

84th Annual Convention
Southern States Communication Association
New Orleans, Louisiana
Breakfast Meeting
Friday, April 4, 2014 (Borgne, 8:00 am – 10:05 am)

AGENDA

1. CALL TO ORDER

2. WELCOME TO NEW ORLEANS, LOUISIANA

3. APPROVAL OF THE MINUTES.

Minutes of SSCA Business Breakfast Meeting, Louisville

4. APPROVAL OF AGENDA

5. OFFICERS' REPORTS

5.1 President – John Meyer, *University of Southern Mississippi*

5.2 Vice-President – John Haas, *University of Tennessee, Knoxville*

5.3 Immediate Past President & Nominating Committee – Monette Callaway, *Hinds Community College*

5.4 Vice-President Elect - Jean DeHart, *Appalachian 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 – J.D. Ragsdale, *Sam Houston State University*

5.8 NCA Legislative Assembly Representatives –

Kristen Cockrell, K-12 Representative; *North Rankin High School*

Kirsten Heintz, *Pulaski Technical College*, Community College Representative;

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

5.9 NCA Nominating Committee Representative – Emmett Winn, *Auburn University* (Nov 2011-2014)

5.10 NCA Spectra Representative - Jean DeHart, *Appalachian State University*

6. STANDING COMMITTEE REPORTS

6.1 Committee on Committees – John Meyer, *University of Southern Mississippi*

6.2 Constitution – Melissa Smith, *Mississippi University for Women*

6.3 Finance – Abby Brooks, *Georgia Southern University*

6.4 Local Arrangements – None.

6.5 Publications – Richard Ranta, *University of Memphis*

6.6 Resolutions – Tony DeMars, *Texas A & M – Commerce*

6.7 Resource Development – David Nelson, *Valdosta State University*

6.8 Time and Place – Jerry Hale, *College of Charleston*

7. NEW BUSINESS

8. INTRODUCTION OF SSCA PRESIDENT, John Meyer by John Haas

9. 2014 SSCA PRESIDENTIAL ADDRESS: *Communication, Relationships, and the Choices We Make*

10. ANNOUNCEMENTS AND ADJOURNMENT

1. President John Meyer called the meeting to order at 8:27 a.m.
2. President Meyer welcomed attendees to the meeting.
3. Approval of the minutes: Approved without changes.
4. Approval of the agenda: Approved without changes.
5. Officer Reports:
 - 5.1 President – John Meyer: Dr. Meyer expressed his appreciation for those making SSCA successful. He noted the need to discuss incorporation and affiliation status but announced that discussion would come later in the meeting.
 - 5.2 Vice-President – John Haas: Dr. Haas began by discussing the problems raised by the advent of Wrestlemania occurring the same weekend. He expressed his gratitude for those that helped in reviewing and planning the over 230 sessions. He made note of special programs focusing on Mary Francis Hopkins and Susan Siltanen. He concluded by offering a special thanks to Jean DeHart for planning the CUHC, to John Meyer for advice in planning and to Carl Cates for work seen and unseen.
 - 5.3 Immediate Past President & Nominating Committee – Monette Callaway: Ms. Callaway announced the election Dr. Roseann Mandziuk as Vice-President Elect and of Brad Bailey for Community College Representative to the NCA Legislative Council. Mary Stuckey was selected as SSCA representative to the NCA Nominating Committee.
 - 5.4 Vice-President Elect – Jean DeHart: Dr. DeHart asked us to thank those on the reviewer list for CUHC.
 - 5.5 Executive Director – Carl Cates: Dr. Cates started his report by discussing the balance sheet with the profit/loss statement then the membership numbers. He shared his agreement with Ken Cissna's earlier concerns relating to members lack of affiliation with divisions and interest groups, having had time to observe the continued trend during pre-registration for the convention. Discussion on solutions and improvements to the membership renewal process included modifications for the landing page and options to improve the clarity of divisional affiliation. Executive Director Cates then took the privilege placing the name of Dr. Jerry Hale from the College of Charleston as the nominee approved by the SSCA Executive Committee to serve as Executive Director Elect. Dr. Hale was approved by the membership and will assume his role on August 1. Dr. Cates then encouraged those wishing to discuss how SSCA is managed to attend a session for Questions and Answers at 2:45p. The last item discussed by Dr. Cates was the process of affiliation with NCA. The work with the attorney has concluded with the decision to move ahead with the affiliation without an incorporation change. SSCA is listed with the federal government as a 501(C)3 unincorporated association (Code 5). The attorney has recommended we proceed with our affiliation application with this status. To incorporate will result in a substantive change that will mean a new application for non-profit, charitable status in addition to the requirement that we find an organization to hold and manage all assets until certification of the new organization. The motion approved by the EC was made "to tell NCA we are just fine." This was clarified to encompass these actions: first, the application will be made with our current legal status and second, if that is not acceptable, then SSCA will no longer affiliate with NCA.
 - 5.6 Marketing Director – Jennifer Mize-Smith: Dr. Mize-Smith noted the level of institutional memberships is down by five. Ad purchases have gone well and we are engaged in social media.
 - 5.7 *SCJ* Editor – Leroy Dorsey announced the formation of his editorial board and book review editor.
 - 5.8 NCA Legislative Assembly Representatives – Kristen Cockrell, Kirsten Heintz, and Michele Violanti: Dr. Violanti discussed the NCA by-laws vote and the rejection of the changes. She expressed concern regarding transparency and accountability on decisions could not be well explained if the transition to a new governing structure for NCA had transpired. A straw vote may be forthcoming.
 - 5.9 NCA Nominating Committee Representative – Emmett Winn: Dr. Winn deferred to Dr. Mary Stuckey. Her report is attached in the packet.
 - 5.10 NCA Spectra Representative – Jean DeHart: Spectra will be producing special issues. Please send her any ideas.
6. Standing Committee Reports:
 - 6.1 Committee on Committees – John Meyer: The web site lists the committees. Please speak to John Haas or Carl Cates if you have an interest.
 - 6.2 Constitution – Melissa Smith: Dr. Smith presented the addition of award language to include the Suzanne Osborn Community College Award and the J. Donald Ragsdale Award for Mentoring. Language was also submitted to make the term Awards Guidelines consistent with the website. After the noting of one correction the changes passed without objection.
 - 6.3 Finance – Abby Brooks: Dr. Brooks introduced a guest rate for the CUHC approved by EC. The guest rate would be \$10 as a day pass and would include a badge and program. If the guest wanted full convention access including the

CUHC breakfast then a \$50 registration fee would be applied. Approved with no dissent. Dr. Brooks then introduced the budget for 2014-2015. The budget passed unanimously.

6.4 Local Arrangements – None. The membership discussed the continuation of local arrangements. The issue has been referred to the Constitution Committee for consideration.

6.5 Publications – Richard Ranta: Dr. Ranta discussed the relationship of the association to Communication Law Review. They have changed the logo to remove SSCA.

6.6 Resolutions – Tony DeMars: Gyro Newman read the resolutions. Approved unanimously.

6.7 Resource Development – David Nelson: Dr. Sherry Ford was introduced as the new chair of this committee.

6.8 Time and Place – Jerry Hale: Dr. Hale discussed Nashville, Tennessee, as the site nominated for 2018. The recent site visit for hotel visits confirmed the desirability of the location but also demonstrated the expense of such a location. The EC has submitted the Sheraton Downtown for the 2018 meeting. After discussion on the rate, the bid from the Sheraton, including the rate of \$209 was passed unanimously.

7. No new business.

8. John Haas introduced John Meyer.

9. The address will be published in SCJ 80:01.

10. The meeting was adjourned at 10:12 a.m.