



**SOUTHERN STATES
COMMUNICATION ASSOCIATION**

86th Annual Convention :
Southern States Communication Association
Austin, Texas

Executive Council Meeting

*Part One: Wednesday April 6, 2016 (Foothills II, 17th Floor, 4:00 pm – 6:45 pm) and
Part Two: Thursday April 9, 2014 (Foothills II, 17th Floor, 8:00 am – 9:15 am)*

AGENDA

1. CALL TO ORDER

2. WELCOME TO AUSTIN, TEXAS

3. APPROVAL OF THE MINUTES.

Minutes of the SSCA Executive Council Mid-year Meeting at NCA, Las Vegas, NV.

4. APPROVAL OF AGENDA

5. OFFICERS' REPORTS

5.1 President – Jean DeHart, Appalachian State University

5.2 Vice-President – Roseann Mandziuk, Texas State University

5.3 Immediate Past President & Nominating Committee – John Haas, University of Tennessee, Knoxville

5.4 Vice-President Elect – Roseann M. Mandziuk, Texas State University

5.5 Executive Director – Jerold L. Hale, College of Charleston – Report attached

5.5.1 Account Balance Sheet

5.5.2 Profit and Loss Statement

5.5.3 Financial Statements from Harvard and Associates, C.P.A.'s

5.5.4 Award Balances

5.5.5 Membership Numbers

5.5.6 Preliminary Comments on the Austin Conference, Connections, and Other Issues

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 – See attached reports

Kristy Cates, Lowndes High School

Brad Bailey, Mississippi Gulf Coast Community College, Community College Representative;

Michelle Violanti, University of Tennessee, Knoxville, 4-year College/University Representative

5.9 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 – Jean DeHart, *Appalachian State University*
- 6.2 Constitution – Jim Kuypers, *Virginia Tech*
- 6.3 Finance – Shawn Long, *University of North Carolina at Charlotte*
- 6.4 Publications – Michael Waltman, *University of North Carolina at Chapel Hill*
- 6.6 Resolutions – David Terry, *San Jose State University*
- 6.7 Resource Development – Sherry Ford, *University of Montevallo*
- 6.8 Time and Place – Time and Place, Patrick Wheaton, *Georgia Southern University*—Report Attached

7. DIVISION REPORTS

- 7.1. Applied Communication, Patrick Dillon, *University of Memphis*—Report Attached
- 7.2. Communication Theory, Pavica Sheldon, *University of Alabama at Huntsville*
- 7.3. Community College, Richard Falvo, *El Paso Community College*
- 7.4. Freedom of Speech, Mark Grabowski, *Adelphi University*
- 7.5. Gender Studies, Ashley Barrett, *Baylor University*—Report attached
- 7.6. Instructional Development, Stephanie Kelly, *North Carolina A&T State University*
- 7.7. Intercultural Communication, Mary Meares, *University of Alabama*
- 7.8. Interpersonal Communication, Mary Beth Asbury, *Middle Tennessee State University*—Report attached
- 7.9. Language and Social Interaction, Linda Di Desidero, *Marine Corps University* – Report Attached
- 7.10. Mass Communication, Gyro Newman, *University of Mobile* – Report attached
- 7.11. Performance Studies, Rebecca Walker, *Southern Illinois University*
- 7.12. Political Communication, Lauren Reichart Smith, *Auburn University*
- 7.13. Popular Communication, Danielle Williams, *Georgia State University*
- 7.14. Public Relations, Shirley Serini, *Valdosta State University*
- 7.15. Rhetoric and Public Address, Christi Moss, *University of Memphis-Lambuth*
- 7.16. Southern Forensics, Patrick Wheaton, *Georgia Southern University* – Report Attached

8. OLD BUSINESS

- 8.1. Executive Director Term of Service

- 8.2 Strategic Plan

9. NEW BUSINESS

- 9.1 Title of Vice President and Vice President-Elect

10. ANNOUNCEMENTS AND ADJOURNMENT

Executive Council Meeting
April 6, 2016 and April 7, 2016
Hyatt Regency, Austin, TX, Foothills II

Draft Minutes
(To be approved at NCA in Philadelphia, PA)

Attendees: Mary Beth Asbury (Interpersonal Communication), Ashley Barrett (Gender Studies), Carl Cates (Past Executive Director), Kristy Cates (K-12 Representative), Jean DeHart (President), Patrick Dillion (Applied Communication), Linda Di Disidero (Language and Social Interaction), Leroy G. Dorsey (SCJ Editor), Liz Edgecomb (Ethnography), Sherry Ford (Resource Development Committee), Victoria Gallagher (Vice President Elect), Brian Gilchrist (Philosophy and Ethics), Mark Grabowski (Freedom of Speech), John Haas Past President), Jerold Hale Executive Director), Vernon Harrison (American Society for the History of Rhetoric), Stephanie Kelly (Instructional Development), Shawn Long (Finance Committee), Shanshan Lou NCA Spectra), Roseann Mandziuk (Vice President), Ryan McGeough (Kenneth Burke Society), Mary Mearas (Intercultural Communication), Jennifer Mize Smith (Marketing Director), Christi Moss Rhetoric and Public Address), Jason Munsell (Vice President Elect-Elect), Gyro Newman (Mass Communication), Shirley Serini (Public Relations), Pavica Sheldon Communication Theory), Melissa Smith (Finance Committee, Political Communication), Mary Stuckey (NCA Nominating Committee), David Terry (Resolutions Committee), Michelle Violanti (NCA 4 year Representative), Rebecca Walker (Performance Studies), Pat Wheaton (Time and Place Committee, Southern Argumentation)

1. Call to Order—President Jean DeHart called the meeting to order as scheduled.
2. Welcome to Austin—President DeHart welcomed Executive Council members and guests to Austin.
3. Minutes from the Executive Council Meeting in Las Vegas, NV—The meetings from the meeting at the annual NCA conference, held in Las Vegas, NV, had been posted on the website and previously distributed. There was a motion and a second to approve the minutes. The minutes were approved.
4. Agenda—A draft agenda had been circulated. Jean DeHart requested that NCA Past President and SSCA member Kathleen Turner, be added to the agenda under item 5.8 (NCA Representatives). The agenda with that addition was approved.

5. Officers' Reports

5.1 President's Report—Jean DeHart promoted the President's President's Spotlight panel "Crafting Personal and Community Identity through Southern Food Traditions" (Session 3601, Texas 3) and the President's Reception which followed immediately in the same room.

5.2 Vice President's Report—Roseann Mandziuk welcomed EC attendees to Austin, her home city. She indicated that the conference featured more than 180 programs. She highlighted spotlight programs including "Songwriting With: Soldiers—Consciences, Collaboration and Change" featuring Austin singer/songwriter Darden Smith, a spotlight on the social justice legacy of President Lyndon Baines Johnson, featuring Mark Updegrave, David Zarefsky, Mary Stuckey, and Ann Burnett. She also encouraged attendance at the awards luncheon featuring a keynote address by Kelly White, CEO of SAFE (Stop Abuse for Everyone).

She also passed along information regarding potential transportation issues because of a large 10K road race near the hotel on Sunday morning.

5.3 Immediate Past President and Nominating Committee Report—John Haas discussed candidates for Vice President Elect and NCA Legislative Assembly Representative. He thanked Jennifer Samp (University of Georgia), Jason Munsell (Columbia College), Mike Kotowski (University of Tennessee, Knoxville), and Linda Jurczek (Valdosta State University) for their willingness to stand for election. He announced that Jason Munsell had been elected Vice President Elect, and that Linda Jurczek had been elected NCA Legislative Assembly 4 year Representative.

5.4 Vice President Elect Report—Victoria Gallagher acknowledged and thanked reviewers of submissions to the Theodore Clevenger, Jr. Undergraduate Honors Conference. She indicated that 82 papers had been accepted, including one with two authors, and one featuring work from a research team. She indicated the paneled work was of exceptional quality and that it included projects on digital technology that included the use of technology for the presentation. Seven institutions sponsored the UHC breakfast. Vice President Gallagher indicated that Greenville, South Carolina, the site of the 2017 meeting, is a great location. A video regarding Greenville will be posted to the SSCA website. The conference theme is “Communication and Innovation” and builds on Greenville’s past, present, and future. The city was once known as the Textile Capital of the World and is now a center for several automakers and innovations related to automotive technology. She encouraged attendance at the Greenville conference.

5.5 Executive Director’s Report—Jerold Hale’s report was attached to the agenda and distributed prior to the conference. It included presentation and discussion of a balance sheet, profit and loss statement for the previous year, financial statements from Harvard and Associates, C.P.A.s, balances in award funds, membership numbers coming into the conference, and preliminary comments on the Austin conference, the *Connections* publication, and other issues. The documents from his report are attached. His comments were concerns regarding significant increases in food and beverage prices. For Austin his food and beverage orders mirrored those made by Carl Cates for the previous several conventions, but the food and beverage costs increased by approximately 25%. He discussed the possible need for dues and conference registration increases to cover inflationary costs and indicated that he would charge the finance committee with examining such issues.

5.6 Marketing Director’s Report—Jennifer Mize Smith asked EC members to meet with decision-makers at their institutions and to encourage the purchase of Institutional Memberships to SSCA. She indicated the current year was the best for advertising revenue. There were seven institutional sponsors for the UHC breakfast. She also encouraged EC members to visit vendors. Long time vendors and supporters of SSCA, Taylor and Francis, and Kendall Hunt were back. This was the first year for Go React, a vendor for an instructional platform for teaching communication skills. Dr. Mize Smith also discussed social media issues related to our marketing efforts. She reminded the EC that she was completing her second term in the role of marketing director.

5.7 SCJ Editor’s Report—Leroy Dorsey thanked his editorial board and discussed the excellence and timeliness of their work. He made note of a special issue out on race and

rhetoric, edited by Lisa Corrigan, and indicated there would be two special issues in volume 82, including one on Rhetoric and Gender, and one on Organizational Communication and Religion. The acceptance rate to SCJ is currently 13%.

5.8 NCA Representatives Report—Michelle Violanti discussed proposed changes to the NCA constitution. The Legislative Assembly passed and later rescinded the changes. A working group will propose additional changes. She indicated that NCA Executive Director Nancy Kidd had resigned and that a search was underway for her replacement. Brad Bailey had submitted a report which was included as an attachment to the agenda.

Report by NCA Past President Kathleen Turner—Dr. Turner is a longtime member of SSCA. She fondly recounted her first SSCA in Memphis and an encounter with Dwight Freshley. She discussed the lack of inclusion at NCA, and discussed the appointment of a taskforce on inclusivity in the discipline. Steps taken by the taskforce so far include workshops at the NCA conference in Philadelphia. so far with workshops in Philly, how to increase the leadership pipeline, departmental recognitions. Here because SSCA is model with outreach and MRRA, and because she wants our input.

5.9 NCA Nominating Committee Representative Report—Mary Stuckey asked for recommendations for nominees for positions of NCA Second Vice President and for At Large Members of the NCA Legislative Assembly.

5.10 Spectra Committee Report—Shanshan Lou reported that the Spectra committee met to consider special issue topics for spectra. The content of some past issues was discussed as well as potential content for future issues.

6.0 Standing Committee Reports

6.1 Committee on Committees—Jean DeHart reported that the Committee on Committees will be chaired by Roseann Mandziuk, and that suggestions for committee assignments should be directed to Roseann.

6.2 Constitution Committee—The constitution committee briefly considered the issue of the term length for the Executive Director. At the 2015 conference Carl Cates had raised the issue of whether the length of service should be changed. At the midyear NCA meeting Jerold Hale had reported on terms of service for other regional associations. In Tampa the matter had been referred to an ad hoc committee whose report is forthcoming.

The constitution committee had also briefly had referred to it the issue of changing the names of the offices of Vice President and Vice President Elect to First Vice President and Second Vice President, respectively. The matter will be considered in new business.

6.3 Finance Committee—Shawn Long reported that SSCA is on sound financial footing. He reported that the transition in Executive Directors had gone smoothly. He also indicated that the Austin conference was the first year of guest passes for guests of UHC participants. He reported that the Austin conference appeared to be the largest, and was definitely the most expensive, in SSCA history. Dr. Long indicated that the current fee structure might not be sustainable as conference costs and publication costs continued to rise. He indicated that the Finance Committee would be studying the fee structure and issues related to costs, income, and

deliverables would be studied by the committee moving forward under the leadership of incoming chair Melissa Smith.

6.4 Publications Committee—No Report

6.5 Local Arrangements—No Report

• 6.6 Resolutions—David Terry reported that he had received no requests for memorial resolutions and had several resolutions recognizing service to SSCA. Suggestions were made from the floor regarding memorial resolutions to be presented to the membership at the business meeting.

6.7 Sherry Ford reported the pre-conference sales of Caring Connections (\$865) were down slightly. She attributed the dip to the tendency of members to want to write notes to recipients. Dr. Ford was confident that sales would be robust throughout the conference.

6.8 Time and Place Committee—Patrick Wheaton reviewed a written report that had been distributed to members prior to the conference. See attached report.

7.0 Division Reports

7.1 Applied Communication—Patrick Dillion reviewed his written report. See attached report.

7.2 Communication Theory—Pavica Sheldon reported the Division received 19 paper submissions and five panels submissions.

7.3 Community College—No Report

7.4 Freedom of Speech—Mark Grabowski reported the Austin Conference was the division's 40th anniversary. The division received 23 papers submissions, and several panel submissions. Many of the papers and panels dealt with especially timely and poignant topics. He indicated the division would have benefitted from more program slots.

7.5 Gender Studies—Ashley Barrett reported the division had 29 papers (an increase over last year) and 2 panels submitted. See also the attached report.

7.6 Instructional Development—Stephanie Kelly submitted a written report at the midyear meeting at NCA in Las Vegas. There was no new information to report.

7.7 Intercultural Communication—Mary Meares had submitted a written report to the midyear meeting at NCA in Las Vegas. See that report. The division is also co-sponsoring also with two other divisions

7.8 Interpersonal Communication—Mary Beth Asbury submitted a written report which is attached.

7.9 Language and Social Interaction—Linda Di Disidero submitted a written report. In addition she noted that membership numbers for the division were a concern. She sent reminders to authors of papers and program presenters asking them to choose the division during the membership renewal process.

7.10 Mass Communication—Gyro Newman reported 39 paper submissions (23 by students and 16 by faculty) of which 29 were programmed. The number of submissions was up slightly over the previous year. He also highlighted the media showcase program.

7.11 Performance Studies—Rebecca Walker indicated the division had 16 panels. The division had 14 paper submissions and programmed 10. It also had 13 panel submissions and programmed 11.

7.12 Political Communication--Melissa Smith reported that 15 papers and five panels were submitted to the division.

7.13 Popular Communication—No report

7.14 Public Relations—Shirley Serini reported that 17 papers were submitted and 12 were programmed. She also reported that 4 panels were submitted and 2 were programmed. The preliminary numbers indicated that the division had 42 members and the members of the division had discussions of strategies to increase membership.

7.15. Rhetoric and Public Address—Christy Moss reported the division had strong levels of submission both for papers and intact panels. The division filled 19 program slots.

7.16. Southern Forensics—Pat Wheaton submitted a written report which is attached.

8.0 Old Business

8.1 Executive Director Term of Service—Carl Cates reported that the ad hoc committee appointed by then President John Haas wanted a face-to-face meeting to discuss issues related to the Executive Director's term of service. The motivating factor for the committee and discussion is that the length of service has made finding Executive Directors more difficult over time. The association has been on a five year term of service since 1981. There was a brief discussion of costs of the transition from one ED to another, and also a brief discussion of costs of a professional ED and staff. No action was taken.

8.2 Strategic Plan—Jean DeHart discussed the process for the strategic planning meetings held in Charleston, SC during July, 2015. The process included taking stock of the previous plan item by item, generating action areas for the new plan, and suggesting specific actions. She highlighted some of the major discussion items from the meetings, and encouraged Executive Council members to examine the draft of the report that had been posted on the SSCA website. After sufficient review and opportunity for comment and revision, the report will be brought back to the membership.

9.0 New Business

9.1 Change in Vice Presidential Titles—President Jean DeHart indicated that NCA and two regional associations have 1st and 2nd Vice Presidents and indicated that, in her experience, the SSCA labels of Vice President and Vice President Elect created ambiguity over the role of the Vice President Elect. After a brief discussion a motion was made and seconded to change the Vice Presidential titles to 1st Vice President and Second Vice President. The motion passed unanimously. It was noted that a constitutional change to the titles would require majority approval of the Executive Council and a 2/3 approval of the membership at the annual business meeting (See Article XIII.1).

There was a motion to adjourn the two day meeting for the final time. The motion was seconded and unanimously approved.