

84th Annual Convention
Southern States Communication Association
New Orleans, Louisiana
Executive Council Meeting
Part One: Wednesday April 2, 2014 (Borgne, 4:00 pm – 6:45 pm) and
Part Two: Thursday April 3, 2014 (Borgne, 8:00 am – 9:15 am)

AGENDA

1. CALL TO ORDER

2. WELCOME TO NEW ORLEANS, LOUISIANA

3. APPROVAL OF THE MINUTES.

Minutes of the SSCA Executive Council Mid-year Meeting at NCA, Washington D.C.

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. DIVISION REPORTS

- 7.1. Applied Communication, Kristina Drumheller, *West Texas A&M University*
- 7.2. Communication Theory, Marcy Thompson - Hayes, *Arkansas State University*
- 7.3. Community College, Robert Glenn, *Owensboro Technical College*
- 7.4. Freedom of Speech, Rebecca Fox, *Texas State University*
- 7.5. Gender Studies, Angie Day, *Ball State University*
- 7.6. Instructional Development, Yolanda Mitchell, *Pulaski Technical College*
- 7.7. Intercultural Communication, Jennifer T Edwards, *Tarleton State University*
- 7.8. Interpersonal Communication, Kandi Walker, *University of Louisville*
- 7.9. Language and Social Interaction, Linda Potter Crumley, *Southern Adventist University*
- 7.10. Mass Communication, Lauren Reichert Smith, *Auburn University*
- 7.11. Performance Studies, Melanie Kitchens O'Meara, *University of Georgia*
- 7.12. Political Communication, William Harlow, *University of Texas Permian Basin*
- 7.13. Popular Communication, Dave Nelson, *Valdosta State University*
- 7.14. Public Relations, Dedria Givens-Carol, *University of Louisiana at Lafayette*
- 7.15. Rhetoric and Public Address, Wendy Atkins-Sayre, *University of Southern Mississippi*
- 7.16. Southern Forensics, Gary Deaton, *Transylvania University*

8. OLD BUSINESS

- 8.1 Affiliation with NCA
- 8.2 Guidelines for the Mentoring Award

9. NEW BUSINESS

10. ANNOUNCEMENTS AND ADJOURNMENT

1. President John Meyer called the meeting to order at 4:15 p.m.
2. President Meyer welcomed attendees to the meeting. See the attached roster.
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 go. He noted that all committees had been charged each with its task. He also reminded us of the follow-up panel to those organized while he was Vice-President last year.
 - 5.2 Vice-President – John Haas: Dr. Haas expressed his gratitude for those that helped in reviewing and planning. He made note of special programs focusing on Mary Francis Hopkins and Susan Siltanen. He commented on the use of John Meyer’s framework for the planning in addition to offering a special thanks to Janet Fisher and Carl Cates. He concluded by discussing the problems raised by the advent of Wrestlemania occurring the same weekend.
 - 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 referred us to her written report. She then reminded us of the convention theme, Communication as Art and Craft. She concluded by urging us to attend CUHC sessions.
 - 5.5 Executive Director – Carl Cates: Dr. Cates started his report by discussing the balance sheet 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. He reminded the attendees to pick up the certificates for the top paper awards.
 - 5.6 Marketing Director – Jennifer Mize-Smith: Dr. Mize-Smith discussed the level of institutional members and the number of ads purchased.
 - 5.7 SCJ Editor – J.D. Ragsdale: See printed report.
 - 5.8 NCA Legislative Assembly Representatives – Kristen Cockrell, Kirsten Heintz, and Michele Violanti: Ms. Heintz discussed the NCA by-laws vote and the rejection of the changes. Members from NCA will visit all four regional conventions. Dr. Violanti expressed concern transparency and accountability on decision could not be well explained if the transition to a new governing structure for NCA had transpired.
 - 5.9 NCA Nominating Committee Representative – Emmett Winn: Dr. Winn deferred to Dr. Mary Stuckey. Her report is attached.
 - 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: Dr. Meyer expressed his appreciation for those serving.
 - 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. All approved without dissent. Dr. Smith concluded by expressing the committee’s concern with the lack of clear access to published submission standards for the awards.
 - 6.3 Finance – Abby Brooks: Dr. Brooks started by introducing a guest rate for the CUHC, as requested in the previous meeting. 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. After a robust discussion including whether the association should purchase and manage its own projection systems and whether insurance costs should be reviewed, the budget passed.

6.4 Local Arrangements – None. The committee renewed the discussion of continuation of local arrangements. Most convention and visitor bureaus provide information in addition to the information on the web. 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. There needs to be continued discussion on an MOU or for the Review to be an independent publication.

6.6 Resolutions – Tony DeMars: Two resolutions at this time. Please submit others.

6.7 Resource Development – David Nelson: Balances for award funds were in the packet. He will be rotating off as chair of this committee

6.8 Time and Place – Jerry Hale: Dr. Hale discussed the plan to do a survey of the membership regarding preferences for convention locations. These preferences would be folded into the practice of rotating across the region. Request for proposals are made to locations in the rotation with the help of Janet Fisher and Conference Direct. One site requested from the previous survey was Nashville, Tennessee. The recent site visit for hotel visits confirmed the desirability of the location but also demonstrated the expense of such a location. The decision for hotel is between the Sheraton Downtown and the Lowes. After a robust discussion about rate, the decision was deferred to the continuation of the meeting on Thursday morning. After reconvening addition discussion took place. The motion was made to accept the bid from the Sheraton, including the rate of \$209. It passed unanimously.

7. Division reports:

- 7.1. Applied Communication, Kristina Drumheller, *West Texas A&M University*
- 7.2. Communication Theory, Marcie Thompson-Hayes, *Arkansas State University*
- 7.3. Community College, Robert Glenn, *Owensboro Technical College*
- 7.4. Freedom of Speech, Rebekah Fox, *Texas State University*
- 7.5. Gender Studies, Angie Day, *Ball State University*
- 7.6. Instructional Development, Yolanda Mitchell, *Pulaski Technical College*
- 7.7. Intercultural Communication, Jennifer T. Edwards, *Tarleton State University*
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- 7.11. Performance Studies, Melanie Kitchens O'Meara, *University of Georgia*
- 7.12. Political Communication, William Harlow, *University of Texas at Permian Basin*
- 7.13. Popular Communication, Dave Nelson, *Valdosta State University*
- 7.14. Public Relations, Dedria Givens-Carroll, *University of Louisiana - Lafayette*
- 7.15. Rhetoric and Public Address, Wendy Atkins-Sayre, *University of Southern Mississippi*
- 7.16. Southern Forensics, Michael Eaves, *Valdosta State University*

In sum, the division reports noted programs of interest.

8. Old business:

8.1 Incorporation and 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 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. Motion passed.

9.0 The meeting was adjourned at 9:15 a.m.