

Southern States Communication Association Executive Council Meeting
Friday, November 16, 2007, 3:30 –4:45 p.m., Chicago Hilton / McCormick Boardroom
2007 NCA Annual Convention, Chicago
Craig Allen Smith, North Carolina State University presiding

AGENDA

- 1. Call to Order**
- 2. Welcome**
- 3. Approval of Minutes of SSCA Executive Council, Annual Meeting, Louisville, KY, March 28-April 1, 2007 (published on SSCA Web Page http://www.sscanet.net/files/Executive_Council_Louisville_07.pdf)**
- 4. Approval of Agenda**
- 5. Officers' Reports:**
 - 5.1 President – Craig Allen Smith**
 - 5.2 Vice President – Jerold L. Hale**
 - 5.3 Immediate Past President & Nominating Committee – Charles H. Tardy**
 - 5.4 Vice President Elect – Patricia Amason**
 - 5.5 Executive Director – J. Emmett Winn**
 - 5.6 Marketing Director – Jean L. DeHart**
 - 5.7 SCJ Editor –John Meyer**
 - 5.8 NCA Legislative Assembly Representatives – Brigitta Brunner**
 - 5.9 NCA Nominating Committee Representative: Frances Brandau-Brown**
- 6. Standing Committee Reports**
 - 6.1 Time and Place Committee – Susan Siltanen**
 - 6.2 Committee on Committees – Craig Allen Smith**
 - 6.3 Constitution – Rick Bello**
 - 6.4 Finance – Lynne Webb**
 - 6.5 Local Arrangements – Pamela Bourland-Davis**
 - 6.6 Minority Recruitment and Retention – Esin C. Turk**
 - 6.7 Publications - Tom Frenz**
 - 6.8 Resolutions – Jim Darsey**
 - 6.9 Resource Development – Frances Brandau-Brown**
- 7. Division Reports**
 - 7.1 Applied Communication – Tom Socha**
 - 7.2 Communication Theory – Sherry Ford**
 - 7.3 Community College – Paula Rodriguez**
 - 7.4 Freedom of Speech – David Dewberry**
 - 7.5 Gender Studies – Mindy Chang**
 - 7.6 Instructional Development – Ryan Loyd**
 - 7.7 Intercultural Communication – Stephen King**
 - 7.8 Interpersonal Communication – Melissa Young**
 - 7.9 Language and Social Interaction – Linda Vangelis**
 - 7.10 Mass Communication – Melissa Smith**
 - 7.11 Performance Studies – Tracy Stephenson Shaffer**
 - 7.12 Political Communication – Monette Callaway Ezell**
 - 7.13 Popular Communication – David Silverman**
 - 7.14 Public Relations – William Thompson**
 - 7.15 Rhetoric and Public Address – Ken Zagacki**
 - 7.16 Southern Forensics Association – Darren Goins**
- 8. Unfinished Business**
 - 8.1 Ad hoc Committee on Electronic Submissions Report -- Joy Hart**
 - 8.2 Ad hoc Committee on Research Support Guidelines Report -- Andy King**
- 9. New Business**
 - 9.1 Ad hoc Committee on the Undergraduate Honors Conference -- Derek Lane**
- 10. Announcements and Adjournment**

1. President Smith called the meeting to order at 3:30 p.m.
2. President Smith welcomed all present.
3. The minutes were approved as written.
4. The agenda was approved as amended.

5.1 President's Report

Craig Allen Smith, North Carolina State University
Chicago, November 16, 2007

President Charles Tardy led a Strategic Planning Retreat in Ellijay, Georgia that produced a list of 32 suggested initiatives. As a result of his leadership, many of those tasks are, it seems to me, well in hand. Specifically:

Recommendation	Implementation Status	Tardy's Evaluation/Follow-up	Smith's Assignments
<i>1. The conventions should have more panels devoted to teaching.</i>	Analysis of the program indicated there were quite a few sessions on teaching.		On track. Henceforth: <ul style="list-style-type: none"> • VP's Report in April should show # of panels related to courses or teaching • VPEs should encourage panels, workshops and short courses related to teaching when planning the program.
<i>2. The association should undertake efforts to promote its services and benefits to new members.</i>	I think that the convention program was displayed last year in San Antonio. Don't know what else has been done in this regard.		Done. <ul style="list-style-type: none"> • SSCA had the #1 table outside the NCA Exhibit Hall. • NCA has agreed to provide the regional associations with 3 tables in the future. • It is desirable to have our table staffed.
<i>7. The Executive Director should produce an online directory to facilitate contacts among members.</i>	Done.		Done. <ul style="list-style-type: none"> • Excellent directory. • Executive Director's office will periodically update it.
<i>8. The Vice President should organize a panel at the convention for new faculty in the region.</i>	Too late for Louisville	Jerry is working on this for Savannah. I also organized a job search panel that features new faculty.	In progress. <ul style="list-style-type: none"> • VPE Amason will monitor and see if it warrants continuing

<p>18. <i>The President will appoint an ad hoc committee to formulate policy on awards</i></p>	<p>Done. They made a report with recommendations that were approved by the Executive Council.</p>		<p>During discussions, the Executive Committee noted that roughly half of all standing committee members serve on awards committees. Next year the President might consider appointing an ad hoc committee to consider a single awards committee of some kind.</p>
<p>19. <i>The President will charge the finance committee with an examination of the life membership fee.</i></p>	<p>The FC has gone past this to consider the entire financial structure of our association. At last report they were to solicit proposals for financial management companies for handling our assets.</p>		<p>Done</p>
<p>20. <i>The officers should institute efforts for long range development and planned giving.</i></p>	<p>I don't know of anything we did in this regard.</p>		<p>Actually part of item #17</p>
<p>Organizational Identity</p>			
<p>21. <i>Officers should make an effort to recognize the value of all divisions and interest groups of the association.</i></p>	<p>I tried to do this in a number of different ways: trying to appoint people from all divisions to committees;</p>		<p>In progress. See Kenneth Burke on identification and division. Valuing divisions ipso facto undermines the value of the whole; and emphasizing the importance of division A implicitly marginalizes division Z (and vice versa). Until members convince me otherwise, I think we're fine. We are all important – individually and collectively.</p>
<p>22. <i>Officers should seek information from division members and leaders about problems.</i></p>	<p>I think this was done, but don't know the outcome.</p>		<p>OK</p>
<p>23. <i>Officers should attend business meetings of disaffected units.</i></p>	<p>I brought this up to others in Louisville but don't know if others were available to do that.</p>		<p>OK Members should advise the President of any disaffected units needing affection.</p>

<p>25. <i>The Executive Director should consider adopting a new logo for the association.</i></p>	<p>This was accomplished but none were deemed better than our current graphic designs.</p>		<p>Previously tabled</p>
<p>26. <i>The President will forward to the publication committee a recommendation from the executive committee that the name of our journal be changed to "The Communication Journal."</i></p>	<p>I did this. The committee did not act on the recommendation.</p>		<p>No further action.</p>
<p>27. <i>The Executive Director will include on the website oral histories of our association that are provided to him.</i></p>	<p>None have been provided. John is publishing in SCJ an issue on the history of our association.</p>		<p>OK</p>
<p>31. <i>The President will organize a workshop session at the next convention dealing with SACS assessment requirements.</i></p>	<p>I organized a panel that featured David Carter of SACS, and included, at his suggestion, others who had recently been involved in their institutions SACS reaccreditation efforts. The session was informative and moderately well attended.</p>		<p>OK</p>
<p>32. <i>The officers, particularly the President, should take positions on public policies when they advance the interest of the association.</i></p>	<p>I took no positions on public policies during my term as president.</p>		<p>Neither will I. Because my platform did not tell members that I would speak for them, I do not feel authorized to do so.</p>

5.2 Vice President's Report
Made at NCA, Chicago, IL
Submitted by Jerry Hale

1. A draft program is not available at NCA. Three divisions or interest groups were late returning recommended programs. Several program planners did not follow the template for program submissions. The Vice President underestimated the amount of time needed to prepare the draft. These three items taken together made for a draft that was incomplete as of November 12, 2007

2. An Excel Spreadsheet is available showing a tentative schedule. It is subject to significant changes until a draft is available for review. In general, the following guidelines were used in making tentative assignments.

A. Every division or interest group but one was given at least one Sunday time slot. The only group not given a Sunday slot had only three programs.

B. An attempt was made to limit each interest group or division to a maximum of two Friday and two Saturday time slots. If a group or division received more than two Friday or Saturday time slots it was because the group or division had an unusually large quantity of programs submitted. That circumstance posed scheduling difficulties.

C. Time slots were generally allocated based on program rankings submitted by program planners. One program planner ranked some programs but not others. In that instance unranked programs were randomly assigned ranks.

D. An effort was made and will be made to avoid scheduling individuals for two programs in the same time slot.

E. Major events such as the New Member's Reception, the Welcome Reception, the Osborn Reception, and the Past President's Luncheon do not yet show up on the spreadsheet. The receptions will likely be held in Ballroom A and/or B. The New Member Reception will follow the Plenary Session on Thursday night, the Welcome Reception will be Friday night, and the Osborn Reception will be Saturday night. A UHC Breakfast will be tentatively scheduled, also most likely in Ballroom A and/or B, for Saturday morning.

3. Approximately 150 programs, not counting UHC programs, will be presented. That quantity of programs puts space at a premium. That quantity of programs is 10-15% greater than the number presented in Addison (2006) or Louisville (2007).

5.3 SSCA Past President's Report

Charles H. Tardy
November 16th, 2007

The Nominating Committee has successfully recruited outstanding nominees for all three positions: vice president elect; SSCA community college representative to the NCA legislative assembly, and the SSCA representative to the NCA nominating committee. Over the next 10 days we will finish our deliberations and report our selections to the executive director.

I have also been attending to some procedural and administrative matters: I untangled one confusion about the term of the NCA nominating committee member; organized a panel for the convention featuring new faculty in our region; began updating the timeline for officer duties; referred one minor item to the constitution committee; and recently began reexamining the recommendations of the 06 summer planning retreat.

5.4 Vice President Elect

Patricia Amason

Dr. Amason explained that she is awaiting the arrival of the UHC submissions and accepting nominations for reviewers and respondents.

5.5 Executive Director

J. Emmett Winn

Dr. Winn presented written reports on both membership and finances.

5.6 Marketing Director

Jean DeHart

Dr. DeHart encouraged all present to visit the SSCA booth at the NCA convention and to contact her to order program ads for the 2008 convention.

5.7 SCJ Editor

John Meyer

SCJ Vol. 72, Number 4 is about to be mailed out. Just sent to Taylor and Francis were the manuscripts for Vol. 73, Number 1 to come out in Spring, a special issue on Communication and Commitment in Close, Personal Relationships, guest edited by Lynne Webb.

This school year the editorial assistant for SCJ continues to be Janey Mattina, who is doing a great job and whose help I greatly appreciate. Members of the editorial board have also provided crucial help in getting their reviews returned in a thorough and timely manner.

Since my issues are nearly full pending several manuscripts still under review or revise and resubmit, as of October 1, 2007, all new submissions have been forwarded to the SCJ Editor-elect, Mary Stuckey of Georgia State University. It has already been a pleasure to work with her on transition tasks, and I look forward to continuing to do so. She is working with Taylor and Francis to move to an online submission and review system.

One of the issues to be out in 2008 is planned as a special issue guest edited by Rob Ulmer and John Patton focusing on Communication Issues Related to Hurricane Crises. They report it has taken time to review and narrow down their selections from the 28 submissions received for the special issue.

I received 364 manuscripts, including several forwarded from my predecessor Joy Hart that I counted as new manuscripts. That number did not include any manuscripts submitted for special issues or sections (70 total, 25 of which have been accepted so far), or manuscripts submitted a second or third time as revised and resubmitted.

Two noteworthy changes took place on the publisher front this fall. Concetta Seminara-Kennedy, the Associate Editor in charge of publishing the *Southern Communication Journal* since we joined Routledge/Taylor & Francis, resigned to pursue other interests. She was delightful to work with and those of us who associated with her will

miss her. Shortly before, Kevin Pickering, the Production Editor for SCJ, also resigned to be replaced in that role by Dana DiLullo. So far things are running smoothly with no problems or hitches due to these changes.

5.8 NCA Legislative Assembly Representatives:

Brigitta R. Brunner, SSCA Representative for Four-Year Colleges and Universities
Monette Callaway-Ezell, SSCA Representative for K-12
Deborah Hefferin, SSCA Representative for Community Colleges

The 2007 Legislative Assembly was called to order at 12:52 on Wednesday, November 14, 2007.

The first order of business was to approve the minutes of the previous Executive Committee meetings, the roster, standing rules, agenda, and recognize those we lost during the last year. We then moved to Informative, Financial Reports, and Elections. Finally, we discussed other new business, special awards, and concluded the assembly for this year.

Throughout the discussions, an item addressed at the Wednesday, November 14, 2007 Legislative Assembly Meeting that would be of concern to those we represent is the handling of registration for the Annual Convention.

The Executive Committee approved an item to drop any participants from the convention program if they do not preregister for the convention by August 6, 2008. In addition, if a paper is co-authored, the piece would be dropped if the first author does not register. However, this part was amended at the Saturday, November 17 meeting. The new policy is that when submitting a co-authored paper, a presenter must be designated. If that designated presenter does not register by the August 6 deadline, the paper will be dropped from the program.

Many divisions noted their dissatisfaction with the preregistration policy at both the Wednesday and Saturday sessions.

Another item addressed at the Wednesday, November 14 meeting was the Restructuring of Member/Convention Fees. The Executive Committee stated that there were inequities caused by the bundling of fees in the Sustaining and Patron memberships. In addition, the Executive Committee wanted to keep student fees at their current rates. Therefore, Sustaining and Patron Memberships will be unbundled. In addition, said memberships will be increased to make the fee structure more fair and equal according to the Executive Committee. A vote was taken, and the restructuring of the fees was passed. If one preregisters as a Sustaining member, his/her fees will increase by \$35 under the new fee structure. If one preregisters as a Patron member, his/her fees will increase by \$50 under the new fee structure. It was mentioned that the Executive Committee recognizes that this creates a status of "no difference" between Regular and Sustaining Members; however, as Sustaining and Patron Members are listed in the Constitution, we cannot remove the categories. It was further communicated that this was only a first step in balancing the scales.

The financial health of the organization was discussed. There is over 6 months in reserve in case of a crisis. The Finance Board reported that they have been directed to find "Socially Responsible Investments." An ad hoc committee will investigate what this might mean and make recommendations to the Finance Board.

As we drew to a close, a couple of items were removed from the agenda and we adjourned for the 2007 convention. All in all it was a productive session. We concluded our session on Saturday, November 17, 2007 at 4:55 pm.

5.9 NCA Nominating Committee Representative: No Report

6.1. Time and Place Committee

Susan Siltanen

After reviewing the excellent, detailed materials prepared by Janet Fisher at Conference Direct comparing San Antonio and Houston, Texas, we recommend that the 2012 SSCA Annual Convention be held in San Antonio, Texas. The dates should be determined after the site visit and be within our constitutionally mandated times.

Our recommendation is based on several reasons including but not limited to the following.

- It is time to hold the convention in the western part of our region
- San Antonio is a popular convention site with members
- San Antonio prices are reasonable. It has good food with a variety of cheaper venues.
- San Antonio weather should be nice in late March or early April
- Air line access to San Antonio is good
- San Antonio has more centrally located and more reasonably priced hotels.

We ranked the hotels as follows:

1. Omni La Mansion de Rio
2. Wyndham St. Anthony
3. Sheraton Gunter

Motion: It is moved to accept San Antonio as the preferred site for the 2012 convention and empower the Executive Director to contract with the hotel that makes the best overall offer from the top three hotels ranked by the committee.

The motion was passed without dissention.

6.2 Committee on Committees

Craig Allen Smith

The Committee on Committees met in Louisville On April 1, 2007 and developed a list of members with the potential to help the Association for the next three years. The following persons accepted these committee appointments:

Constitution

Karym Brown, 2007-10

Mississippi State University

Finance

Carl Cates, 2007-10

Valdosta State University

Minority Recruitment and Retention

Jason Hough

John Brown University

Publications

Martin Medhurst 2007-10

Baylor University

Resolutions

Billy Wooten, 2007-10

Berea College

Time and Place

Charles Howard 2007-10

Tarleton University

Janice Hocker Rushing Early Career Research Award

Joy Hart 2007-10

University of Louisville

John Sisco Excellence in Teaching Award

Kandi Walker, 2007-10?

University of Louisville

Michael Osborn Teacher/Scholar Award
Martha Watson, 2007-10?
University of Nevada, Las Vegas

Dwight Freshley Outstanding New Teacher Award
Deanna Dannels, 2007-10
North Carolina State University

Earle Johnson/Edwin Paget Distinguished Service Award
Terry Cole, 2007-10
Appalachian State University

Outreach Award
Mary Rucker 2007-10
Wright State University

Ad hoc Committee to Study the Clevenger UHC
Derek Lane, Chair
University of Kentucky

Walter Kirkpatrick
University of Memphis

John Llewellyn
Wake Forest University (Jan-
University of Waikato NZ (-December)

Marilyn Young
Florida State University

Mary Jackson Pitts
Arkansas State University

6.3 Constitution: No report

6.4 Finance Committee
Lynne Webb

Dr. Webb reported that the Finance committee is looking into possible investment options.

6.5 Local Arrangements
Pam Bourland-Davis

Dr. Bourland-Davis reported that her committee was looking forward to the Savannah convention and was working with the Savannah College of Art and Design on some walking tours of the historic downtown area.

6.6 Minority Recruitment and Retention: No report

6.7 Publications
Tom Frenz

Dr Frenz brought the following proposal before the Executive Council as a motion. The motion: Move to approve the proposal so that it will be put before the membership at the annual breakfast business meeting in Savannah. If the membership approves the proposal then a formal proposal will be made to Taylor and Frances and feedback from T&F will be provided to the membership at the Norfolk convention for further action. Clarification: Passing this motion does not commit SSCA to a second journal.

After much discussion, the motion passed without dissent.

Rationale for a Qualitative Journal in SSCA

Overview and Scope

The SSCA Publications Committee proposes a second scholarly journal for the Southern region. Provisionally titled Qualitative Research in Communication, this forum, as its title suggests, would specialize in communication research using a wide variety of qualitative methods, such as ethnography of speaking, grounded theory, participant observation, interviewing, focus groups, discourse analysis, performative ethnography, action research, and narrative ethnography. Because of its flexible format, a qualitative journal could publish articles of monograph length. What follows is a rationale for such a journal.

Growing area of interest

Qualitative research is proliferating in Communication. For example, individual paper submissions to the NCA Ethnography Division (one branch of qualitative inquiry) have averaged 60 per year over the last three years. In addition, membership in the NCA Ethnography Division has increased from 264 in 1999 to 482 in 2006. Moreover, this year in SSCA, the Ethnography Interest Group, in the first year of its existence, received 16 paper submissions, more than some Divisions often receive. Finally, Norman Denzin, the current editor of the Sociology based Qualitative Inquiry, reports that he received over 450 submissions in 2006 alone. There seems little question that ample qualitative scholarship already exists in Communication to warrant to creation of this journal.

Potential editors

There are numerous highly skilled qualitative researchers in Communication who would make excellent editors for such a journal. To mention just a few: Tom Frentz, Christine Davis, Lisa Tillman, Elissa Foster, H. L. "Bud" Goodall, Jr., Brian Taylor, Stacy Holman Jones, Jay Baglia, Sarah Stein, Michael Arrington, Della Pollack, Ken Cissna, Carolyn Ellis, Arthur Bochner. Of these 14 highly qualified people, if only 4 agree to be editors, given a three-year editor tenure that would mean that we have 12 years covered. Those seem like excellent odds.

6.8 Resolutions: No report

6.9 Resource Development

Frances Brandau-Brown

We were able to fully fund the Shirley Award (\$5060) with the money raised from CC this past spring.

Our focus for 2008 is the Sisco Award with a current balance of \$873. We need people to help spear head this campaign prior to the convention because the initial balance is low.

Our committee examined other possible fund raising ideas. One suggestion made by members in a previous incarnation of the Resource Committee was to hold a raffle. After some discussion this idea lost it's appeal once we discovered that state laws for this sort of thing vary widely. In Georgia, we would have to pay a \$100 fee in order to get a license. (Detailed information is available at <http://www.cobbsheriff.org/IA/raffles.htm>.)

Other fund raising suggestions are welcome.

7.0 The following Division Reports were made:

7.2 Communication Theory

Vice Chair's Report – Monette Callaway-Ezell, Hinds Community College

Submissions received for review:

- 12 student papers
- 2 faculty and student papers
- 10 faculty papers
- 3 panels
- 27 total submissions

Submissions accepted by reviewers:

- 10 student papers
- 2 faculty and student papers
- 6 faulty papers
- 3 panels

Submitted to Jerry Hale for review for 2008 SSCA Program:

- One Business meeting
- 4 paper panels
 - o Communication Theory Top Faculty Papers
 - o To Infinity and Beyond!: Communication Theory Covers It All
 - o Communication Theory and the Art of Media Analysis: Yes, it Applies!
 - o A Look at the Workplace Through Communication Theory-Colored Lens
- 3 panels
 - o Integrating Theory Across the Communication Curriculum
 - o Communicating to Change the Human Condition: Argumentative and Aggressive Communication in General and At-Risk
 - o Imagined Interactions & Facebook: Changing the Way We Think About Relationships
- 8 total slots presented for acceptance in 2008 SSCA program

2008 Communication Theory Top Papers:

- Top Student Paper: "I Hate the United States: Nationalism and the Self Concept" Khaled Nasser, Louisiana State University
- Top Faculty Paper: "Attachment Style and Tolerance for Ambiguity Effects on Relational Repair Interpretation Among Remarrieds" Frances Brandau-Brown, Sam Houston State University; Rick Bello, Sam Houston State University; J. Donald Ragsdale, Sam Houston State University

7.12 Political Communication:

Chair's Report – Monette Callaway-Ezell

The 2006 Political Communication Meeting was called to order on Saturday, March 31, 2007 in Louisville, Kentucky.

Re-cap of Minutes:

- In absence of the Chair, John Allen Hendricks, the Vice-Chair, Monette Callaway-Ezell presented the chair's report.
- The top paper was presented to Nadia Aljabri, Virginia Tech University
- The division adopted by-laws developed by the By-law Committee (Monette Callaway-Ezell, Bob Frank, And Jean DeHart)
- Monette Callaway-Ezell presented the vice-chair's report
- Barry Smith presented the vice-chair-elect's report and solicited ideas for 2008 panels
- Melissa Smith, webmaster, asked for pictures for the website
- The nominating committee was elected: Karyn Brown, Jean DeHart, Bob Frank - Chair
- The meeting adjourned at 5:45

2008 Submissions:

- The Political Communication Division had 11 student papers, 6 faculty papers, and 3 panels submitted for review
- After reviews, 7 student papers, 5 faculty papers, and 3 panels were accepted

- This resulted in 3 paper sessions, 3 panels, and 1 business meeting being submitted to Jerry Hale for possible inclusion in the 2008 SSCA Program

2008 Officers:

Chair: Monette Callaway-Ezell, Hinds Community College

Vice Chair: Barry Smith, Mississippi University for Women

Vice Chair Elect: Norma Cook, University of Tennessee, Knoxville

Secretary: Todd Goen, University of Georgia (to serve 2007, 2008, 2009—new election in 2009)

Webmaster: Melissa Smith, Mississippi State University

2008 Elections for 2009: Vice Chair Elect

8. Unfinished Business

8.1 Ad hoc Committee on Electronic Submissions Report -- Joy Hart: No report

8.2 Ad hoc Committee on Research Support Guidelines Report -- Andy King: No report

9. New Business

9.1 Ad hoc Committee on the Undergraduate Honors Conference -- Derek Lane: No report

10. Announcements and Adjournment: Dr. Smith adjourned the meeting at 5:00 p.m.