SSCA COVID-19 Update – March 11, 2020

Dear SSCA Members and Friends:

**The Southern States Communication Association has been carefully monitoring guidance from the** [World Health Organization](https://www.who.int/emergencies/diseases/novel-coronavirus-2019/travel-advice)**, the** [Centers for Disease Control](https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html) **and other** [public agencies](https://www.dshs.texas.gov/coronavirus/) **regarding the spread of COVID-19**. SSCA Officers have been closely following updates particularly in regard to travel restrictions and recommendations. With permission, we echo the member guidance shared by our regional sister organization, the Central States Communication Association.

***With great sadness and disappointment we announce that SSCA 2020 will not be taking place in Frisco, TX, this April 1-5, 2020. Multiple university travel bans have been announced as COVID-19 has been designated as a pandemic and continues to spread. Several states in the Southern region are under states of emergency. Many conferences have been canceled and universities are shifting to online environments.***

This was a tough decision for the SSCA Administrative Committee. Everyone has worked hard on this conference, especially our First Vice-President Shawn Long and Second Vice President and UHC planner Wendy Atkins-Sayre, along with our fantastic unit planners. We are genuinely sorry that our organization will not explore the theme of “Disruptive Communication” in person due to Covid-19’s disruption in our professional and personal lives. Thank you for your hard work.

Financially, we are working to manage this cancellation. Our Finance Chairs have done an excellent job in responsibly stewarding our association through the years. We understand that some of you may have bought nonrefundable airline tickets and recommend reaching out to your airline to learn about their policies in light of the virus. We are truly sorry for your expense, but we feel that it is not the right time to hold SSCA. Helping to flatten the curve of COVID-19 is something we can and should do as an organization. Our members' health and safety are of the utmost importance.

We are definitely in trying times for SSCA, but we will come out stronger.

Warmest regards to the SSCA family and please take care during this global crisis. We will look forward to connecting in person, with the special, warm environment you’ve come to expect from SSCA. Please stay tuned as we work through the details of cancellation. We will post updates as quickly as we have them. Please reach out to [director@ssca.net](mailto:director@ssca.net) with any questions or concerns.

Pam Bourland-Davis, President

Jerry Hale, Executive Director