**SSCA Executive Council Meeting**
**Thursday, April 4, 2019**
**Alabama B**

The meeting was called to order by President Jason Munsell at 8:12 am.

President Munsell welcomed yesterday's attendees back and welcomed new attendees to the morning session.

8.0  Old Business

8.1  Comprehensive Marketing and Communication Plan—There was a discussion of the comprehensive marketing and communication plan proposed by Ashli Stokes.  There was a thorough discussion of the plan and proposed language.  The discussion was collaboratively led by Marketing Director Stokes and Leslie Pace, Chair of the Constitution Committee.  Immediate Past President Vicki Gallagher proposed a friendly amendment to change the committee name to the Resource and Membership Development Committee.  The amendment was accepted as friendly.  A motion was made and seconded to change the constitution so that the Marketing Director position became the Director of Strategic Communication, to rename the Resource Development Committee the Resource and Membership Development Committee and to have the committee report to the Director of Strategic Communication.  The motion passed unanimously and, as per the constitution, the matter was referred to the agenda for the Breakfast Business Meeting.

9.0  New Business

9.1  2nd Vice President Shawn Long introduced the idea of moving from a paper-based submission and program planning process to an electronic system.  He discussed moving to XCE as a vendor and software system for those functions.  XCE is significantly less expensive than the system used by NCA that was offered to regional associations and less expensive than others options that were investigated.  process and program planning.  The other regional associations have moved to an electronic submission system.  Vice President Long indicated the transition would speed up the submission and review processes and provide greater uniformity in the submission evaluation process.  He indicated the cost could easily be rolled into various fee structures.  President Munsell reminded EC members that fees increases would need membership approval.  Jerry Hale reminded the group that All Academic, the NCA software system was a recurring cost of at least $7,000 and indicated that some of the Association's reserves could be used to pilot the XCE software.  He wanted the membership to know that the initial cost of the XCE transition could come from Nashville conference revenues of from Association reserves.  NCA Legislative Assembly Representative Nakia Welch asked if this was an annual fee and whether the price would fluctuate over time.  Vice President Long indicated that locking in longer contracts would decrease the cost.  Representative Welch asked if this software request was coming from division planners or program planners, i.e., membership up or administration down.  Shawn believes that the user experience is logical and intuitive and would help more at the division and interest group level but would also benefit the Vice Presidents as they put together the program.  President Munsell indicated that the software would save hours of time in putting the convention together better help to avoid possible time conflicts and other programming issues that are difficult to manage manually.  Past President

Gallagher and Vice President Bourland-Davis and other Past Presidents present at the meeting agreed.

There was a discussion of the roll out time and an assurance was given that the roll out could occur for the 2020 conference time cycle.  President Munsell asked if there were reasons not to transition to the software.  Vice President Bourland-Davis noted that some divisions have very few submissions and may not need the software.  Other members pointed out that the cost was lower than for other conference planning software that had been investigated and that the proposal was only for a pilot program.  Executive Director Hale noted that the small cost could either be absorbed using SSCA reserves or could be rolled into conference registrations and/or memberships if needed.  A motion was made and seconded to pilot the XCE software for a year using SSCA reserves as the funding source.  The motion passed unanimously.  xecutive Council voted "Aye" and there were no "Nay" or abstentions

9.2.1  Code of Ethics—President Munsell opened the floor to a discussion regarding whether SSCA should adopt the NCA code of ethics.  The discussion generally supported adoption, though the question was raised regarding whether SSCA would have to revisit the issue every time NCA modified the code.  A motion was made and seconded to endorse the NCA Code of Conduct.  The motion passed with zero no votes and one abstention.
9.2.2  Label Inserted Here—President Munsell recommended SSCA adopt NCA wording for XXXXXXXXX.  A motion was made and seconded.  The motion passed unanimously.
9.2.3  Sexual Harassment Policy—President Munsell recommended SSCA adopt the NCA policy on sexual harassment.  A motion to do so was made and seconded.  The motion passed unanimously.
9.3  Change to Article VII, Section 3, Number 3—Executive Director Hale discussed ambiguous and redundant wording regarding election procedures and tie votes.  Constitution Committee Chair Leslie Pace  reported that the committee recommended a motion to add language to this section indicating that abstentions would not count as votes cast.  The constitution reads "Tie Between Two Candidates. If two candidates are the only ones on the ballot and receive exactly the same number of votes or a majority is not achieved, the Executive Director shall contact both candidates prior to conducting a second election. The second election shall open the voting at least thirty (30) days prior to the convention and close the voting at least fifteen (15) days prior to the convention. In the event that another tie or lack of majority ensues, the Executive Director shall conduct an election at the annual convention business meeting."  A motion was made to remove the phrases "or a majority is not achieved" and "or lack of majority" to eliminate redundancies and exclude abstentions as votes cast.  Since the recommendation came from the committee a second was not required.  The motion passed unanimously.  It will be presented at the Breakfast Business meeting for a vote.

President Munsell asked if council members had additional new business.  There was none.  A motion was made and seconded to adjourn.  The motion passed unanimously, and the meeting adjourned at 9:22 am.