



Ohio Communication Association

Fall Planning Meeting

Kent State University

November 4, 2011

I. Call to order: 11:06 am

II. Approval of minutes: tabled

III. Announcements:

- Doug - Electronic media competition and festival... Proposed for next year's conference
- Need to bring in other disciplines, including media/journalism

Welcome from Paul Haridakis, Director of School of Communication Studies

- will have help for Erin, encourage grad and undergrad students to participate
- can discuss possibilities of helping fund publishing abstracts

IV. Reports

Executive Director (Adam) - Financially stable. Only a few attendees who didn't pay.

- Session tallies from 2011 conference showed that some panels very poorly attended.
- Talked about sponsorship and ideas to increase donations. Perhaps board members can make contact with publishers about sponsorship. Board members attending NCA can hand out fliers on the conference and the journal.
- Could we have panels on things like scholar to scholar, book publishing, publishing in journals, getting that first job, etc.

Vice President (Tim)

- Contact list has been updated.
- Andrew has drafted a letter to send (along with conference program) after the conferences to programs that were not represented or underrepresented at the conference to entice them to come.
- Suggested reorganization and adjust tone of the letter to emphasize next conference and invitation to participate. Discussed what the intent is of the letter (for exposure, scholarship, get students involved). Maybe contact people who have published in the journal and don't go to conference. Adam can get a list of represented institutions at OCA and names and addresses to send letter and program to. Letter will be sent to reps to mail to institutions. (OCA can reimburse for mailing cost.)
- Also discussed the possibility of publishing proceedings for added benefit. Possibly adopting Journal of Communication Studies? Adam reports that the journal is no longer active. Marquette Publishing is in

charge of the journal. Journal of Comm Studies doesn't label as a state journal, so there is a benefit there. Theodore is following up on the possibility of this for our June meeting.

- How do we involve a broader membership of this association? Need people who can take on a project without becoming a member of the board. Include service opportunities so it benefits people for promotion and tenure.

Conference Coordinator (Michelle)

- Looked at call for conference papers, panels, workshops, posters, and GIFTS for possible revision.
- Submission deadline May 5 is during finals week for many institutions. Determined to keep it the same because there were plenty of submissions last year.
- Expand form for journal reviewers to include paper reviewers. For next year, Michelle will email members a month or two before May 5 deadline to ask for reviewers.
- Looking for next board members.
- How do we gauge interest at the conference? Work with Stefne to revise the form.
- Suggestions for ways to advertise jobs - jobs board, collect representatives into a space after business meeting. Send a quick note requesting announcements, accomplishments, and jobs at least three times a year. Recommendation for a schedule to give Andrew to announce things and manage social media.
- We need a clearer rubric for judging submissions because there were problems with evaluating submissions.
- Discussed revisions for call.
- Evaluation rubrics discussed. Liane is sending Michelle rubrics to evaluate submissions.

V. Old business - none

VI. New business

- Next year's conference at Kent State: proposed walking tour of May 4 site; workshop on how to conduct focus group (showcasing facilities); tour student media suites
- Electronic media competition and festival
- make it a theatrical experience. Perhaps going on throughout the day. Non-judged for first year, but create competition for following years. Need to be sure the festival is a part of OCA centrally, not a side event.
- Perhaps knock down their OCA membership fee by the amount of the submission fee.
- Doug coming to June meeting with more details.

Adjourn 2:10pm: motion (Tim), second (Ted)

Site visit: Franklin Hall

Submitted by Erin Hollenbaugh, edited by Adam Earnhardt