



**OHIO COMMUNICATION ASSOCIATION EXECUTIVE BOARD MEETING**  
**MEETING DATE: JUNE 1, 2018 10:00 A.M.- 2:00 P.M.**

---

**Meeting Location: Columbus State Community College**

**Agenda:**

- 1) Welcome and Introductions (Tammy)
- 2) Review and Approval of Minutes (Tammy)
  - a) Address Old Business, if needed
- 3) President's Report (Tammy for Liane)
- 4) Vice President's Report (Tammy)
  - a) Nominating Committee
  - b) District Rep Template
  - c) Host Site Responsibilities Document
  - d) Update on Undergrad Conference Template and Annual Board Meeting Template for Amber and Erin
- 5) Awards Update/Edits (Jeff)
- 6) Executive Director's Report (Michelle)
- 7) Journal Editor's Report (Laura)
- 8) Archivist Report (Jerry)
- 9) Conference Coordinator's report (Julie)
- 10) District Rep and Grad Student Reps Report (Elycia, Dan, Shawn, Andrew, Kristin, Zack, and Cody)
  - a) Update on College Contact Efforts
  - b) Evaluation of Strategies for communicating with colleges and universities (e.g., new contact list and flyer)
- 11) Communication Coordinator (Alyssa)
  - a) Website and Social Media Updates
- 12) Planning for 2018 Wayne College Conference
- 13) New Business

**Meeting Minutes**

In attendance: Michelle Coleman, Tammy Bosley, Alyssa Fisher, Julie Semlak, Elycia Taylor, Dan O'Neill, Shawn Starcher, Jerry Feezel, Laura Russell, Jeff Tyus

10:05am: Call to Order

- 1) Welcome and Introductions (Tammy)
- 2) 10:06am: Review and Approval of Minutes (Tammy)
  - a) Address Old Business, if needed
  - b) Julie moves to approve the minutes, Michelle seconds, Minutes approved
- 3) 10:07am President's Report (Tammy for Liane)
  - a) Liane's students are compiling a list of institutions in Ohio with chairs for each department, which Jeff's students also did, so both will be compared to create a comprehensive list.

- b) Liane's institution (Ohio University) has offered to pay for the postcard mailing in August with conference.
- 4) 10:08am Vice President's Report (Tammy)
- a) At Central states conference, Jerry was interviewed as a part of a scholar's session that was very enlightening. This might be something that we could implement at OCA as well because she found it very beneficial.
  - b) Also, at Central States conference, our journal won an award – Tammy accepted on behalf of the organization, so there is a picture of her on their website. This would be good to add to the journal page of the website and the social channels.
  - c) Nominating Committee: Tammy spoke with Erin who has worked on several nominating committees. Tammy will put together an excel file with what positions will be open within the next few years. Nominating committee will always be chaired by the VP, the five district reps will be the remainder of the committee. Each rep should go out into region and nominate one person who could run for the position.
    - i) This year, Vice President will be up for election as well as some regional reps (Northwest and Southwest) and the graduate reps. Make sure that nominees know about the commitments of the meetings and can work on making connections throughout their regions.
    - ii) Elycia clarifies that representatives do not need to live in the region that they represent, which is correct. Discussion about there needing to be knowledge of the region, though, such as an alma mater, etc.
  - d) District Rep Template: Kristen's husband created a flyer for the regional reps to use that focuses on why people should join OCA.
    - i) Emphasizing connecting to the networking opportunities, opportunities for graduate students to present a poster or organize a panel.
    - ii) Elycia clarifies that we added an adjunct rate for the conference and membership this year.
  - e) Host Site Responsibilities Document is up on the website now.
  - f) Update on Undergrad Conference Template and Annual Board Meeting Template for Amber and Erin: these are both being finished up and will be discussed more at the October meeting.
- 5) 10:26am Sponsorship Coordinator's update (Tammy on behalf of Erin)
- a) Opportunity for discussion about the fee structure for the sponsors. The fee structure will stay the same.
  - b) Do the sponsorship level opportunities need any changing?
    - i) Michelle suggests that we reinstate the end of conference raffle and make this a sponsored event. This helps keep people in attendance to the end of the conference. We could also offer incentive for filling out evaluations for each session they attend. There could be a sponsorship of \$200 for that raffle. The logo for the sponsoring organization would be on the evaluation.
      - (1) Could call this participation partner, engagement sponsor,
      - (2) This could also be an opportunity for multiple sponsors and could add in multiple raffles throughout the conference. One at the business meeting, one at the end of the conference.
      - (3) Shawn asks what the specific purpose of the session evaluations is. Michelle responds that this is to gauge our programming efforts for sessions, lunch, etc.

- (4) Julie moves to create an engagement sponsorship position at \$200, Dan seconds. Motion passes.
- (5) Tammy will relay this conversation to Erin. Michelle and Julie will create the evaluation sheets and work with the host to distribute. The sheets will be in the welcome packet, and at the registration table, and distributed at sessions.
- (6) Propose that we will start with two \$25 gift cards at the awards ceremony, one \$50 gift card at lunch, and then two \$50 gift cards at the end of the conference. The sponsor will also have the opportunity to give input on what is given out.
- (7) Tammy suggests that we might also want to do one for the undergraduate conference.
- (8) Michelle brings up the social media contest. Our social media contest was a \$50 gift card last year, so \$250 might be quite a large bump up.
  - (a) Julie suggests that maybe we have a feed of the hashtags up in certain places during the conference to encourage it.
  - (b) Tammy suggests that we add selfie stations. This might be something that could be done at the awards ceremony. Michelle and Julie suggest that we do some OCA art paddles for use in selfies to put on tables and then use the next day at the conference.
  - (c) Shawn mentions that Amazon sells selfie props for under \$10.
  - (d) The social media sponsorship level could also be in portion to sponsor the selfie props, etc.
- c) Erin has also shared her partnership letter for our review.
  - i) Michelle suggests adding the engagement sponsor as well as describing those levels.
  - ii) Michelle and Julie point out some information that is now outdated like dates and location of the conference, and mention the “new” website, which is now over a year old.
- 6) 10:50am Awards Update/Edits (Jeff)
  - a) Jeff did make some changes to the process of awards.
  - b) Kristen mentioned in her email that the same club who won last year is the only nomination for this year as well.
    - i) Michelle mentions that we do not need to give out the award.
    - ii) Alyssa brings up that we should look at their nomination and see if they have added anything or done anything new this year.
  - c) Having it on the website and streamlining the submission process seemed to help.
  - d) Jeff wants to streamline the review process, something similar to what Julie does.
  - e) How can we better share and encourage submissions next year?
    - i) Jeff might send out a personal letter and then district reps can follow up.
    - ii) Continue to stress that we streamlined the process.
    - iii) Link to the awards submission form on the conference submission confirmation (and vice versa) to encourage that this is a process.
- 7) 10:55am Journal Editor’s Report (Laura)
  - a) 29 submissions total this year. Selected 10 for publication, which is now available online. Amber will be working with EBSCO when she gets back from China.
  - b) 2019 call for submissions is open now.
  - c) Top article award at Central States.

- d) Tammy asks about the topics. Laura stated that we had a lot of rhetoric, qualitative, one autoethnographic, and one mixed methods.
  - e) Amber will stay on as editor for one more year, and then we will be looking for an associate editor.
  - f) Laura mentions that we are looking for additional reviewers. We will post on social media and send something out via CRTNET.
- 8) 11:10am Archivist Report (Jerry) (See attachment at the end of the minutes.)
- a) Jerry is planning to go to Muskingum today after the meeting to add items to the archive in boxes 3 and 4, including some of his personal copies of some of the items that we don't have in the archives.
  - b) Master list of what is in the archives has been created with contact info for the people at Muskingum. – Need to add to the website.
  - c) Still looking for an institution that is interested in digitizing the archives.
  - d) Michelle asks about the requirement for the ED to keep 5 years of documents. It is all electronic. So, should she just send you an electronic archive?
    - i) Jerry responds that yes, we should be working toward an end to the paper archives and move to an electronic only archive.
    - ii) Jerry brings up the question about how much of the archives should be available on the website, as we move to an electronic archive.
      - (1) Alyssa brings up that there is a monetary cost to that, and that probably just the operational documents for transparency as an organization are the most important.
      - (2) Julie suggests that we could rotate through having some interesting things on the website and share on the social media channels.
- 9) Conference Coordinator's report (Julie)
- a) Submissions are up, first time submitters almost doubled.
  - b) Needs input on one empty time slot for draft schedule. Should we do a research panel, a discussion panel, or a scholarship panel. Julie wants to program it based upon how we want to balance our programming.
    - i) Michelle suggests that we “repeat” Jerry's scholarship panel and record it, and then begin it as a series.
  - c) Adjunct roundtable: for those who are or have been adjuncts. Need to formulate a broad question – what is distinct about the adjunct role and how do we leverage the strengths?
    - i) Michelle suggests that the OCA president could lead this.
    - ii) Tammy suggests that we could use this as an opportunity to find out what the adjuncts need.
    - iii) Jeff suggests that the OCA president chair the top student papers panel.
    - iv) Dan brings up that he likes the roundtable discussions because it opens up opportunity for people to attend to participate in discussion.
      - (1) He talks about the basic course. Tammy echoes this.
      - (2) This might open the opportunity to have interest groups at the conference: basic course, online teaching, adjuncts, graduate students, etc.
  - d) Jerry's scholarship panel – we could also discuss more about his archivist role at OCA. Scott Meyer lives in West Virginia and may be able to come do the moderation as well again. Julie will contact him.
  - e) Dan suggests Sam Wallace as the contact for potential moderator of a basic course discussion.

- f) Poster sessions: Julie has begun drafting the acceptance letter and will say that the presenters have to stay for the entire opportunity fair and the poster has to stay up. Poster award winners can be announced at the awards ceremony.
- g) Julie adapted the schedule to add a session. Friday's session are 50 minutes long and the business meeting on Saturday is now an hour and 45 minutes.
  - i) Michelle – we need to add a location for where the raffle prizes will be going out.
  - ii) Jeff is wondering whether we should move the top student papers to Saturday morning.
    - (1) This opens to discussion about whether we see the conference as two days or a commitment to one day.

12:04pm: Break for Lunch

12:21pm: Call back to order

- 10) Conference Coordinator's report Continued (Julie) (See attachment at end of minutes.)
  - a) There are 8 rejected papers. Julie would like to give them the opportunity to do a poster presentation.
  - b) People still needed: poster judges. Should we get respondents?
    - i) Elycia suggests that there could be an option to volunteer to be a respondent.
  - c) Do we want to put people's emails in the program?
    - i) Concerns about privacy, spamming, etc.
    - ii) Michelle suggests that maybe we survey the group.
  - d) Upload papers to the website when the conference is over? Yes.
  - e) Also looking for more reviewers for next year – will also add to membership form.
- 11) District Rep and Grad Student Reps Report (Elycia, Dan, Shawn, Andrew, Kristin, Zack, and Cody)
  - a) Update on College Contact Efforts
  - b) Evaluation of Strategies for communicating with colleges and universities (e.g., new contact list and flyer)
  - c) Dan: Sent Kristen's flyer to chairs in his area via email, did not receive any replies. He will follow up later with phone calls to talk about other opportunities with OCA other than submitting.
  - d) Andrew (via Michelle): also emailed but did not receive replies.
  - e) Elycia: also emailed and received replies from people that she already had connections to.
  - f) Shawn: emailed twice and received one reply.
  - g) Michelle: are phone calls worth it? What is next?
    - i) Elycia states that she thinks efforts need to be more focused, content-wise and people-wise.
    - ii) Tammy focus on five and focus on membership.
    - iii) Dan shared that he focused on contacting chairs of departments in an effort to build relationship and hoping that they will share information within their department.
    - iv) In August, ask if they got the postcard.
    - v) Promoting adjunct opportunities.
    - vi) Promote specific topics that will be at the conference.
- 12) Communication Coordinator (Alyssa)
  - a) Website and Social Media Updates

- b) Worked with Michelle to clean up constant contact list to include only those who have been members in 2015-2018. (or signed up for our emails this year). Now have 210 contacts.
  - c) Comms for call for submissions, etc.
  - d) Keep the social media ideas coming!
  - e) Website: updates as needed (for conference, awards page).
    - i) Still need to add award winners from last year to the past award winners page and archive as discussed previously.
    - ii) If you know anyone who would be willing to be webmaster, please let us know!
  - f) Question about transitioning membership/conference form – in July?
    - i) Journal and Partner ones as well?
  - g) Mailing list link – is just email right now. I'm guessing that I need to add mailing address? And phone number.
  - h) Social media – in September, Michelle motions to sponsor no more than two ads before the conference on Facebook, Elycia seconds. Motion passes.
- 13) Executive Director's Report (Michelle)
- a) Web hosting: Michelle is pleased with the site, but there are problems with contact with Mike, getting issues resolved, etc. The website contract expired in March and he has not sent a bill.
    - i) We are looking for someone new. Issues that need to be addressed:
      - (1) Limiting access to certain areas of the website and forms.
      - (2) Login in general.
      - (3) Payment receipts.
      - (4) Constant contact and registration connection.
    - ii) So if you know anyone who may meet our criteria, contact Michelle and/or Alyssa if they would be interested/in our price range.
    - iii) The goal is to solve this before conference registration really takes off.
  - b) Michelle is working on reorganizing things in general. Also working on new signs for conference. One of Erin's former students is designing it.
    - i) Julie would like bigger pieces of foam board for poster presenters and more stands.
      - (1) Michelle is working on this. She is buying new poster board, carrying cases, poster winner signs, and tripod/stands for the posters.
- 14) Planning for 2018 Wayne College Conference
- a) Amber sent an email update about the status of planning for the conference. Food, facilities, hotel rooms are all reserved. She needs to know the number of rooms for panels, etc. Julie planned for 3 sessions at a time.
    - i) Julie would like to expand our GIFTS session into more of the table/speed rounds than one presentation session. In that case, we would need a bigger room for that.
  - b) When should the Dean talk? At the awards ceremony on Friday last year, but if they are available Saturday during the lunch that works as well.
  - c) Julie has set aside a slot during the conference to for Wayne College faculty to discuss multidisciplinary research. We will reopen the submission just for GIFTS that will be open until September 1.
  - d) Erin spoke with Tammy about the undergraduate conference and things are on track with that.

- e) Undergraduate conference: Friday morning. Michelle was not able to be there because of registration in the morning. Registration will not be open until 1pm on Friday morning. On Friday morning, students from Wayne College need to be checking in undergraduate students.
  - i) Undergraduate Conference will be 9-12pm
  - ii) Board meeting will be 10-12:30pm
  - iii) Registration – take a look at the form and see if we should adjust it so that it doesn't read as if a faculty member needs to come.

15) New Business

- a) Hosting for 2019: We need to know who is hosting. Kristen suggested Xavier or Cincinnati State.
  - i) Deadline should be September 1

1:43pm Meeting adjourned

**Conference Coordinator Report – June 1, 2018**  
**Julie Semlak**

Submissions for 2018 conference were up from 2017

	2018		2017	
	Submitted	Accepted	Submitted	Accepted
<b>Papers</b>	19	11*	12	10
<b>Posters</b>	8	8	10	10
<b>Panels</b>	16	10*	12	11
<b>GIFTS</b>	5	5	3	3
<b>Workshops</b>	2	2	2	2

\*May change based on Board discussion

Submitter profile

	2018	2017
<b>First-time submitters</b>	21	11
<b>Undergraduate Students</b>	11	7
<b>Graduate Students</b>	13	16
<b>Faculty/Educator</b>	25	14
<b>Professional</b>	0	1



## The Ohio Communication Association (OCA) History & Records (Archives at Muskingum University Library)— Jerry D. Feezel, Archivist

**Dr. Nainsi Houston, Director of the Roberta A. Smith Library at Muskingum;**

Contact: [nhouston@muskingum.edu](mailto:nhouston@muskingum.edu) ph 740-826-8260 (or Main #740-826-8152)

**Tentative Summary of OCA History**—From these extant documents it seems that the origin of OCA was in 1923 as the Ohio Association of Speech Teachers, becoming the Ohio Assoc. of Public Speaking and the Speech Arts in 1926, then the Ohio Association of College Teachers of Speech (OACTS) in 1932. However, there are comments (undocumented) referring to possibly 1871 or 1887 origins. Officers were noted for 1926 so perhaps that is when it was formally constituted, and it seems to have existed through World War I. Later it evolved into OSA (Ohio Speech Assoc.), SCAO (Speech Communication Association of Ohio), and then OCA (Ohio Communication Assoc.). From online research of state associations, so far, I have not found any originating before 1923 (Texas) and some others with origins in the 1920s & 1930s (Oklahoma 1929, Illinois & Florida 1930, Georgia & Kentucky 1931, Arkansas 1930-39, Kansas & Pennsylvania 1939). For others, I have not found specific history or dates of origin yet. (Jerry D. Feezel, Archivist)

**It seems that OCA is among the oldest state communication associations, if not the oldest.**

**Noteworthy Role of Muskingum--** *Muskingum University's Charles R. Layton is listed as the First President (1926 & 27) of Public Speaking and the Speech Arts. Then MU representatives from 1932 on included Fern P. Layton and Mr. Layton. Charles Layton served as President again twice (in 1943 & 1952). It is apparent in the OCA Records that the Laytons played a major role in early development of the current OCA.*

**Boxes 1-4 are clear plastic storage boxes with lids.**

*[Bracketed italics below are Archivist comments and actions.]*

**Box 1—Oldest most fragile materials, Premier Collection {with digitizing notes}**

1. College Notebook of Original Records 1932-1940 (in airtight plastic protector) *[Many pages handwritten, and I have scanned, digitized, all nonblank pages to the end, p.165; these are in 28 pdf files on flashdrive. JDF]*
2. "Journal" (legal length ledger of handwritten OACTS records 1940-1948. **I have scanned all nonblank pages**, six pdf files on flashdrive.
3. OACTS Records 1932-1945 with handwritten notes on meetings & officers 1923-31 inserted at the front (red 3-ring binder). *[The inserted notes include an officers list from 1926-67 (with some gaps) and notes on QJSE articles from 1923-1938, perhaps notes by Kristin for her MA Thesis].*
4. OACTS Newsletters 1938 to 1949 (black pressure binder) **{scan all pages}**
5. OACTS Newsletters 1949-53 (black pressure binder) **{scan all pages}**
6. OACTS Constitution & Records 1940-on (black pressure binder) **{scan all pages}**
7. OACTS Records 1945-1950 (powder blue 3-ring binder) **{scan all pages}**
8. OACTS Records 1950-58 (blue 3-ring binder, tabbed by Academic Yrs.) **{scan all pages}**

9. MA Thesis by Kristan Leedy Endress, University of Akron, 1984 (black pressure binder) **{scan all pages, approved by author}**

## **Box 2—Records chronologically filed for 1960s & 70s**

1. OACTS Duplicate Records 1932-45 & 49-53 Newsletters (hanging file folders).
2. Meetings, membership & financial records for 60s & 70s (in hanging file folders, chronological).
3. Directory of 1969-70 Ohio Speech Assoc. (officers & members), 8 ½ x 11 stapled paper volume.
4. Conference Planning Book for OSA 1970, assembled by Charles V. Carlson (brown covered 2-hole punched binding).
5. SCAO 1979 Bumper Stickers “Teaching Speech Is Sound Business” (8 in clear airtight plastic, 2 colors, **2 scanned**) with accompanying page on history of these.
6. Speech in the High Schools study and required proposal of 1979.

## **Box 3—Records chronologically filed for 1980s to recent**

1. Research notes & materials of KL Endress history of SCAO thesis.
2. Past Constitutions files.
3. Files of Newsletters, Journal records, Surveys, and other communication organizations.
4. Meetings, membership & financial records for 80s to current (in hanging file folders, chronological).
5. Financial and membership records for 2002.
6. Financial records for 2002-2004 (in a blue 3-ring binder).
7. Records & correspondence of 2006-08 (removed from black cloth zippered accordion file folder). **{scan all pages but financial records of individual members}**

## **Box 4—Programs, Publications, Pictures, & disks across all years**

1. Directory and Contest Rules for OACTS: 1946-47, 47-48, 48-49, 49-50 (2copies), 50-51, 51-52, Feb. 53, & Jan. 54. **{scan all pages}**
2. Conference Programs for 1976 to 2012, two or more copies of some; **[missing: 77 & 78 (1 undated may be 78), 87-89, 92-94, 2000, & 2003]. {scan all pages}**
3. Banquet Programs & Awards (on 4x5 booklets)—SCAO 1981, 82, 83, 84
4. Six CDs—OH Speech Journal images by Cambron Jones (date?); SCAO 2003 Flyer; PowerPt 2005 survey of member decline; 2004-05 members list; OCA 2006; Jeff Firman References Coms 450/Spring 06 (*dispose of?*).
5. 14 audio-cassette tapes 1980-83: Digital—1983 Endress Interviews of Carlson, Golden, Grissinger, Holm, Kelley, Phipps. **[Doug Switzer is dubbing, currently checked out: Doug Adair Awarded (Phipps/Feezel) 1980; Past Presidents Panel 1982; Endress interviews of Boase, Cowperthwaite, Feezel, & Yeager]**
6. Photo prints packet for SCAO 1979 & 1981 **[all 29 photos scanned to disk.]**
7. Journals (blanks \_ are missing)—The Ohio Speech journal vols.1-1962, 3-1965, 4, 5, 6, 7, 8 (2 copies), 9; \_ \_ \_ \_ \_; v15-22 (v21 in '83 Golden Anniversary Edition 2 copies); v23-28, \_ , v30-33, \_ , v35-38; v39 (2 copies), \_ , 41/42 combined 2006; 45 (2007) & 46 (2008) OCA Journal, 47-48, 49 (2011, 75<sup>th</sup> 2 copies), \_ , 51, \_ \_ , and 54 (2 copies). **[Missing copies of these volume years: vols. 2 (1963-64), 10-11 ('72-'73), 29 ('91), 34 ('96), 40 (2002-04?), 50 (2012), 52 (2014), 53 (2015)]. {scan at least Journal Vols. 1, 21 & 49 as historically significant}.**

8. File folder of the Index-master for Journal (all volumes to 1983) *[all pages also scanned to pdf]*.
9. SCAO slides of 1980-1984 conferences in Airequipt 600 slide case—approx. 560 slides indexed.
10. **Items scanned on Flashdrive:** All pages of Notebook 1932-40; pages of OACTS Journal 1940-48; SCAO photos, slides & records 1979-84; lists of past officers and awards; Journal Index master; Newsletter Index 1938-47; the 2015 OCA Conference Archives PowerPoint; photos of the four boxes of records; guidelines on what to keep, pdf doc; and various other items from 1938 to 2013.