



**OCA Executive Board Meeting
Nov. 1, 2013**

Meeting minutes

Present: Tim Pollock, Ted Avtgis, Erin Hollenbaugh, Dariela Rodriguez, Doug Switzer, Brad Palmer, Liane Gray-Starner, Jaime Stabile

Guests: Mike Posey, Mike Chuey (with Taylor, assistant)

Presentation by Mike Chuey, 3TL Studios

...Dec. 16 – week to beta test the new website (can Mike create accounts for Erin, Doug, and Liane... and create a wiki page where we can post our comments about the site)

- Mobile – Stefne (iPad) & Dari (phone)
- Submit to journal and conference – Ted
- Try out members-only area – Erin, Doug, Liane
- Search engine optimization and commenting on blogs – Brad, Jaime

...Feb. 1 – launch website... CELEBRATE IT!

Campus tour by Mike Posey, Franklin University

Planning for 2014 conference

- February – send out teasers about the official CFP... emphasize student submissions in the teaser, encouraging them to turn their papers/projects
- March 15 – send out CFP
- May 1 – resend CFP... “as you’re wrapping up your semester, don’t forget about...”
- June 15 – firm deadline for conference submissions.
- July 15 – deadline to send out decision emails
- Aug. 15 – draft of program – email to conference presenters (NOT available to everyone)
- Sept. 1 – final program available
- Sept. 1 – early registration
- Sept. 15 – registration deadline (add \$5 to each? Vote on it in June)
- Sept. 25 – add a cancellation fee (\$15 if they don’t show or cancel after Sept. 25? Vote on it in June)

Planning for 2014 journal

- Jan. 15 – send out call for journal submissions
- March 1 – deadline to submit to the journal

Voting

- May 15 – tease for officer nominations
- July 15 – call for officer nominations (require picture and statement/bio, with word limit)

- Aug. 31 – nominations close
- Sept. 15 – candidate bios on the website

Awards

- March 22 – teaser for call for awards
- April 7 – call for awards (award winners must be members for the coming year)
- June 15 – deadline for award nominations
- July 15 – award confirmations

New ideas for the 2014 conference

- Hold a space or two for panels that are created through website collaboration (the members weighing in) supporting cross-institution collaboration
- Track attendance... encourage the site host to have students count and try to assume students vs faculty... make sure they know which panel they are counting for
- Sponsorship... find ways to incentivize increased sponsorship (e.g., slate a workshop about how to navigate the publishing process with a high amount of sponsorship)
- Continue the Friday reception model
- Feature new schools, out of state attendees in a follow-up email

2013 conference – debrief

- Pro
 - Galvanized leadership team
 - Coordinated registration with a social space and breakfast
 - Friday night reception – Taste of Marietta... having it earlier before dinner. The showcase of restaurants worked because it was mutually beneficial
 - Out of state attendees
- Con
 - Refine registration process
 - Not enough cross-institution panels
 - Posters/sponsors too far from the action

June meeting

- Discuss fee structure (ED bring proposed fee structure with deadlines, cancellation fee)