



85th Annual Convention
Southern States Communication Association
Tampa, Florida
Executive Council Meeting
Part One: Wednesday April 8, 2015 (Florida V and VI, 4:00 pm – 6:45 pm) and
Part Two: Thursday April 9, 2014 (Florida V and VI, 8:00 am – 9:15 am)

AGENDA

1. CALL TO ORDER

2. WELCOME TO TAMPA, FLORIDA

3. APPROVAL OF THE MINUTES.

Minutes of the SSCA Executive Council Mid-year Meeting at NCA, Chicago.

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 – Pat Gehrke, *University of South Carolina*
- 6.3 Finance – Jason Munsell, *Columbia College*
- 6.4 Local Arrangements – None.
- 6.5 Publications – Joy Hart, *University of Louisville*
- 6.6 Resolutions – Gyroman Newman, *University of Mobile*
- 6.7 Resource Development – Sherry Ford, *University of Montevallo*

6.8 Time and Place – Trish Amason, *University of Arkansas*

7. DIVISION REPORTS

- 7.1. Applied Communication, Abby Brooks, *Georgia Southern University*
- 7.2. Communication Theory, Todd Goen, *Christopher Newport University*
- 7.3. Community College, Ivie Ero, *Hinds Community College*
- 7.4. Freedom of Speech, Doug Marshall, *Duquesne University*
- 7.5. Gender Studies, linda jurczak, *Valdosta State University*
- 7.6. Instructional Development, Lora Helvie-Mason, *Southern University at New Orleans*
- 7.7. Intercultural Communication, Dominique Gendrin, *Xavier University*
- 7.8. Interpersonal Communication, Carrie Oliveira, *East Tennessee State University*
- 7.9. Language and Social Interaction, Bryan Crow, *Southern Illinois University*
- 7.10. Mass Communication, Dedria Givens-Carroll, *University of Louisiana-Lafayette*
- 7.11. Performance Studies, Benjamin Powell, *CUNY – Borough of Manhattan Community College*
- 7.12. Political Communication, Melissa M. Smith, *Mississippi University for Women*
- 7.13. Popular Communication, Matt Ramsey, *Shippensburg University*
- 7.14. Public Relations, Marsha Matthews, *University of Texas at Tyler*
- 7.15. Rhetoric and Public Address, Megan Foley, *Mississippi State University*
- 7.16. Southern Forensics, Gary Deaton, *Transylvania University*

8. OLD BUSINESS

- 8.1. Guest and family registration rates (not CUHC)

9. NEW BUSINESS

- 9.1 Term length of Executive Director
- 9.2 Plan of succession for unexpired term of Executive Director
- 9.3 Strategic plan ideas

10. ANNOUNCEMENTS AND ADJOURNMENT

MINUTES

1. President John Haas called the meeting to order at 4:09 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 work with NCA on affiliation was complete. He expressed gratitude for the work of the Executive Director in improving the financial state of SSCA. Dr. Haas also thanked the past editor along with the current editor for the smooth transition on the journal. He made a call for elements of the strategic plan, urging members to express their concerns and ideas.
 - 5.2 Vice-President – Jean DeHart: Dr. DeHart highlighted the program with special appreciation for the cover. She also made note of Carol Crown Ranta as keynote speaker and of the special presidential highlight panel with Sandra Harper. Final changes are in the addendum.
 - 5.3 Immediate Past President & Nominating Committee – John Meyer: Dr. Meyer announced 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 noted her written report. She announced the theme for the 2016 conference in Austin: Communication and Conscience. Come to Austin while the bluebonnets are in bloom!
 - 5.5 Executive Director – Carl Cates: Dr. Cates reminded members to sign in on the sheet circulating. He 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 of the strategic plan. Elements 1, 4, 6, 13 and 14 are complete. Elements #3, 8, 9, and 12 are somewhat done. #5, 7, 10, and 11 are not done. The affiliation process did have an impact on the effort. The goal establishing a valid reserve amount to maintain solvency for a year is achieved.
 - 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 announced that 80:01 was out and 80.2 is in production.
 - 5.8 NCA Legislative Assembly Representatives – Kristen Cockrell, Brad Bailey, and Michele Violanti: In addition to the written report submitted, Mr. Bailey reported on proposed changes to the fee structure and the makeup of the NCA Legislative Assembly to eliminate representation from community colleges and high schools. He reported on the motion of support from SSCA's EC last fall. Dr. Violanti reported on the official vote to approve SSCA's status as an affiliate of NCA. She noted that the original vote for the by-law changes failed.
 - 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 without dissent.

6.4 Local Arrangements – None.

6.5 Publications – Joy Hart: Work on the journal continues to go smoothly.

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

6.7 Resource Development – Sherry Ford: The new balances are in the e-packet.

6.8 Time and Place – Trish Amason: Dr. Jerry Hale highlighted the attached report. The committee has recommended the Montgomery Renaissance pending a site visit and final approval of the membership. After discussion regarding alternatives and procedures, the recommendation passed.

7. Division reports.

The Applied Division reported seven panels have been submitted for the convention.

The Intercultural Division reported an increase in submissions for the upcoming convention.

The Rhetoric and Public Address Division noted a good level of submissions and co-sponsored panels.

8. Old Business.

8.1 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.

9. New Business

9.1 State Associations Group application for interest group. Approved without dissent. Will be put in front of membership.

9.2 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 four 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.

After extended discussion the proposal was approved with the change that the top paper panel allow the planner to include as few as three or as many as five students.

10. Announcements. Dr. Haas requested attendees forward thoughts or concerns to him for the future strategic plan and that consideration be given to a regional doctoral services guide.

The meeting was adjourned at 3:21 p.m.