academic Career" on August 7 (3:30 PM to 5:00 PM):

The following four topics will be discussed.

1. Job search process: Resources and tips on how to prepare "selling materials"
2. Campus interview and negotiations: Do's and Don'ts
3. Duties and expectation for tenure-track faculty: Balancing teaching, scholarship, and services
4. Beyond faculty life: How to balance with family life



# KACA Needs Assessment Survey Report

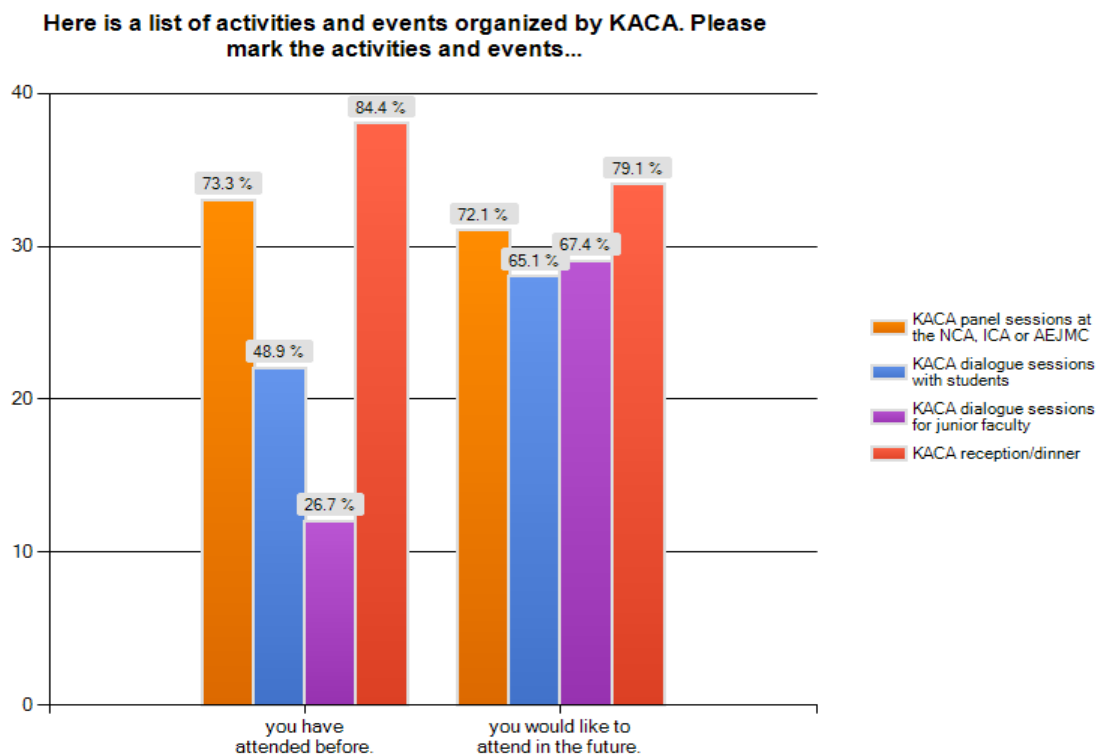
Prepared by Drs. Hye-Eun Lee, Hye-ryeon Lee, Nojin Kwak, and Sugneun Chung

To better understand the needs of members, the KACA needs assessment survey was conducted from April 27 to May 13, 2009. General perceptions about the KACA, attitudes and behaviors related to current/future events and resources offered by the KACA, overall perceptions on job, work-related information, and demographic information were measured. The following is a brief summary of the key findings from the needs assessment survey.

**Participants.** A total of 49 faculty (28 men, 16 women, and 5 unidentified) participated. The average age of the participants was 39.16 years ( $SD = 4.84$ ), ranging from 32 to 53. The vast majority of the participants were assistant professors ( $n=33$ , 69%) as compared to associate professors ( $n=8$ , 16%) and full professors ( $n=3$ , 6%). Twenty three (52%) participants have lived in the U.S. more than 10 years (See Figure 1 for details). For education, 28 (57%) and 44 (90%) participants earned their master and Ph.D. degrees in the U.S..

**General perceptions on KACA.** Various feelings on KACA were rated on a scale of 1 to 7, from *not at all* to *very much*. Participants reported that they felt proud ( $M=5.49$ ), and hopeful ( $M=5.31$ ) when they think of the KACA. Six Likert scale items were used to measure instrumental utility of the KACA (1 = strongly disagree, 5 = strongly agree). While participants tend to agree that the KACA does provide some instrumental utility ( $M = 3.27$ ), the level of agreement was relatively low.

**Attitudes and behaviors on current/future KACA events and resources.** KACA reception/dinner has been chosen as the event most participants attended before ( $n=38$ , 84%) and would like to attend in the future ( $n=34$ , 79%) (See Figure 2 for details). News-letter ( $n=29$ , 59%) was considered the most useful resource. Participants found the KACA dialogue sessions for junior faculty ( $n=27$ , 55%) would be the most interesting event the KACA could plan in the future.



# Conversations with Out-going Officers

## *Vice President, Kwangmi Ko Kim*



**Dr. Kwangmi Ko Kim**

### **Q1. What made you to decide to get involved in the KACA?**

I have to confess that I didn't know much about the KACA as a graduate student. My professor at Penn State told me about an association for Korean American students and faculty members. That's the first time I heard about the KACA name. Then, I went to the ICA in Sydney where KACA had a nice dinner with someone related to North Korea in 1994 (Forgive me for my "failing" memories; I can't remember who that person was). After that, Dr. Kang, the KACA president at that time, asked me to serve as the faculty secretary when I first started teaching in 1995. Of course, I hesitated to accept his invitation since I was unfamiliar with the organization. However, I finally agreed to serve in 1996. This was the beginning of my journey with the KACA, one of the best decisions I have made.

### **Q2. The most memorable moment or person related to KACA?**

Definitely, the late Dr. Seunghyung Lee. I miss him and his story about how the KACA was born. The other one is our 30<sup>th</sup> Anniversary conference last year in Chicago.

### **Q3. What's the hardest thing you have experienced working as a KACA officer?**

Getting responses and involvement from members has been the hardest thing. We often modified or delayed some plans due to lack of participation. All of us are busy with many responsibilities but I hope we can find a moment to contribute to the KACA.

### **Q4. What special challenges and/or opportunities do you see in the future of KACA?**

I see more opportunities in the future of KACA than challenges. The KACA has grown significantly in the past five years. The increased growing body of this organization has also brought a good quality of members. With the leadership and enthusiasm of KACA officers, the KACA can be very visible in our field.

### **Q5. Plans for the upcoming year – personally, career-wise, or for KACA?**


This upcoming academic year will be something I will cherish. Personally, it will be a challenging year for me as a first-year college parent. My immediate plan is not to cry when I drop my daughter off in August. It hasn't hit me yet how I will spend the days and nights without seeing my daughter and without knowing what she does, particularly out of the classroom. But, I promise you that I will be brave.

Career-wise? I thought that life after tenure would be easy and relaxing. Not really. As usual, new responsibilities and expectations are waiting for me. I just started a new role in my department as the coordinator for the advertising and public relations unit, which has the largest student body. I also plan to take a sabbatical leave in spring 2010, during which I will take a cultural journey with my younger daughter.

### **Q6. Wishes for the newly elected officers?**

Congratulations! I am excited about your new ideas and plans. Here is my two cents: Be proactive. Don't be satisfied with what you have done. Explore further and test various ideas with your energy and love. I hope you will learn and grow through this responsibility as much as I have learned.

### **Q7. Last words for all KACA members?**

I would like to take this opportunity to express my sincere appreciation to all KACA members who have responded to my numerous emails and requests with good ideas and insight. This journey has been a wonderful and rewarding learning experience, and I hope all of you enjoy every step of your life and career ahead of you as much as I have. Thank you again for all of your support. 

*Dr. Kim is Associate Professor of Mass communication and Communication Studies at Towson University, and she can be reached at [kkim@towson.edu](mailto:kkim@towson.edu).*



# Conversations with Out-going Officers

## *Vice President, Ji Hoon Park*



**Dr. Ji Hoon Park**

### **Q1. What made you to decide to get involved in the KACA?**

Barely knowing KACA, it was quite unexpected that I work for the organization. A former KACA vice-president Kwan-Min Lee strongly recommended that I serve as a KACA student representative and I agreed to do so. After a year, I became the KACA secretary, and then a vice-present. What a promotion!

### **Q2. The most memorable moment or person related to KACA?**

Having left the United States, KACA remains one of the most memorable parts of my life in America. KACA gave me many opportunities to get connected with people who are great professionally and personally. The most memorable moment would be the KACA 30th anniversary held last summer. While I thank all that I worked with, I would like to express my biggest gratitude to Dr. Hye-Ryeon Lee who has done a “superb” job managing the KACA. I can’t compliment her leadership enough. Over the years, she made a big difference in KACA.

### **Q3. What’s the hardest thing you have experienced working as a KACA officer?**

I would say the lack of interest among potential KACA members. Although KACA is a great organization, many still feel hesitant to get involved for a variety of reasons.

### **Q4. What special challenges and/or opportunities do you see in the future of KACA?**

The interest in KACA has increased significantly in recent years but more can be done in the future. Given the diversity of Korean researchers, the KACA activities may need to be diversified further. This would be a challenging task given the limited resources. I am hoping that more Korean scholars and students in America support KACA activities in the future.


### **Q5. Plans for the upcoming year – personally, career-wise, or for KACA?**

I took a new position at Korea University where I teach media productions as well as cultural studies. Adjusting back to my own culture is challenging. I am looking forward to new opportunities and challenges here in Seoul. I will do my best to make KACA known to scholars and students in Korea!

### **Q6. Wishes for the newly elected officers?**

KACA is a great organization. You will love it!

### **Q7. Last words for all KACA members?**

Get involved! It’s more fun than you think. 

*Dr. Park has recently moved back to Korea and is Assistant Professor at Korea University. He can be reached at [winterof93@korea.ac.kr](mailto:winterof93@korea.ac.kr).*

# Conversations with Out-going Officers

## *Outreach Committee Chair, Sung-Un Yang*

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**Dr. Sung-Un Yang**

**Q1. What made you to decide to get involved in the KACA?**

I got a personal call and request from Dr. Hye-ryeon Lee to serve KACA as an officer. And, considering my academic specialty, public relations, I volunteered to serve on the Outreach Committee.

**Q2. The most memorable moment or person related to KACA?**

Above all, I would point out the last year's 30th Anniversary that we celebrated in Chicago. I have never seen more KACA members before; I had a great opportunity to meet the "legendary" members who had paved the great foundation for KACA.

**Q3. What's the hardest thing you have experienced working as a KACA officer?**

As the Outreach Committee Chair, I would say the hardest thing was to select topics for the Outreach meetings and to invite guest speakers. Although the Committee has been trying hard to diversify topics and guest speakers, we've had very similar topics (i.e., "how to do efficient job search") and same guest speakers over time due to the limited pool of the audience interest and active volunteers. I guess the next Outreach Committee will have the same difficulty.

**Q4. What special challenges and/or opportunities do you see in the future of KACA?**

I guess we will have the increasing number of KACA members who will have much different backgrounds, including cultural and education backgrounds, from the current KACA members. Therefore, surely, KACA will have a good opportunity to expand and to diversify the membership base. Challenges, though, remain on the methods of how KACA encourages and embraces such diverse membership base.


**Q5. Plans for the upcoming year – personally, career-wise, or for KACA?**

I will be on my tenure review this coming fall. Please wish me your good luck.

**Q6. Wishes for the newly elected officers?**

It was a very good experience for me. I wish you can have your own good experience while serving KACA.

**Q7. Last words for all KACA members?**

Thanks for your volunteering. It will be definitely paid off. See you soon in Boston or other upcoming conferences. 

*Dr. Yang is Assistant Professor of Public Relations at S. I. Newhouse School of Public Communications, Syracuse University. He can be reached at [suyang@syr.edu](mailto:suyang@syr.edu).*

# KACA Notes

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For more KACA Notes items, please visit the KACA Blog at ([www.kacanet.org/blog/](http://www.kacanet.org/blog/)).

## Job Changes and P&T

- Dr. Ji Hoon Park has moved to Korea, taking a new job as an assistant professor in the School of Journalism & Mass Communication at Korea University.
- Dr. Sehoon Jeong has moved to Korea, taking a new job as an assistant professor in the School of Journalism & Mass Communication at Korea University.
- Dr. Jisu Huh (University of Minnesota) has been awarded tenure and promoted to the rank of associate professor.

## Recent New Hires


- Dr. Bumsub Gabriel Jin (Ph.D. from University of Florida), Assistant Professor, Department of Communication Studies, State University of New York at Oswego
- Dr. Induk Kim (Ph.D. from Purdue University), Assistant Professor, Department of Communication, Northern Illinois University

## Grants & Awards

- Dr. Dal Yong Jin at Simon Fraser University is the recipient of the SSHRC Standard Research Grant from the Canadian government (\$78,290).
- Dr. Hyun Seung Jin has received the Presidential Award for Excellence in Undergraduate Teaching at Kansas State University.
- Minjeong Kang (Ph.D. student at Syracuse) is the winner of the Ketchum Excellence in Public Relations Research Award (\$2,500).

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### KACA Survey, cont'd, p. 3

*Overall perceptions on job.* Job satisfaction was measured with 7 Likert-scale items. (1 = strongly disagree, 5 = strongly agree). Participants were satisfied with their jobs ( $M=4.14$ ). Additionally, questions included how stressful each aspect of faculty job is on a 7-point scale (1= *not at all*, 7= *very much*). Teaching classes well ( $M=4.65$ ) was rated to be the most stressful aspect of job, followed by publishing ( $M=4.56$ ). 

*The survey was designed by Professors Hye-ryeon Lee (U of Hawaii at Manoa), Nojin Kwak (U of Michigan), Sungeun Chung (Western Illinois U), and Hye Eun Lee (U of Hawaii at Manoa). A final report of the survey will be available in September 2009 at the KACA website (KACANet.org). If you have any comments or questions, please contact Hye Eun Lee (email: [helee@hawaii.edu](mailto:helee@hawaii.edu)).*



# Announcements - KACA Digital Initiative

**K**ACA has joined the digital revolution in an effort to reach our members more efficiently and more effectively. It has continuously immersed itself in both open and closed digital communication environment, such as the official Website (<http://www.kacanet.org/>), official blog (<http://kacanet.org/blog/>), listserve, Facebook (<http://www.facebook.com/group.php?gid=53159061761>), and PICASA (<http://picasaweb.google.com/kacanetorg>), a photo-sharing site.

We believe that the adoption of such communication technologies has fulfilled the very basic need of our organization - disseminating news, sharing job positions, and storing episodic memories. However, as our member base has been rapidly growing and our members' role in academic community becomes more important, it is important that it considers the organization's core missions and needs.

According to KACA's mission statement, KACA aims to encourage and facilitate exchange of professional knowledge in various fields of communication, and encourage and facilitate cooperation among members in exchanging professional information and conducting research in communication. It also aims to facilitate academic and social exchange of communication scholars between North America and Korea. We believe KACA's digital communication as well as its traditionally valued avenues of communication has undoubtedly fulfilled its missions. In this regard, we appreciate all our members' support of and contribution to KACA's digital communication channels. Especially, we recognize the leadership role and support of Dr. Hye-ryeon Lee in establishing our digital presence. We also recognize and deeply appreciate Dr. Kyo Ho Youm's insightful input to our channels and his commitment to our community.

However, we believe that we have not fully harnessed the potential of our members as yet. We have members whose cutting-edge research has drawn tremendous attention. We have distinguished researchers, teachers and professionals whose expertise in diverse communication fields has shed light on understanding diverse communication-related phenomena.

We strongly encourage KACA members to contribute to our blog, posting your own stories and news items. Using a blog is not difficult at all: Please refer to [http://kacanet.org/blog/?page\\_id=2](http://kacanet.org/blog/?page_id=2). We especially welcome members who can contribute by writing insightful commentaries or interesting columns. We will be happy to share all of your delightful moments with other members. Please feel free to send your news items or episodic memories along with pictures to the KACA Web master [joonsoo@kacanet.org](mailto:joonsoo@kacanet.org). Please don't forget that we have our official Picasa Web albums at <http://picasaweb.google.com/kacanetorg>. Third, we also are experimenting with Facebook and Twitter for bridging members online and maintaining relationships around the globe. You can find the link to the KACA Facebook group and Twitter on our website. Let's stay in touch. 