

SSCA creates strategic plan for growth, development

As I write this article for the fall issue of CONNECTIONS it's June and I have just returned from the constitutionally-required SSCA administrative committee retreat convened to develop SSCA's next strategic plan (for 2011-2015).

It was a memorable weekend of reflection, imagining SSCA's future, and learning about the many hidden talents of AC members (Did you know that our new executive director Carl Cates has a Black Belt in Choonsil? Trish Amason is a dancer, or that Mary Stuckey is a tenacious Harry Potter fan? Be sure to ask her about opening day at the Harry Potter theme park).

I am grateful to SSCA for supporting our lodging and groceries while in Orlando, and to the AC members for sharing their time, expertise, and covering their own travel and incidental expenses.

Special thanks to Janet Fisher of Conference Direct for site procurement, moral support, and helping with childcare, and to Mary Stuckey who cooked some wonderful meals for us with the help of AC



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members.

By the time you read this, we will have completed a draft or two of the strategic plan, will be processing members' feedback, and be well on our way to having the final draft ready to present in Little Rock where we will enjoy the 81st annual convention planned by Vice President Brandau-Brown, the 21st annual Theodore Clevenger Undergraduate Honors Conference planned by Vice President Elect Callaway-Ezell, and the food and sights of Little Rock.

As I am currently writing the strategic plan's first draft, for this column I wanted to offer a few insights into how the plan was

developed as well as a few general notes about our strengths and a few next steps on the horizon.

Plan Development: The new strategic plan is best thought of as a scaffold (borrowing a concept from developmental psychologist Jerome Bruner) or a stair-step structure intended to aid future advancement and development.

Continuing the positive communication theme of our Memphis convention, the AC used an approach to building the strategic plan that considers our strengths and weaknesses as well as opportunities and threats (a SWOT analysis) for each element of our mission statement (e.g., the advancement of criticism, research, instruction, etc.).

The SWOT analysis forms the basis of a new strategic plan, a new scaffold that extends our solid foundation and opens SSCA for continued growth and positive development. In particular, the new plan will help SSCA adapt to rapidly increasing com-

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Association membership has its privileges – leadership, service

If I were to conduct a survey where I asked members of the academy why they join professional organizations, a number of reasons would emerge.

Likely, many would report that they seek professional development opportunities such as participation in roundtable discussions or short courses devoted to pedagogical issues.

Others are active in professional organizations as they serve as research outlets.



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Organizational membership also invites opportunities for fellowship as attending association conventions offers the gathering together of persons sharing research and teaching passions for the exchange of ideas or simply to reminisce about days gone by and graduate school exploits.

When reviewing the benefits of membership in SSCA during his Presidential Address in 2007, Charles Tardy stated that membership offers something for all us — those early in their careers, we mid-career folks, and to our esteemed senior colleagues.

These benefits range from gaining a greater understanding of how our discipline has evolved, to getting to know journal editors, to becoming more acquainted with those who moved the

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Cates thanks Winn for years of SSCA service

I hope you will give thought to the elements identified in our next strategic plan. This plan will help guide the decisions of the association leadership and the operations of the staff.

One of the elements discussed at the retreat was the need to develop the next generation of leaders for SSCA.

I want to strongly encourage you if you are a newer member to attend business meetings. These meetings provide opportunities for networking with those of similar interest and the possibility of gaining experience by taking key roles for the advancement of the association.

As I embark on this commitment I urge you to join me in thanking Emmett Winn for his years of service.

He met the challenges of his term with good humor and determination. The result



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of his work is an association with firm financial procedures and refined work procedures.

You may be, as I have been, under the impression that the role occupies occasional work with the bulk of the effort in the spring semester. I have learned it that the work is year round. This makes his effort all the more noteworthy to me. It

required true dedication. Equally important in this task has been the attentiveness of Jennifer McCullars Johnson. She has been a great resource for all of us. Thank you both.

Let me introduce to you, if you did not meet him in Memphis, our new staff member, Norman Earls.

He is a lecturer in Communication Arts at Valdosta State University. In his third year with the department after finishing an undergraduate degree from the University of Mobile and a graduate degree from Austin Peay, he brings a broad work history in media, arts management, and business ownership to SSCA.

You may reach us through the email link on the Web page or at ssca@valdosta.edu.

I hope to see you in Little Rock!

Little Rock full of surprises for marketing director

I am a hard person to surprise. And it is even more difficult for something and/or someone to leave me speechless. But it happened recently, and I cannot wait to share with you why. Are you ready? Little Rock, Arkansas! Yes, you heard me – I was surprised and speechless and am counting the days until I get to go back!

As Marketing Director, I travel with the SSCA officers to conduct a site visit of the upcoming convention location. During these visits, we review the accommodations and map out locations for presentations, receptions, exhibitors, and look for ways to enhance the overall experience of attendees. Suffice it to say during my tenure, I have seen many hotels and cities. After our recent visit to Little Rock, I was left in awe!

The contemporary feel of the hotel energized me immediately. Well appointed features, spacious accommodations, and a huge helping of Southern hospitality from the hotel staff left me with visions of conference papers dancing in my head. After completing our work at the hotel, I ventured out to explore Little Rock and what it had to offer within walking distance for you all while at the convention. One of my favorite discoveries is the Farmer's Market. Reminiscent of the French Market in New Orleans, the market has both indoor and outdoor vendors. Fresh flowers, vegetables, and crafts awaited me as I sampled homemade jams and pickled okra. Artisans with handmade jewelry also caught my eye! Inside the Market was a culinary explosion – from



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Greek to Thai, BBQ, Cajun cuisine, and a desert shop to satisfy the sweet tooth needs, it was amazing! After sampling food from each location – I am committed to doing market research on your behalf after all – I ventured out along the Riverwalk. What an absolutely lovely experience! Along the river, there is a walking trail complimented with hidden tunnels for kids (of all ages) to explore, flower and rock gardens, and natural bluffs. My eyes were overwhelmed with the natural beauty just minutes from the convention hotel. It seemed as though every turn of the path held a new magical adventure. To say the least, I was inspired!

Upon my return home, I was amazed at the longing that remained with me to return to Little Rock for the annual convention. In order to assuage my feelings, I began working on conference paper and panel submission ideas, spreading the word to my colleagues around the country, and mapping out ways to get more of my students involved in the Undergraduate Honors Conference! Little Rock or Bust!

CONNECTIONS

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Strategic Plan

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munication complexities driven in part by digital communication technologies (e.g., for good or ill, face-booking and texting are joining good old fashioned talking-listening at meetings) and changing economic uncertainties.

Strengths: As an organization, SSCA's many strengths include its 81-year history, continued financial stability, ability to weather financial challenges, 76 years of publishing a high quality, nationally-circulated journal showcasing important communication scholarship, 21 years of hosting an acclaimed undergraduate honors conference, 81 years of hosting inspiring, well-attended, annual meetings featuring important scholarship, in grand southern cities, where members can enjoy great fare with some of the friendliest communication scholars in the field.

SSCA members continue to attend conferences in numbers that exceed our hotel and food/beverage requirements as well as host their own receptions. Our journal sponsor, Taylor & Francis, continues to support us by offering to expand the journal's length and helping to underwrite our opening reception. We are blessed with Mike and Suzanne Osborn's continuing generosity that supports the TC-UHC reception as well as the generosity of so many Caring Connections participants as well as other donors who help fund the associations' awards programs.

Next Steps: While the plan will contain further background and particulars, let me highlight five themes that surfaced during our retreat which represent some of the opportunities open to SSCA that will appear in the plan: (1) improve SSCA's Web site presentation and expand the Web site's functionality, (2) consider how SSCA might

expand its utility to its members beyond the annual convention, (3) ensure that competitive papers continue to receive the highest quality feedback in support of future publication, (4) consider how to make the considerable research and teaching expertise of accomplished SSCA members accessible to early career faculty, graduate students, and the media, and (5) deepen our financial reserves by means of a coordinated financial and marketing plan. Let me comment briefly about each.

SSCA has been e-traveling in an affordable, basic model, Web vehicle for awhile, but as more and more people climb aboard and require more functions, it is time for us to look for an affordable upgrade. Part of the plan will call for the AC to consult with Web designers and Web professionals about how best to e-represent SSCA as well as manage issues of storage and security in cost-effective ways.

Second, a related theme surfaced when we considered how SSCA members were served during the time between conventions. Here we see opportunities to offer e-presentations, Webinars, archived video of keynotes, as well as contexts for members to chat online.

Third, I learned that at NCA there are many divisions that do not provide those presenting competitive papers a formal response delivered by a knowledgeable peer (i.e., no respondents).

When I was an early career faculty I benefited from the written feedback of many senior scholars to my convention papers and am concerned that we may be missing opportunities to shape the development of scholars and scholarship at the level of the convention.

I want to work with the AC and EC to ensure that SSCA is regarded as the communication association known for its artfully presented and useful criticism of its competitive papers —Want good feed-

back? Submit to SSCA.

Theme four is related to theme three in that we'd like to make it easier for early career faculty, graduate students as well as media in search of experts to identify and utilize SSCA's extensive and award-winning resources concerning research and teaching. Thus, the AC and EC will work to consider developing future programs that identify SSCA's accomplished researchers and teachers (maybe an SSCA Research and/or Teaching Fellows program) and then develop expert lists by area that could be made available to members and media.

Finally, let me say that thanks to the hard work of its members (a shout out to Emmett Winn is in order here!) that SSCA is in very solid financial shape.

However, we also see opportunities to deepen our reserves, coordinate our finances, and to develop ways to continue to ensure strong membership numbers, strong convention attendance numbers, and strong showings of exhibitors. So, in Little Rock, as an initial step in this part the strategic plan I will convene a President's Forum on SSCA Finances that will invite the Finance Committee, the Resource Development Committee, the current Marketing Director, the Marketing Director-elect, the current Executive Director, and past Executive Director to begin an initial discussion about how we might develop an integrated plan to coordinate among these units and individuals in a unified approach to the future marketing and financing SSCA.

As we build scaffolds for the future of SSCA, it is important to realize that we stand on the shoulders of giants who have come before us. Without their hard work we would not be in the great shape we are today and, for me, a fitting way to honor them is through our continued hard work to position SSCA for sustained positive growth in complex communication times. Let me know what you think: tsocha@odu.edu

RDC reports record-breaking fundraising levels, but still needs members' help to fund 2 awards

The Resource Development Committee (RDC) is pleased to announce record fundraising levels for the past year. Generous members of the association donated a grand total of \$11,123 to the association. This total represents monies donated to eight of our ten award funds as well as to the Theodore Clevenger Undergraduate Honors Conference through direct contributions as well as through the purchase of Caring Connections.

We currently have only two awards left to fund at the \$5,000 level, and the balances for



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the awards already funded at that level are growing each year because of the continued generosity of our membership.

As with last year, the award that we're working to fully fund this year is the Outreach Award. Please consider making a tax-deductible donation to the association's Award Fund. One of the reasons our association remains strong is that we have members dedicated to ensuring the financial future of our organization. Help us make this year's fundraising efforts more successful than last year's!

As always, if you have any questions or suggestions about the work of the RDC, please do not hesitate to let me know.

Little Rock has lots to offer convention-goers

I recently visited Little Rock as part of the site visit for the 81st annual convention and found it to be a hidden gem. Little Rock has so much to offer convention goers.

The Double Tree hotel is only a short trolley ride from the exciting Rivermarket district. There you will find an eclectic mix of restaurants and shops.

In addition to delicious dining you will discover that Little Rock is home to Heifer International. Heifer's mission is to end world hunger by providing livestock to families and communities. Over the last 60 years they have provided millions of families in over 128 countries with life changing support.

The Museum of Discovery would be a great place to visit for adults and children alike. It has permanent exhibits that include a Bug Zoo, Health Hall, Arkansas Indians, and the World Forest. This museum promises to spark your inner science nerd.

If political sites are more to your liking you should consider a visit to The William J. Clinton Presidential Center, the Little Rock Central High School National Historic Site and Museum Visitors Center, and the Old State House Museum.

While out exploring the city you could also plan a visit to the USS Razorback and

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Above: Little Rock Skyline

Photos courtesy of the Little Rock Convention & Visitors Bureau

the Arkansas Art Center.

As you can see, Little Rock is a wonderful modern city with a rich history which makes it a perfect fit for the 81st annual convention theme of Traditions, Trends, and Technology.

If you have not already taken a look at the Call for Papers, please take a moment and visit the SSCA Web site for all of the details on submissions.

Planning the convention is a monumen-

tal and exciting undertaking, but many people have already stepped forward to offer program ideas.

I encourage you to think about how the convention theme fits with your research and interests and submit a panel or paper to your division. Even at this early stage in convention planning, it is clear that this convention is going to provide both an enjoyable location and lots of stimulating academic discussions.

SSCA Call for Nominations for Marketing Director

The Southern States Communication Association seeks self or other nominations for the position of Marketing Director. Experience with strategic planning, newsletters, promotional materials, membership development and organizational branding are highly desirable. This is a volunteer position. Interested parties are strongly encouraged to contact the Executive Director, Carl Cates, for details concerning these duties.

This is a multiple year commitment beginning after the 2011 Little Rock convention and serving through the 2014 convention.

All nominees must submit a letter accepting the nomination and responsibilities, a vita, and a brief document outlining the candidate's experience that is relevant to the Marketing

Director's duties as specified explicitly and implicitly in the SSCA Constitution. These duties are listed below.

Electronic submissions of all materials are preferred. Please email packets and address questions to Dr. Carl M. Cates at ccates@valdosta.edu by Oct. 1, 2010.

The Marketing Director is responsible for development, implementation, and evaluation of association marketing activities.

These include, but are not limited to: strategic planning, preparing and implementing various marketing activities, membership development and maintenance, organizational branding, securing advertising, and expansion of state, regional, and national organizational awareness.

SCJ Editor-Elect offers suggestions for aspiring journal authors

I am delighted to have this opportunity to write about my appointment as Editor of the Southern Communication Journal for the next three years.

Some of you will recall that I was President of SSCA, and I am as excited about being the SCJ Editor as I was about being President.

Since my predecessor, Mary Stuckey, has filled all of her remaining issues, I am already receiving new manuscripts although my first issue will not appear until 2012.

The first thing I want to do is to encourage everyone reading this column to consider sending their best work to SCJ.

It doesn't matter what subject you are studying, what area you are in, or what methodology you use, I am interested in the opportunity to consider your work for publication.

SCJ does not specialize in anything but excellent scholarship.

Sometimes scholars think about the editor's own research focus and choose to submit something or not based on the likelihood that he or she would be especially interested in it. Don't do that with me!

To be sure, I normally use quantitative methods and consider myself a social scientist. However, I am old enough to have been thoroughly trained in rhetorical methods, and some of my present work is in the semiology of visual communication and persuasion.

I am also making a concerted effort to appoint members of my Editorial Board who are trained in and who work in areas



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outside my expertise.

The conclusion you should draw is that your work will get a fair reading regardless of your area of interest or your methodological bent.

I do have a few suggestions for those of you who are seeking publication of your work. They are really not different from standards used by all kinds of editors, including Mary Stuckey.

- Please consider first of all how your work fits into the discipline, and make it clear as you write to tell your reader why she or he should bother to read it. In short, try to explain why you consider your work to be important.

- Please refine your work through several drafts. A convention paper, for example, probably should be refined before submitting it to SCJ regardless of what favorable reception it might have received. The same is true for a paper done for a class.

- I will return papers which have numerous mechanical, grammatical, and other writing errors without sending them out for review. It is simply not possible to process a such a submission properly.

- Submit only manuscripts that repre-

sent scholarship. That injunction should go without saying, but it unfortunately does not. What I mean by this is that you should base your work in evidence rather than personal opinion. For every claim you make, you should be able to offer support. Purely personal narratives or expressive essays are not scholarship in my mind.

- Also submit only manuscripts that are concerned with communication. I see communication in a very broad and exclusive way, so this injunction should not really pose a problem. As an editorial board member for a number of journals over the years, however, I have seen several submissions that were not even indirectly concerned with communication.

If I have any ambition as SCJ Editor for the next three years it is that the journal continue to be regarded by my colleagues in SSCA and the field in general as among the best of the regional journals.

I even aspire to see the journal regarded as on a par with some Tier One journals. These aspirations will only be possible if submissions to the journal are the very best authors can manage.

I welcome suggestions you may have about SCJ and my editorial policies. Feel free to write to me.

When you see me at NCA or SSCA meetings, do not hesitate to introduce yourself and to talk with me about your work.

Together, we can continue for another three years to have the high quality journal Mary Stuckey has provided for the previous three.

SSCA Call for Nominations

The SSCA Nominating Committee seeks self- or other nominations for three important offices: (a) Vice President Elect, (b) SSCA's Representative to the NCA Legislative Assembly, and (c) SSCA's Representative to the NCA Nominating Committee.

Once elected, the successful candidate commits to a four-year obligation beginning as the Vice President Elect who will plan the Undergraduate Honors Conference in 2012, plan the 2013 annual convention as Vice President, and then serve as President May 2013-April 2014. After serving as President, the Immediate Past President then serves as Chair of the Association's Nominating Committee.

Candidates for the NCA Legislative Assembly should be com-

mitted to attending the NCA and SSCA conventions during the 3-year term of this position, and this year's candidates must represent community/2-year colleges. The term begins May 2011 and ends April 2014.

Our representative to the NCA Nominating Committee participates in the selection of the candidates for NCA 2nd Vice President and other offices, and must commit to attending the NCA convention in 2012 as well as the 2013 and 2014 conventions as well as the SSCA conventions.

Send nominations to Patricia Amason (SSCA Immediate Past President and Nominating Committee Chair) by Oct. 1 at: pama-son@uark.edu.

UHC 'invaluable experience' for students authors

It's been a tradition for 21 years! Now let's start a new trend and have the largest Theodore Clevenger Undergraduate Honors Conference ever ... to be topped each year here after! Our undergraduates have the technology and know-how to make it happen!

Participation in the Theodore Clevenger Undergraduate Honors Conference can easily be one of the most memorable events of a student's undergraduate career. I know that is was for me. This is a wonderful opportunity for students to interact with and receive feedback from prominent scholars in our field. They gain presentation experience in front of an audience. And, they have the chance to meet and greet students from other institutions that share their interest and enthusiasm in communication research. Encouragement abounds!

UHC is an invaluable experience for students planning to attend graduate school as well as those who are undecided. Why? Because, students participating in UHC are afforded the opportunity to network with representatives from graduate programs, meet scholars who share similar interests, and are able to attend panels that depict research in the area of their interest. UHC has proven to be a unique academic experience that helps the undergraduate gain a better understanding of the process of scholarship with a "hands-on" approach.



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UHC brings the communication research to "life" while showcasing the student's research at the same time. In addition, all participants recognized at the UHC breakfast and the author/s of the top paper receives a plaque and \$100 cash award. Finally, the Osborn Reception is in its 20th year and began in honor of the UHC participants so all participants are welcome and encouraged to attend!

Please encourage you students to submit to the 2011 Theodore Clevenger Undergraduate Honors Conference!

As you begin planning your 2011 convention agendas, I hope you will consider placing several UHC panels on it! Your continued support and feedback is necessary to create a supportive scholarly convention for the UHC students. If you would like to take a more active role in the UHC by being a paper reviewer or panel respondent (or both), please contact me.

Opportunity abounds in Little Rock for 2011 convention

We hope that you are as excited as we are about the 2011 Convention in Little Rock, Arkansas! In addition to socializing with friends and colleagues and engaging the latest communication scholarship, the city of Little Rock offers a number of unique opportunities for visitors.

The Old State House Museum is literally next door to the conference hotel. Here you can check out the site of Arkansas's original capital and discover Arkansas history.

Within walking distance of the hotel is the William J. Clinton Presidential Center and Park and the Heifer International Campus. The hotel is located adjacent to the River Market District, which contains a variety of food vendors, art galleries, souvenir stories, and restaurants.

In close proximity, you will find the Little Rock Central High School National Historic Site and Museum Visitors Center, the Arkansas Arts Center, the Museum of



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Discovery, the State Capitol Complex, La Petite Roche (the original Little Rock), the Villa Marre (featured in the opening credits of Designing Women), and the Old Mill (featured in the opening credits of Gone with the Wind).

Just across the Arkansas River, in North Little Rock, you will find the USS Razorback Submarine and the Arkansas Queen Riverboat.

The convention in Little Rock promises to be one of the most exciting ever!

Call for Papers

**21st Annual Theodore Clevenger
Undergraduate Honors Conference
in Communication
March 25-26, 2011**

Deadline for Submission: Dec. 8, 2010

Undergraduate students are encouraged to submit papers for the Theodore Clevenger Undergraduate Honors Conference (UHC) to be held in conjunction with the 2011 Southern States Communication Association (SSCA) convention in the Double Tree Hotel, Little Rock, AR.

Papers may address a variety of theories, topics, concepts, and methodologies of study in communication. Although desirable, papers need not specifically address the convention theme, "Traditions, Trends and Technology."

Students currently enrolled as an undergraduate are eligible to submit a paper. In the case of multiple-authored papers, one student must be designated as the submitting/presenting author of each paper and no student may present more than one paper. Students may submit only ONE PAPER. Submissions from anyone other than the author(s) will disqualify the paper from review.

Papers must be double-spaced in 12-point font and with one inch minimum margins. Submissions should not exceed 25 pages (including all references, figures, tables, and appendices), should avoid sexist language, and should include an abstract of 100-150 words. Except for the title page, the identity of the author(s) or the author(s)'s institution should not appear anywhere in the paper. IMPORTANT NOTE: AV equipment will NOT be available for presentations.

Note: All UHC authors (not just the lead author) are expected to attend the convention. Submitting a paper implies that all authors intend to participate in the convention if the paper is accepted for presentation. All UHC authors are expected to support SSCA by registering for the conference and paying the \$50 UHC registration fee, which includes UHC and SSCA convention registration, admission to the UHC Awards Breakfast, and one issue each of the Southern Communication Journal.

The author(s) of the top-ranked paper will receive a \$100 cash award and plaque. All UHC participants will be recognized at the Undergraduate Honors Conference Awards Breakfast.

Papers should be submitted by the author(s) as a Word or PDF format to Monette Callaway at Hinds Community College, mcscsa@mail.com. The subject line of the email must contain the phrase "UHC Paper Submission." The email message should include: A submission letter requesting review of the UHC paper that includes the paper's title, author(s)'s name(s), institutional affiliations, mailing addresses, telephone numbers, and e-mail addresses and an attached file that includes the paper that begins with the title/abstract on page 1 (title page and all author identifying information removed). In the event that the paper addresses the convention theme, please note this in the submission letter. SSCA reserves the right to disqualify any paper.

Please share this Call for Papers with your students and encourage them to submit their work to the SSCA UHC.

Membership

Continued from page 1

discipline forward and those who are the next generation of groundbreakers.

I would like to add an additional benefit to professional association membership, that of service and leadership. For an organization to prosper, it needs excellent servants — those who work behind the scenes of well-planned conventions, journal publication, and association management.

Leadership opportunities abound in professional organizations.

Some highly autocratic persons aspire to lead as a means of attaining power or to push their personal

agendas. As described by Greenleaf (1977), these persons see themselves as the leader, with everyone else falling behind them.

In professional organizations, the servant-leader perhaps is more appropriate — persons who wish to serve their organization and then assume leadership positions in their efforts to more fully serve to improve the organization or to step in when the situation arises that calls upon their particular and unique skills.

Among the skills academic leaders demonstrate are working collaboratively with persons within their own academic communities and with persons outside of their academic homes across campuses and in professional organizations.

They achieve multiple goals by multi-tasking various responsibilities and projects, managing programmatic and curricular issues, facilitating teams and decision-making tasks, ultimately leading to cooperative working environments resulting in positive and productive outcomes.

Participative leadership is non-heroic, rather it takes on a more hospitable form (Bennett, 2007) where individual contributions are recognized, resulting in each member feeling apart of a collaborative system.

Effective leaders make a difference as they are contributors of the conversation by being facilitators and participators rather than directors of the conversation.

It is the time of the year when the mem-

bers of SSCA are considering our roles as leaders. As Immediate Past President, I chair the Nominating Committee and we are at work creating an excellent slate of candidates for the next set of elected Association officers.

One of my leadership goals has been to assist in cultivating our next generation of leaders who will take SSCA into the future. What leadership opportunities are available for you? Is SSCA presidency in your future?

If you are in the early stages of your career, you may not envision such leadership, but in a few years this might interest you. You may be wondering what steps you need to take at this stage of your career to best prepare you for an executive level position at a later point.

You may be mid-

career and are interested in assuming greater leadership opportunities. You may be at a career stage where you would like to gain leadership experience as you have greater administrative responsibilities at your institution.

Or, you may be in the latter stages of your career and wish to devote more of your time to service.

SSCA offers many leadership opportunities regardless of career stage. You may serve in the Divisions and Interest Groups in which you are active.

You may become a paper reader, chair panels or respond to papers.

At the convention, attend the business meetings and volunteer to run for an office.

If you have never held an office, a good place to start is as secretary then work your way up. My first SSCA role was secretary of the Applied Communication Division. Then I served as a paper reader, and so forth.

Also, volunteer to serve on a committee that establishes the policies or practices of the Association. You also can volunteer to serve on an awards committee or to run for one of the offices affiliated with NCA.

If you have the time to commit, become a candidate for an executive officer position. Self nominations are welcome, but if asked to serve, whatever the capacity, be a good servant of SSCA. Become a leader!

*“... if asked to serve,
whatever the capacity,
be a good servant
of SSCA. Become
a leader!”*

— Patricia Amason,
SSCA Immediate Past President

Call for Papers

81th Annual SSCA Convention
March 23-27, 2011
Doubletree Hotel
Little Rock, Ark.

Traditions, Trends, and Technology

It is impossible to know where we are going if we don't know where we have been. Our history and intellectual traditions provide a context to interpret our academic identity; they tell us who we are. In turn, our traditions lay the foundation on which new work is built.

These new trends tell us who we are becoming. They offer us a chance to explore new areas and think about concepts in novel and exciting ways, to find previously overlooked connections between ideas and create unique explanations. Over time traditions and trends change and evolve and the one constant that exerts influence over this evolution is technology. Communication has undergone fundamental and significant changes with the advent of the printing press, the telephone, the desktop pc, the Internet, and now ubiquitous mobile technology.

Today technology offers ways to connect and communicate that we could not have anticipated 10 years ago. It would seem that the three concepts of traditions, trends, and technology are inextricably linked.

It is with this linkage in mind that the Vice President solicits panels that explore the concepts of tradition, trends, and technology in communication either independently or collectively.

The Vice President is especially interested in panels that address the convention theme creatively and those that maximize interaction and professional development. Divisions and interest groups are encouraged to submit at least one panel consistent with the convention theme.

Co-sponsored panels related to the convention theme are also welcome. Program proposals that do not fit within SSCA's divisional and interest group structure may be electronically submitted directly to the Vice President for consideration as part of the Vice President's Spotlight Series.

The complete call for papers for all divisions and interest groups may be found on SSCA's Web site: <http://www.ssca.net>.

Papers and panel proposals should be submitted to the appropriate division or interest group Vice Chair or the Vice President by Sept. 10, 2010.

Questions or ideas regarding the conference should be directed to Dr. Frances Brandau-Brown of Sam Houston State University at FBB@shsu.edu.

SSCA DIVISIONS AND INTEREST GROUPS

SSCA DIVISIONS

- Applied Communication
- Communication Theory
- Community College
- Freedom of Speech
- Gender Studies
- Instructional Development
- Intercultural Communication
- Interpersonal Communication
- Language and Social Interaction
- Mass Communication
- Performance Studies
- Political Communication
- Popular Communication
- Public Relations
- Rhetoric and Public Address
- Southern Forensics

INTEREST GROUPS

- Association for Communication Administrators (ACA)
- American Society for the History of Rhetoric
- Ethnography
- Kenneth Burke Society

CONNECTIONS

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