

*94th* Annual Convention

Southern States Communication Association

Embassy Suites by Hilton, Frisco Convention Center

**Breakfast Business Meeting**

***Friday, April 5, 2024 (8:00-10:00 a.m. Room: Frisco 1)***

**AGENDA**

**1. CALL TO ORDER**

President Burnette called the meeting to order at 8:22 AM CDT and welcomed everyone to the meeting.

**2. WELCOME TO FRISCO, TEXAS**

3. **APPROVAL OF THE MINUTES.**

*Minutes of the 2023 SSCA Mid-Year Business Meeting at NCA, National Harbor, MD*

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

There was a motion to approve the minutes, which received a second. Approval was unanimous.

**4. APPROVAL OF AGENDA**

There was a motion to approve the agenda, which was seconded. The consideration of a resolution regarding Gaza was added to new business. Approval was unanimous.

**5. OFFICERS’ REPORTS**

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

Burnette noted that her report is included in the packet emailed prior to the meeting. She all members present to read the reports submitted by officers, committees, and divisions to get a broader sense of the ongoing work of the association.

5.2 1st Vice‐President – Carl M. Cates – *University of Texas Permian Basin*

Cates noted that the bulk of his report was the program. He highlighted the inclusion of a poster session for the first time at SSCA and encouraged attendance at the poster session. He also encouraged all members to engage with the exhibitors.

5.3  2nd Vice President – Patrick Wheaton – *Georgia Southern University*

Wheaton provided an overview of the UHC and encouraged all members to attend the undergraduate student sessions.

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

Harris was unable to attend the conference, but her report was included in the packet.

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

Haas noted his full report is in the packet and that the financial position of the association is strong due to the work of his predecessors. He highlighted a few key items members should note:

* All members of the Finance Committee and the Strategic Marketing Director have view-only access to current financial statements and can see real-time transactions.
* The Easter Communication Association reached out with a desire to host a future conference in Northern Virginia and didn’t want to create any regional conflict.
* The budget is included in the packet for everyone’s review.

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

Bryant noted his report was included in the packet. He highlighted that SSCA has 42 institutional members this year. Additionally, there are 33 conference sponsorships, which include UHC, DEI workshop, receptions, budget lines, etc. He announced winners of the SSCA Superior Cup Club. Current Caring Connections sales total $1,905, and Bryant encouraged everyone to check the tables with envelopes to see if they had Caring Connections waiting for them. He also encouraged attendance at the graduate fair.

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

Fox made two announcements in addition to her report in the packet:

* She reached out to the other regional journal editors to work to establish best practices for collecting information regarding the protection of human subjects in work submitted to the journal. Moving forward, *SCJ* will be collecting information on Institutional Review Board approval at the time of manuscript submission.
* There will be a call for a special edition of *SCJ* focusing on the current state of higher education.

5.8 NCA Legislative Assembly Representatives –

Eletra Gilchrist-Petty, *Univ of Alabama - Huntsville*, 4 Year Institution Rep (final year);

April Chatham-Carpenter, *University of Arkansas – Little Rock,* K12 Institution Rep

Laurie Metcalf, *Blinn College,* Community College Rep

Gilchrist-Petty indicated the report in the packet was a complete overview and encouraged any member with questions about the ongoing work of NCA to reach out to any representative.

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

Inabinet was unable to attend, but submitted a report in the packet.

5.10 NCA’s Regional Association Promotion & Adv Committee– Carrie Reif-Stice, *Augusta Univ*

Reif-Stice was not present. There was no report because NCA did not permit her to attend the meeting as they did not have her name as SSCA’s member of the committee.

**6. STANDING COMMITTEE REPORTS**

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

Burnette asked anyone who has interest in serving as 2nd Vice President or the Four-Year Institutional Representative to NCA to contact her.

6.2. Constitution – Nakia Welch, *San Jacinto College*

Welch overviewed the proposed changes to the constitution that were included in the packet.

6.3. Diversity, Equity, and Inclusion – Antonio Spikes, *Coe College*

Spikes noted the DEI keynote address tomorrow at 11:00 AM and that there is now a proposed line item in the budget to support the work of the DEI committee.

6.4. Finance – Jason Munsell, *University of South Carolina Aiken*

 a. Vote to approve budget

Munsell reported the association is in a great financial situation and thanked Haas for his work. He noted that the only key difference in the budget from prior years is the inclusion of the line item for the DEI committee, and the budget received approval from the Executive Committee. Burnette asked for discussion of the budget. There was none. Approval of the budget was unanimous.

6.5. Publications – Kathryn Anthony, *University of Southern Mississippi*

Anthony indicated the committee is fully supportive of Fox’s efforts to request human subjects approval for any research involving people.

6.6. Resolutions – Todd Lee Goen, *Virginia Military Institute*

Goen noted the resolutions were included in the packet and will be read at Awards Luncheon tomorrow. The resolutions are the standard thanks to those serving the association as well as two extensions of condolences regarding the loss of J.W. Patterson and Jennifer Samp.

6.7. Resource Development – Gina Ercolini, *University of South Carolina - Columbia*

Ercolini was not able to be present.

6.8. Time and Place – Leslie Rodriguez, *Angelo State University*

 a. Vote to approve report of Time and Place Committee

Rodriguez was not able to be present, but Haas provided an overview of the challenges in selecting a site for the 2028 meeting. The main issue is price point as none of the cities previously explored could offer a reasonable room rate combine with a reasonable food and beverage minimum. Houston, Little Rock, and Memphis are the current cities under consideration. Site visits will occur in late April/early May. The membership will vote electronically on the site once the Time and Place Committee concludes its work.

**7. DIVISIONS & INTEREST GROUPS REPORTS**

Burnette provided division and interest group chairs the opportunity to report, and none chose to do so.

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

7.2. Argumentation and Forensics – Mike Grey, *Troy University*

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

7.4. Community College – Jeff Sorrels, *Collin College*

7.5. Freedom of Speech – Patrick Wheaton, *Georgia Southern University*

7.6. Gender Studies – Keven Rudrow, *Syracuse University*

7.7. Health Comm – Kelly Morrison, *Univ of Alabama - Birmingham*

7.8. Identity, Inclusion, & Social Justice – Lisa Corrigan, *Univ of Arkansas*

7.9. Instructional Development – Scott Christen, *Tennessee Technological University*

7.10. Intercultural Comm – Mary Meares, *University of Alabama*

7.11. Interpersonal Comm – Laura Miller, *University of Tennessee*

7.12. Mass Comm – Barry Smith, *Mississippi University for Women*

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

7.14. Political Comm – Melissa Smith, *Mississippi University for Women*

7.15. Popular Comm – Dave Nelson, *Valdosta State University*

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

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

7.18. Assoc for Comm Admins – Jerry Hale, *University of Tennessee – Chattanooga*

7.19. Am. Society for the History of Rhetoric – Christopher Wernecke, *Texas State University*

7.20. Ethnography – Abby Arnold-Patti, *Lees-McRae College*

7.21. Kenneth Burke Society – Alex Morales, *University of Memphis*

7.22. Language & Social Interaction – Rick Pulos, *Texas A&M University*

7.23. Philosophy & Ethics of Comm – Lakelyn Taylor, *University of Vermont*

7.24. State Associations – Mike Grey, *Troy University*

**8. OLD BUSINESS**

8.1 Ad Hoc Committee Report – Strat Comm Director Search (see attachment)

 a. See Attached Strat Comm Dir and Marketing Dir Restructuring Proposal

b. The EC voted to refer the Administrative Committee’s recommendations, based on the

Ad Hoc Committee’s report, to the President and Executive Director to implement as they deem appropriate.

c. Vote to approve

Burnette asked Bryant to provide an overview of the current status of the challenges with the role of the Strategic Communication Director position. She shared the Executive Committee’s discussion the proposal and subsequent action and called for discussion of the issue. There was no discussion. There was a motion to approve the Executive Committee’s recommendation to refer the issue to the President and Executive Director for the following year, which received a second. The motion passed unanimously.

8.2 Ad Hoc Committee Report – Executive Director Search

a. EC approved Frances Brandau at NCA 2023.

b. Vote to ratify Frances Brandau as Executive Director

Burnette asked Haas to provide an overview of Brandau’s history and background with the association, which he did. There was a motion to approve Brandau as the next Executive Director, which received a second. Approval was unanimous.

**9. NEW BUSINESS**

9.1. Vote on African American Communication Division (see attachment)

Burnette noted that the African American Communication Division proposal has met all requirements to be a division of the association. Bryant noted that the list of all members who support the new division will be made public and that the proposed vice-chair will serve as chair in the first year as well. Burnette noted that the proposed division already has draft bylaws. There was a motion to approve the African American Communication Division, which was seconded. Approval was unanimous.

9.2.  Vote on amendments to SSCA Constitution (see attachment)

There was a motion to approve the amendments to the constitution, which received a second. Welch provided a summary of the proposed changes, which included reformatting for greater readability, editing to correct typos, and combining information that was listed in multiple portions of the document into the same section. The two major changes proposed are to set the quorum for the Executive Committee at 20% of the Executive Committee membership and to change the emergency decision-making procedures to empower the full Executive Committee to act rather than just five officers. Additionally, there is a proposal for a new endowed award and a division that failed to maintain membership numbers that needs to be moved from a division to an interest group. Burnette thanked the Constitution Committee for its work over the past year. The question was called and seconded. Approval of the amendments was unanimous.

**9.3 Resolution Concerning Events in Gaza**

Burnette opened the discussion regarding the proposed resolution. There was a recommendation that the proposed resolution be referred to a committee for further discussion. The resolution’s proponent provided an overview of the resolution. There was significant discussion of the need to provide ample opportunity to review and to provide feedback, which many members felt they did not have with regard to this resolution. There was discussion of the process that would be used to refer this to committee and clarifications regarding options for the structure and timeline of the committee’s work. There were serious concerns and discussions raised regarding the need to be specific as to the context of free speech, the need to protect the association’s 501c3 status, and the need to address the content of the resolution in a timely fashion. The discussion was robust and members expressed a variety of opinions and concerns. The general sense of the meeting was that those present supported a resolution addressing the concerns raised by the proposed resolution. However, there were significant concerns about the timeliness of the presentation of the proposed resolution to the members. There were also concerns about a committee’s ability to address the issue in a timely fashion and to provide the membership an opportunity to vote on a resolution. Cates assured those present that he would provide a clear timeline for the committee to ensure the work addressed all concerns raised in the meeting in a timely fashion. There was a motion to refer the issue to an ad-hoc committee for further consideration, which was seconded. With three abstentions, the motion passed. Cates asked those members interested in serving on the committee to contact him as he works to create the committee and its charge.

**10. Presidential Address**

Cates introduced Burnette to deliver the Presidential address, which Burnette then delivered.

**11. Announcements**

1. Burnette noted there are five tickets remaining for the awards luncheon.
2. Burnette encouraged members to attend the DEI keynote.
3. Atkins-Sayre reminded the members that this was originally supposed to be Shawn Long’s conference to plan before his untimely passing.
4. Mandziuk invited everyone to Texas State’s reception in honor of President Burnette.

**12. Adjournment**

The meeting adjourned at 9:53 AM CDT.

*Minutes taken by Todd Lee Goen.*

**Members Present:**

Barry Smith, Melissa Smith, Brian Brantley, Katie Anthony, John Meyer, Lakelyn E. Taylor, Ella Smith, Kelly Morrison, Laura Miller, Nicole Costantini, Cynthia Sampson, Denise Solomon, Rey Garcia, Rebekah Fox, Jason Munsell, Roseann Mandziuk, Cicely Wilson, April Chatham Carpenter, Abby Brooks, Brigitta Brunner, Amber Smallwood, Benjamin Bates, Jean DeHart, Lisa Corrigan, Eletra Gilchrist-Petty, Leland Spencer, Andre Johnson, Mary Meares, Matt Parnell, Harrison Lucas, Twyla Coy, Laurie Metcalf, Scott Christen, Mike Gray, Jeff Sorrels, Karen Hill, John Saunders, Brad Bailey, David Nelson, Nakia Welch, Wendy Atkins-Sayre, Alex Morales, Jerry Hale, Andrew Tinker, Todd Lee Goen, Jonathan Edwards, Wayne Kramer, Dorothy Andreas, Kathie Turner, Brenda Wilson, Ashton Mouton, Francis Brandau, Terry Thibodeaux, Ken Cissna, Nina-Jo Moore, Pamela Bourland-Davis, Tom Socha, John Haas, Kevin Bryant, Carl Cates, Ann Burnette, Pat Wheaton