

Ohio Communication ASSOCIATION EXECUTIVE Board Meeting Minutes

Meeting Date: December 2, 2016 10:00 a.m.- 2:00 p.m.

Meeting Location: Clark State Community College, Springfield OH TLC Room 113

Recorded By: Chelsea Ann Kaunert

Agenda:

1. Welcome and Introductions
2. Approval of minutes
3. President’s Report
4. Vice President’s Report
5. Executive Director’s Report and Welcome
6. Journal Editor’s Report
7. Archivist Report (if available)
8. Outgoing Conference Coordinator’s report
9. Incoming Conference Coordinator’s report and Welcome
10. Sponsorship Coordinator Report
11. Review of 2016 Ashland Conference
12. Planning for 2017 Clark State Conference
13. Other Business

Attendance:

Michelle, Erin, Cody, Chelsea, Liane, Tammy, Amber, Laura, Kristen, Dariella, Scott, Michael, Jerry

Meeting Start time: 10:08 a.m.

1. Welcome and Introductions
   1. Everyone introduces oneself
   2. Dariella and Kristen via phone
   3. Erin: Sponsorship Coordinator
2. Approval of minutes
   1. Motion to approve by Liane:
      1. Amber motions to approve, Tammy seconds
      2. Members agree to approve minutes.
3. President’s Report
   1. Regional representatives: Liane will be compiling a list of universities that do not have associations/involvement with OCA. What is it about an institution that they do not connect with OCA both state schools and private institution? Goal: to work with regional reps to encourage them to reach out to these schools outside of email (social media, mail, and phone calls) Make ourselves visible! Rebuild pre-existing bridges and build new ones. Keep the focus on student and communications
   2. Website and voting process: not the smoothest. We need to clarify how we do the online voting needs to be fixed.
   3. Liane will be working with Tammy on the outreach
   4. Suggests the conference needs to be the first week in October, if that does not work with your cite then we do not use the cite. This needs to be added to the constitution and bylaws.
   5. Conference location: Every other year the conference is held centrally and then branches out. This also needs to be articulated within the bylaws. This could be done as a whole article.
   6. Meetings after conference needs to be in constitution as well: It is important to solidify the dates we meet. The first morning of the conference, the first Friday in November and then in the Spring (First Friday in June)
      1. Article 8: we have to put this is writing and it then gets approved.
      2. Liane makes a motion to purpose and write an article as an addition to the bylaws in regards to the conference time and location while ensuring there are emergencies situations.
      3. Add Archivist On-site Coordinator, Awards Coordinator and Sponsorship coordinator to bylaws as well
         1. Liane is going to write this up and we will vote it on it for the June Meeting then once approved Chelsea will put on to the website
   7. Article 6 from the bylaws needs to be removed from the constitution.
4. Vice President’s Report
   1. Plan special state and regional opportunities is going to be the focus. We need to be connected more than one time a year at the conference.
      1. Michelle sending list of community colleges to Liane and Tammy
         1. Seeking out where the comm people at within these places
      2. Liane suggests reaching outside state lines as well
   2. Tammy asked for people to reach out for whatever they need as she enters this new position
5. Executive Director’s Report and Welcome
   1. Amber makes a motion to confirm Michelle Coleman as the Executive Director
      1. Cody Seconds the motion
      2. Motion Approved by all voting members
      3. Liane Gray-Starner (president) directs Michelle Coleman to be added to the Ohio Communication Association checking account at PNC, and the removal of Cristina Gonzalez Alcala from the same account.
   2. Logo: Michelle is working with the Scott Dawson, Graphic Design Coordinator (Clark State), for OCA Logo through having a faculty member being in charge of it. It will essentially be student driven (they will do it as a project every year) and we will have numerous options for logo for postcard. It is nice to have someone to facilitate this process. It would be done for the postcards as well as the conference program
      1. Michelle will email out the logos and we will vote
      2. Post Cards should go out sooner
   3. June Meeting: potentially at June 2nd at Franklin State (possibility) but will be in Columbus
   4. Chelsea is going to send minutes to everyone
      1. Send Chelsea Kaunert a short bio of yourself
      2. Website- update the bios to make them look email(able)
   5. Website Updated, and we need to add the affiliates (non-voting members) onto the website. Refer to Article 5 in constitution.
   6. Put a timeline to reach out to colleges. We need deadlines for the who, what, where, when, why.
      1. Have something at the beginning of the spring semester
      2. Comprehensive list, transparent list, on who is contacting who and when as a collaborative working document (google doc) separated by region to hold each other accountable and set a deadline on when the have to be contacted by
      3. Send out a survey to these institutions on what they want in our conference/organization mid-January and we can use this as feedback
      4. We need a plan: The grad reps and other reps need to be aware of the plan and give them a deadline
      5. Liane would like to see: and excel sheet with community, state and list on website and each rep gets a list and they have to make contact with their school by a certain date. They are expected to contact someone and see if they want to receive information on OCA and potential involvement
         1. Michelle suggests making a script on what the reps could talk about to schools (Tammy and Liane) then send to division reps with the goal that they make their contacts. DEADLINE: initial contact made by end of February and then have contact by March
            1. Tiers of people we reach out to: Start with Department Chair and ask who we should be talking to. We need to gain personal contact and ask for email and names for people we can send survey to them then. (Google Forms)
         2. Cody is going to make the comprehensive excel sheet of schools. Michelle is sending him the community colleges lists.
         3. Tammy suggests to join the Basic Course list serv. Tammy is going to contact this group to pull people in.
         4. Michelle is going to be out of country June and July, so keep that in mind
            1. Erin says all Michelle will do in the summer is making registration open and gave Michelle a timeline
   7. Website and Communications Coordinator needs to be discussed
   8. Cristina’s Report (outgoing Executive Director) report given by Erin
      1. Current Account Balance: $20,747.48
      2. Erin is helping with the transition from Cristina to Michelle. Erin says our financials are very healthy. Suggests for Michelle in moving forward so we have money available when needed as well as talking about Fee structures for registration and adding part time faculty/practitioners fee- maybe something in the middle
         1. Recommendation for price will be done by Michelle, Cristina, and Erin to make sure we have it figured out and promote it before registration starts and is advertised
      3. Conference:
         1. costs around $4,500
         2. 73 attendees
         3. 41 Regular Attendees
         4. 32 Student Attendees
         5. next to name

**Break at 12:05**

**Meeting continues at 12:25**

1. Erin as addition to Executive Director Report (New Sponsorship Coordinator) :
   1. Shows up the most current excel sheet that is up to date
   2. PayPal has really helped
   3. Cost of conference has gone down each year
   4. Still encourage pre-register
   5. Amber: is there a way to register to before even though you have registered online before getting to the door. Erin answers yeah with invoices
   6. Added expense: Printed Journal
2. Journal Editor’s Report
   1. 2016 Journal is now online!
      1. Both whole journal and individual article links up
   2. Going to send printed copies to authors
   3. Journal needs to be revised as well as website
   4. 2017 volume moved to February publication, 6 papers accepted! Record number of submissions: 36 and geographically diverse
      1. almost through first round of revisions
   5. Central States Comm Association contacted Amber for a potential award and told them it was a special addition
   6. Journal is growing…we have had three people on Journal Board suggesting to bring on Laura Russel as a third member on the Journal Board. This could be best to aid in the transitional year ahead. Amber is going to make a manual to pass out in conjunction with Laura and Dariella to revamp the duties and to set expectations. We need to continue to grow the board and talk about deadlines, dividing up tasks, etc…
      1. As soon as NCA sends out accept/rejects we send out a call
   7. Acceptance Rates are looking better
   8. We need to market better
      1. Highlight authors
      2. Advertise
   9. Ebsco and Backlog Journal online needs to happen
   10. Amber motions to add Laura as a member on the Journal Editor Board
       1. Michelle seconds that motion
       2. Discussion: Can Laura do two roles? Dariella suggested finding someone between now and June to find another Rep. The jobs would not overlap in the end
       3. Motion granted by all voting members
   11. The below need to be added to constitution
       1. Journal Editor: Amber
       2. Associate Editor: Dariella
       3. Assistant Editor: Laura
   12. Central states: Award, is there a vacant space considering we are a part of central states
   13. We need to have postcards to have to give people to spread when at other conferences ECA and CSCA
       1. Before March
3. Archivist Report
   1. Doug digitizing all audio tapes
   2. Send archival footage to Chelsea to put on social media
   3. Handout of things that need to be destroyed. Jerry states that we have no choice but to
   4. destroy these things as they contain personal information of some people no longer relevant to our current organizations.
      1. Jerry asks that we look at what is on the sheet he passed out
      2. Item 6: not ready to destroy yet
      3. Item 10: wanting to get names from OEA. Maybe the OEA would want it? Jerry will contact OEA to see if they want it and we want in exchange a list of those names.
   5. Lists of High Schools in the state of Ohio. Liane suggests talking to someone on the state level to partner to help implement or partner.
      1. We need to ensure we have the short courses, the training, and the certifications for CE’s.
         1. An assistant Conference Coordinator could be added for things like the above
   6. Dariella planned preconference undergrad conference: Liane asks who is doing it for next year. Dariella says that she will do it again.
      1. Conference coordinator needs to be more involved. It needs to be on our website and be its own special thing
   7. Taking the Archival Materials to Muskingum University to be housed. Puts the call out for missing items Conference programs and Journals of the Ohio Speech Journal.
      1. Put this lists out on Facebook and other social media sites
   8. Back to items to be removed minus 6 and 10. Other items have been scanned digitally and others like the floppy discs are defective anyway. Consent given to destroy the aforementioned things minus 6 and 10.
4. Outgoing Conference Coordinator’s report Michelle
   1. 33 sessions all together
   2. Challenges Michelle faced: review processes, getting away from pdf’s. A lot of paper when you are the conference coordinator. Figure out how to make a system to stay organized
   3. Find chairs outside the board and previous members
   4. We have to get the word out to submit, from everywhere!
   5. People liked the mix up every hour. Each hour had something different. Topics were also mixed well, got great feedback
   6. Did not like the spotlight panel, then what else do we do with timing and other sessions? Try to keep a conference flow.
      1. Amber liked the spotlight hour, she felt as it was special as the 80th year
   7. Michelle thanks everyone
5. Incoming Conference Coordinator’s report and Welcome (Scott)
   1. Changes: Decision emails and combine submission dates everything else should be the same
   2. Conference Calls and Deadlines
      1. February 1: Send Teaser Call for Papers
      2. March 1: Send Official Full Call for Papers
      3. April 1: Resend Full Call for Papers
      4. May 7: Deadline for all Student, Professional, and Academic Submissions
      5. June 9: Decision Emails sent by Conference Coordinator
      6. July 18: Registration Opens
      7. August 14: Program draft to Executive Director and Site Planner for review
      8. August 31: Program At-A-Glance out to Presenters
      9. September 14: Final Program to Participants/Website
      10. September 30: Add a cancelation fee
   3. Program printing: where we can get it done the cheapest. Scott will work with Erin in regards to ads and thank you’s
   4. Sending around sheet for potential conference reviewers both on and off the board
   5. Undergrad pre- conference: Scott very much likes the pre-conference, matter of contacting surrounding school and find out how interested they are in bringing undergrads to this conference and plan accordingly
      1. Linking Scott to Dariella to work together
      2. Laura suggests consolidating this outreach with what the regional reps are doing already when contact schools. It may be a good idea to consolidate all undergrad activities on a Saturday. Liane says that it is not intended to make them stay the night but attract those undergrads students who are geographically close in an x mile radius.
   6. Laura suggests pushing back submission deadline do mid-May in hopes of gaining more submissions. Erin agrees. Amber: work in progress could be an option for submission through Faculty vouching maybe.
      1. Talking in June about special panel
      2. Expand even further on potential working on improving the conference experience for undergrads on Saturday beyond the Friday pre-conference.
      3. Submission Deadline: Previous May: 1st Current: May 7th
6. Sponsorship Coordinator Report (Erin)
   1. 8 grad programs publishers!
   2. Qualtrics survey from grad sponsors: liked location and did not like timing and not enough students
      1. Suggestions on Timing: Tighten up on opportunity fair. Erin suggests giving more time to talk to undergrads on potential opportunities to talk. Partners would like to be involved in pre-conference related to grad school. We don’t want to make them stay
      2. Poster judging for only 1 hour
   3. Changing it back to graduate school fair from Opportunities fair Friday afternoon to Saturday
   4. $3,700 in sponsorship last year. WAY TO GO ERIN
   5. Keeping initiatives for Partners and Sponsorship to retain these relationships
   6. Talk to neighboring school to feed students (undergrads)
   7. Awards reception at conference in 2017 will be after dinner this year
7. Review of 2016 Ashland Conference
   1. Talk about it in June
8. Planning for 2017 Clark State Conference
   1. Talk about it in June
9. Other Business
   1. Website, Social Media, Voting.
      1. Comments on Website and Alternatives for Voting
      2. Relationship with web developer: He was not supposed to manage content
      3. Chelsea is going to create things on website.
         1. Conference survey and voting all through google forms
            1. Keep announcing it and make it accessible
   2. Website
      1. What do we want it to look at?
         1. Dated
         2. It needs to be cleaned up as Communication professionals
            1. We need to make a change
            2. It is not inviting, not user friendly

Social Media game: it needs to be changed!

Severe Image over Haul

We need to be

* + - 1. Form the Adhoc committee and get together and Chelsea and Michelle will figure it out
      2. Make a movement to implement a Quorum on voting.
         1. If we do not make Quorum on voting then it stays open. Define it in constitution and add. 51% is Quorum. Add to adjustment onto proposal in June.
         2. OCA minutes need to be uploaded into some sort of communal dropbox
         3. Chelsea is going to develop an OCA gmail and link all social media accounts to that
      3. Liane Motions to adjourn
         1. Michelle seconds
         2. Agreed on by voting members

Meeting Concludes 2:00 PM