

82nd Annual Convention
Southern States Communication Association
San Antonio, Texas
Breakfast Meeting
Friday April 13, 2012 (Anacacho Ballroom, 8:00 am – 10:00 am)

AGENDA

1. CALL TO ORDER

2. WELCOME TO SAN ANTONIO, TEXAS

3. APPROVAL OF THE MINUTES.

Minutes of SSCA Business Breakfast Meeting, Little Rock, AR

4. APPROVAL OF AGENDA

5. OFFICERS' REPORTS

5.1 President – Frances Brandau-Brown, *Sam Houston State University*

5.2 Vice-President – Monette Callaway, *Hinds Community College*

5.3 Immediate Past President & Nominating Committee – Thomas Socha, *Old Dominion University*

5.4 Vice-President Elect – John Meyer, *University of Southern Mississippi*

5.5 Executive Director – Carl Cates, *Valdosta State University*

5.6 Marketing Director – Jennifer Mize Smith, *Western Kentucky University*

5.7 SCJ Editor – J.D. Ragsdale, *Sam Houston State University*

5.8 NCA Legislative Assembly Representatives –

Michael Eaves, *Valdosta State University*, K-12 Representative;

Kirsten Heintz, *Pulaski Technical College*, Community College Representative;

Daniel Grano, *University of North Carolina at Charlotte*, 4-year College/University Representative

5.9 NCA Nominating Committee Representative – Emmett Winn, *Auburn University* (Nov 2011-2014)

6. STANDING COMMITTEE REPORTS

6.1 Committee on Committees – Frances Brandau-Brown, *Sam Houston State University*

6.2 Constitution – Richard Knight, *Shippensburg University*

6.3 Finance – John Haas, *University of Tennessee, Knoxville*

6.4 Local Arrangements – None.

6.5 Publications – Pat Arneson, *Duquesne University*

6.6 Resolutions – Wesley Buerkle, *East Tennessee State University*

6.7 Resource Development – Todd Goen, *Indiana University/Purdue University – Fort Wayne*

6.8 Time and Place – Bill Edwards, *Columbus State University*

7. NEW BUSINESS

8. INTRODUCTION OF SSCA PRESIDENT, Frances Brandau-Brown by Monette Callaway

9. 2011 SSCA PRESIDENTIAL ADDRESS:

Trend Becomes Tradition: The Educational Challenges of New Communication Technologies

10. ANNOUNCEMENTS AND ADJOURNMENT

1. President Brandau-Brown called the meeting to order at 8:34 a.m.
2. President Brandau-Brown then welcomed the 73 attendees to the meeting.
3. Approval of the minutes: Approved without change.
4. Approval of the agenda: Approved without change.
5. Officer Reports:
 - 5.1 President – Frances Brandau-Brown: Dr. Brandau Brown reported on the Digital SSCA goal followed by the approval of a \$50 charge for non-institutional members to post job ads on the website for 60 days.
 - 5.2 Vice-President – Monette Callaway: Ms. Callaway reported on the number of panels and announced a room change for panels in the Coronado room to the Austin room.
 - 5.3 Immediate Past President & Nominating Committee – Thomas Socha: Dr. Socha announced the election of Dr. John Haas as Vice-President Elect and the election of Kristen Cockrell as K-12 representative to the NCA Legislative Council.
 - 5.4 Vice-President Elect – John Meyer: Dr. Meyer referred the membership to his printed report. Additionally he noted 105 total students were selected for the CUHC, including co-authors. He urged the membership to attend the Osborn Reception to meet the participants. He then discussed the call for 2013.
 - 5.5 Executive Director – Carl Cates: Dr. Cates discussed the financial review from John Harvard. It was noted that the report came with no concerns. He then discussed the financial statements. He noted the exercise of an option to purchase two years of Showstoppers Coverage to insure the convention. He then discussed the EC approval of the change from plaques for top papers to certificates. Dr. Cates then discussed the need for additional guidelines for the association to meet the standards for non-profits regarding whistleblowing and conflict of interest policies. Dr. Cates reported that the new website vendor had been selected and the new website was under construction with the launch to come sometime after mid-May. He commented on the reception of the new credit card swipes and the positive reports on the change that has made in the speed of registration. These swipes are a part of our new affiliation with Moolah through Memberclicks. Finally, he called on the membership to make early plans for Louisville and the magnificent convention hotel, the Seelbach Hilton.
 - 5.6 Marketing Director – Jennifer Mize-Smith: Dr. Mize-Smith reported on the improvement of the numbers of institutional memberships. The Facebook and Twitter accounts are now active. A table with promotional items will be in the display area. Underwriting has improved, especially with the addition of support for the Clevenger Undergraduate Honors Conference Breakfast. She closed by thanking her students for their help.
 - 5.7 *SCJ* Editor – J.D. Ragsdale: Dr. Ragsdale reported the availability of the first two issues. There is no backlog of articles.
 - 5.8 NCA Legislative Assembly Representatives – Michael Eaves, Kirsten Heintz, and Daniel Grano: No report.
 - 5.9 NCA Nominating Committee Representative – Emmett Winn: See attached report. Please submit names.
6. Standing Committee Reports:
 - 6.1 Committee on Committees – Frances Brandau-Brown: President Brandau-Brown asked those interested in committee service to see Ms. Callaway.
 - 6.2 Constitution – Richard Knight: No report.
 - 6.3 Finance – John Haas: Dr. Haas reported all finances were in sound order. He then introduced the proposed budget for 2012-2013. Budget passed.
 - 6.4 Local Arrangements – None.
 - 6.5 Publications – Pat Arneson: See her written report.
 - 6.6 Resolutions – Wesley Buerkle: See attached report. All passed.
 - 6.7 Resource Development – Todd Goen: All goals met for getting each award up to the \$5000 level. The new funding priority is for \$10,000 for the endowment balance for each. Fundraising has begun to improve the Clevenger Undergraduate Honors Conference and the association's reserves. Presales for caring connections were \$1200. Mr. Goen then introduced Dr. David Nelson as his successor.
 - 6.8 Time and Place – Bill Edwards: The committee recommends the Austin Hyatt for 2016. Motion approved.
 - 7.0 New business: None introduced.

8.0 Introduction of Frances Brandau-Brown by Monette Callaway.

9.0 Presidential address given.

10.0 Announcements and Adjournment:

10. 1 Ms. Callaway announced the merger of two panels, the panel honoring Brooks Hill is including the panelists remembering Gary Copeland.

10.2 Ms. Callaway reminded the group of the panel honoring Bob Frank and of the Awards Lunch with Marty as the keynote speaker.

10.3 Ms. Callaway then made a special announcement of a new award funded in full by Suzy Osborn focusing on the Community College Division. The standards for the award will be written for approval at Louisville and the inaugural award will be given in 2014 at New Orleans.

Meeting was adjourned at 10:01a.m.