

Communiqué

Newsletter of the Association for Women in Communications



November 2018

AWC Crystal Awards nominations now open

The 2019 Crystal Awards from the Bloomington-Normal Chapter of the Association for Women in Communications (AWC-BN) is an opportunity to highlight the work of McLean County women whose professional and personal efforts embody the ideal of communication—a way of bringing people, goals, and communities together. [Nomination forms available on the AWC website.](#)

The deadline to nominate is December 7, 2018.

Categories include:

AWC Outstanding Woman in Communications:

This is the highest award the women of AWCBN can bestow. The Outstanding Woman in Communications exemplifies excellence in the field of communications. Her work is not only an example for other communicators to emulate, it has led to real change.

AWC Innovation Award: The AWC Innovation Award is designed for women who are NOT professional communicators. This award honors a woman who has achieved excellence in communicating a project, mission, or event. Innovators use communications to capture audiences, and create connections. Their work furthers a goal that benefits the overall community.



Winners of the 2018 Crystal Awards. From left to right, Betty Kinser, Nikita Richards, Sarah Franzen, Kris Harding.

AWC Crystal Award: The AWC Crystal Award is the top honor given to a member of the Bloomington-Normal chapter. The member must be an active member of AWC-BN for at least two years. She has served on the chapter board, represented the chapter at an AWC event, and served on a chapter committee. She possesses an understanding of the dedication and commitment needed to serve AWC and its members. Only AWC members can nominate candidates for this category.

[Nominations are available on the AWC website.](#)

Member spotlight Q&A: Lisa Hurley

A member is featured in each Communiqué with the Spotlight column. This month's member is Lisa Hurley, who launched her own business as a narrative consultant.

What is a narrative consultant?

I help people find ways to maximize the impact of their story. My projects include About pages, personal essays, cover letters, video scripts, and speeches.

Describe yourself with three adjectives.

Passionate, organized, detailed

What do you think are the challenges facing women in the workforce?

By far, the hardest thing for me has always been trying to pursue a career while shouldering the majority of the burden



Lisa Hurley

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Communiqué

November 2018

Members-Only Happy Hour

Wednesday, November 14

4:30-6 p.m.

Marriott Hotel's Jesse's Grill

Whether you are new to the chapter or have been a member for many years, your experiences, advice, and expertise can be shared at the members-only event. There is no charge to attend and cash bar will be available.

[RSVP to Amanda Cushing, VP of programming.](#)

www.awcBN.org

Trends in Communication: Employee experience

By Chuck Rice

Chuck Rice, who was a speaker at the AWC Fall Workshop, is our guest columnist for November. He is the founder of brio EMPLOYEE DEVELOPMENT, LLC.

Think back to a job when your expectations aligned with the organizations. You had a clear purpose at work and you trusted your boss and senior leadership. If you have experienced all three of these items at a single job, congratulations! You are rare indeed.

At brio EMPLOYEE DEVELOPMENT I feel the foundation of any experience be it work, or home is self-awareness. In addition to that, being aware of others and their approach to life is just as important. I like to say, “notice the otherness in others.”

We all see life through our unique glasses based on many things, the majority from the past. Those beliefs, perceptions, and opinions are a FACT for us. Ever successfully convince someone that their closely held FACTS were wrong, and you had a better way that was 180 degrees apart from their way? How did that go for you? Yet those conversations take place every day in the workplace.

So, let’s talk about the

“workplace.” Here are the current statistics from Gallup:

- 75 percent of us are stressed
- 70 percent of us are NOT engaged
- 50 percent of us are NOT satisfied with our job
- 50 percent of the time our minds wander.

If we define self-awareness and Employee Experience separately we can see where the overlap will occur.

Time-tested assessments such the DISC can help you to reflect on your attitude, behaviors, characteristics and what drives your decision making. This will help you become more self-aware.

When one is self-aware and feels a positive employee experience is taking place good things happen. The term “engagement” has been around for years and millions of dollars spent on the issue annually. Fact is that employee engagement over the last 15 years has varied +/- 3 to 4 percent. Jacob Morgan is considered one of the top thought leaders concerning employee experience or EX. The current thinking says that before an employee will authentically engage over long periods of time they must have a positive Employee Experience. Your “engaged” employees are the rock stars, the

Gallup shows:
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bench for promotions, innovators and go the extra mile. In most organizations that is about 30 percent of a workforce. What company would not want to boost that number by 15-25 percent? Consider what can take place if your folks had aligned expectations with company culture and business goals, they felt they knew their purpose and had trust in the company. That can happen, but not before a foundation of self-awareness allows for a positive EX, at every level.

The workshop and content I share are simple, relevant and applicable. I encourage you to do more research into these topics. Many organizations had added director-level positions and staff that only deal with EX. I am glad to discuss brio EMPLOYEE DEVELOPMENT’S DISC-EX with you and explore if the program fits your organization’s needs.

AWC President’s Column

By Kris Harding

First, I am certain that most of you have signed up for our MEMBERS only happy hour from 4:30-6 p.m. Wednesday, November 14 at Jesse’s Grill in the private dining area. If you haven’t, here are a few promises we have made to make sure you have a terrific time!

According to Webster, the definition of networking is the exchange of information or services among individuals, groups, or institutions and the cultivation of productive relationships for employment or business. I like to think of our networking opportunities as fun, social

gatherings meant to cultivate engaging and meaningful relationships. Why should you attend yet another networking event?

1. This is an exclusive opportunity to meet and enjoy our chapter members with different backgrounds and experience in a zero-pressure atmosphere.

2. The conversations will be



Kris Harding

casual, interesting, and easy. If you are interested in exchanging business cards or pursuing a future conversation...it is completely up to you. Or better yet, business cards are becoming old school, feel free to pull out your phone and add someone to your contact list.

3. Our chapter is full of authentic individuals who are interested in building relationships and getting to know you.

With all said, I encourage you to spend some time with us on Wednesday before you head home from work. It will be worth your time to relax, connect, and enjoy a beverage of your choice!

of housework and childcare. I have yet to find a balance that doesn't make me feel like I'm sacrificing pieces of one or the other. Although my husband is helpful and supportive, it's still challenging to be the manager and delegator of everything at home when you also have a career.

Any advice on overcoming those challenges?

When I start comparing myself to others, I feel like I'm the only one who doesn't have it all figured out. I have to remind myself every day that no one is crushing it at everything. We all make sacrifices somewhere.

What is the last movie you watched or book you read?

I just finished "Girl, Wash Your Face," by Rachel Hollis. I'm still processing my thoughts on it. I have many.

Tell us about your loved ones.

I've been married to my husband, Matt, for ten years. He is the principal at Olympia North Elementary in Danvers, which is the school our kids attend. We have two girls: Reese (3rd grade) and Allie (Kindergarten). We also have

a two-year old miniature poodle named Dottie.

What is your key to success?

My key to success is defining it for myself and not getting caught up in hustling for things I don't truly want. I try to keep my goals focused on my happiness and relationships and not on things like income or growth.

Do you sing and dance?

Only in the car, the shower, or other places where others can't see or hear me.

What is your idea of the perfect job?

Well, that's the reason I started my current business. It's something that combines my passion (writing), my top strengths (editing & storytelling), and my education (psychology) under one role. I also struggle with autoimmune issues on and off, and this job gives me the flexibility to schedule my doctor appointments, manage my workload, and take time off as needed.

If you had not gone into communication, what job would you have chosen? Probably event planning.

AWC Board

2018-2019

President: Kris Harding
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Past President: Kara Snyder
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President-Elect: Stephanie Duquette
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Secretary: Molly Davis
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Scholarship Chair: Elizabeth Chupp

Fall Workshop Co-Chairs: Kristin Milashoski,
Julia Gramont, and Stephanie Kohl Ringle

Community Involvement:
Kathleen Lorenz

The image is a promotional flyer for the AWC Professional Development Grant. At the top, there is a logo consisting of two overlapping speech bubbles, one red and one teal, above the text "awc" in a lowercase, sans-serif font, and "Bloomington-Normal" in a smaller font below it. The main heading reads "AWC Professional Development Grant Applications Now Open!". Below this, the text states: "AWC wants to encourage members' professional growth through financial support up to \$300 (workshops, professional conferences, higher education courses, seminars, etc.)". It also includes the condition: "Grants must be used within a term year (renewing each August)". At the bottom, it says "Apply today at awcblono.weebly.com". The background of the flyer is a light blue gradient.

Why are there bags at the AWC meetings?

Those paper bags you see at every meeting are more than just a dash of color against the white tablecloths of Biaggi's.

They are Networking Bags, and they offer members an opportunity to share information and other materials with those who attend the meetings.

The bags offer members a way to connect with audiences, and provide ways for members to earn about events and services.

Any member can bring materials, business cards, fliers, giveaways, etc. to place in the bags during the monthly speaker series.