

*Southern States Communication Association
NCA Mid-Year Executive Council Meeting
National Harbor, Washington D.C.
Magnolia 3-Hotel, Ballroom Level, Gaylord National
Wednesday November 15, 5:00 p.m. -8:00 pm*

AGENDA

1. CALL TO ORDER

- a. At 5:05pm

2. WELCOME TO DC – National Harbor

- a. Ann thanked everyone for being here and welcomed them to the DC area

3. APPROVAL OF THE MINUTES.

Minutes from the 2022 New Orleans Meeting of the SSCA Executive Council were approved in St. Petersburg, FL.

Published on the SSCA Web Page at: <https://www.sscanet.net/business-meeting-minutes>

- a. Motioned by Tina Harris and seconded
- b. Unanimous yays and no nays

4. APPROVAL OF AGENDA

- a. Motioned by Nakia and seconded
- b. Unanimous yays and no nays

5. OFFICERS' & REPRESENTATIVES' REPORTS

5.1 President – Ann E. Burnette, *Texas State University*

- a. announced that Jerry will report on the ED Search Committee
- b. Announced that the Strat Comm Director search report is included in the E packet
- c.

5.2 Immediate Past President & Nominating Committee – Tina M. Harris, *Louisiana State University*

- a. The AACD is still being created. We currently have ~50 signatures and will get this verified and an amendment proposal for the SSCA Frisco convention business meeting.
- b. 2nd VP and NCA Leg Assembly candidates were announced:
- c. 2ND VICE PRESIDENT: Narissra Punyanunt-Carter, Texas Tech; Adam Key, Kansas State – Salina
- D. NCA LA REP: Lionel “Badu” Smith, San Francisco State University; Ryan Tabrizi, Syracuse University

5.3 1st Vice President – Carl Cates, *University of Texas, Permian Basin*

- a. Settled in Texas and working a 5/5 load under Bill Harlow.
- b. See the report in the business E packet for numbers of acceptances/rejections
- c. VP Spotlight panel collaboration with the Southern Colloquium on Rhetoric
- d. 2nd VP Spotlight panel collaboration is with the LBJ Presidential Library Archivist and Kathie Turner. Still looking for 43rd George W. Bush Presidential Center. More details will follow on social media.
- e. Carl asked for everyone to attend the convention in April. Registration should open in Dec. as the initial program draft should be ready by then.

5.4 2nd Vice President – Pat Wheaton, *Georgia Southern University*

- a. Waiting until Dec. 15th for UHC submissions. Already have a few submissions.
- b. Working on a collaboration with the Argumentation and Forensics Division to highlight a few forensics presentation along the convention theme.
- c. The call for next year's (Norfolk) convention is in the E Packet. It will be posted to the website after the SSCA convention in April. It will also be included in the program (usually very back of the printed version).

5.5 Executive Director – John Haas, *University of Tennessee, Knoxville*

- a. Financially we are sound, nearly ½ a million in bank accounts
- b. We need to reach out to schools and members to get them back into the mix and involved with the association.
- c. Have signed a contract for Mobile for 2027, and for the 2028 contract we are looking at Memphis. The onsite visit to Memphis will take place before the April conference and will report in April about the Memphis property.

5.6 Strategic Communication Director – Kevin Bryant, *Clemson University*

- a. See report attached in the E Packet
- b. Emphasized that departments should become institutional members because Kevin is switching focus from recruiting members to soliciting program ads and grad/undergrad recruitment events.
- c. Kevin applied for a couple sponsorships and grants including Southwest Airlines, Uber, Texas Instruments, and a number of others. He already secured a sponsorship for DEI Keynote workshop from SMU.
- d. Please listen to The Southern COMMfrence Podcast on apple and Spotify. We should be releasing episode three about the DEI initiatives the Wednesday after NCA. Thanked Dr. Ryan Goke from Murray State Univ for working with AC to develop the pod. The cost of the podcast is \$600 to be paid out of the marketing budget line. This cost includes platform hosting annual subscriptions, content creation, labor, and AI editing tools to integrate the podcast into segments for social media.
- e. Other items to be purchased from the marketing budget line include registration swag bag items like stickers, enamel pins, notepads, etc. There will be a few purchases of door prizes like t-shirts, battery packs, pop sockets, book ends, etc. This is tentative to the approval of the cost if they exceed the current marketing budget line.
- f. Please follow or subscribe to IG, Facebook, X (Twitter) at SSCACOMM or SSCA.COMM or SSCA_COMM. Kevin is still trying to gain access to LinkedIn, but it is unclear if LinkedIn will grant him access due to increased security measures. If anyone knows who originally created the LinkedIn account in 2011 or 2012, it would be helpful if you contacted Kevin Bryant and helped get access to the platform.
- g. Kevin is not an experienced webmaster even though he has been doing that work for SSCA for some time. Kevin mentioned that if anyone knew someone with webmaster development skills (specifically coding and editing layout and database management) that SSCA would be interested in working with them because Kevin cannot continue doing that work. ED John Haas said that we might need to pause on finding a webmaster because we need to work out what the payment options would be and what the specific responsibilities are for the new webmaster.
- h. Kevin mentioned he was proud of the creation of the student travel grants and reported that enough Premium Affiliate options were already sold to fully fund these two initiatives.

5.7 SCJ Editor – Rebekah Fox, *Texas State University*

- a. Thanked Ben for setting up enough submissions to keep running through next year.
- b. looking at the State of the Discipline issue – more to follow
- c. A small spike in submissions after the April Conference
- d. Will look at updating requirements for submissions to the journal. Specifically there should not be submission elsewhere while under consideration.

5.8 NCA Legislative Assembly Representatives –

- Eletra Gilchrist-Petty, *University of Alabama, Huntsville*, K-12 Rep;
- April Chatham-Carpenter, *University of Arkansas, Little Rock*, 4-year College/Univ Rep;
- Laurie Metcalf, *Blinn College*, Community College Rep;

- a. QR codes to help voting (Slido) – no more cards and counting votes which was nice
- b. New submission system for next year for NCA. Please don't freak out. It should look like the app we are using at the current conference which is XCD.
- c. Budget was approved at 93% with no questions. Using reserves to offset some cost, but the audit was good. Created a new position for a membership director. They are also giving all Legislative Assembly members a one night hotel cost reimbursement to attend the LA meeting. John Mentioned this would be \$45k. Carl asked if this was coming from cash or equity. Not completely sure, but this might be \$8 million in reserves on top of equity and assets.
- d. Approved a new interest group – Death and Dying.
- e. Forming an ad hoc ethics committee – some LA member has legal issues.
- f. Two bylaws/amendments – 1st clarifies the convention committee Chair and the 2nd clarifies the Resolutions committee Chair.
- g. Tina Harris is running for 2nd VP and the vote is very soon. Support our SSCA presence in leadership at NCA.

5.9 NCA Nominating Committee Representatives – Brandon Inabinet, *Furman University*

- a. Met electronically throughout the year.
- b. Ariel Saey-Howard from North Carolina State Univ has accepted a nomination

5.10 NCA Reg Adv & Promo Advisory Board Rep – Carrie Reif-Stice, *Augusta University*

- a. No report

6. STANDING COMMITTEE REPORTS

6.1 Committee on Committees – Ann E. Burnette, *Texas State University*

- a. Thanks to everyone for stepping up and filling these roles
- b. Jason Munsell agreed to Chair the Finance committee for one year

6.2 Finance – Jason Munsell, *University of South Carolina Aiken*

- a. Nakia Welch reported that we need more information about the DEI budget line. Suggested that we raise the Planners budget to account for the DEI workshop since it is an event at the conference.
- b. Kevin Bryant said that he would not support a budget without material support for DEI initiative. He continued to say that if he was retained in his position and there was not a dedicated budget line for DEI that he would exclusively look for revenue streams and/or sponsorships for the DEI committee and only continue to look for exhibitors, institutional memberships, advertisements, etc. for the association writ-large after he had acquired said DEI funds.
- c. Robust conversation ensued including: answering questions about why the DEI committee should get a budget line when no other standing committee gets one – answered with an appeal to the strategic plan where the SSCA members ratified support of increases for DEI initiatives; questions about how the DEI Committee Chair is on the Administrative Council but doesn't receive financial support like the rest of AC members – Answered by current ED stating that only the President, Vice President, and 2nd Vice President have budget lines. Kevin interjected that the Past President just finished a three year matriculation that included budget lines, the ED can expense travel and administrative support, the Strat Comm Director has a marketing budget line, and the Journal Editor has a dedicated budget line too. ED responded by saying that all of his financial support comes from his institution or him personally. Questions about just wanting more oversight of how the money is spent – answered by Kevin that the DEI committee members are our colleagues and should be trusted to use the money appropriately. No one has double checked how the president, vice president, or strat comm director is using their budget. Current ED stated we commit to committing to support DEI.

6.3 Diversity, Equity, & Inclusion – Antonio Spikes, *Coe College*

- a. Antonio Spikes wasn't present, but we discussed the keynote workshop.

b. DEI committee will send John a proposal for an amount of money for a budget line item included in future budgets.

6.4 Constitution – Nakia Welch, *San Jacinto College*

a. Mentioned proposed constitutional amendments and circulated a packet with all the changes. Went over them one by one. These proposed changes are available in the E Packet.

6.5 Time and Place – Leslie Rodriguez, *Angelo State University*

a. John reported on the Memphis site earlier in this meeting.

6.6 Publications – Katheryn Anthony, *University of Southern Mississippi*

a. No report

6.7 Resolutions – Todd Lee Goen, *Virginia Military Institute*

a. See report in E Packet

6.8 Resource & Membership Development – Gina Ercolini, *University of South Carolina, Columbia*

a. No report

7. DIVISION REPORTS

7.1. Applied Communication – Ashton Mouton, *Sam Houston State University*

a. See report if included in E Packet

7.2 Argumentation & Forensics – Michael Gray, *Troy University*

a. See report if included in E Packet

b. Many thanks to Ann and Pat for the co-sponsored spotlights for the constitution amendments and UHC

7.3 Comm Theory & Methodology – Quinten Bernhold, *University of Tennessee*

a. See report if included in E Packet

7.4 Community College – Jeff Sorrels – *Collin College*

a. See report if included in E Packet

7.5 Freedom of Speech, Pat Wheaton – *Georgia Southern University*

a. See report if included in E Packet

7.6 Gender Studies, Keven Rudrow – *Syracuse University*

a. See report if included in E Packet

b. Highlighted panels on trans, patriarchy, another one, looking for nominations for the Gender Studies Comm Scholar of the year award.

7.7 Identity, Inclusion, & Social Justice – Lisa Corrigan, *University of Arkansas*

a. See report if included in E Packet

7.8 Health Communication – Kelly Morrison, *University of Alabama, Birmingham*

a. See report if included in E Packet

7.9 Instructional Development – Scott Christen, *Tennessee Tech University*

a. See report if included in E Packet

7.10 Intercultural Communication – Mary Meares, *University of Alabama*

a. See report if included in E Packet

b. 80 % acceptance rate and very glad to have an increase in submissions.

7.11 Interpersonal Communication – Laura Miller, *University of Tennessee*

a. See report if included in E Packet

7.12 Mass Communication – Barry Smith, *Mississippi University for Women*

a. See report if included in E Packet

7.13 Performance Studies – Cynthia Sampson, *Louisiana State University*

a. See report if included in E Packet

7.14 Political Communication – Melissa Smith, *Mississippi University for Women*

a. See report if included in E Packet

7.15 Popular Communication – Dave Nelson, *Valdosta State University*

a. See report if included in E Packet

7.16 Public Relations – Carrie Reif-Stice, *Augusta University*

a. See report if included in E Packet

7.17 Rhetoric & Public Address – Brandon Inabinet, *Furman University*

a. See report if included in E Packet

b. Lower number of submissions (19% decline – Brandon and Jon said it would be great to be a bit smaller due to increases for other divisions. That is a strength of SSCA's commitment to diversity)

8. INTEREST GROUP REPORTS

8.1 Am Society History of Rhetoric – Christopher Wernecke, *Georgia State University*

a. It's not great fam – probably the best quote of the EC meeting. Had zero submissions this year, but is co-sponsoring so there is at least one spot this year.

8.2 Assc. Comm Administrators – Jerry Hale, *University of Tennessee, Chattanooga*

a. See report if included in E Packet

b. offered to turn the one paper submission into a poster session, but haven't heard back yet.

8.3 Ethnography – Abby Arnold-Patti, *University of Memphis*

a. See report if included in E Packet

8.4 Burke Society – Jaime Robb, *Marquette University*

a. See report if included in E Packet

8.5 Lang. & Social Interaction – Rick Pulos, *Texas A&M University*

a. See report if included in E Packet

8.6 Phil & Ethics of Communication – Lakelyn Taylor, *University of Vermont*

- a. See report if included in E Packet
- b. Thanked reviewers and reported 100% acceptance. Mentioned the top paper and encouraged participation/attendance

8.7 State Associations – Michael Gray, *Troy University*

- a. See report if included in E Packet

8. OLD BUSINESS

8.1 Strat Comm Dir Search Recommendation - Kelly Morrison, *Univ of Alabama Birmingham*

- a. See report if included in E Packet
- b. AC will review committee recommendations and submit final proposal in Frisco for membership vote

8.2 ED Search Committee Recommendation - Jerry Hale, *University of Tennessee Chattanooga*

- a. Offered appreciation for the committee members: Antonio Spikes, Wendy Atkins-Sayre, Melissa Smith, Kevin Bryant, and Jerry Hale.
- b. Asked for packets from candidates that included letters of institutional support
- c. used a rubric as a starting place and there was unanimous support based on rubric scores for one candidate.
- d. Committee decided to contact the candidates and request additional letters to clarify the type and amount of support.
- e. Based on the response, the committee has recommended Dr. Frances Brandau of Sam Houston State University.
- f. Thanked Michelle Violanti for applying
- g. Coming from Committee no motion needed
- h. EC just ratified with all yays and no nays or abstentions
- i. Now Frances Brandau will be submitted to the membership for a ratification in April

8.3 African American Communication Division Creations - Tina Harris, *Louisiana State University*

- a. Had 48 petition signers
- b. several people volunteered for leadership positions
- c. once verified as current members, then this will be submitted to the constitution committee for amending and adding AACD to the list of divisions.

9. NEW BUSINESS

9.1 Constitutional Amendments

- a. will add a proposal of amendment to add AACD to the list of divisions
- b. Will vote on these amendments at both the EC and the Breakfast business meetings in April

9.2 Instructional Development Division Hendrix Award Creation

- a. Working on Memorandum of Understanding for structure and funding of this award

9.3 Comments from 2nd VP Candidates

- a. Both candidates could not make it to this meeting, but their statements are on the website and we will also

9.4 Email banner sponsorships – Strat Comm Director Kevin Bryant, *Clemson University*

- a. Need to get an in-line statement from a discipline adjacent to academia (i.e. educational products)

9.5 Div/IG Officer Elections

a. Make sure you elect your officers because otherwise the constitution can cause a Div to change to an IG or an IG can be dissolved

10. ANNOUNCEMENTS AND ADJOURNMENT

a. Lakelyn Taylor encouraged attendance at the National States Advisory Council panel session on Friday at 7am and then stick around for a follow-up panel at 8am.

Ann asked for adjournment and Carl seconded it at 7:27pm

Attendance: Ann Burnette, Carl Cates, John Haas, Jerry Hale, Mik Davis, Pat Wheaton, Ryan Goke, Lakelyn Taylor, Keven James Rudrow, Curtis Cadrillo Chamblee, April Chathan-Carpenter, Rebekah Fox, Benjamin Bates, Mary Meares, Makia Welch, Laurie Metcalf, Eletra Gilchrist-Petty, Tina M. Harris, Shanna Schultz, Christopher Wernecke, Brandon Inabinet, Jon Edwards, Kevin Bryant