

## SSCA Strategic Plan for 2016-2020

### Background and Process

#### SSCA Strategic Planning Meetings:

The SSCA constitution states that the officers shall meet for the purpose of strategic planning, and that no more than five years shall elapse between such meetings. According to the SSCA constitution, members required to attend strategic planning sessions include current members of the SSCA Administrative Committee and those invited by the President. Previous SSCA strategic planning meetings were: 2003 (Memphis), 2004 (Tallahassee), and 2006 (Ellijay, Georgia), and 2010 (Orlando, FL)

#### Process for Current Strategic Plan:

The strategic planning group met for two days in Charleston, SC. We chose the location because Incoming Executive Director, Jerry Hale, who is located in Charleston, graciously offered to host us and to provide meeting rooms. The outgoing Executive Director was going to make a trip to deliver the association's materials to the new ED, so having the meeting in Charleston saved an additional trip.

Officers present were Jerry Hale, Incoming Executive Director; Carl Cates, Outgoing Executive Director; Jean DeHart, President; Roseann Mandziuk, Vice-President; Victoria Gallagher, Vice-President Elect; and Jason Munsell, outgoing Finance Committee Chair. Past President, John Haas, joined us via telephone.

The group spent the first day of the planning session going through the previous strategic plan, looking carefully at each recommendation, determining which of these had been accomplished, and deciding which of the remaining ones we wanted to pursue.

On the second day of the session, the group decided to structure the new plan around the mission of the association and to focus on enhancing an already dynamic organization. Our discussions led to the theme for the new strategic plan: **building and enhancing the SSCA community.**

The plan is presented in the following pages.

## **Building and enhancing the SSCA community**

### **SSCA Strategic Plan 2016-2020**

We believe that SSCA is defined by its constituents and publics, its individual members and member institutions, and the focus of members' research and teaching. Our discipline(s) and sub-disciplinary areas are essential to understanding and improving the human condition and thus SSCA is strongly committed to civic and social responsibility. The organization values inclusivity and seeks to engage diverse communities. The ongoing viability of the organization is dependent on a robust, participatory, principled membership, strong and valued connections with various constituents and publics, and the development of productive individual and professional relationships.

To build and enhance the SSCA community, we will focus on three broad objectives: **Enhancing Convention and Membership Services; Advancing Teaching, Research and Disciplinary Contributions; and Expanding Our Constituencies.**

We structured the document so that each objective is featured with subgoals, examples and outcomes. Our intent is that officers over the next several years may pick from the examples or generate new ideas for building and enhancing our SSCA community in the areas of convention and membership services; teaching, research, and disciplinary contributions, and expansion of constituencies.

**Objective I: Building Our Community through Enhancing Convention and Membership Services.** As our association grows, we value consistent, practical (yet savvy) enhancements to the way we organize our annual conference and serve our membership. We are committed to creating exciting platforms and avenues to present research, advance pedagogy, and build significant relationships within our membership community and beyond.

**Convention/Community Goals:** In the next five years, we will aim to:

#### **A. Update and Develop Convention Services and Opportunities**

##### Examples:

Find inventive and non-cost prohibitive ways to help presenters use presentational technology.

Rethink convention submission policies and procedures which might include new formatting of names and affiliations.

Reconsider ways we distribute panel slots.

Facilitate joint conference programming planning and participation between divisions.

Allow for completed mediated platform presentations by undergraduates in the CUHC; though they would not be eligible for Shirley Award.

Create new standard of ethics or conduct for reviewers, respondents, and authors of submissions.

Create ways for advanced membership that incorporates benefits such as T-shirts.

Outcomes:

More rooms available with technology at conventions, which will enhance participation.

Smoother submission and programming procedures.

Panel slots will be more cogently distributed.

Stronger, more tech savvy presentations.

More explicit expectations of ethical modes of submission, reviewing, and responding.

More use of promotional materials, which increases impact of the brand.

**B. Update and Develop Website and related digital media tools.**

Examples:

Use “real” SSCA photographs instead of stock photos.

Create links to social media outlets (Facebook, Twitter, YouTube, Instagram, etc.) on website.

Create a community college corner on website.

Create scholarship spotlights on website or social media.

Add ways to make announcements on website.

Create and make available a directory of graduate programs in the SSCA region on website.

Invite two (or more) divisions to collaborate on a shared newsletter spotlight related to graduate education or research/scholarship.

Enhance visibility of state associations on website.

Outcomes:

More compelling website with enhanced information that helps serve as a gateway to enhanced membership services.

Increased traffic on SSCA's social media sites that help members connect with one another.

Enhanced ways to spotlight and disseminate information regarding member's work, awards, etc.

**C. Provide Professional Development Opportunities and Support**

Examples:

Short courses at the convention that could deal with topics like assessment, online education, leadership, research, career advancement, corporate and professional partnerships.

Initiate mentoring to encourage convention attendees and members to become engaged in the leadership of the association

Outcomes:

Enhanced professional development for our members.

Enhanced membership participation/engagement in the association

#### **D. Update and Develop Association Structure and Administrative Operations**

##### Examples:

Reconsider membership categories and fees.

Increase graduate student participation and increase membership revenues.

Reconsider divisions and interests groups to better align with contemporary trends.

Review officer position names for clarity.

Create new Social Media officer and hire social media person as new ED staff member.

##### Outcomes:

Possible increased convention participation and revenue.

Stronger and different ties between members and possible new members.

Enhanced website and social media.

#### **E. Provide resources for SACS assessment, graduate program outcomes, etc.**

##### Examples:

Gather examples of goals, learning outcomes, assessment reports and/or external review reports for departments and programs to use as models.

Make resources available on website for members.

##### Outcomes:

Ready-made model for assessment plans and external review reports for members.

## **Objective II: Building our Community through Advancing Teaching, Research and Disciplinary Contributions**

**Goals for Advancing Teaching and Disciplinary Contribution:** In the next five years, we will aim to

### **A. Enhance the Quality of Teaching and Research for students and colleagues at all levels and ranks**

#### **1. Develop standards of ethics or conduct to enhance the quality of Communication Scholarship/research, criticism, and feedback**

Examples:

For reviewers of convention submissions--Provide guidelines on type and amount of feedback, timely responses, etc.

For convention submissions—clarify and reinforce prohibition against sending the same paper to multiple sessions, panels with same people

For respondents—suggest standards for professionalism

Outcomes:

Increased satisfaction and professionalism in review process

Improved understanding of the role of the respondent

#### **2. Develop additional programs and practices targeted toward members' scholarly development.**

Examples:

Hold pre-conference workshops or convention sessions targeted toward new scholars about writing/advancing research programs

Develop a network of senior scholars who would mentor beginning scholars

Develop research-in-progress convention sessions

Develop short courses at conventions

Hold pre-conference workshops or convention programs about graduate studies

Develop research-in-progress sessions specifically for graduate students

Outcomes:

Enhanced support and connections for undergraduate and graduate students

Increase in professional development for members

Enhanced support for teaching and research efforts

**B. Enhance the Visibility of our Scholarship for students and colleagues at all levels and ranks**

Examples:

Create a network of SSCA experts on particular subject areas

Have Osborn Teacher/Scholar and Rushing Award recipients present a spotlight panel at convention

Spotlight the legacies of long-time members on the website

Feature the scholarly contributions of long-time members on the SSCA website

Put forward SSCA award winners for national recognition, such as NCA Awards and ACLS scholar awards.

Outcomes:

Greater recognition of SSCA Awards winners and possible improved media coverage for the work of SSCA members.

Increased opportunities for spotlighting outstanding and lasting member contributions to the Discipline.

### **C. Facilitate relationships between members and university presses in the South**

#### Examples:

Hold a convention panel with university press series editors.

Facilitate the connections between scholars and presses by promoting top papers from the convention to press editors

#### Outcomes:

Increased awareness of members' expertise.

Increased opportunities for members to benefit from the expertise of a network of SSCA members.

### **D. Enhance the Visibility of our Pedagogy**

#### Examples:

Have teaching award recipients present spotlight panel at the following convention.

Put forward SSCA award winners for national recognition, such as NCA Awards and ICA Awards.

Feature GIFTS and other innovative teaching ideas on the SSCA website.

Feature Community College and Graduate teaching innovations on the SSCA website.

#### Outcomes:

Increased spotlight on achievements of SSCA members.

Increased ability of members to benefit from knowledge of fellow members



Increased collaboration among members through mentoring and engaged sharing of ideas across multiple communication forums.

**Objective III. Building Our Community Through Expanding Relationships with Constituencies**

**Constituency Goals:** In the next five years, we will aim to:

**A. Participate in Innovative Outreach to K-12 schools and faculty in each convention city.**

Examples:

Appoint an Ad Hoc Committee to develop a program to work with teachers at a school located in the convention city.

Explore certification for Continuing Education Credit.

Feature a convention panel composed of K-12 panelists.

Offer free convention day to a few select teachers from local area.

Consider making podcast available for one program

Outcomes:

Increased K-12 participation in convention cities

Increased K-12 membership in SSCA

Re-connection to former students and graduate students serving as K-12 teachers in convention cities

Generate information and data regarding K-12 needs and interests to inform future SSCA efforts regarding K-12 education and educators

**B. Participate in Innovative Outreach to Communication-based companies and professionals in each convention city**

Examples:

Identify and invite area communication professionals and local PR and/or Communication Organizations to host or sponsor and/or participate in specified conference workshops, panels and events.

Identify area communication professionals who might serve as co-respondents for specified panels

Organize a spotlight panel to feature communication professionals and SSCA scholars and students engaging with a particular issue or area of research results

Develop an Advisory Board for SSCA and invite participation from communication professionals across the Southern region.

Outcomes:

Increase participation of Communication Professionals in convention cities

Increase exhibitors and hosts for SSCA conventions

Re-connect to former students and faculty colleagues in convention cities

Generate information and data regarding the needs, interests, and contributions of communication professionals to inform future SSCA efforts and the focus of research and pedagogy.

**C. Participate in Innovative Outreach to Community College Faculty, particularly in the vicinity of each convention city**

Examples:

Convene a panel or focus group of Community College faculty to investigate ways to encourage and support participation by additional community college faculty in SSCA conventions.

Develop a convention panel featuring leaders and faculty from Community Colleges in the vicinity of the convention city.

Actively invite panel submissions and participation from faculty at Community Colleges located in or near convention cities.

Outcomes:

Increased participation of Community College faculty in SSCA

Increased awareness of issues unique to Community Colleges

Increased awareness of the scholarly achievements of Community College faculty

**D. Develop and implement resources and activities likely to attract and include Historically Black College and University students and faculty, particularly in convention cities.**

Examples:

Convene a panel or focus group of HBC/U faculty to investigate ways to encourage and support participation from students and faculty in SSCA conference.

Develop a convention panel focusing on research and scholarship with diverse and/or under-represented populations

Actively invite panel submissions and participation from faculty and students at HBCUs located in or near convention cities.

Outcomes:

Increased participation of HBC/U faculty in SSCA

Increased awareness of issues unique to Historically Black Colleges and Universities

Increased awareness of the scholarly achievements of faculty at Historically Black Colleges and Universities

**E. Develop and implement resources and activities likely to attract and include international students/faculty/scholars**

Examples:

Convene a panel or focus group of international students/faculty/scholars to investigate ways to be of help to the international population in SSCA.

Develop list of international programs among member institutions

Develop a convention panel for those interested in international education  
Invite Colleges and Universities within the Southern Region with strong international programs, connections, and/or populations to engage in roundtable discussions or workshops

Outcomes:

Enhanced relationships with SSCA and international students and faculty in the Southern region

Strengthening of SSCA's contributions to international education

**F. Strengthen connections to State Associations**

Examples:

Include meeting of all state presidents and vice-presidents with SSCA officers at SSCA convention

Maintain list of officers and link to state websites on SSCA website

Spotlight State Association accomplishments on SSCA website

Outcomes:

Greater awareness of accomplishments of State Associations in the Southern region

Enhanced interactions among State Associations in the South

### **Summarizing statement for Strategic Plan**

Pursuing this strategic plan will provide the experience, information and data to continue to explore, re-organize and re-conceptualize our association, thereby ensuring its intellectual vitality and relevance both now and in the future.