



85th Annual Convention
Southern States Communication Association
Tampa, Florida
Breakfast Business Meeting
April 10, 2015 (Florida V and VI)

AGENDA

1. CALL TO ORDER

2. WELCOME TO TAMPA, FLORIDA

3. APPROVAL OF THE MINUTES.

Minutes of the SSCA Business Meeting, New Orleans.

4. APPROVAL OF AGENDA

5. OFFICERS' REPORTS

- 5.1 President – John Haas, *University of Tennessee, Knoxville*
- 5.2 Vice-President – Jean DeHart *Appalachian State University*
- 5.3 Immediate Past President & Nominating Committee – John Meyer, *University of Southern Mississippi*
- 5.4 Vice-President Elect – Roseann M. Mandziuk, *Texas State University*
- 5.5 Executive Director – Carl Cates, *Valdosta State University*
- 5.6 Marketing Director – Jennifer Mize Smith, *Western Kentucky University*
- 5.7 SCJ Editor – Leroy Dorsey, *University of Memphis*
- 5.8 NCA Legislative Assembly Representatives –
 - Kristen Cockrell, K-12 Representative, North Rankin High School
 - Brad Bailey, *Mississippi Gulf Coast Community College*, Community College Representative;
 - Michelle Violanti, *University of Tennessee, Knoxville*, 4-year College/University Representative
- 5.09 NCA Nominating Committee Representative – Mary Stuckey, *Georgia State University* (Nov 2014-2017)
- 5.10 NCA Spectra Representative – Shansahn Lou, *Appalachian State University*

6. STANDING COMMITTEE REPORTS

- 6.1 Committee on Committees – John Haas, *University of Tennessee, Knoxville*
- 6.2 Constitution – Michelle Violanti, *University of Tennessee*
- 6.3 Finance – Jason Munsell, *Columbia College*
- 6.4 Local Arrangements – None.
- 6.5 Publications – Joy Hart, *University of Louisville*
- 6.6 Resolutions – Gyromas Newman, *University of Mobile*
- 6.7 Resource Development – Sherry Ford, *University of Montevallo*
- 6.8 Time and Place – Trish Amason, *University of Arkansas*

7. NEW BUSINESS

7.1 Convention fees – guests

7.2 Guidelines for use of Clevenger Undergraduate Honors Conference fund income

7.3 State Associations Interest Group

7.4 Announcement of ED study committee

8. INTRODUCTION OF SSCA PRESIDENT, John Haas by Jean DeHart

9. 2015 SSCA PRESIDENTIAL ADDRESS

10. ANNOUNCEMENTS AND ADJOURNMENT

1. President John Haas called the meeting to order at 8:28 p.m.
2. President Haas welcomed attendees to the meeting.
3. Approval of the minutes: Approved without changes.
4. Approval of the agenda: Approved with corrections.
5. Officer Reports:
 - 5.1 President – John Haas: Dr. Haas noted the year had been less eventful and smoother than the term and challenges faced by Dr. Meyer. Affiliation with NCA is now complete, the financial state of SSCA is stronger, and the transition on the journal has gone well. He concluded his report with a call for elements of the strategic plan, urging members to express their concerns and ideas for consideration by the planners in their summer meeting.
 - 5.2 Vice-President – Jean DeHart: After thanking her planners, Dr. DeHart highlighted the program with special mention of Carol Crown Ranta as keynote speaker and of the special presidential highlight panel with Sandra Harper. She also noted the panels about the State Association Interest Group. Dr. DeHart concluded her comments with an additional request for strategic planning elements.
 - 5.3 Immediate Past President & Nominating Committee – John Meyer: Dr. Meyer began by thanking those that ran for election. He then introduced Dr. Victoria Gallagher as the Vice-President Elect and Kristy Cates for K-12 Representative to the NCA Legislative Council.
 - 5.4 Vice-President Elect – Roseann Mandziuk: Dr. Mandziuk thanked those assisting with the CUHC. She announced the theme for the 2016 conference in Austin: Communication and Conscience. Come to Austin and enjoy the energy of the city!
 - 5.5 Executive Director – Carl Cates: Dr. Cates started his report by discussing the balance sheet with the profit/loss statement, including merging the reserve and operating accounts, then the membership numbers. The accounts were combined in order to obtain a higher rate of interest for the Life Members CD. Dr. Cates then recapped the status of completion certain elements of the strategic plan, focusing on the increase of the reserve to \$120,000, the amount established as a valid reserve amount to maintain solvency for a year. After cautioning the membership to understand the challenges Jerry Hale will face without a dues increase, he concluded with his gratitude for the members support and the work of the officers during his term. Members responded with a protracted (and embarrassing) standing ovation.
 - 5.6 Marketing Director – Jennifer Mize-Smith: Dr. Mize-Smith discussed the level of institutional memberships. Please consider being an exhibitor next year in Austin. New t-shirt design is excellent.
 - 5.7 *SCJ* Editor – Leroy Dorsey: Dr. Dorsey discussed he had completed his reorganization of the editorial board.
 - 5.8 NCA Legislative Assembly Representatives – Kristen Cockrell, Brad Bailey, and Michele Violanti: Brad Bailey reported on proposed changes to fees and the makeup of the NCA Legislative Assembly. He reported on the motion of support to include K-12 and Community College representatives from SSCA's EC last fall. He requested members read NCA materials and be sure to vote.
 - 5.9 NCA Nominating Committee Representative – Mary Stuckey: Dr. Stuckey invited nominations for those interested in serving, especially on committees.
 - 5.10 NCA Spectra Representative – Shansahn Lou: Dr. DeHart gave the report. Spectra has received a positive response to the new format. Please give ideas for the focus of an issue to Dr. Lou.
6. Standing Committee Reports:
 - 6.1 Committee on Committees – John Haas: Please give Jean DeHart your recommendations for participation.
 - 6.2 Constitution – Pat Gehrke: Dr. Gehrke was unable to continue these duties. Dr. Violanti, past chair is available if work needs to be done. No report.

6.3 Finance – Jason Munsell: Dr. Munsell thanked Shawn Long and Melissa Smith. No irregularities were found in spending. He then presented the budget for FY16. Approved.

6.4 Local Arrangements – None.

6.5 Publications – Joy Hart: No additional report.

6.6 Resolutions – Gyro Newman: Please see the written report. Approved.

6.7 Resource Development – Sherry Ford: Presales were close to \$1500. The new balances are in the e-packet.

6.8 Time and Place – Trish Amason: The committee has recommended the Montgomery Renaissance for 2019. The recommendation passed.

7.0 New Business.

7.1 Guests and family registration rates (not CUHC). Jason Munsell presented the report of the Finance Committee that it recommends guests of registered members pay \$35 and receive a badge, program, and access to receptions. No charge will be made for children.

7.2 Clevenger Fund. Dr. Cates introduced a plan to define the use of income from the funds given for the Clevenger Undergraduate Honors Conference. The proposal read was:

I have spent the last two years giving thought to the dilemma presented by multiple parties in reference to the fund for the Clevenger Undergraduate Honors Conference. I am prepared to make the following suggestions which I believe meet the spirit of the original donors honoring Ted Clevenger, meet the hopes of the family of Ted Clevenger, and meet the needs of the Association. Further, this plan will improve the outreach of the Association to undergraduate students.

First, I propose the Association designate the panel with the top three to five undergraduate papers as the Clevenger panel, in the same way that we designate the top graduate papers panel as the Bostrom panel. This will help to identify the session as special in addition to honoring the namesake of the undergraduate conference.

Second, I propose that the finance committee and resource committee set a dollar amount to be awarded to those four students to support their travel and/or registration. This amount could come from the interest generated from monies invested in the Clevenger fun fund and from annual donations designated in support of the students. Even if it is as little as \$100 that is better than the support we provide now. I also suggest that we continue to call the award for the top paper the Shirley award and continue that \$100 award, thereby giving the top presenter \$200.

Third, I propose that we call these were students Clevenger Scholars and consider renaming the fund to reflect that status as an award.

Proposal passed without dissent.

7.3 State Association Interest Group. Petition approved without dissent.

7.4 Announcement of ED study committee. President Haas announced the membership of the committee to review the term of the ED: Richard Ranta, Joy Hart, Sean Long, Carl Cates, and John Meyer.

8. Jean DeHart introduced John Haas.

9. The address will be published in SCJ 81:01.

10. The meeting was adjourned at 9:36 a.m.