

Executive Committee Meetings
Draft Minutes
Nashville, TN
April 4 & 5, 2018

1. President Victoria Gallagher called the meeting to order at 4:08 p.m.
2. President Gallagher welcomed attendees to Nashville. Moments of silence were observed marking the 50th anniversary of the assassination of Martin Luther King Jr. with attention given to the impact that event had on SSCA. A second moment of silence was observed for Janet and Dr. Jerry Hale in recognition of the challenge they faced with their house burning.
3. Minutes were approved with these changes (motion by Violanti; second by Arneson): correction to remove Mandziuk in item 2 and to lowercase linda jurczak in 5.8.
4. Agenda was approved with name correction on 5.10 to Brigitta and removal of item 10: (Hardin-Fritz motion; McGeough second)
5. Officer's reports
 - 5.1 President - Victoria Gallagher: Dr. Gallagher referred members to the written report in the packet along with the notation of the proposed change for the term of the Executive Director.
 - 5.2 Vice-President - Jason Munsell: Dr. Munsell referred members to the written report in the packet with also noting the interesting program items. He reminded members of transportation options to remote programs and requested names for committees.
 - 5.3 2nd Vice President- Pam Bourland-Davis: Dr. Bourland-Davis announced the acceptance of 184 UHC papers and the note that four former UHC participants served as reviewers this year. In discussing the upcoming call for 2019, she noted the paradox of Montgomery with its historical ties to the Civil Rights and to the Confederacy.
 - 5.4 Immediate Past President & Nominating Committee - Roseann Mandziuk: Dr. Mandziuk expressed her pleasure in serving the Association. As chair of the Nominating Committee, she announced the winner of the election for Second Vice-President is Sean Long. Many thanks to Melissa Smith for agreeing to stand for election. Mary Beth Asbury was elected to represent SSCA on the _____ Committee and Kristy Cates was elected as K-12 Representative to the NCA Legislative Council.
 - 5.5 Executive Director - Jerold L. Hale: Carl Cates, Past Executive Director, filled in for Dr. Hale.
 - 5.5.1 Account Balance Sheet: After referring members to the written materials, Dr. Cates noted the success of the staggered maturity of the investments of fund balances.
 - 5.5.2 Profit and Loss Statement: No questions from members
 - 5.5.3 Financial Statements from Harvard and Associates, C.P.A.: Clean bill of health again.
 - 5.5.4 Award Balances: Please remember the goal is to achieve a level of \$10k for each award

5.5.5 Membership Numbers: Improved possibly due to new membership pricing and use of email reminders

5.5.6 Preliminary Comments on the Nashville Conference, Connections, and Other Issues: "Please just have a good conference."- Jerry Hale

5.6 Marketing Director-Ashli Stokes: See written report including recommendations from committee. David Nelson has added a podcast. Social media post have been more consistent. T-shirts drawn for those tagging SSCA on social media. Institutional membership up from 13 to 31. Exhibitors will be doing a Twitter contest for prizes.

5.7 SCJ Editor - Jennifer Samp: Clint Graves is assisting with SCJ. They have compiled a database for referencing reviewers. Taylor and Francis list is inadequate. One hundred and forty-two manuscripts have been submitted. The acceptance rate is 26.2%. Information being collected on why submitters chose SCJ. President Gallagher's comments will be published.

5.8 NCA Legislative Assembly Representatives - Kristy Cates, K-12 Representative; Nakia Welch, Community College Representative; and Linda Jurczak, 4 Year-College/University Representative: See attached reports. Cates reported Linda is stuck in the Atlanta airport. Welch noted the change in NCA membership fee structure to reflect income levels. Dr. Mandziuk asked for suggestions as she serves as chair of an NCA taskforce.

5.9 NCA Nominating Committee Representative - Christi Moss

5.10 NCA Spectra Representative- Brigitta Bruner: Advisory board has been reformed as a Regional promotion and advancement board.

6. STANDING COMMITTEE REPORTS

6.1 Committee on Committees - Victoria Gallagher: Two ad hoc committees were created. The first was to work on the role of Executive Director and the second was a comprehensive strategic planning group. The results are in the written reports.

6.2 Constitution - Linda Di Desidero:

6.3 Finance - Joy Hart: Budget presented. After discussion focusing on the balances remaining in the black, the budget passed without dissent.

6.4 Publications - Janie Harden Fritz: See written report.

6.5 Resolutions - Chris Patti: See written report. A resolution will be created for Jerry and Janet Hale.

6.6 Resource Development - Abby Brooks:

6.7 Time and Place - Jason Black: See written report. After discussion about the list of cities approached the committee visited Mobile, AL and Greenville, SC. Recommendation is to go back to Greenville. (Welch moved; Hart seconded). Unanimous support.

7. DIVISION REPORTS

7.1 Applied Communication, Kathryn Anthony: Acceptance rate was 69%.

7.2 Argumentation and Forensics, Adam Key: No report. Kevin Bryant reminded attendees of the Town Hall Debate.

7.3 Communication Theory, Michelle Violanti: See written report.

7.4 Community College, Monette Callaway: See written report. Please note the special panel including two college presidents discussing dual credit.

7.5 Freedom of Speech, Grant Cos: Eleven papers and four panels. Please note the panel at Vanderbilt.

7.6 Gender Studies, Linda Levitt:

7.7 Instructional Development, Michelle Epstein Garland: No additional comments.

7.8 Intercultural Communication, Hsiu-Jung "Mindy" Chang: Submissions increased for the division.

7.9 Interpersonal Communication, Fran Dickson: Submission lower.

7.10 Language and Social Interaction, Jelena Petrovic: Looking for ways to improve submissions.

7.11 Mass Communication, Brian Brantley: Friday digital showcase at 1:15p.

7.12 Performance Studies, Danielle McGeough: Highlight panel on Saturday at 2:45p.

7.13 Political Communication, Marcus J. Coleman: Highlight panel about midterm elections on Thursday at 3:30p.

7.14 Popular Communication, Emily Ryalls: No report.

7.15 Public Relations, Ashli Stokes: Top paper awarded to Andrew Pyle.

7.16 Rhetoric and Public Address, Lisa Corrigan: Membership down. Top paper at 2:45p on Saturday.

Interest groups:

Ethnography has a special panel at 10:15a on Friday. Burke Interest group changed its review process to bet better feedback for student papers. State Associations scheduled a panel focusing on how those associations can help undergraduates.

8. OLD BUSINESS

8.1 Executive Director Term of Service - recommendation/resolution attached as approved at mid-year meeting

8.2 Change to SSCA stipulation of NCA Legislative Assembly Make- up. Recommendations attached. Robust discussion on the proposal during the Wednesday meeting. The vote was set for the Thursday

meeting. Additional discussion on Thursday resulted in an amended motion with the word institute being added by university. The motion passed as amended without dissention.

8.3 Electronic voting for SSCA membership. Recommendation/resolution attached. After strong discussion, it was noted that the governing parliamentary authority for SSCA, the most current edition of the Standard Code of Parliamentary Procedure allowed electronic voting if the one member, one vote standard is met. The resolution was found not necessary. On Thursday, President Gallagher urged Dr. Munsell to figure out means to maximize our electronic voting process.

9. NEW BUSINESS

9.1 Report from Ad Hoc Committee re: SSCA comprehensive marketing and communication plan, Ashli Stokes:

- Members like the size of conference, networking potential, very friendly
- Members have a misunderstanding of Association's officers vs divisional officers
- Website needs updates
- Email is most preferred communication outreach mechanism
- Recommendations – Marketing currently focuses on ad sales, sponsorships, exhibitors, and institutional memberships. We would like an externally focuses marketing position (so have marketing broken up into two positions – internal and external foci). We would also like a membership chair – this person can help design short courses, something specifically for graduate students. There is a desire to work more closely with NCA. Marketing personnel need to expand specifically on national media outreach – should work with Exe Dir. The committee should work with resource development committee to see if they can take over a few responsibilities – we can get yeti cups as marketing resources for next year. Please share your ideas with Ashli! Lisa Corrigan recommended having a rotating blog on the website to recognize Grad students or use the award winners throughout the year to do a look back over the year. Jelena said maybe we could have graduate student representation

9.2 Report on Proposed SSCA Podcast, David Nelson: Dr. Nelson made a case for creation and maintenance of the podcast for SSCA. A scheduled discussion for ideas about the podcast resulted in these suggestions: Top papers should be turned into podcasts.

9.3 Other new business: Dr. Pat Arneson suggested SSCA offer continuing education credits for k-12 members. She volunteered to champion this idea. Dr. Mandziuk initiated a discussion for ideas to improve SSCA for graduate students. These included a pre-con for graduate students and to add recruiting options for graduate students, a shadowing program for mentoring graduate students, and a graduate student forum. Discussion then moved to improvement of the website. An additional idea was offered for an online book club. It was also suggested a crowd sourced funding model be enacted on the website to allow divisions to have a budget.

10. Announcements and Adjournment: Reminder of the event by John Saunders of the music panel at 4p on Saturday. Motion to adjourn (Harden-Fritz motion; second Violanti). Meeting adjourned at 9:18a.

President's report
NCA, Salt Lake City
Submitted by Jason Munsell

- *Muses and Musings in the Music City* seemingly generated a lot of muses and musings; according to my numbers we had over 818 participants on 226 (including the UHC) program slots. Big Thanks to everyone!
- ED Search Committee: We have reduced the term from five to 4 years, with a year of shadowing and year of being shadowed so that the overall commitment goes from seven to 6 years. Our constitution stipulates that that a new ED shall be appointed by the EC (Executive Committee) upon recommendation of a sub-committee appointed by the president and ratified by membership at the convention. I appointed that sub-committee and it included Roseann Mandziuk, Victoria Gallagher, Carl Cates, Richard Ranta, and Wendy Atkins-Sayre. They will have a report for us.
- I have reappointed an ad hoc Marketing Committee. Ashli Stokes, our Marketing Director, has been doing a terrific job and there are several proposals the committee has made that I have sent on to the Constitution Committee for discussion and a possible proposal(s) for change (such as creating a standing Marketing Committee). More general ideas to will come from our Constitution Committee report.
- Big thanks to Jerry Hale, Christine Ragusa, and Ashli Stokes for the nice update to our association's website.
- Thoughts on Strategic Plan and my old platform statement.

SSCA Nominating Committee Report

Submitted by: Victoria J. Gallagher SSCA Past President, 2018-19

I am pleased to present the following outstanding slate of candidates:

SSCA 2nd VP Elect:

Dr. Michael Waltman, Associate Professor in the Department of Communication Studies at UNC-Chapel Hill and Keynote Speaker at the 2017 SSCA convention.

Dr. Wendy Atkins-Sayer, Professor in the Department of Communication Studies at the University of Southern Mississippi, and current chair of the SSCA Finance Committee.

SSCA NCA Legislative Assembly Representative (4-year College/University constituencies):

Dr. Andrew Pyle, Assistant Professor in the Department of Communication at Clemson University and member of the SSCA Resource Development Committee

Dr. Melody Lehn, Assistant Professor of Rhetoric and Women's and Gender Studies at Sewanee, the University of the South and active member of SSCA.

1st Vice Chair Report
Submitted by Pam Bourland-Davis

The Time & Place Committee along with Janet Fisher and Jerry Hale are to be commended for the Montgomery Venue as well. The area is very walkable, and will have plenty of interest to our members.

I appreciate all the Division & Interest Group planners who have worked diligently, through another hurricane to get everything in. We have some wonderful panels in general, and especially linked to the conference theme. I am thrilled to announce that our keynote speaker will be Hank Klibanoff, *The Race Beat*, and now podcasts – Buried Truths

The number of panels is down, and this appears to be a trend for the past few years, so it's something we'll need to consider in terms of re-building numbers. For now, encourage UHC submissions, and hopefully plenty of advisors coming with them.

The highest number of submissions to one group was 52, but most had submissions in the 20s. We may want to consider that as we consider AllAcademic or a similar group for the future; i.e., what would the number to make this worth the costs which might include a \$10 per person addition to a conference fee.

Updates to this year's conference, based on UHC survey (per newsletter article, 39% response rate), include:

- UHC Breakfast – only introductions of sponsors (banners tabled two per table)
 - Adding Saturday, 5:30 p.m. – one hour meet & greet with students and sponsors, announcement of NCA honors society award
 - Suggested making the breakfast a ticketed event, with students, sponsors, & exec receiving tickets, and others able to purchase. Advanced purchase will be critical to get a head count.
- Same schedule of Friday-Saturday
- Most of the respondents had full or partial support from their universities
- Providing information to help students navigate the conference, and Shawn will be covering that piece

2018 SSCA Mid-Year Meeting Marketing Report Ashli Stokes, Marketing Director

SSCA Marketing's function has been active this fall, and we have several items to report at Mid-year. Here's an overview of some recent initiatives:

New Developments:

- Work on restructuring the Marketing function of SSCA continues, a process we began last year with the help of the Ad-Hoc Marketing committee that culminated in a number of recommendations. Below is a summary of our recommendations, to be voted on in Montgomery. Jason M. is working with the Constitution Committee to structure the amendments to the Constitution. We'd email these changes to the membership before the convention.

Potential Marketing Restructuring Overview

A) Create a Marketing committee that is chaired by a Marketing Director. The Director and committee will:

1. 1) Create a "Why"/USP statement that positions our Association among other state, regional, and national associations. This statement should stress SSCA's value as a "friendly, just right" conference.
2. Consistently update social media, outside of conference planning and business
3. Create and distribute official SSCA communication to improve outreach (podcast, newsletter, outreach to state associations, outreach to NCA, outreach to regional and national media)
4. Update the website
5. Publicize the work and quality of SCJ.

The second idea is creating a SSCA membership chair within the already established Resource Development Committee. See Article 4, section 1, number 9.

B) Create a Membership Chair position/or a position within the Resource Development committee. The Membership Chair will:

1. **Pursue ad sales, institutional memberships, exhibitor sponsorships, UHC sponsorships (current functions of the Marketing Director).**
 2. Develop additional professional development opportunities (short courses, graduate student focused/institutionally sponsored seminars that will boost recruitment, teaching workshops, etc.)
 3. Work with the Marketing director and marketing committee to create consistent member communication outreach (monthly email blast).
 4. Develop a speaker's network/expert database, in conjunction with the Marketing director and committee (Membership chair to create network; Marketing to help find outlets for scholars/experts)
 5. Work with the resource development committee and other committees to identify leadership opportunities and the possibility for creating new divisions to better meet member/potential member expectations
 6. Distribute promotional items to enhance identification with SSCA.
- Brigitta Bruner is SSCA's rep for the NCA Regional Promotion Board. Working with Jennifer Samp, she shared a short blurb about SCJ's publication of some new exciting and innovative research that is recently or soon-to-be published.
 - The Fall Podcast should be out by the end of the Fall Semester, and we should have another to promote the Montgomery conference. Stay tuned.

Speaking of Montgomery:

Promotion/Outreach:

- We've started promoting the conference through our social media channels (Facebook and Twitter), with the goal of raising attendance and interest.

Institutional Memberships and Program Ad Sales:

- We are making good progress again in institutional memberships.
- In terms of program ads, we have roughly 10 in process, but the Early Bird deadline isn't until December. I plan to continue following up, and please encourage your departments to consider supporting SSCA by taking an ad. Please let me know if you need information or any forms.

The Southern Communication Journal

Editor: Jennifer A. Samp, University of Georgia (jasamp@uga.edu)

Book Review Editor: Mary Beth Asbury, Middle Tennessee State University
(MaryBeth.Asbury@mtsu.edu)

The Southern Communication Journal (SCJ: Print ISSN: 1041-794X Online ISSN: 1930-3203) is the nationally and internationally read scholarly publication of the *Southern States Communication Association (SSCA)*. The *Southern Communication Journal* publishes original scholarship that makes significant contributions to understanding the processes and consequences of human communication. The journal is not limited with regard to topic, methodological approach, or theoretical perspective, although authors must establish the significance of the research, soundness of methodological choices, and appropriateness of theoretical perspectives. We seek to publish articles and book reviews that will be of interest to scholars, researchers, and practitioners of communication. Authors should submit their work electronically to the Manuscript Central website for SCJ: <http://mc.manuscriptcentral.com/rsjc>

In 2017 & 2018 SCJ has published important work spanning rhetorical, interpersonal, health, media, and political perspectives.

Highlights include:

Karyn Sporer & Paige W. Toller (2017) Family Identity Disrupted by Mental Illness and Violence: An Application of Relational Dialectics Theory, *Southern Communication Journal*, 82:2, 85-101, DOI: [10.1080/1041794X.2017.1302503](https://doi.org/10.1080/1041794X.2017.1302503) (The Rose B. Johnson Award Recipient for the best article published in SCJ during 2017).

Andrea L. Meluch (2018) Spiritual Support Experienced at a Cancer Wellness Center, *Southern Communication Journal*, 83:3, 137-148, DOI: [10.1080/1041794X.2018.1459817](https://doi.org/10.1080/1041794X.2018.1459817)

Pavica Sheldon & Mary Grace Antony (2018) Sharing Emergency Alerts on a College Campus: How Gender and Technology Matter, *Southern Communication Journal*, 83:3, 167-178, DOI: [10.1080/1041794X.2018.1437467](https://doi.org/10.1080/1041794X.2018.1437467)

Nicole Tara Allen (2018) Publicizing Pussy Riot: Translating (Inter) (Trans)National Memories on the Global Memoryscape, *Southern Communication Journal*, 83:3, 192-203, DOI: [10.1080/1041794X.2018.1441897](https://doi.org/10.1080/1041794X.2018.1441897)

Lisa M. Corrigan (2018) The (Re)segregation Crisis Continues: Little Rock Central High at Sixty, *Southern Communication Journal*, 83:2, 65-74, DOI: [10.1080/1041794X.2017.1423513](https://doi.org/10.1080/1041794X.2017.1423513)

Upcoming:

A Special Issue on Racial Microaggressions, Edited by Tina M. Harris (University of Georgia) and Kimberly Moffitt (University of Maryland, Baltimore County). To be published in December 2018.

A Special Issue on “(Un)coupling”, Edited By Lindsey S. Aloia, University of Arkansas. Submissions are due this December.

Submissions:

The following is a 12 month summary of submissions to *Southern Communication Journal*.

Submission Statistics	YTD	MTD	Prior 12 Months	Monthly Avg. Prior 12 Months
Original Article	100	6	123	10.2
Book Review	10	2	12	1.0
Special Issue Name select: Microaggressions	7	0	7	0.6

Journal Statistics	MTD	Prior 12 Months
Avg. days from submission to first decision	2.0	37.4
Avg. Reviewer turnaround time (days) - Original	1.0	32.1
Avg. Reviewer turnaround time (days) - Resubmission	0.0	0.0
Avg. Reviewer turnaround time (days) - Revision	0.0	29.8
Avg. Time to Assign Reviewer (days) - Original	0.2	8.8
Avg. Time to Assign Reviewer (days) - Resubmission	0.0	0.0
Avg. Time to Assign Reviewer (days) - Revision	0.0	2.1
Avg. days from submission to final decision	2.0	49.1
Accept Ratio (prior 12 months)		39 : 120 (32.5%)

Other:

- Please, please consider sending me an email with member/department achievements so that I can share them through our channels. If you've won an award for your research/teaching/service, or have some great student or departmental news to share, please contact me at: agstokes@uncc.edu.

Program Ads and Institutional Memberships

- As of the mid-year meeting there are 20 institutional memberships
- As of the mid-year meeting eight conference program ads have been sold for the 2019 conference.