

Southern States Communication Association Breakfast Business Meeting
Friday, April 3, 2009; 8:00 – 10:15 a.m.,
Hampton Roads Ballroom 4
2009 SSCA Annual Convention; Norfolk, VA
Jerold L. Hale, SSCA President, presiding

AGENDA

1. **Call to Order**
2. **Welcome**
3. **Approval of Minutes of 2008 SSCA Breakfast Business Meeting, Savannah, GA (published on the SSCA Web Page at http://www.ssca.net/files/Savannah_Breakfast_Biz1_min.pdf)**
4. **Approval of Agendum**
5. **Officers' Reports:**
 - 5.1 **President – Jerold Hale**
 - 5.2 **Vice President – Patricia Amason**
 - 5.3 **Immediate Past President & Nominating Committee – Craig Allen Smith**
 - 5.4 **Vice President Elect – Thomas Socha**
 - 5.5 **Executive Director – J. Emmett Winn**
 - 5.6 **Marketing Director – Kelli Fellows**
 - 5.7 **SCJ Editor – Mary Stuckey**
 - 5.8 **NCA Legislative Assembly Representatives – Brigitta Brunner, Monette Callaway-Ezell and Tom Sabetta**
 - 5.9 **NCA Nominating Committee Representative: Roseann Mandziuk**
6. **Standing Committee Reports**
 - 6.1 **Committee on Committees – Jerold Hale**
 - 6.2 **Constitution – Rachel Holloway**
 - 6.3 **Finance – Kate Hawkins**
 - 6.4 **Local Arrangements – Thomas Socha**
 - 6.5 **Minority Recruitment and Retention – Kelly Albada**
 - 6.6 **Publications – Thomas Socha**
 - 6.7 **Resolutions – Darren C. Goins**
 - 6.8 **Resource Development – Todd Goen**
 - 6.9 **Time and Place – Emmett Winn and Richard Ranta**
7. **Unfinished Business**
 - 7.1 **Ad hoc Committee on Clevenger Undergraduate Honors Conference – Marilyn Young**
 - 7.2 **Ad Hoc Committee on Officers' Manuals – Trudy Hanson**
8. **New Business**
9. **Introduction of SSCA President Jerold Hale – Patricia Amason**
10. **Presidential Address: "Give Him Back His \$100 and Tell Him to Go to Hell"– Jerold L. Hale**
11. **Announcements**
12. **Adjournment**

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Minutes

1. **Call to Order:** President Hale called the meeting to order at 8:20 am.
2. **Welcome:** The welcome was presented by Dean Chandra D'Silva of Old Dominion University.
3. **The minutes of 2008 SSCA Breakfast Business Meeting, Savannah, GA** (published on the SSCA Web Page at http://www.sscanet.com/files/Savannah_Breakfast_Bizl_min.pdf) were approved.
4. **The agenda was approved as amended**
5. **Officers' Reports:**
 - 5.1 **President – Jerold Hale:** President Hale thanked the membership for the opportunity to serve SSCA. He explained that it has been one of the best experiences in his life and that he enjoyed serving with the Administrative Committee. He closed by saying that SSCA was in good hands.
 - 5.2 **Vice President – Patricia Amason:** VP Amason presented program highlights.
 - 5.3 **Immediate Past President & Nominating Committee – Craig Allen Smith:** Chair Smith explained the nominating process and encouraged the membership to look for a way to encourage nominations in the future.
 - 5.4 **Vice President Elect – Thomas Socha.** See written report attached
 - 5.5 **Executive Director – J. Emmett Winn.** Winn reported on membership and finances. He also presented Carl Cates (see attached) as Executive Director-Elect. Dr. Cates' selection was ratified by the membership present. Dr. Winn congratulated Dr. Cates.
 - 5.6 **Marketing Director – Kelli Fellow.** No report.
 - 5.7 **SCJ Editor – Mary Stuckey.** See written report attached.
 - 5.8 **NCA Legislative Assembly Representatives – Brigitta Brunner, Monette Callaway-Ezell and Tom Sabetta.** See written report attached.
 - 5.9 **NCA Nominating Committee Representative: Roseann Mandziuk.** See written report attached.
6. **Standing Committee Reports**
 - 6.1 **Committee on Committees – Jerold Hale.** President Hale reminded the membership that the Committee on Committees meets on Sunday morning and he encouraged self-nominations for committee assignments.
 - 6.2 **Constitution – Rachel Holloway.** No changes or issues this year.
 - 6.3 **Finance – Kate Hawkins.** See written report. Dr. Hawkins also presented the 2009-2010 proposed budget which was approved and adopted by the membership.
 - 6.4 **Local Arrangements – Thomas Socha.** See attached written report.
 - 6.5 **Minority Recruitment and Retention – Kelly Albada.** No report.
 - 6.6 **Publications – Thomas Socha.** See attached written report.
 - 6.7 **Resolutions – Darren C. Goins.** See attached written report.
 - 6.8 **Resource Development – Todd Goen.** See attached written report.
 - 6.9 **Time and Place – Emmett Winn and Richard Ranta.** See attached written report. Announced that the Seelbach Hilton in Louisville will be the site for the 2013 convention as approved by the Executive Council.
7. **Unfinished Business**
 - 7.1 **Ad hoc Committee on Clevenger Undergraduate Honors Conference – Marilyn Young.** See attached written report.
 - 7.2 **Ad Hoc Committee on Officers' Manuals – Trudy Hanson.** See attached written report.
8. **New Business.** No new business.
9. **VP Amason introduced SSCA President Jerold Hale.**
10. **Presidential Address: "Give Him Back His \$100 and Tell Him to Go to Hell"– Jerold L. Hale.** Address is attached.

11. Announcements. Frances Brandau-Brown was elected VP-Elect in the recent SSCA elections. Craig and Cathy Smith are celebrating their 38th wedding anniversary. Mary Evelyn Collins is running for the At-Large position in the NCA elections.

12. Adjournment. The meeting was adjourned.

19th Annual Theodore Clevenger Undergraduate Honors Conference
2009, Norfolk VA
Vice President-Elect Report
Thomas Socha, SSCA Vice President Elect

- UHC Reviewers List created by including the Vice-Chair Elects from all Divisions, the list of UHC reviewers from last year, and other volunteers (60 potential reviewers)
- Reviewers used: 41 (each read a maximum of six papers).
- Review criteria: Three blind reviewers used for each paper. On a 0-100 scale papers needed an average of 70 AND at least two reviewers above 70 to be programmed. Reviewers instructed to rate a potential top paper with a number of 98 or higher and papers they felt should not be programmed with a number rated as 69 or lower. Comments were optional (about 1/3 of the reviewers added them).
- 2009 Franklin Shirley Winner (Top UHC Paper) was selected by the paper with the highest average rating—99.33!
- Number of papers received: 75
- Multi-authored papers: 2
- Possible slots for papers: 80.
- Number of papers programmed: 71
- Number of panels: 18
- Panels by area:
 - Rhetoric 10
 - Interpersonal 3
 - Media 3
 - Gender 1
 - Intercultural 1
- UHC authors by state:
 - Virginia 26
 - North Carolina 18
 - South Carolina 11
 - Georgia 5
 - DC 4
 - Kentucky 4
 - Texas 4
 - Alabama 1
 - Tennessee 1[Missing Arkansas, Florida, Mississippi]
- UHC papers by school (top five)
 1. Furman (South Carolina) (9)
 2. James Madison (6) / Christopher Newport University (Newport News, VA) (6)
 3. George Washington (Washington, DC) (5)
 4. Appalachian State (4) / Georgia Southern (4) / Old Dominion (4) / UNC- Chapel Hill (4)

5. Columbia College (3) / NC State (3) / Salem College (Winston Salem, NC) (3)/ University of Richmond (3) / UVA College at Wise (3)

Recommendations:

- The 2009 UHC call was sent via email to all COMM Department Chairs of VA Universities with two reminders sent up until the deadline. Recommend the VP Elect send UHC Call via email to all the Chairs of SSCA departments with reminders.
- With the help of ODU Student, Sarah Piscitelli, the VP Elect developed an SSCA Listing of Graduate Programs for the UHC. I recommend that VP Elect update this list and make it available on line to UHC participants and SSCA membership.
- Increase all the divisions' involvement in recruiting papers for the UHC by reminding each division chair to have its members share the UHC call with their students. One on one mentoring is a critical element in getting students to submit and to come to the conference.
- Continue to seek out potential SOFTWARE solutions for on-line paper submission/review for the UHC as well as SSCA's main program. This SOFTWARE should contain help screens and help numbers as well as be user-friendly and cost-effective.



Carl M. Cates serves as Professor and Head of Communication Arts at Valdosta State University. His teaching and research interests include communication theory, leadership, debate and listening. He has presented more than fifty paper or panel sessions in addition to six articles, one book chapter and a co-authored textbook. In 1996, he received the Outstanding New Teacher Award for SSCA and in 2006 received the States Advisory Council Administrator of the Year award. As an SSCA member, he has served on standing committees including Constitution, Finance, Nominating, Resource Development, various ad-hoc committees, and the selection committee for the Outstanding New Teacher Award. In addition, he has served as program planner for the ACA interest group and the Intercultural Division, and as reviewer, panel chair and respondent for various divisions. A former president of the Georgia Communication Association, he continues to assist with the national revivication of the Association for Communication Administration. Cates also currently serves as president of the Rotary Club of Valdosta. During his time at VSU, the Communication Arts Department has added three new degree programs in addition to a doubling of students and faculty members.

SCJ Editor's Report

Jan1-Dec 31 2008

Submission Statistics (do NOT include submissions to special issue on Qualitative Methods)

Original Article: 144

Acceptance rate: 14%

Pending manuscripts: 20

Reviewing Statistics (do NOT include submissions to special issue on Qualitative Methods)

Average days from submission to first decision: 45

Average reviewer turnaround time (original) : 28 days

Average reviewer turnaround time (resubmission): 31

Average days from submission to final decision: 48

Issue 74(1) is in production, with 5 articles, a special feature and three book reviews

Issue 74(2) is in production with 5 articles, a review essay and three book reviews

Issue 74(3) is a special issue, "Queering the South," guest edited by Charles E. Morris III

Issue 74(4) is full and ready to go into production

The expectation is for 5 issues in 2010

Issue 75(1) is full and ready to go into production

Issue 75(2) will be a special issue on race and the academy, guest edited by Katherine Hendrix

Issue 75(3) is full and ready to go into production

Issue 75(4) will be a special issue on qualitative methods guest edited by Ken Cissna

Issue 75(5) is in progress

To: J. Emmett Winn,
SSCA Executive Director
From: Brigitta R. Brunner,
SSCA Representative for Four-Year Colleges and Universities
Monette Callaway-Ezell
SSCA Representative for K-12
Tom Sabetta
SSCA Representative for Community Colleges

NCA Legislative Assembly 2008 Report

Friday, November 20, 2008

- The 2008 Legislative Assembly to order at 12:35 in San Diego, California on November 20, 2008.
- Introductions were made.
- The following business was quickly conducted:
 - Approval of the minutes from previous meetings - 12:43
 - Approval of the roster—113 members present as of 12:45
 - Approval of the rules – 12:46
 - Approval of the agenda – 12:48
- In Memoriam – 12:50
- **Financial Report.** The financial report was given by Thomas Nakayama, Northeastern University. The report included items covering:
 - Summary of NCA's financial position
 - NCA's financial activities
 - NCA's financial proposals
 - NCA's proposed financial goals
 - Points of general interest addressed were that 78 % of NCA's income is from membership, subscriptions, and the convention; 75% of expenses are for membership, administration, subscriptions, and the convention
 - At the same time in 2007 NCA had 7,857 members; whereas, NCA had 8,257 in 2008
 - Primary goals are to increase membership and services, enhance non-member sources, reduce costs, and build the contingency fund
 - There was a motion to approve – passed – 1:21
- At this time, Art Bochner announced that the NCA executive committee (EC) and legislative assembly were policy makers and that the national office only carried out the policies—it has no policy making authority at NCA. It was stressed that we were all in this together in order to build a better NCA and even though we won't always agree...we should still treat all with respect.
- **Affiliate Status.** There was a request for Affiliate Status with the Association for Business Communication (ABC). Points of concern and discussion follow.
 - When accepting ABC as affiliate, this means that they would be provided 2 slots at NCA (they would be governed by our rules at the convention) and we would be granted slots at their convention

- It was mentioned that NCA slot assignment is under the 1st VP so no definite # of slots per division is not named...however, most divisions ask for more slots...if granted we usually end up going off hotel site...no guarantee ABC would be the ones off site
- This could lead to a possible increase in membership
- Although the executive committee passed a motion that puts a “moratorium on considering proposals from affiliate organizations until the EC resolves the issue of adding new units.” This proposal had already been viewed and passed by the EC.
- Motion called and passed – 1:48
- **Resolutions Committee.** It was noted that if a resolution is brought after June 30, it requires a 2/3 vote.
 - **Substitute Escape Clause.** A motion was brought to consider a substitute clause for inclusion in the “Convention Site Locating & Planning Resolution.” The clause stated:
 - (f) NCA will include the following escape clause in all its hotel and service provider contracts:
 - “NCA reserves the right of termination of this agreement, without penalty or liability, if a hotel chain, the municipal government, or the state in which the hotel is located establishes or enforces laws that, in the estimation of NCA, abridge the civil rights or advocate discrimination on the basis of gender, race, color national origin, sexual orientation, sex, gender identity, marital status, physical handicap, disability, or religion. NCA also reserves the right to withdraw from this agreement, without penalty or liability, if a labor or other organized protest arises such that attendees would be required to cross picket lines or violate a boycott in order to participate in an NCA conference.”
 - There was a friendly suggestion to strike “physical handicap” and leave only disability – agreed.
 - After a lengthy discussion of pros/cons on the substitute clause, there was a motion to cease discussion...passed – 2:40
 - Substitute clause was passed – 2:41
 - **Escape Clause.** Discussion began on whether or not to include the escape clause in the Policy on Convention Site Locating and Planning. The clause would be standard in all contracts, beginning in 2010, if passed.
 - A lengthy discussion followed and at 3:06 there was a motion to refer it back to the task force...the motion failed.
 - A substitute motion stating... “NCA will attempt to have included” was forwarded and failed – 3:12
 - A substitute motion stating... “NCA will make every effort...” was forwarded and failed in a standing vote – 3:20
 - A substitute motion stating... “NCA will seek to include...” was forwarded and failed – 3:23
 - Previous question was called and carried – 3:23
 - The motion to add the escape clause failed – 3:25, there was a call to count – 3:25; the motion still failed 72 for and 45 against – 3:26
 - **Extending Solitary Confinement and Torture.** Discussion occurred questioning whether this was a political statement we should be involved in or not...and whether this would lead to NCA taking a stand on more speech acts that occur in the form of abuse.
 - There was a motion to table it indefinitely – it failed – 3:33

- It went to a counting vote and the motion still failed 50 for and 53 against – 3:36
- Discussion continued until question was called and the resolution failed – 3:54
- LA members from divisions were asked to take information gather sheets back to their respective units.
- **Elections.** (Results not reported until Sunday, November 23, 2008)
 - The new Committee on Agenda members are:
 - Raymond
 - Terry Robertson
 - The new Committee on Committee members are:
 - Thomas Bovino
 - Anthony Slagel
- There was a brief report on *Communication Current*.
- The LA was adjourned at 4:22 Thursday, November 20, 2008

Sunday, November 23, 2008

- The 2008 Legislative Assembly to order at 8:09 in San Diego, California on November 20, 2008.
- 119 was the final roster for the 2008 LA.
- There was data collection concerning members benefits...all members were to participate.
- Special recognitions were given.
- **New Registration System for NCA.** Submitters will know if their papers/panels have been accepted between March 16 and March 22, 2009. In addition, the deadline for registration for the 2009 Conference will be September 17.
- **Largest West Coast Conference.** The 2008 conference was the largest West Coast conference in history. As of 3 p.m. on Saturday, November 22, 2008, there were 5,550 attendees registered.
- The members of the legislative assembly were also reminded that sustaining membership was meant as a way for sustaining members to give more money to the organization to help sustain it. Registration now separates convention fees and membership dues.
- The 2008 LA was adjourned at 9:20 on Sunday, November 23, 2008.

NCA Nominating Committee Report

[submitted by Roseann Mandziuk, SSCA representative]

The NCA Nominating Committee met on Thursday, November 20th in San Diego during the annual convention. The committee was chaired by Ron Jackson, then of Penn State, now at the University of Illinois.

After considerable discussion of a slate of four nominees for NCA Second Vice President, two were selected as the candidates: Mary Lee Hummert, University of Kansas, and Richard West, Emory University.

Notably absent from the slate of Second Vice President nominees were names from our Southern region. Consequently, all qualified and interested SSCA members are encouraged to contact Roseann regarding any questions you may have about this NCA office.

It would be wonderful next year and in coming years to have another SSCA member stand for this important office in our National association.

TO: J. Emmett Winn, SSCA Executive Director

FR: Katherine Hawkins, Chair, SSCA Finance Committee

DA: March 5, 2009

RE: Report for Inclusion in Executive Council Review Materials for Norfolk Convention

The SSCA Finance Committee is pleased to confirm that SSCA's finances continue to be in excellent condition. The most recent review of our financial statements by John D. Harvard, CPA, PA, revealed that our financial statements are in order and in conformity with the cash basis of accounting, which is the form of accounting we use. Our net assets for 2008 were slightly increased over 2007, which was positive news. As Finance Committee chair, I have been receiving and have reviewed all of SSCA's monthly bank statements since I took over as committee chair. I have seen nothing that appears to me to be outside of the maintenance of ordinary business operations.

Regarding the membership of the SSCA Finance Committee, committee vice-chair Carl Cates has resigned from the committee to assume his new duties as ED-Elect of SSCA. Trudy Hanson of West Texas A&M will assume the balance of his tenure on the Finance Committee and will take over as chair after the 2009 SSCA convention in Norfolk, VA. We also welcomed Elissa Foster, who began her three-year term on the Finance Committee in the spring of 2008.

Regarding the SSCA Award Funds, SSCA Executive Director Emmett Winn and I have prepared a Memorandum of Understanding for consideration by Professor Tom Frentz, who generously endowed the SSCA Early Career Research Award to honor his late wife, Janice Hocker Rushing. This is the only SSCA award with a significant enough endowment to warrant such an MOU. Tom and Emmett and I hope to have the MOU in place by the Norfolk convention.

Emmett and I continue to work with Marilyn Young and the Ad Hoc Undergraduate Honors Conference Committee regarding their fundraising efforts on behalf of the UHC. Following the convention, the Finance Committee will take up a proposal to increase the UHC registration fee to provide funds to begin to build an endowment to support the activities of the UHC.

The Finance Committee worked with SSCA ED Emmett Winn to revise the presentation of the SSCA annual budget to make it easier to comprehend for SSCA members. Emmett suggested doing so as a means to simplify and also enhance the openness and transparency of the budget process. The revisions were incorporated into the budget to be presented to the SSCA Executive Council at the Norfolk convention.

The Finance Committee wishes to commend the SSCA ED for his conscientious attention to protecting SSCA assets. Case in point: As the economic situation in the US worsened and therefore, as our expectations for convention attendance in Norfolk became more modest, Emmett worked with the hotel to reduce our room block to more closely match our expectations for convention attendance. Doing so reduced our risk of financial exposure, as it reduced the possibility that SSCA could be forced to pay for any unfilled room block at the convention hotel. I'm happy to report that, as a consequence of

Emmett's advance planning, it appears that SSCA will fill its room block for the Norfolk convention. Emmett is keeping in close contact with the Peabody Hotel in Memphis regarding our convention room block for 2010.

Please feel free to contact me (hawkin5@clmson.edu, 864-656-5384) if there are any questions about any of this information.

Local Arrangements Report

Norfolk Virginia, April 1-2, 2009,

Tom Socha, Chair of Local Arrangements

1. ODU Local Arrangements Website built <http://www.odu.edu/~tsocha/SSCA/ssca-norfolk.shtml>

- Website updated to include airport transfer at reduced rate
- Website update to include restaurant reviews/guide links.

2. Of Interest--

- “Ella” at the Virginia Stage Company (Friday 8 PM; Saturday 4 PM & 8 PM) For tickets-- <http://www.vastage.com/>

She was the First Lady of Jazz known the world over, but yet she hailed from right here in Tidewater. The powerful voice and rich life of Ella Fitzgerald are told in an exhilarating new musical that re-imagines her 1967 landmark concert in Nice, France. At times heartbreaking - but always uplifting - Ella features 14 of her greatest hits - including “That Old Black Magic,” and “A-Tisket, A-Tasket” – all performed by her onstage band and that unforgettable voice.

- Some of Tom’s Favorites Places to Eat in Downtown Norfolk

- Unique dining experience in a historic church: *Freemason Abbey*-- **209 W. Freemason Street**
- Fantastic fish in a very unique setting (a Frommer’s best pick) —*456 Fish*-- **456 Granby Street**
- Excellent dining convenient to shopping: *Kincaid’s*-- **300 Monticello Avenue - MacArthur Center Mall**
- *Doumar’s Drive-in*. Drive over to eat BBQ and see the original ice-cream cone-making machine invented by Abe Doumar at the St. Louis Exposition in 1904. **20th St. & Monticello.**
- *Todd Jurich’s Bistro*—Very cool and chic. **150 W Main Street, downtown. Across from Nauticus.**
- *Spirit of Norfolk Dinner Cruise*
<http://www.spiritofnorfolk.com/or/index.jsp>. Leaving the Otter Berth across from Nauticus. Saturday Dinner cruise boards at 7: 30 PM (returns at 11 PM), Includes dinner, live entertainment, and dancing-- \$59.50 per person). There is also a Gospel Cruise that boards at 3 PM on Saturday (returning at 6:00 PM)-- \$49.40/person.

1. At its meeting in San Diego, the SSCA EC voted to give Tom Socha the OK to develop a proposal for submission to Taylor & Francis for a journal with the working title of *Qualitative Research in Communication*. The intent of developing this proposal is to (1) firm up the details of *QRC* and (2) gather information from Taylor & Francis about the feasibility and costs of proposing a second journal focusing in this content. Once the feedback from Taylor & Francis is received, it will be included in a full proposal that will be brought before EC and membership for a vote.
2. Following the list of guidelines provided by Taylor & Francis, Tom Socha developed a draft of a *QRC* proposal (10+ pp) and distributed it to the committee members as well as Ken Cissna and Tom Frenz for their review, addition, and feedback.
3. The Publications Committee is scheduled to meet in Norfolk (Thursday evening) to continue to develop the draft of the proposal, with a goal of submitting it to Taylor & Francis early this summer.
4. The Publications Committee will report on its progress on the proposal either at the SSCA EC meeting in Chicago, or Memphis (and/or submit the final proposal to the EC and membership as soon as it is completed and includes the details from Taylor & Francis).

Southern States Communication Association

Resolutions Committee

2009 Annual Report

Norfolk, VA 2009

- I. Membership of Resolutions Committee
 - a. Darren C. Goins, Stevenson University (Chair)
 - b. Billy Wooten, Berea College
 - c. Wendy Atkin Sayre, University of Southern Mississippi
- II. Old Business (Resolutions from the 2008 Committee Submitted to Membership at 2009 Meeting)
 - a. Resolution Honoring Ronald H. Carpenter
 - b. Resolution Honoring Marsha Houston
 - c. Resolution Honoring John Meyer
 - d. Resolution Honoring Jean DeHart
 - e. Resolution Honoring Frances Brandau-Brown
 - f. Resolution Honoring Drs. Michael & Suzanne Osborne
 - g. Resolution Honoring Alyn & Bacon Publishers
 - h. Resolution Honoring Pam Bourland-Davis
- III. New Business (Resolutions from the 2009 Committee Submitted to Membership at 2009 Meeting)
 - a. Resolution Honoring the City of Norfolk
 - b. Resolution Honoring Old Dominion University
 - c. Resolution Honoring Emmett Winn
 - d. Resolution Honoring Drs. Michael & Suzanne Osborne
 - e. Resolution Honoring Alyn & Bacon Publishers

Respectfully Submitted

To SSSCA,

Darren C. Goins, Stevenson University

(Chair of 2009 Resolutions Committee)

Resolutions from the 2008 Committee

A. Recognition of Ronald H. Carpenter for his for his substantial and creative contributions to the scholarship of our field.

Whereas, Ronald H. Carpenter is a member of longstanding of the Southern States Communication Association; and

Whereas, Professor Carpenter has had a long and distinguished career; and

Whereas, Professor Carpenter's career has brought honor to his region and to this association; therefore, be it

Resolved, That the Southern States Communication Association congratulates and thanks Professor Ronald H. Carpenter of the University of Florida for his substantial and creative contributions to the scholarship of our field during his long career."

B. Recognition of Marsha Houston for her contributions to scholarship and for her service as a mentor to junior faculty.

Whereas, Marsha Houston is a member of longstanding of the Southern States Communication Association; and

Whereas, Professor Houston has had a long and distinguished career; and

Whereas, Professor Houston has made substantial and creative contributions to the scholarship, teaching, and service of our field; and

Whereas, Professor Houston has given generously of her time as a mentor to junior faculty; therefore, be it

Resolved, That the Southern States Communication Association congratulates and thanks Dr. Marsha Houston of the University of Alabama for her contributions to the scholarship, teaching, and service of our field, and for her exceptional mentoring of junior faculty during her long and distinguished career.

C. Recognition of John Meyer for his outstanding service to SSCA.

Whereas, We value John Meyer's service to SSCA; and

Whereas, He has been a great help to SSCA as Editor of the *Southern Communication Journal*; therefore, be it

Resolved, That SSCA formally thanks John Meyer for his service and recognizes his efforts as outstanding.

D. Recognition of Jean DeHart for her outstanding service to SSCA.

Whereas, We value Jean DeHart's service to SSCA; and

Whereas, She has been a great help to SSCA as Advertising Manger and Marketing Director;

therefore, be it

Resolved, That SSCA formally thanks Jean DeHart for her service and recognizes her efforts as outstanding.

E.Recognition of Frances Brandau-Brown for her outstanding service to SSCA.

Whereas, We value Frances Brandau-Brown's service to SSCA; and

Whereas, She has been a great help to SSCA as Resource Development Chair and Founder of the Caring Connections fundraiser; therefore, be it

Resolved, That SSCA formally thanks Frances Brandau-Brown for her service and recognizes her efforts as outstanding.

F.Recognition of Drs. Michael and Suzanne Osborn for their continued support of SSCA's Osborn Reception.

Whereas, We value the financial support that our generous members provide; and Whereas, We benefit from the opportunity to honor our award winners at the Osborn Reception; therefore, be it

Resolved, That SSCA formally thanks Drs. Michael and Suzanne Osborn for financial support of the Osborn Reception.

G.Recognition of Allyn & Bacon/Longman Publishers for their continued support of SSCA's Osborn Reception.

Whereas, We value the financial support that our generous sponsors provide; and Whereas, We benefit from the opportunity to honor our award winners at the Osborn Reception; therefore, be it

Resolved, That SSCA formally thanks Allyn & Bacon/Longman Publishers for financial support of the Osborn Reception.

H.Recognition of Pam Bourland-Davis for her outstanding service to SSCA.

Whereas, We value our member's service to SSCA; and

Whereas, SSCA in Savannah has been greatly assisted by Pam Bourland-Davis of Georgia Southern University; therefore, be it

Resolved, That SSCA formally thanks Pam Bourland-Davis for her service and recognizes her efforts as outstanding.

Resolutions from the 2009 Committee

A. Recognition Honoring the City of Norfolk VA for their Hospitality and Support of SSCA's 2009 Annual Meeting

Whereas, We value the City of Norfolk, VA for their hosting of this annual meeting; and
Whereas, The City of Norfolk, VA has extended its hospitality to members of the SSCA while attending this Annual meeting; therefore, be it

Resolved, That SSCA formally thanks the City of Norfolk, VA for its service and recognizes their contributions to this years annual meeting of the SSCA as outstanding.

B. Recognition Honoring Old Dominion University for their Support of SSCA's 2009 Annual Meeting

Whereas, We value Old Dominion University's establishment of a convention website for this annual meeting; and

Whereas, Old Dominion University has extended great help to SSCA in presenting the 2009 Annual Convention; therefore, be it

Resolved, That SSCA formally thanks Old Dominion University for its service and recognizes their efforts for this years annual meeting of the SSCA as outstanding.

C. Recognition of Emmett Winn for his outstanding service to SSCA.

Whereas, We value Emmett Wynn's service to SSCA; and

Whereas, He has been a great help to SSCA as Executive Director; therefore, be it

Resolved, That SSCA formally thanks Emmett Wynn for his service and recognizes his efforts as outstanding.

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SSCA Resource Development Committee Chair Report

Executive Council Meeting
1 April 2009
Norfolk, Virginia

The primary work of the RDC this year is to raise funds for the Johnson-Paget Distinguished Service Award. At our last meeting, this award had a balance of \$693. Due to the generosity of our members, this award now has a balance of \$2079. Pre-convention sales for Caring Connections raised a record \$1,370 as well as \$15 in donations. This brings the total for the award to \$3,464. Given this total, my hope is that we will be able to fund the Johnson-Paget award at this convention, which will leave only two awards that are not self-sustaining.

This was a supply purchasing year (we typically purchase supplies every three years). The total for the supplies purchased was \$876.83. Further, if sales progress through convention the way pre-convention sales did, current supplies will only last two years. However, I see this is a good problem for us to have.

At the last executive council meeting, the RD committee was asked to consider how we might begin raising funds for the Clevenger Undergraduate Honors Conference. After discussion, the committee is willing to take on fundraising for the UHC. We have decided that the most appropriate step at this time is to add the UHC to the end of the list of awards currently being funded through Caring Connections. The committee is meeting during the convention to discuss a number of other suggestions for raising funds for the UHC, and welcomes input from all members. I hope that we will have a plan in place by the November meeting to begin raising funds for the UHC.

Respectfully submitted,



Todd Lee Goen

SSCA Time & Place Committee

Chair: **Robert Denton** (Virginia Tech)
 Members: **Charles Howard** (Tarleton State University), **Debbie Phillips**, Muskingum College), **Janet Fisher** (ConferenceDirect)

Narrative Report

The committee considered factors of geographic rotation, travel ease, costs, safety and local attractions when considering sites for the 2013 convention. The committee initially identified 8 localities. Janet Fisher of Conference Direct requested proposals from all the cities. After reviewing the materials, the final recommendation was Louisville, Kentucky. Rationale and reasons are provided in the information below.

Top 3 Cities for Consideration:

Louisville, KY
 Savannah, GA
 Charlotte, NC

Eliminated from consideration:

Austin, TX- Received no interest from Austin properties; No proposals submitted

Lexington, KY- Limited options of hotel choices; Lack of attractions/dining near hotels

New Orleans, LA- Safety concern; Limited options for hotel choices

Norfolk, VA- Wait to see how convention fairs in '09; Marriott submitted bid due to their interest, but full research was not completed because this was not on the list of destinations under consideration.

Tampa Bay, FL- Limited hotel choices

Cities & Hotels Ranked Order of Preference:

LOUISVILLE (1st)

Attractions: Fourth Street Live! (Entertainment and Dining Destination including Hard Rock Café, Lucky Strike, Maker's Mark Bourbon House, Red Star Tavern, Fast Food Court etc), Louisville Slugger Museum and Factory, Muhammad Ali Center and Kentucky Derby Museum/Churchill Downs

Hotels:

Marriott Louisville (1st)- 4 star property

- Offered lowest rate of all bids submitted for all destinations
- SSCA history; Less risk; Group met here in 2007
- Great location offering dining, nightlife, attractions in safe walking distance
- Address date available (3/12-3/17); High F&B minimum

Seelbach Hilton (2nd)- 4 star property

- Competitive bid offering extra concessions such as comp group breakfast

- SSCA nice fit for property based on 321 guest rooms/25 square ft of Meeting space; Main/only group in hotel
- Grand historic property built in 1905

Hyatt Regency (3rd)- 3 star property

- Competitive bid (4/9-4/14 available; 4/2-4/7 available on 2nd option/ Another group is currently holding space but hasn't signed contract)
- Offering less meeting space than other L'ville properties, but space is adequate; Main/only group in hotel

Executive West (4th)- 3 star property

- Highest initial rate bid from L'ville properties
- Quoted meeting room rental of \$12,000

SAVANNAH (2nd)

Attractions: River Street (Restaurants/shops), Paula Deen's Restaurant, City Market, Telfair Museum, Tybee Island Beach, Historic Squares

Hotels:

Hyatt Regency Savannah (1st)- 4 star property

- Only property to bid for SSCA 2013
- SSCA history; Less risk; SSCA met here in 2008
- Increase room block to avoid use of overflow hotels
- Great location on river walking distance to restaurants/shops
- Meeting space in close proximity

CHARLOTTE (3rd)

Attractions: Overstreet Mall, Mint Museum of Art, NC Blumenthal Performing Arts Center, Levine Museum of the New South

Hotels:

Blake Hotel (1st)- 3 star property

- Hotel nice size (308 rooms) offering most meeting space of Charlotte hotels
- Offering lowest initial rate bid
- Extremely high F&B minimum
- Lacking in dining/attractions within walking distance

Omni Charlotte (2nd)- 4 star property

- SSCA would use all meeting space (space limited); Only group in-house
- Connected to mall (open Mon-Fri 8-5 only)

Westin Charlotte (3rd) – 4 star property

- Hotel only offering guest rooms; Space at Convention Center (\$\$\$\$)

Report of the *Ad Hoc* Committee on the Clevenger Undergraduate Honors Conference

Marilyn J. Young, Chair
Amanda Borden
Sean O'Rourke
Ashli Stokes

April 1, 2009

The Charge to the committee was to consider the relationship of the Theodore C. Clevenger, Jr. Undergraduate Honors Conference [CUHC] to SSCA, including funding sources.

Background:

The Undergraduate Honors Conference was established as a part of SSCA 19 years ago, under the leadership of Theodore C. Clevenger. In 2001 the Conference was named for Prof. Clevenger. It has always been held in conjunction with the SSCA Annual Convention, and in recent years its program has been integrated into the main program of the Convention. It has been funded over the years by participant registration fees, some sponsored activities, and the annual budget of SSCA. Each year approximately 70 student papers are scheduled for the conference and a majority of those scheduled are presented by their authors.

In 2007 some questions were raised regarding the relationship of the CUHC to SSCA, in the context of efforts to undertake a fundraising campaign to endow the Conference. The purpose of the proposed endowment was to increase student participation in the Conference by increasing the subsidy for student attendance. The proposal raised several questions regarding the relationship of the CUHC to the Association; this *ad hoc* committee was asked to consider those questions.

The specific issues we were asked to address are:

1. The relationship of the CUHC to SSCA.
2. The role of the Clevenger family.
3. Fundraising/Development

We held a brief round of email discussion on each of these issues and came to consensus quickly on most of them.

In the remainder of this report we summarize our discussions and offer recommendations to the Executive Committee regarding the Clevenger Undergraduate Honors Conference.

1. The relationship of the CUHC to SSCA. President Smith had raised the question of whether the honors conference should be held separately from the SSCA annual convention. Our committee felt strongly that the current arrangement

should be maintained, whereby the CUHC is held in conjunction with the Annual Convention. There seemed to be no clear advantage to separating the two, while the advantages of holding them together appear overwhelming. The committee felt that to separate them would incur additional cost to the Association and, coupled with the psychological separation that a different date and place would entail, might well mean the end of the CUHC altogether.

At the same time, the committee is concerned that there is no clear mention of the CUHC in the SSCA Constitution. All other associated entities [and awards] are mentioned, but the CUHC, a major undertaking of SSCA, is mentioned only as part of the VP-elect's duties and as the source of the top paper award.

Similarly, the Shirley Award for the CUHC top paper is not mentioned in the Constitution either.

2. The role of the Clevenger family. So far as we know, the Clevenger family does not want to play a larger role in the CUHC; they view this as a function of SSCA and are honored that their father has been remembered in this way. They stand ready to assist the association with fundraising, but not with the operation of the honors conference. Thus, this appears to be a non-issue.
3. Fundraising/Development. An earlier ad hoc committee [2007] envisioned an extensive fundraising effort by the Resource Development Committee on behalf of the CUHC. The purpose of that effort would have been to endow the CUHC so that the Association could increase student participation. It no longer seems appropriate to conduct such a campaign; on the other hand, some things have been accomplished:
 - a. Ruth Clevenger Reynolds has contributed \$1000 to the CUHC endowment fund.
 - b. The CUHC has been added to the list of awards and functions that can be the recipient of special gifts from SSCA members upon joining or renewing.
 - c. The Resource Development Committee is expected to add the CUHC to the list of funds that will be aided through Caring Connections.

Recommendations:

Based on our discussions, the ad hoc committee makes the following recommendations to the Executive Council:

1. The present relationship between SSCA and the Theodore Clevenger Jr. Undergraduate Honors Conference should be maintained. The CUHC should be held in conjunction with the annual SSCA convention and should be planned by the Vice-President Elect. We further recommend that the

Constitution Committee be asked to find an appropriate way and place to institutionalize the Clevenger Undergraduate Honors Conference in the SSCA Constitution and that the Constitution Committee include the information about timing and planning in the CUHC entry in the Constitution.

2. The Constitution Committee should also be asked to institutionalize the Shirley award in the appropriate places in the Constitution.
3. The Resource Development Committee should be encouraged to develop proposals for increasing the CUHC endowment consistent with the priorities of SSCA and those of the RDC.

Respectfully submitted,

Marilyn J. Young, Chair
April 1, 2009

Duties of SSCA President

The responsibilities of the SSCA President as stated in the SSCA Constitution are:

The President shall perform the following duties and such other related duties as shall arise:

1. Preside at all business meetings of the Association and of the Executive Council.
2. Appoint and notify all committees except those otherwise provided for.
3. Provide oversight over divisions and interest groups.
4. Serve as liaison officer between the Southern States Communication Association and all other national, regional, and similar associations with similar or related interests.
5. See that members of the profession receive notice of meetings and activities of the Association and of the Executive Council, unless the transmission of such notices has been otherwise assigned.
6. Facilitate the performance of the constitutional duties of all other officers and committees.

The term of office of the President, specified in the Constitution is as follows: The terms of office of the President, Vice President, and Vice President-Elect shall be for one year; of the Journal Editor, and the Marketing Director, three years; of the Executive Director, five years; the representatives to the national association in accordance with the constitution of the National Communication Association

The following specific information was provided by Past President Charles Tardy:

List of Responsibilities:

- Appoint committees
- Develop agendas and conduct business meetings
- Direct strategic planning efforts
- Plan presidential panels for annual convention
- Write column(s) for Connections
- Issues and oversees call for Award Nominations
- Oversight of SSCA finances
- Prepares officer reports

Suggested Time Line to Follow: (Dated from time of SSCA Convention until the following year's convention)

April/May/June

- Follow up on convention issues as needed.
- Finalize appointments and charges for the standing and ad-hoc committees

- Write column for the fall issue of Connections
- Check on requests to NCA for meeting space at convention (who makes this request, the president or the Executive Director?)

July/August

- Work on presidential panels for convention and make request to vice-president
- Check NCA program for meeting times

September

- Submit presidential panel requests to vice president; and discuss with vice-president any other needs or plans
- Receive and review annual financial review.
- Issue call for SSCA Award Nominations (Sept. 15th deadline)

October

- Prepare agenda for executive council meeting at NCA.
- Check carefully the minutes from the preceding meeting of the executive council.
- Inform committee chairs and other officers of their responsibilities at the meeting.
- Prepare President's report.

November

- Prepare for executive council and executive meetings at NCA.
- Attend NCA and lead SSCA sessions.

December

- Write column for Connections (Deadline: first week in December)

January

- Check with committee chairs about progress and any help you might provide them.
- Remind SSCA Award Committee chairs that the deadline for sending the Executive Director the names of their award winners is Jan. 31.
- Give title of Presidential Address to vice-president.

February

- Check to see if participants on Presidential panels at convention have hotel and registration information if they are not SSCA members.

March

- Prepare agenda for the executive council meetings at the upcoming convention
- Add vice-president's name to the SSCA gavel
- Finish presidential address.
- Prepare President's report to the Executive Council

April

- Attend convention
- Respond to issues that arose at the convention.

Duties of SSCA Vice President

The SSCA Constitution explains the duties of the Vice President as follows:

1. The Vice President shall perform the following duties and such other related duties as shall arise:
 1. Prepare the program for the annual convention.
 2. Serve as program coordinator of the sectional programs arranged by the officers of the recognized Divisions of the Association. The Vice President, as program chairperson, shall consider the recommendations of the Division Vice Chairpersons as to programs, but shall have final authority regarding the program.
 3. Assist the President in promoting the activities and interests of the Association as needed or requested.

The term of office of the SSCA Vice President is explained by the Constitution in Article IV, Section 3:

The Vice President shall automatically succeed to the office of the President upon the expiration of the President's term of office. The Vice President shall succeed the President should the President's office become vacant through death, resignation, or disability.

The following guidelines were prepared by SSCA Vice President Patricia Amason, February, 2009.

Duties of the Vice President

The primary responsibility of the Vice President is to plan the annual convention. In so doing, several key deadlines must be met:

December: while serving in role of Vice Chair-Elect submit call for papers detailing convention theme to Executive Director; submit article to the Executive Director announcing the theme for the planned convention for *Connections*.

April: Attend convention and meet with Division and Interest Group Vice Chairs providing them with a packet of information to be used in planning their unit's programs. After the convention, send the unit planners the planners' packet electronically. It also is helpful to attend unit business meetings to address questions that may emerge from members.

May 15th: Division and Interest Group Vice Chairs are to submit to the Vice President their units' "call for papers" for the following convention of SSCA. Electronic submissions are required. The calls must be contained in the same document with a standardized format and submitted to the Executive Director to appear on the SSCA website.

July 1st: Submit article to Executive Director to appear in the fall edition of *Connections* providing highlights for the planned convention.

September 15th: All submissions of competitive papers and panels and suggestions for Round Table Discussions and Town Hall Debates are to be received by Division and Interest Group Vice Chairs as electronic submissions.

Third week of September: All submissions are to be sent by Vice Chairs to unit reviewers.

First week of October: Reviewers' responses are to be returned to Vice Chairs.

Third week of October: Vice Chairs electronically submit program proposals for the convention to the Vice President along with email list of all participants.

SSCA Executive Council Meeting at NCA convention: Vice President presents the first draft of the SSCA convention program for review. This program will not have UHC participants but should have their rooms and panel times slotted so that the UHC planner will know how many slots are available.

Dec. 1st: Submit to the Executive Director an article to appear in the spring edition of *Connections* highlighting greater details of key convention sessions.

Dec. 10: Submit to the Executive Director the revised draft of the SSCA convention program to appear on the SSCA website for members to review.

Jan. 10: Vice President-Elect has complete UHC panel information to the Vice President.

Jan 15: Vice President has revised draft of program with UHC panels slotted to appear on the SSCA website.

Jan. 25: Deadline for changes to this draft to be sent to the Vice President.

Feb. 1: Final SSCA convention program copy including all convention participants to be sent to Janet Fisher at Conference Direct and to the Executive Director. No changes or additions may be made after this day. Any changes must go into the convention supplement.

Feb. 7: Final complete program is delivered to hotel by Janet Fisher.

Specific Duties of the Vice President:

1. While serving as Vice President-Elect, you will determine the theme for the planned convention announced in *Connections* and at the convention. Additionally, the VP-Elect prepares the program planners' packet including information needed for planning programs for all Divisions and Interest Groups. The packet will be distributed at the planners meetings held at the convention.

Included in the packet:

- Call for Papers for the planned convention
- Contact information for the Vice President/program planner and all Division and Interest Group Vice Chairs
- Instructions to planners such as:
 - Encouraging unit's members to propose invited and competitive panels and competitive papers focused on the theme with particular interest in programming sessions featuring . . . and requesting the submission of at least one program related to the convention theme.

- Identifying the new scholars to the Southern region researching and teaching in areas covered by the unit. Contact information about these scholars should be sent directly to the Vice President.
- Showing greatest concern about programming quality work rather than submitting as many panels as possible.
- Consider submitting jointly sponsored panels with other divisions and interest groups.
- Submitting suggestions for a Town Hall Debate or Round Table discussions.
- Indicating recipient of Top Paper award with an asterisk (*) after their names and Top Student Paper award with two asterisks (**) after their names.
- Rank ordering the panels submitted from 1-N with 1 being the best panel that most highly recommended for programming with N being the panel least recommended for programming. Persons submitting papers and panels should be notified of their acceptance for presentation AFTER the program is finalized. Planners will be notified with it is appropriate to do so.
- Discouraging members from requesting AV equipment. This equipment is not always available. When it is available, it typically is very expensive to rent from hotels. If persons submitting papers and panels wish to use AV equipment, explain that they should be prepared to bring their own equipment. SSCA cannot guarantee that equipment will be available.
- A form for the planner to complete indicating times of day their unit would prefer for their business meeting as well as those Divisions or Interest Groups in which they see their members also may be affiliated with in order to reduce conflicts with meeting times.
- Guidelines for preparing the convention program copy including examples from the convention program from past conventions.

**Guidelines for Preparing
SSCA 2009 Convention Program Information (to appear in the planners' packet)**

PLEASE NOTE that submissions not following this format may be rejected.

Please submit your panel information using Verdana font with 11 point type into one Microsoft Word 2003 document. Session entries can run over pages (start at the bottom of one page and end on the top of the next). Please put one line of space between each session.

- Please do not put spaces between lines of text within a session entry.
- Please do not use ALL CAPS.
- Please do not indent any of the paragraphs or use tabs.
- Please do not use quotation marks around paper titles

Please submit information for each session in the following order:

Example for Competitive Papers Session:

Conditions: Love, Persuasion, and Argumentation

Sponsor

Interpersonal Communication Division

Chair:

Renee Edwards

Louisiana State University

Exploring Sex as a Possible Predictor for Persuasive Efficacy in Situations with Romantic Others

Richard I. Falvo

El Paso Community College

Quantifying the Language of Love: Further Scrutiny of the Five Love Languages

Kelli L. Fellows

University of North Carolina-Wilmington

E. Stephen Daniel

Virginia Tech

Steven J. Madden

Coastal Carolina University

A Conceptual Clarification of Argument Quality

Michael R. Kotowski

University of Tennessee

Communication of Wants, Needs, and Desires: Reports from Individuals Married Two to Seven Years

Susan I. Holt

University of Arkansas

Lynne M. Webb

University of Arkansas

Megan L. Wilson

University of Arkansas

Respondent:

Melissa Young Schroeder

Texas Christian University

Example for Panel Session:

Addressing Workplace Illiteracy: A Round Table Discussion of an Interagency Change Effort

Sponsor:

Applied Communication Division

Participants:

Tony Ateca

Director of Operations

University of South Carolina-Aiken

Beth Etheridge

Principal

Etheridge Training Solutions, Aiken, SC

Corinne Hayes

Certified Professional of Human Resources and Adjunct Professor

Aiken Technical College, Aiken, SC

Nica Loving
GIS Coordinator
City of Aiken, SC

When illiteracy was discovered at one university, inter-organizational cooperation resulted in implementation of a program to successfully address the problem. Panelists will discuss the communication challenges faced, from interpersonal to organizational to interorganizational, as they effectively changed the human condition within the workplace setting by improving employees' reading skills.

Example for Proposed Town Hall Debate:

Town Hall Debate: This House is Resolved that When in Conflict, Live Communication ought to be Privileged over Mass Mediated Communication

Sponsor:

Southern Argumentation and Forensics Division

Chair:

Darren C. Goins

Independent Scholar

The Government:

Glenn Prince

Western Kentucky University

Kris Willis

Appalachian State University

The Opposition:

Crystal Lane Swift

Louisiana State University

Tyler Thornton

University of Oklahoma

Facilitator:

Darren C. Goins

Independent Scholar

An exhibition of parliamentary debate followed by a discussion of the issues raised in the debate. Come and let your opinion be heard on this timely topic.

- Also include a series of deadlines for the unit planners:
 - **May 15th**: Division and Interest Group Vice Chairs are to submit their units' "call for papers" for the following convention to the Vice President of SSCA. Electronic submissions are required.
 - **September 15th**: All submissions of competitive papers and panels and suggestions for Round Table Discussions and Town Hall Debates are to be received by Division and Interest Group Vice Chairs as electronic submissions.
 - **Third week of September**: All submissions are to be sent by Vice Chairs to reviewers.
 - **First week of October**: Reviewers' responses are to be returned to Vice Chairs.
 - **Third week of October**: Vice Chairs electronically submit program proposals for the convention to the Vice President along with email list of all participants.

- **SSCA Executive Council Meeting at NCA convention:** Vice President presents the first draft of the SSCA convention program for review. This program will not have UHC participants but should have their rooms and panel times slotted so that the UHC planner will know how many slots are available.
- **Dec. 10:** The revised draft of the SSCA convention program appears on-line for members to review. Unit planners report to the Vice President any corrections needed in the program.
- **Jan. 25:** Deadline for changes to this draft to be sent to the Vice President
- **Feb. 1:** Final SSCA convention program copy including all convention participants to Janet Fisher. No changes or additions may be made after this day. Any changes must go into convention supplement.

Duties of SSCA Vice President-Elect

The SSCA Constitution outlines the duties of the Vice President-Elect as follows:

1. The Vice President Elect shall perform the following duties and other such related duties as shall arise:
 1. Be responsible for the annual recruitment efforts of the Association.
 2. Assist the President and Vice President in promoting the activities and interests of the Association as needed or requested.
 3. Plan the annual Theodore Clevenger, Jr. Undergraduate Honors Conference.

The term of office of the Vice President-Elect set forth in Article 4, Section 3 is as follows:

The Vice President-Elect shall automatically succeed to the office of Vice President upon expiration of the Vice President's term of office. The Vice President-Elect shall serve as assistant to the Vice President

The following specific guidelines were prepared by SSCA Vice President-Elect, Tom Socha, February, 2009.

List of Responsibilities:

- Write the Call for the UHC
- Seek potential sponsors for UHC Breakfast
- Undergraduate Honors Conference:
 - Recruit volunteer paper readers (40+ people) and UHC panel respondents (18-20+)
 - Receive and process UHC papers including compiling author submissions directory (containing contact information, paper title, etc.) into an Excel file (can be 80-100+ papers). (due @ 12/15).
 - Decide on paper selection criteria (e. g., 0-100, at least a 70 average with at least two reviews above 70), criteria is up to the VP elect, and depends in part on number of panels given by VP- in 2009 UHC given 20 panels) which sets the number of possible papers.
 - Email paper submission files with instructions to reviewers for blind review (@ Dec 17)
 - Receive and Process reviews: Accepted/Rejected

- From the accepted papers build the UHC program for VP (in SSCA format) and send to VP (very short turn-around, program due first week in January)
 - Select the top paper UHC for the Franklin Shirley Award and send student's information to Exec Secretary. Up to VP to decide how to do this (e.g., paper with the highest combined ratings, a second review of the top five papers, etc.)
 - Be sure to include UHC Awards Breakfast as well as Osborn Reception in final program
 - Inform UHC submitters of outcome and send UHC participants FAQ's about the UHC conference.
 - Send UHC master list of information for all UHC participants to Executive Secretary
 - Sign UHC Certificates
- Write articles for *Connections* for Spring issue and Fall issue
 - Develop theme for next year's SSCA convention
 - Develop Call for Papers for next year's SSCA convention
 - Site visit to hotel for upcoming year with Exec Dir.; Marketing Mgr., etc.
 - Write reports for Executive Committee on UHC
 - Chair SSCA UHC Breakfast that includes thanking readers and acknowledging top student paper.
 - Chair program planners meetings for future convention

Suggested Time Line: (SSCA Convention until the following year's convention)
April/May/June

Write UHC Call for Papers (5/1)

Write UHC column for the fall issue of *Connections*

Develop list of reviewers and respondents for UHC

Seek potential sponsors for UHC breakfast

OPTION: Build a website for the UHC.

July/August

Circulate UHC call for papers to SSCA Division Chairs, SSCA department chairs, and so on.

Continue to seek UHC breakfast sponsors

September/October

Continue to seek UHC breakfast sponsors

Finalize reviewing list of UHC reviewers

November

Write column for *Connections*—Spring issue (Due first week in December)

Prepare and deliver UHC conference preliminary report for executive council and executive meetings at NCA.

Report on Conference theme for next meeting (**OPTION:** provide a preliminary call for papers for upcoming convention)

Attend NCA and SSCA executive council sessions.

December

Receive UHC papers (@12/15 or a bit sooner).

Send UHC papers out for review (@12/17). Note: all reviews should be completed and returned by @ January 5.

January

Build UHC program and send to Vice President by @ January 10 (or sooner).

Send the Executive Director the final directory of UHC Program Participants (should contain the names, school, email address, mailing address, phone #'s, of all authors—includes the multiple authors on papers.)

Send the Executive Director the winner of the Franklin Shirley Award

Notify UHC participants and send them conference registration and participation information

Prepare to travel to a site visit to plan next conference (January/February/March)

Prepare draft of the Program Planners Guide for the Upcoming convention and circulate to administrative committee for feedback. Note: this includes developing the list and contact information of the program planners from the divisions and interest groups.

February

Double check UHC program

Sign UHC Certificates

OPTION: Prepare and distribute to UHC participants the SSCA Listing of Graduate Programs in Communication

Prepare and submit VP-Elect report UHC report for executive council and administrative committee

OPTION: Build a website for upcoming convention and link website to SSCA homepage (on the upcoming conventions' page)

Submit the final Call for Papers for the upcoming meeting for the convention program.

March

Fine tune and prepare final draft of the Program Planners' Guide including double-checking the timeline.

Notify Program planners of times/locations of program planners meeting for upcoming convention. **Option:** Share the convention website information with them

April

At SSCA convention:

Monitor UHC sessions

Deliver VP Elect reports

Master of Ceremony at the UHC Breakfast

Present Franklin Shirley Award at SSCA Awards Luncheon

Respond to UHC issues arising at the convention.

OPTION: Promote the upcoming convention.

Run the Program Planners' meetings

Attend required meetings.

SSCA Executive Director Position Description
Revised 4/24/08

The following information was provided by SSCA Executive Director Emmett Winn.

Constitutionally Explicit Responsibilities:

According to the SSCA constitution, the Executive Director is responsible for the following duties:

The Executive Director performs all ordinary duties of the Secretary and Treasurer of the Association and of the Executive Council.

As Treasurer, the Executive Director furnishes a financial report at each annual convention. The Executive Director incorporates into the report a financial accounting covering all publications and the results of the official independent accounting review.

The Executive Director notifies the National Communication Association Executive Offices of the names and addresses of the newly elected High School, College, and Community/Two Year College Representatives to NCA Legislative Assembly.

The Executive Director appoints a newsletter editor and a Webpage Editor.

The Executive Director publishes the SSCA newsletter and conducts Association elections in accordance with procedures outlined in the Constitution.

The Executive Director negotiates and signs all contracts on behalf of the Association, subject to approval of the Association.

The Executive Director and Marketing Director, in consultation with the Administrative Committee, set fees for the following: exhibitor fees, advertising fees for the convention program, and ads for job postings.

The Secretaries of all Divisions and Interest Groups are responsible to the Executive Director of the Association.

The Executive Director notifies divisions of probationary status when membership falls below 5% of the active membership.

Executive Director revokes Interest Group status of any Interest Group failing to achieve the minimum membership for two consecutive years or failing to elect officers or failing to submit a program.

The Executive Director is an ex-officio member of the Finance Committee and the Resource Development Committee.

The Executive Director serves on the following committees: the Administrative Committee, Executive Council, Emergency Committee, and Committee on Committees.

The newly appointed Executive Director serves as Executive Director-Elect for one year before his/her term begins.

The retiring Executive Director serves on the Committee on Committees and the Executive Council for one year after her/his term as Executive Director.

Implied Responsibilities:

The explicit responsibilities enumerated in the constitution imply several other responsibilities:

The Executive Director maintains the SSCA office and staff.

The SSCA staff consists of an Executive Assistant that serves year round and three to four staff members who help with registration at the annual convention. SSCA has no employees in the formal sense. The Executive Director is an unpaid position. The Executive assistant and registration staff are paid as contract laborers making them responsible for their own taxes and other types of withholding, but the Executive Director is responsible for providing all contract laborers with the required 1099 Tax forms via SSCA's tax accountant. The SSCA budget has a line item for Administrative Assistants and all contract labor must be paid from this item.

The SSCA office is housed either at the home institution of the Executive Director or the home institution of the Executive Assistant. Traditionally, that institution covers the costs of mailings, phone calls, etc. The SSCA budget provides some funds for the maintenance of the office such as supplies, shipping, etc. The items that move from office to office with the Executive Director include a limited number of back issues of the journal, an incomplete collection of past newsletters and convention programs, files related to the business of the association and supplies related to convention registration.

As Treasurer and as an ex-officio member of the Finance Committee, the Executive Director oversees the execution of the budget and the reporting of budget related issues to the Administrative Committee, Executive Council, and other appropriate committees. In addition, the Executive Director is responsible for making sure that accountants file the proper tax documents each year and that the financial review is performed on time and reported, that the association has the proper General Liability and Event insurance, and that SSCA monies are secure in the proper types of accounts. Of course, the Executive Director is responsible for the proper handling of all income and the proper dispersion of all accounts payable.

As secretary, the Executive Director oversees the maintenance of the membership database and convention registration. He/she is also responsible for a host of related functions such as:

- Acknowledging gifts to the Association;
- Planning the Food and Beverage for all on site convention events;
- Overseeing the production of all sanctioned Association, division, and interest group award plaques and/or financial rewards;
- Distributing agendas and other meeting materials;
- Posting minutes of SSCA business meetings;
- Updating the published lists of Patron, Institutional, Emeritus and Life members;
- Reporting the member elected as the SSCA representative to the NCA Nominating Committee;
- Sending membership and convention information to the SSCA members;
- Updating the Division and Interest Group officer lists;

- Keeping the constitution properly revised as authorized by the membership via constitutional amendments as provided for in the constitution;
- Updating the public lists of all SSCA committees, officers, and journal editors;
- Liaison with the publisher of the journal concerning business matters;
- Liaison with other publishing interests related to the journal (e.g. EBSCO) concerning business matters;
- The ongoing compilation of SSCA documents and materials and their subsequent submission to the SSCA archives in Utah;
- Aid the Vice President in the printing the convention program;
- Notify all election nominees of ballot results immediately following elections;
- Planning and conducting convention site visits and Time and Place committee visits;

Timeline and Procedure for Executive Director Replacement

The search for a new Executive Director will begin 2 years before the end of the current director's term with an announcement at that SSCA convention. (For example, since a new ED is to take office in 2010, the announcement for the search for a new ED will occur at the 2008 convention).

The sub-committee charged with recommending the new ED must report their recommendation to the Executive Council no later than the convention immediately held before the final year of the current ED.

(For example, for the new ED to start in 2010, the recommendation to the Executive Council must occur no later than the 2009 convention.)

At the convention immediately preceding the final year of the current ED, the membership must ratify the nominee for Executive Director. Once that occurs, the nominee becomes the Executive Director-Elect. (For example, for the new ED to start in 2010, the membership ratification must occur no later than the 2009 convention.)

The new Executive Director-Elect serves from August 1st of the year of her/his ratification to July 31 of the following year. At that point, the Executive Director-Elect becomes the Executive Director.

Duties of the Executive Director-Elect

Once appointed the Executive Director-Elect serves from August 1 to July 31 of the year preceding her/his term as Executive Director.

In order to be prepared to take over the duties of Executive Director, the Executive Director-Elect must perform the following duties:

- Learn how to update and maintain the SSCA website;
- Learn how to distribute information to the membership;
- Learn how to update and maintain the SSCA membership database;
- Learn how to handle PayPal transfers;
- Learn how to conduct elections and use the SSCA survey technology;
- Learn how to submit materials to the SSCA archive in Utah;
- Take and post the minutes at the SSCA Executive Council meeting at NCA and the Executive Council and Business breakfast meetings at the SSCA convention.

- Oversee the publishing of the Fall and Spring newsletters;
- Set up an SSCA checking account;
- Learn how to use the SSCA accounting program including how to generate reports;
- Go on Time & Place committee and convention site visits to learn those procedures;
- Interact with regional and NCA Executive Directors and Conference Direct representative;
- Assist with registration at the convention;
- Assist with the financial review.

Duties of SSCA Marketing Director

The responsibilities of the SSCA Marketing Director, as outlined by the SSCA Constitution include:

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.

Specific responsibilities, as outlined by SSCA Marketing Director Kelli Fellows (March, 2009) include the following:

Strategic Planning:

1. Identify critical needs and/or opportunities for the association in conjunction with the Executive Committee
2. Prepare an overall marketing plan for the association
3. Set goals for each year

Marketing Activities:

1. Develop a budget for various marketing activities specified in the overall marketing plan
2. Work with the Executive Director and Executive Committee in design, production, and distribution of promotional materials including flyers, brochures, newsletters, and other collateral information
3. Develop and implement e-mail marketing campaigns
4. Identify and coordinate web site updates in conjunction with overall marketing plan
5. Develop and implement special promotions in association with the Executive Committee
6. Maintain computerized marketing database that contains all relevant project files and associated materials
7. Maintain a computer database that tracks the status and progress of all marketing projects
8. Attend various relevant meetings as directed by the Executive Committee
9. Act as a representative of the organization

Membership Development and Maintenance:

1. Evaluate membership trends
2. Assess membership needs
3. Develop instruments and reports related to membership tracking and needs assessment
4. Write article(s) for *Connections*

Funding:

- Procure advertising for the annual convention program
- Coordinate exhibits for the annual convention
- Act as a liaison to convention exhibitors
- Identify and secure funding for other activities of SSCA as directed by the Executive Council.

Awareness:

- Develop and implement campaigns to enhance association awareness at the state, regional, and national levels
- Foster relationships with leaders of state, regional, and national communications associations
- Identify underrepresented areas (local or state) within the association

Time Line:

April/May/June.

- Assess conference proceedings
- Examine ways to streamline the process for the upcoming year
- Develop marketing plan and objectives for the year

July/August.

- Implement initial plans as outlined in marketing plan

September/October/November/December.

- Solicit membership for advertising
- Solicit previous exhibitors for exhibit space
- Implement marketing plan and objectives

January.

- Confirm advertisements and exhibit space with SSCA office

February/March.

- Finalize exhibitor display with Janet Fisher and conference hotel
- Send thank you notes to all exhibitors and advertisers
- Send out exhibitor guidelines, contact information, and applicable times (setup, exhibiting/take down)
- Prepare report that highlights number of advertisements, exhibits, and total money generated; present results of marketing objectives employed and subsequent data obtained (e.g., surveys, membership development results)

April.

- Attend convention

- Meet informally with exhibitors and advertisers informally to acquire feedback for enhancement in subsequent years

Duties of the Editor of the *Southern Communication Journal*

The following information was provided by John Meyer and Mary Stuckey, February, 2009.

According to the SSCA Constitution, “the Journal Editor shall direct and supervise the publication of the *Southern Communication Journal* as authorized by the Executive Council.” (Article IV, Section 4E)

List of Responsibilities:

- Recruit and maintain editorial board of submission reviewers
- Plan the articles to publish based on reviewer comments
- Plan special issues or sections of the journal on selected topics; often recruiting guest editors for same
- Communicate with authors submitting essays on reviews, decisions, and revisions
- communicate decisions on manuscripts to editorial board members and any other outside reviewers
- Oversee a section on book reviews, selecting a book review editor for same
- Attend SSCA and NCA conferences to report to the Administrative Committee, Executive Council, and to the SSCA membership on submissions and progress; meet with executive director and Taylor and Francis representatives about the journal
- Write column for Connections
- Initiate and preside over selection process for the Rose B Johnson award for best SCJ article for each volume (year); present the award at the banquet
- Work with the publisher, Taylor and Francis, on proofing, printing, and permission issues
- Plan or participate in convention panels regarding publication of research

Suggested Time Line to Follow:

Year 0 (Editor-Elect)

- Recruit Editorial Board members
- Recruit Book Review Editor
- Prepare process and assistance for receiving manuscripts
- Begin manuscript receipt and review process
- Solicit ideas for Special Issues or Sections; recruit Guest Editors
- Attend NCA conference for reports and meetings with immediate past editor, executive director, Taylor and Francis representatives, Administrative Committee, Executive Council

Year 1 (Editor)

- Maintain process for receiving manuscripts, deciding on reviewers, sending them out for review
- Communicate with authors on receipt, decision, and revisions desired for manuscripts
- Communicate decisions on manuscripts to editorial board members and any other outside reviewers
- Work with Taylor and Francis representatives on style, proofing, and available pages for each issue
- Work with Book Review Editor on submission/editing of Book Reviews
- Work with Guest Editors on progress of Special Issues
- Attend SSCA conference for reports and meetings with executive director, Taylor and Francis representatives, Administrative Committee, Executive Council, and membership at the business meeting
- Attend NCA conference for reports and meetings with executive director, Taylor and Francis representatives, Administrative Committee, Executive Council

Year 2 (Editor)

- (February) Initiate process for selection of Rose B. Johnson Award for last year's *SCJ* volume
- Maintain process for receiving manuscripts, deciding on reviewers, sending them out for review
- Communicate with authors on receipt, decision, and revisions desired for manuscripts
- Communicate decisions on manuscripts to editorial board members and any other outside reviewers
- Work with Taylor and Francis representatives on style, proofing, and available pages for each issue

- Work with Book Review Editor on submission/editing of Book Reviews
- Work with Guest Editors on progress of Special Issues
- Attend SSCA conference for reports and meetings with executive director, Taylor and Francis representatives, Administrative Committee, Executive Council, and membership at the business meeting. Present Rose B. Johnson Award to the best article in *SCJ* for finished volume
- Attend NCA conference for reports and meetings with executive director, Taylor and Francis representatives, Administrative Committee, Executive Council

Year 3 (Editor)

- (February) Initiate process for selection of Rose B. Johnson Award for last year's *SCJ* volume
- Maintain process for receiving manuscripts, deciding on reviewers, sending them out for review
- Communicate with authors on receipt, decision, and revisions desired for manuscripts
- Communicate decisions on manuscripts to editorial board members and any other outside reviewers
- Work with Taylor and Francis representatives on style, proofing, and available pages for each issue
- Work with Book Review Editor on submission/editing of Book Reviews
- Attend SSCA conference for reports and meetings with Editor-Elect, executive director, Taylor and Francis representatives, Administrative Committee, Executive Council, and membership at the business meeting. - Present Rose B. Johnson Award to the best article in *SCJ* for finished volume
- Work with Editor-Elect on transition issues; forwarding new manuscripts on
- Attend NCA conference for reports and meetings with Editor-Elect, executive director, Taylor and Francis representatives, Administrative Committee, Executive Council

Year 4 (Immediate Past Editor)

- (February) Initiate process for selection of Rose B. Johnson Award for last year's *SCJ* volume
- Attend SSCA convention for meetings with Administrative Committee and Executive Council. -- Present Rose B. Johnson Award to the best article in *SCJ* for finished volume

Duties of SSCA Standing Committee Chairs

This general outline is designed to give a broad overview of the responsibilities carried out by members and chairs of the SSCA Standing Committees. Typically, a Standing Committee is composed of the chair and two committee members. It has been the general practice for a committee member to be appointed to a Standing committee with the expectation that that person advances over the three years of service to the position of chair.

As explained by the SSCA Constitution:

Section 1. Standing Committees.

- 1. Committee and Purposes. The standing committees and their purposes shall be:*
 - 1. Committee on Committees, whose purpose shall be to make committee appointments at each convention, and to review assignments in the fall, filling vacancies as needed. While any committee may recommend new members, the power of appointment shall reside in the Committee on Committees.*
 - 2. Constitution Committee, whose purpose shall be to review the Constitution periodically and to recommend such amendments as may seem necessary to provide for new developments within the Association and in its relationship with the National Communication Association.*
 - 3. Finance Committee, whose purpose shall be to prepare an annual budget, present it to the Council for approval, maintain a balanced budget, and supervise its use. The Executive Director shall be an ex-officio member of the Finance Committee. The Finance Committee must approve payment for non-budgeted items in excess of \$1,000. The Finance Committee shall make recommendations on the investment of money raised through the payment of Life Membership dues.*
 - 4. Nominating Committee, whose purpose shall be to nominate yearly a slate of one or more candidates for Vice President-Elect, candidates for the other elected offices that may be vacant, and perform such duties as prescribed in Article VII, Section 1C.*
 - 5. Publications Committee, whose purpose shall be to monitor and make recommendations concerning the publication needs of the Association, to develop and approve policies related to the appearance, frequency, and graphic layout of the publications, and to recommend to the Executive Council editors of SSCA publications (other than the newsletter editor).*
 - 6. Resolutions Committee, whose purpose shall be to draft and present the standard and any special resolutions at the annual convention.*

7. *Time and Place Committee, whose purpose shall be to solicit and receive competitive bids from cities as well as to recommend a site for the annual convention. The committee formulates a list of potential convention sites, with the help of consultant, solicits bids from the localities, reviews submitted materials, submits a rank order of localities with recommendation, visit hotels in selected location and submit recommended Hotel section. (Please note: These specific guidelines noted in red were recommended by Robert Denton, February, 2009).*
8. *Minority Recruitment and Retention Committee, whose purpose is to recruit and retain underrepresented populations as members and determine the recipient of the Minority Recruitment/Retention Award.*
9. *Resource Development Committee, whose purpose is to research, plan, and develop financial resources and fundraisers to benefit the organization. The Executive Director shall serve as an ex-officio member of this committee.*

C. Appointment

1. *The Committee on Committees shall consist of the Administrative Committee, the retiring Editor, and retiring Executive Director.*
2. *Standing Committees should consist of three members in good standing.*
3. *Members of the Standing Committees and Awards Committees, except the Nominating Committee, the Committee on Committees, and the Rose B. Johnson Award Committee, shall be appointed for a term of three years, with staggered terms, shall be eligible for reappointment, and have the retiring member serve as chair.*
4. *Members of the Rose B. Johnson SCJ Article Award Committee shall consist of the SCJ Editor and the Editorial Board.*

C Reports. Each committee shall present its reports to the Executive Council in session at the convention as requested by the President, and the President is empowered to require reports of progress during the year.

In practice, Standing Committee Chairs should plan to attend meetings of the Executive Council held at the National Communication Association Convention, as well as the Council meetings held in conjunction with the SSCA Convention. Written reports should be submitted at those times to the SSCA President and the Executive Director.

SSCA Award Committee Duties

This general outline is designed to give a broad overview of the responsibilities carried out by members and chairs of the SSCA Award Committees. Typically, an award committee is composed of the chair and two committee members. It has been the general practice for a committee member to be appointed to an awards committee with the expectation that that person advances over the three years of service to the position of chair.

The duties of the Awards Committee Chair include:

- Receiving nomination materials and distributing them to committee members
- Conferring with committee members about nominations
- Reporting the award winner to the Executive Director in a deadline set by the Executive Director
- Notifying the winner of the award
- Attending the annual convention awards luncheon. Because of the variance in support SSCA members receive to attend the convention, if the committee chair cannot attend and present the award, then a member of the awards committee could make that presentation. If no committee members are available to attend, then the SSCA Executive Director could appoint an award presenter.
- Presenting the award at the annual convention awards luncheon

Awards Committee chairs are invited to attend meetings of the SSCA Executive Council which take place at the annual National Communication Association Convention and prior to the SSCA annual convention.

Calls for awards are sent out by the Executive Director through the SSCA website and through the online newsletter, *Connections* and through email messages to the membership. The timeline followed in receiving nomination materials and evaluating those nominations will be in keeping with dates set by the Executive Director and the SSCA President.

Duties of SSCA Division Chairs

This general outline is designed to give a broad overview of the responsibilities carried out by those in leadership positions of SSCA Divisions. Typically, a division is led by a chair, a vice chair and a vice-chair elect.

As explained in the SSCA Constitution:

Section 5. Officers. Members of each Division shall elect the officers for the Division.

1. The officers and their responsibilities shall be:
 1. The Chair, who shall be the chief officer of a Division and shall be responsible to the President of the Association.
 2. The Vice Chair, who shall serve as program chair for the section programs at the annual convention and shall be responsible to the Vice President of the Association and ascends to the office of Chair.
 3. The Vice Chair-Elect, who ascends to the office of Vice Chair and assists the Chair with divisional responsibilities.
 4. The Secretary, who shall take minutes and publicize activities of the Division and shall be responsible to the Executive Director of the Association.
2. Activities and specialty interests within each Division shall be directed by the officers of that Division.

Further, the Constitution specifies that the Immediate Past Chair of the Division will become a member of the SSCA Nominating Committee in Section VII:

1. The Nominating Committee shall consist of the Immediate Past President of the Association, as chair, and the Immediate Past Chairs of all Divisions.
2. All members shall serve for one year.
3. The Committee Chair or designee shall give a report to the Executive Council at its annual meeting during the National Communication Association convention.

Members of the division leadership team should consult the Division By-Laws posted on the SSCA website for more specific information regarding their responsibilities.

As a division member advances from the position of Vice Chair Elect, to Vice Chair, to Chair, the expectations of the office change. Vice Chairs are charged with program planning and are expected to attend a convention planning meeting that is held as part of the annual SSCA Convention. Typically, calls for division papers are submitted by the Vice Chair to the Executive Director for publication on the SSCA Website. Generally, submission deadlines are set for mid-September. Vice Chairs then are charged with putting together panels and

submitting those to the SSCA Vice President by mid-October. A draft of the convention program is generally made available to all Division Chairs at the SSCA Executive Council meeting held at the National Communication Association Convention. Program corrections are then sent to the SSCA Vice President and Executive Director for inclusion in the convention program.

The Division Chair attends the Executive Council meetings held at the National Communication Convention and those held in conjunction with the SSCA Convention. It is the chair's responsibility to see that copies of the minutes of all divisional business meetings are sent to the Executive Director. The Division Chair should prepare a written report for the SSCA President and Executive Director to be presented at the Executive Council meetings.

Election of division officers typically occurs at the annual meeting of the division at the conference. Term of office begins at the following year's conference. Where one office follows another--such as from Vice Chair elect to Vice Chair, or from Vice Chair to Division Chair--the term of office for the new position begins at the division meeting in the next successive year.

Duties of SSCA Interest Group Chairs

This general outline is designed to give a broad overview of the responsibilities carried out by those in leadership positions of SSCA Interest Groups. Typically, an interest group is led by a chair and a vice chair.

According to the SSCA Constitution:

1. The officers and their responsibilities shall be:
 1. The Chair, who shall be the chief officer of an Interest Group and shall be responsible to the President of the Association.
 2. The Vice-Chair, who shall serve as program chair for the Interest Group program(s) at the annual convention and shall be responsible to the Vice-President of the Association.
 3. The Interest Group shall take minutes and publicize activities of the Interest Group and shall be responsible to the Executive Director of the Association.
2. Activities and specialty interests within each Interest Group shall be directed by the officers of that Interest Group.

Members of the division leadership team should consult the Division By-Laws posted on the SSCA website for more specific information regarding their responsibilities.

As an interest group member advances from the position of Vice Chair to Chair, the expectations of the office change. Vice Chairs are charged with program planning and are expected to attend a convention planning meeting that is held as part of the annual SSCA Convention. Typically, calls for interest group papers are submitted by the Vice Chair to the Executive Director for publication on the SSCA Website. Generally, submission deadlines are set for mid-September. Vice Chairs then are charged with putting together panels and submitting those to the SSCA Vice President by mid-October. A draft of the convention program is generally made available to all Interest Group Chairs at the SSCA Executive Council meeting held at the National Communication Association Convention. Program corrections are then sent to the SSCA Vice President and Executive Director for inclusion in the convention program.

The Interest Group Chair attends the Executive Council meetings held at the National Communication Convention and those held in conjunction with the SSCA Convention. It is the chair's responsibility to see that copies of the minutes of all Interest Group business meetings are sent to the Executive Director. The Interest Group Chair should prepare a written report for the SSCA President and Executive Director to be presented at the Executive Council meetings.

2009 SSCA Presidential Address by Jerry Hale

President Jimmy Carter told a story when giving the 1997 commencement address at Duke University that I would like to share with you. I have taken some creative liberties with it, but you'll still get his point.

A man who had been a longtime faculty member in the Department of Speech Communication at the University of Georgia passed away and was suddenly whisked to the gates of heaven where he was met by St. Peter. St. Peter demanded, "name" and the man replied "Jerry Hale." St. Peter asked "Why are you here?" The man replied I was a husband, a father, and a decent college professor. I tried to be a good person. I am hoping to get in."

St. Peter asked "What did you ever do for others?" The man said, "Well think of my work! Over the course of my career I molded the minds of thousands of students." An angel hovering nearby was trying hard to keep from laughing. St. Peter said "Uh, yeah, about that . . . around here, we've all seen you lecture. Have you done anything more tangible to help others?"

Professor Hale thought for a while and said, "well my wife and I wrote a \$50 check to Mothers Against Drunk Driving. Oh yeah, there was also the time when a fire damaged a neighbor's home. I dug around in the garage and found some clothing and a chair we gave to them. That stuff had to be worth at least \$50."

St. Peter turned to the angel and said, "go down to earth and check out his story." The angel left and returned a short time later. He told St Peter "Everything he said is true. What shall we do with him?" St. Peter said "Give him back his \$100 and tell him to go to hell!"

I am a Presbyterian by marriage and hope those of you with Judeo Christian religious beliefs will forgive a bit of theological license with the concepts of grace versus works and salvation, and that those of you with very different belief systems will look beyond the unique metaphysical elements of the story and see it for what it is: A call to action in a world desperately in need of social servants and social justice.

What I love most about my chosen field of study is that communication, more than any other academic, intellectual, or applied pursuit, has the ability to improve the human condition. I have reached a point in my career where simply imparting information to young people, and then hoping that they will use what they have learned to benefit the communities in which they live, is not enough to sustain or satisfy me. I have come to believe that the privilege of teaching young people carries with it the added responsibility of encouraging them to engage in uncommon citizenship. This afternoon I want to exhort you to join me in that pursuit by making a for greater emphasis on service learning.

Our institutions of higher learning, our region, and our nation are facing a financial crisis that is the most difficult since the Great Depression. The National unemployment rate is 8.5%. The number of people unemployed in the United States of American is greater than the populations of Georgia and South Carolina combined. Seven states in our region—Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee—are currently among the nation's top 15 states in rates of unemployment.

Data related to homelessness are lagged by a year, but one year ago when the economy was in better shape than it is now, 3.5 million Americans, 1% of the total population and 10% of the population living below the poverty level, experienced homelessness. 44% of the homeless population is families with children. Most families in the United States are two or maybe three missed paychecks away from being homeless.

According to UNICEF of all the nations in the world, only Mexico has a greater proportion of its children living in poverty than the United States. Moreover, poverty in this country is on the increase.

So there is little doubt that our communities are in need of our energies and our expertise. Learn and Serve America describes service learning as *"a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities."* The field of communication is uniquely positioned to teach theory and practice in ways that integrate meaningful community service, make for more consequential learning experiences, and strengthen communities in this time of great need. Most importantly, every area of our field can adapt its curriculum to include service learning.

Let me give you some diverse examples from my own experiences, those of my colleagues at the University of Georgia, and from other communication scholars that shared their visions and practices with us in Savannah and here in Norfolk.

My colleague Tina Harris teaches courses in Interracial and African American Communication. Her students develop workshops on communication and diversity and have successfully taken them into the community. Her students have put perspective taking and interracial communication skills to work for Community Connections, an organization that assists Athens residents in finding needed social services and in placing volunteers with a variety of social service organizations.

My colleague Ed Panetta teaches courses in argumentation and debate. He and students from his classes have begun a debate program at the Lee State Prison, a medium security facility in Leesburg Georgia. Prison officials view the program as training in alternative dispute resolution and believe it has the potential to reduce violence and recidivism in the lives of participating inmates.

My colleague Don Rubin, teaches intercultural communication. He and his students have helped a burgeoning population of federally placed, youthful political refugees, assimilate into American life often in openly hostile communities. His students have tutored young refugees, and helped them with English language skills, so that they may succeed in school and heighten the chance for academic success and a better life in a new country.

Students in small group communication courses in my department have applied concepts related to group communication and dynamics while assisting the Northeast Georgia Food Bank, a

local senior center, the Athens Area Homeless Shelter, Special Olympics, the Department of Family and Children's Services, and local soup kitchens.

Last year at the Savannah conference, I was reminded of the role performance studies scholars and students played in enriching the lives of Arizona seniors. The Desert Readers performed for us and discussed how they took readers theater productions to senior centers in the Phoenix metropolitan area. Deanna Sellnow and Dick Conville shared with us how they incorporated service learning into courses in public speaking and interpersonal communication, respectively. Yesterday I attended a session featuring Joy Hart and Khandi Walker. They offer students an interdisciplinary, study abroad, service learning course related to health communication in Belize.

My former colleague Kevin DeLuca included service learning in his environmental communication class. A central premise in Kevin's environmental communication class was the notion that visual images of, and experiences with the environment, influence how we communicate regarding the environment and interact with it. For years his classes maintained a community garden and helped maintain green space around Athens. Consumer advocates indicate that community gardens can save families significant amounts of money while improving their nutrition.

Kevin also taught classes on the rhetoric of social movements. If you are a Department Chair, Head, Assistant Dean, Associate Dean, or Dean, or if you have served in any of these roles, will you please raise your hands? His assignment to students in the rhetoric of social movements was one that would have kept Chairs, Heads, and Deans awake at night. It was simply to "create a social movement." The occasional phone call I had to make to the University's Office of Legal Affairs, for example to see if we were subject to litigation for mass produced posters showing consumers in gas masks to protect themselves from the ingredients of a popular Atlanta based soft drink, were more than offset by the benefits of successful student initiated projects. One such campaign included a giant igloo built out of plastic water bottles to educate the community about how few plastic bottles are recycled. The area around the igloo included receptacles where plastic bottles were deposited for recycling. Americans drink an average of 167 bottles of water annually and recycle only 23% of them. Thirty eight billion water bottles end up in landfills every year. Bottled water costs between \$1 and \$4 a gallon and 90% of the cost is in the manufacturing and labeling of the bottle.

Finally, students in a mass communication classes, interpersonal communication classes, and nonverbal communication classes, took up the *Darius Goes West* cause that I promoted at last year's conference. They hosted screenings and other events related to the award winning documentary film and, in the process raised money for Duchene Muscular Dystrophy research.

About a month ago I received an email from a friend who is a member of SSCA and one of its Past Presidents. The email inquired about the content of my Presidential Address. When I said it would have a service learning theme, I got a simple two word response: "too safe."

The National Clearinghouse for Learn and Serve America surveyed 349 colleges and universities. They found that only 12.2% of faculty members included service learning in their

courses. When 87.8% of university faculty members eschew service learning it seems to me the safe thing would be to advocate business as usual. Instead, I want to advocate the unusual: greater community involvement in the learning process.

Research shows that there are four major impediments to wider use of service learning. They are a lack of rewards for faculty participation, a lack of resources to offset costs, the feeling that the service offered is insignificant, and the perception that service learning is not a good fit for a particular course or set of courses.

The late George Carlin did a monologue he called "Free Floating Hostility." It was a rant about 20 things he detested. I must confess that after 9 years as a Department Head I have my own monologue of Academic Free Floating Hostility. I am pleased to say that my own colleagues rarely push these hot buttons for me, but university faculty members in general are pushing them with greater and greater frequency. One of the hot buttons is the notion that we should only be doing things for which we are tangibly (which is code for financially) rewarded. What ever became of the notion of doing something because it was the right thing to do? What ever became of a norm of social responsibility? To my colleagues in the audience that are Chairs, Heads, or Central Administrators I urge you to build rewards for service learning into your department's, college's, or university's merit pay policies. Because some day I am confident there will be pay raises again. To every professor, and graduate teaching assistant, I urge you to engage in service learning regardless of the financial rewards. Do it because your students, your community, your state, and your country need you to do it.

If you forgo service learning because you think service learning requires personal or departmental resources I say to you that the infrastructure is in place in your communities for useful service learning opportunities. All it will require is your creativity and your time. All of our communities have non-profit social service organizations, food banks, homeless shelters, soup kitchens, senior centers, refugee populations, community green spaces, plastic bottles, or jails waiting for the help that we can bring.

If you are thinking to yourself, "I cannot do anything significant." I would remind you of one of my favorite quotes. It is attributed to Helen Keller: "I long to accomplish great and noble tasks, but it is my chief duty to accomplish small tasks as if they were great and noble." My advice is to start where you are and to do what you can.

If you believe your classes are not amenable to service learning, I refer you to my previous list of courses that have successfully incorporated service learning. Service learning can be included in courses from every area of the field from argumentation to health communication, from rhetoric to public relations, from interpersonal communication to performance studies, from mass communication to intercultural communication, from public speaking to organizational communication, and beyond.

I hope when my life is over somebody doesn't slip me a C note and tell me to go to hell because I haven't done enough to strengthen my community. With my luck hell wouldn't be a fiery pit. It would be personalized and I'd spend eternity in a faculty meeting or listening to students ask if "that stuff is going to be on the test." I am committed to accomplishing small tasks, service

learning projects, as if they were great and noble. I am committed to providing my students rich opportunities for learning and reflecting in a context with real consequences, so as to encourage civic engagement and to create stronger communities. Our students, our communities, our states, and our country need that commitment from all of us.

My goal is that one year from now SSCA members will have doubled the number of classes that include service learning, and that two years from now that quantity will have doubled again. I am giving you all an assignment for the next year. It is to create a social movement! And make the social movement a new service learning class.