



OCA Board Meeting

Nov. 2, 2012

Marietta College

Present: Tim Pollock, Doug Sweitzer, Alice Crume, Tiesha Anderson, Cristina Gonzalez Alcala, Theodore Avtgis, Dariela Rodriguez, Liane Gray-Starner, Erin Hollenbaugh

Call to order – 11:19 am

1. Introductions

2. Executive Report - Tim

-Nine people signed up for conference committee. Alice Crume new Conference Coordinator, working with Liane Gray-Starner -Tim may be working out of state. He doesn't think he will have to give up role on Board, but if so, Ted is capable to step in as Pres.

-Discussed recent history of OCA conference growth.

-Adam and Andrew working on website with 5 other volunteers -Tim working on a possible pair of keynote speakers

3. Discussion of 2013 annual conference - brainstorm ideas for next conference

PUBLICS

-Undergraduate students

...media focus, grad school workshop (with a nod to professional next steps for the students who don't want to go to grad school)

-Graduate students

-New faculty (1st time publishers)

...publication workshop

-Research faculty (more established)

...list of experts from OCA membership and create more of a media presence to create more public ...keynote as attraction for research faculty ...add a research award

-Teaching faculty

...GIFTS, workshops

SPONSORSHIP

- Consider featured sponsors for next conference,, with associate sponsors on Saturday only.
- Perhaps a publisher could sponsor a workshop on publishing textbooks to demystify the process.
- Continue cultivating relationship with Kendall Hunt.

OTHER IDEAS

...internship opportunity with one year rotation (PRSSA) ...themed conferences? Themed panels? Mini conferences for themed areas?
...symposium weekend? Webinar? May also draw more undergrads and HS students ...call for papers for specific panels ...reviewers for conference should be a smaller group who then can help filter into conceptual panel themes ...shorten time for posters, grad fair, and media fest slated for a particular time rather than all day

4. Discussion of journal directions

-Looking into the journal being picked up by a publisher (we need to be more selective about journal reviewers, consider multiple issues, special issues, guest editor) -Consider Journal of Comm Studies to be the more stringent journal for top scholarship, keeping OCJ as the first pub place to submit -Adam has an in with JofCS... Can we explore that option?

5. Joan Price - chair of department of media studies visited -Connecting their students and faculty to Media Fest (met with Doug)

MOVING FORWARD TO DO LIST

-Tim working on establishing PR internship for first year ...Marietta's contact is Jane Daily advisor for PRSA ...find information worthy of content and then creating content. Have them collect metrics to send to journals on membership, number of departments, etc.

...monitor web pages of Ohio schools, when good info pops up, send ideas to president to approve.

...then post on FB page, Twitter, blogs, Flickr, office of the president ...give student volunteers free registration to the conference.

...schools with strong student involvement - Marietta, Ashland, Findlay, Akron, Youngstown

-Seeking sponsorship for conference

...publishers' workshop... Publishers will pay to host a session to explain the custom publishing process (Ted following up with Kendall Hunt)

-Voting procedure

...call for nominations in March along with CFP ...statements from candidates when conference registration is open ...nominations due July 15 ...statements due Aug. 15 ...undergrad, grad, and any remaining open position nominations due at the business meeting (comm coordinator record their statements and post them) ...elections open Monday after conference for one week

...winners announced Oct. 15 ...board meeting first Friday in Nov.

-Proposed timeline

...March (week after NCA deadline) - CFP sent out (Pres) ...June 5 - district reps email reminder to their district colleges ...June 15 - submission deadline ...July 15 - decisions made ...Sept. 15 - final program posted to website and sent to printer

Executive Director report (Adam Earnhardt, via incoming ED Erin Hollenbaugh) -Final bills have not been paid from 2012 conference, but so far estimating about \$1,000 ahead of last year.

-A few less members than last year.

-About 127 registrants for 2012 conference.

-Will change banks and change names over with IRS in Jan or Feb to instill Erin Hollenbaugh as new Executive Director.

Adjourned 4:01 pm