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

Meeting Location: Xavier University
In attendance: Tammy Bosely, Dan O'Neill, Michelle Coleman, Alyssa Fisher, Brandon Mock, Wendy Maxian, Amber Ferris, Erin Hollenbaugh, Paul Sommer, Jeff Kuznekoff, Patrick Dillon.

Unable to Attend: Laura Russell, Alecia Benecz, Shawn Starcher, Jeff Tyus, Cody Clemons, Jerry Feezel, and James Jarc

Agenda

1) Welcome and Introductions (Tammy: **10:00**)
2) Review and Approval of Minutes (Tammy: **10:05**)
   a) Address Old Business, if needed
3) President's Report (Tammy: **10:10**)
   a) 2019 Keynote Speaker
   b) Goals for OCA
      i) Presidential Blog
      ii) Serve at CSCA/Program Slots
      iii) Continue to Update Forms
      iv) Identify and Mentor New Leadership
      v) Consistently Communicate Duties for Each Role on OCA Exec Board and Requirements for Meetings
      vi) Response Expectations
4) Vice President's Report (Amber/Tammy: **10:25**)
   a) Election Update
   b) Awards Ceremony
5) Executive Director's Report (Michelle: **10:35**)
   a) Financial Report
   b) Representation by College/University
   c) Total attendees
   d) OCA shirts
   e) Keynote speaker policy proposal: $400 plus 1 night hotel if needed and OCA membership
6) Journal Editor's Report (Amber: **10:50**)
7) Archivist Report (Jerry/Jim: **11:00**)
8) Conference Coordinator's report (Elycia: **11:10**)
   a) Wayne College: 2018
      i) Number of sessions
      ii) Positives from conference
      iii) Review of 2018 Conference Surveys
      iv) Challenges and Opportunity for Growth
         (1) Discussion Groups
   b) Xavier: 2019

       i)   Identify dates for Conference Calls and Deadlines
       ii) Printing
       iii) Submission Reviewers
       iv) Undergrad Pre-Conference
9) Sponsorship Coordinator Report (Erin: **11:40**)
10) Break for Lunch (**11:50-12:00**)
11) District Rep and Grad Student Reps Report (Cody, Dan, Paul, Patrick, and Brandon: **12:00**)
   a) Identify colleges in district
   b) Strategies for communicating with colleges and universities
      i)   Volunteer Liaisons
12) Communication Coordinator (Alyssa: **12:10**)
   a) Transition to James Jarc in January
   b) Website and Social Media Updates
   c) Linkedin (Join group and follow OCA)
   d) Submit Ideas to Google Doc
13) Planning for 2019 Xavier University Conference (All Members: **12:20**)
14) New Business (All: **1:20**)
   a) Archivist added to OCA Constitution
   b) Sponsorship Coordinator added to OCA Constitution
   c) Evaluate Friday Meeting Dates
   d) 5-Year Host Site Plan
   e) Raffle and Board Members
   f) Functional Owner for Conference Survey
   g) Awards Ceremony: Review VP/Awards Coordinator Responsibilities
   h) Wiley Presidential Award
   i)   Representation OCA at ECA, CSCA, and NCA - strategically getting the word out about OCA and flyers
   j)   Tour of the Xavier campus

Meeting Minutes

1) 10:16am Welcome and Introductions (Tammy)
2) 10:24am Review and Approval of Minutes (Tammy)
   a) Address Old Business, if needed
   b) Amber moves to approve, Dan second
   c) Minutes approved at 10:25am
3) 10:26am President's Report (Tammy)
   a) 2019 Keynote Speaker
      i)   Any ideas?
         (1) Dan: Judith Trent is from this area and is retired now. Her research area is political rhetoric. Her husband Jimmy Trent was a previous president of OCA. She was the keynote speaker for OCA in 2007.
         (2) Amber: we have discussed in the past to ask someone from Ohio State.
         (3) Paul knows Gail Fairhurst from UC – she does leadership and framing within organizational comm. She has written a couple of books on perspective framing.
         (4) Jeff suggests Laura Black from OU who also does political deliberation and public dialogue, engaging community in difficult topics.

(5) Tammy – Suzie Denbow from Kent. She isn't sure about whether she would drive down. Maybe we should focus on someone from the area.

(6) Alyssa – could connect with some people from NKU in journalism.

(7) Erin – what are we looking for in our keynote speaker? The theme is about community. What are we hoping the presentation would include?

    (a) Elycia – tapping into multiple membership bases: teaching, students, scholarship, service. Someone that might stay and engage with the conference by sitting in on panels, talking with attendees.

    (b) Erin – someone who is pretty senior in the field and an engaging speaker.

    (c) Amber – our more recent keynote speakers have been very well-respected scholars in Ohio, would like to continue that trend. A topic that many of us can relate to that is broad. Would be a respondent for the top student paper panel.

(8) Brendan – his health comm professor; but also works with intercultural initiatives. Patrick also knows him and works with him. Shaunak Sastry.

(9) Prioritizing: Jeff will reach out to Laura as our first choice, hope to have a yes or no from her by December 14 so we can move forward with our second option as Gail Fairhurst if needed.

b) 10:49am Goals for OCA

  i) Presidential Blog: on LinkedIn, related to things happening in the field, in the classroom. This is toward a goal of having more presence.

  ii) Serve at CSCA/Program Slots: Wants to have more of a presence at CSCA.

  iii) Continue to Update Forms: If you see something on the website that doesn't quite work or share our message best, please send in that feedback.

  iv) Identify and Mentor New Leadership: Want to cultivate leaders and engagement so that as positions on the board become available, we have people who are willing to take on the role who have been mentored.

  v) Consistently Communicate Duties for Each Role on OCA Exec Board and Requirements for Meetings: particularly for district reps, but we want to make sure that everyone understands their role and receives the support they need to do their role.

    (1) Elycia: wondering about the new way we elected reps into positions without assigning them a district. Will we be assigning them? Tammy states that yes we are assigning them today.

      (a) Cody will be northwest, Paul will be southwest, Patrick will be central.

        (i) Cody will update the contact document to be a shared/Google doc.

  vi) Response Expectations: Please respond to emails within 3 days.

    (1) Erin – can we clarify in the email whether the expectation is to reply all or reply directly.

      (a) For situations where we are working on something as group, is there a space where we could have those conversations?

        (i) Paul suggested Slack.

4) 11:05am Vice President's Report (Amber)

a) Election Update: 40 people voted, which was about half the number of people who voted last year.

  i) Michelle liked having the candidates speak.

b) Awards Ceremony: Tammy/Michelle believe that we should streamline the awards process. The VP, Awards coordinator, conference coordinator and exec director are all involved at some level.
   i) Perhaps the VP could do the welcome, make the program, work with the conference coordinator to have the names of the posters and papers, and be in the picture, the awards coordinator runs the ceremony.
   ii) Elycia – can the awards be a networking-type event, rather than it just be a formal sit down and then leave. Michelle agrees that that is the spirit hoped for the event.
   iii) Elycia - if we have it off site, will that help or hurt that? Amber points out that when we did that at Kent, it was not conducive to that.
      (1) Wendy states that it depends on where we go for the hotel. We can do either Rookwood or Downtown which may help facilitate that.
      (2) Erin/Elycia/Michelle: having it somewhere where OCA provides some snacks but dinner/drinks are on your own at that location.
      (3) Wendy – can we charge extra for dinner?
   iv) Amber – prior to June meeting: be prepared to give a report about what the plan is; will work with Michelle, Amber, Elycia, and Wendy.
5) 11:26am Executive Director's Report (Michelle)
   a) Financial Report: We have a very small margin of black at the moment. Our Saturday lunch was one of the biggest expenses we've had in recent history.
      i) PayPal fees have gone up – ends up being about .50 cents less per regular member registration.
      ii) We had five people who ended up not coming and not paying.
   b) Representation by College/University: History of membership that was sent out by Michelle via email. This information will be very helpful for the reps when communicating with schools.
      i) The 2019 form has more information that will help us in the future, such as type of student (MA or PhD), renewing or new member.
6) Lunch Break: 11:38am – 11:51am
7) 11:51am Onsite Coordinator - Wendy
   a) Targeting Alter hall for most conference rooms.
      i) Rooms have technology for presenting but presenters will need to use their own laptops.
   b) Luncheon business meeting and keynote and any other full-conference events will be in Schmidt Hall on the 2nd floor Conaton Board Room, which is a historic building on campus.
      i) Elycia: Having a separate room (like a lecture hall) would be preferable for the keynote.
      ii) Elycia: Can we use the board room for the GIFTS session?
   c) Parking is fairly similar to today, with a visitor pass sent out. The campus will be on fall break so faculty and students will not be on campus so parking should be plentiful.
   d) Will create a conference wifi login.
8) 12:03pm Exec Director Cont'd:
   a) Total attendees: 113

    b) OCA shirts: Michelle sent out an email prior to the conference to gather interest in OCA polo shirts. It is something that is printed on-demand individually, so we could put them on the website and the person would buy it. There would not be any cost to OCA.
        i) Price range: $30-40 depending on the choices each person makes.
        ii) Paul: Having board members, etc. wearing them at the OCA conference would be nice. Michelle adds that she would like to see people at other conferences (CSCA, NCA) wearing representation of OCA as well.
    c) Keynote speaker policy proposal: $400 plus 1-night hotel if needed and OCA membership, no mileage or travel reimbursement.:
        i) 12:14pm Michelle moves, Dan seconds.
        ii) 12:15pm approved.
9) 12:15pm Journal Editor's Report (Amber): almost through the first round of decisions.
    a) Welcome the new assistant editor.
10) 12:16pm Archivist Report (Jerry)
    a) Jerry was not in attendance, please see the attached report from him at the end of these minutes.
11) 12:19pm Conference Coordinator's report (Elycia)
    a) Wayne College: 2018 – See the full report at the end of the minutes.
        i) Undergraduate preconference (Amber & Erin): 37 attendees, 11 responses to survey.
            (1) There was some overlap of topics.
            (2) Networking lunch could use some more facilitation.
            (3) Will need to think about recruitment strategies because most of the students that come are brought by faculty who are attending.
            (4) Elycia will work on a template for how to organize/plan it.
            (5) Erin is going to discuss with Wendy the potential of Xavier sponsoring the lunch for the undergrad conference.
        ii) 21 sessions
            (1) New format for GIFTS session to be really good change.
        iii) Positives from conference
            (1) Social media contest, particularly because it was sponsored.
        iv) Review of 2018 Conference Surveys: 40 people responded, 35 of whom attended.
        v) Challenges and Opportunity for Growth
            (1) More institutional representation
            (2) Student engagement
            (3) Discussion Groups
            (4) Misunderstanding of what a respondent and chair is.
                (a) Erin – proposed discussion panels maybe don't need a respondent/chair because they can self-chair.
                    (i) Elycia – but we may need them for time keeping.
12) 12:45pm Thomas Wagner from Xavier – regarding the undergraduate preconference: 267 people are in the comm major at Xavier; and even some non-majors would come. He doesn't think that fall break will affect attendance, but 35-50 students would be easy.
    a) What can Xavier do to help support having OCA on campus?
        i) Erin, Tammy, Michelle, Amber: Participate in the conference, attend the conference, encourage student engagement, attendance, submissions and volunteers.

13) 12:55pm Conference Coordinator Cont'd
   a) Takeaways from 2018:
      i) Clarify some tracks in terms of having clear tracks of teaching, research, student-based.
         (1) Submitters will need to identify which track their proposal fits into, these will be explained in the call, including the intended audience.
      ii) Alyssa: workshops or short courses need to be clarified about what will be done and should have to fit into one session timeframe.
      iii) Michelle: The tracks should be for organization, but not limiting. Communication about the tracks should be clear but also broad.
   b) Xavier: 2019:
      i) Identify dates for Conference Calls and Deadlines (All dates in 2019).
         (1) Feb 1: Save the date cards and teacher
         (2) March 1: Submissions for conference and awards open
         (3) May 15: Deadline for conference and awards
         (4) June 15: Decision emails
         (5) July 15: Conference reg opens
         (6) August 15: Schedule at a glance is available
         (7) Sept 1: Sponsorship & Partner deadline
         (8) September 15: Late fee applied; final program available
         (9) September 19: No refunds for cancellation
         (10) October 4-5: conference
      ii) Submission Reviewers: Hoping to get more areas of expertise for targeting reviews.
         (1) Alyssa will send out a call for reviewers, Elycia will vet them.
14) 1:03pm Sponsorship Coordinator Report (Erin)
   a) Denison is considering becoming a partner.
   b) There may some clarification needed on the form on the website.
   c) Partners and sponsors were given an opportunity to give feedback.
      i) Six people gave feedback. People were overall satisfied and are feeling likely to renew.
      ii) Partners get 1 "free" conference attendee. Should those be the only people that get a partner badge? Especially if more than one person will be sitting at the table.
      iii) Challenge: Lost Kendall Hunt as our luncheon sponsor.
      iv) Opportunity: Would like to add additional small sponsorships.
      v) Michelle: It's important to have the board members to thank the partners and give them appreciation.
      vi) Alyssa/Tammy/Michelle/Amber: Also important to give students instruction about how to navigate these situations – maybe we could create an activity like a scavenger hunt for the opportunity fair and rest of the conference in exchange for raffle tickets.
15) 1:16pm District Rep and Grad Student Reps Report (Cody, Dan, Paul, Patrick, and Brandon)
   a) Identify colleges in district: Michelle is sending an email with the document about colleges in each district and district boundaries.
   b) Strategies for communicating with colleges and universities
      i) Volunteer Liaisons: Dan's idea: taking things one step further; identifying people within the institutions who will advocate for OCA.
16) 1:18pm Communication Coordinator (Alyssa)

a) Transition to James Jarc in January
   i) Had a transition call on October 17
b) Website and Social Media Updates
   i) Currently featuring new board members.
c) LinkedIn (Join group and follow OCA): Need to coordinate with Nikki in order to edit group information.
d) Submit Ideas to Google Doc for social media – Thank you for those that did contribute after the last meeting!
e) Social media contest – really liked how much that engaged with students in attendance.
f) Amber: Can we send an email asking for membership to send their news about publication, etc.

17) 1:28pm New Business
   a) Positions that are not officially in our constitution:
      i) Archivist needs to be added to the OCA Constitution
      ii) Sponsorship Coordinator needs to be added to the OCA Constitution
      iii) Awards Coordinator needs to be added to the OCA Constitution
      iv) Need a functional owner of these things to write the language for voting this coming conference.
         (1) Brandon will create a google doc and create a draft, share and gather contributions from the archivist, sponsorship coordinator, awards coordinator and then make it available to the board to make changes.
   b) Evaluate Friday Meeting Dates: June meeting is always first Friday, October is always doing the conference, is there a better time for the November meeting?
      i) Erin: is the November meeting an essential meeting for all board meetings? Historically this meeting was more for planning for next years' conference, only some board members needed to attend – ED, VP, President, sponsorship coordinator, Conference Coordinator and on-site coordinator.
      ii) Michelle: This meeting is a key opportunity to reflect on the recent conference and plan for the next one because by June the submissions are already closed.
      iii) Tammy: potentially can move it to February because it's a less busy time.
      iv) Amber: October conference meeting is not effective. Maybe we can move it to Thursday night.
      v) Michelle, clarification:
         (1) November: Just for conference planning at site
            (a) Amber moves that the November meeting be required for essential conference planning at the host site and be open to everyone as optional.
            (b) Jeff seconds.
            (c) Erin adds to discussion that would take this off as being an official board meeting, so missing it does not count toward 2 missed in a row.
            (d) Passed at 1:44pm
         (2) Full board meeting to February
            (a) Erin moves that we add a full board meeting for the first Friday in February in a central location in Ohio, beginning in February 2020.
            (b) Amber seconds.
            (c) Passed at 1:45pm.
         (3) October meeting to Thursday

(a) Amber moves to change the October board meeting of conference meeting from Friday morning to Thursday evening.
(b) Timing would be during dinner – 5-8pm.
(c) Elycia seconds
(d) 1:52pm passed.
c) 5-Year Host Site Plan – Tabled until June.
d) Raffle and Board Members
   i)   Board members cannot participate in the raffle during the conference.
e) Functional Owner for Conference Survey
   i)   Should be the conference coordinator's responsibility.
f) Wiley Presidential Award: Wiley was the first president of OCA, Michelle would like to add that award as a service to OCA award.
   i)   Board members would also be eligible for this award.
   ii) Board members are not eligible for any of the other awards.
   iii) Michelle moves that we add the Wiley presidential award for service to OCA.
   iv) Dan seconds.
   v)   1:57pm passed.
g) Motion to adjourn by Jeff, seconded by Paul.
h) Meeting adjourned at 1:59pm, followed by the tour of the Xavier campus.

Achivist Report to OCA Board—Nov.2, 2018—by Jerry Feezel

1. James Belcher and I will meet at Muskingum U. Library Nov. 16. At that time, I have some items to return to the Archives and we will discuss the role & duties.
2. Doug Switzer has dubbed to digital six 1983 interviews of Carlson, Golden, Grissinger, Holm, Kelley, and Phipps; these have been added to the digital flashdrive records. There are eight additional cassette tapes to be digitized. I do not have the equipment but will attempt of find someone who could digitize these (from audiocassette to digital file). Any volunteers?
3. I have scanned the missing page from Kristan's 1983 Thesis and placed it in the document and in the digital version of the Conclusion chapter. It may be useful to share that chapter with the Board since it includes her 1983 observations of changes of directions to pursue.
4. I propose the following language to be added to the draft ARTICLE V: DUTIES.
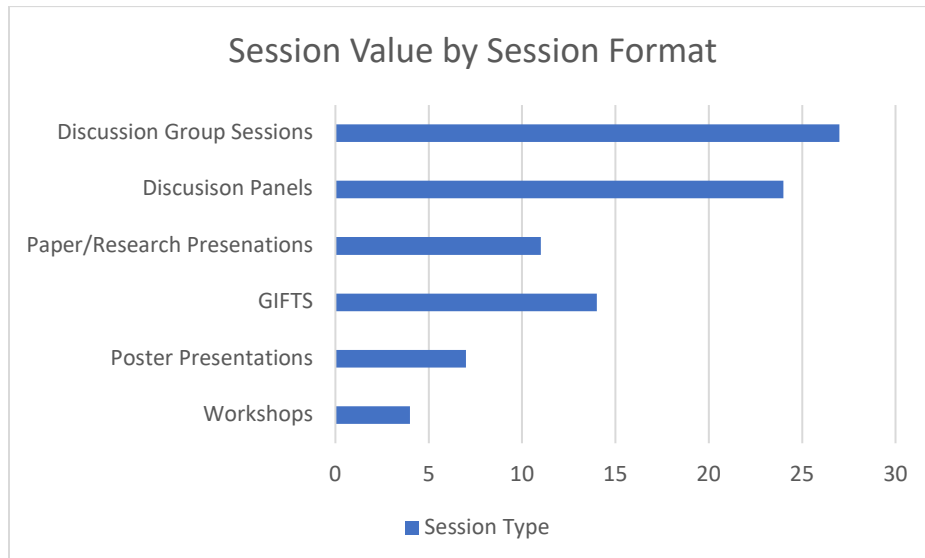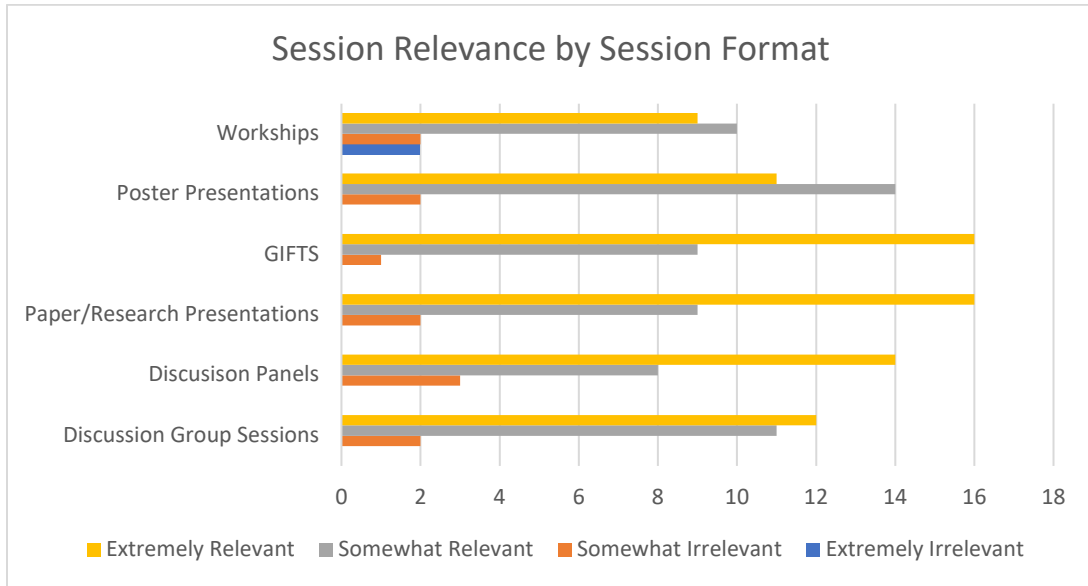
   11. Archivist
   A. Shall be appointed by the Board, term annually renewable.
   B. Retains and manages the permanent records of the Association from origins to present.
   C. Maintains communication and liaison with the Repository of Archives.
   D. Brings to the Board or appropriate officer issues of items to retain and any other issues on permanent records.

5. Proposal to the Board: Appoint James Belcher as Archivist-elect (or some such title) to work with me for this year and assume Archivist role effective with the 2019 Conference. Rationale—This will provide Jim some official status and provide a smooth transition to his full duties.
6. We should talk further about how we could use the archived materials for research of history that might relate to decisions made currently. Also, advice on what bits to place on Website is welcome. Any other thoughts/suggestions?

Ohio Communication Association Conference Report
November, 2018
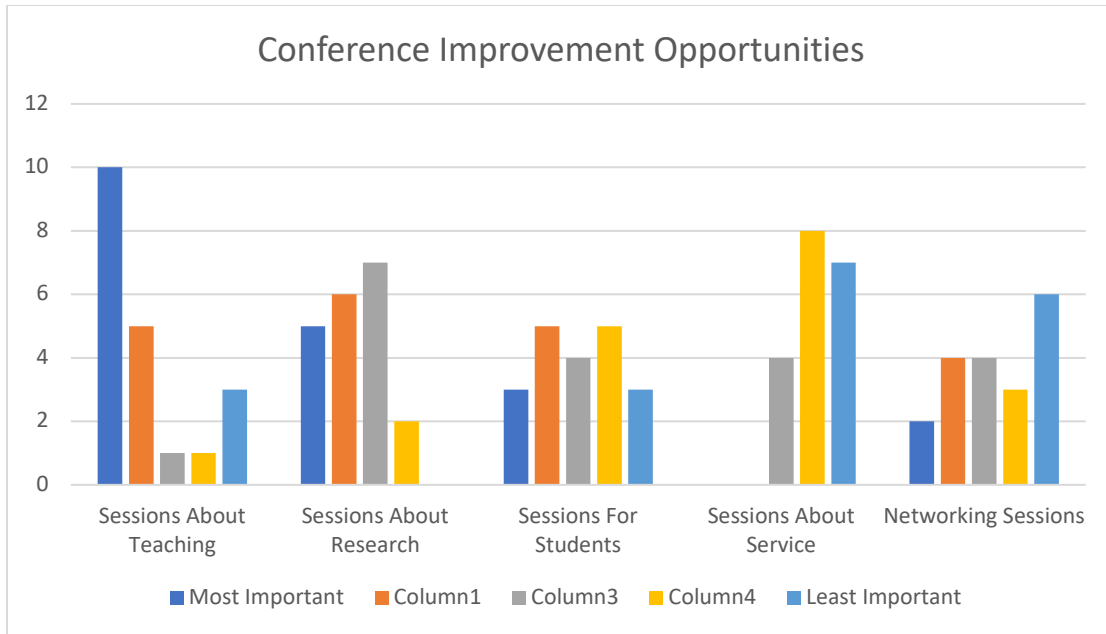Submitted by Julie Semlak, 2018 Conference Coordinator

2018 Conference Overview

Table summarizing conference session name, format, focus, attendance, attendee evaluation, and reviewer average (if session was submitted for review) found on final page of this report.

2018 Post-Conference Survey Results[1]:

Session Relevance by Session Format

Session Value by Session Format

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[1] 2018 Post-conference initiated by 40 OCA members, 35 of whom attended the 2018 conference.

Conference Improvement Opportunities

Bar chart showing survey responses across five session categories rated from Most Important to Least Important.

Category	Most Important	Column1	Column3	Column4	Least Important
Sessions About Teaching	10	5	1	1	3
Sessions About Research	5	6	7	2	
Sessions For Students	3	5	4	5	3
Sessions About Service			4	8	7
Networking Sessions	2	4	4	3	6

- Non-attendees cited travel distance and personal conflicts as primary reasons for not attending.

- Attendees were asked to choose three most valuable sessions from list of all sessions. Discussion group sessions (Basic Course and Graduate Student interest groups) were most frequently chosen as valuable, followed by Discussion Panels. chosen as the most valuable

  o GIFTS – 14

  o Poster session – 7

  o Public Deliberation about American Politics: A National Issues Forum Discussion – 5

  o New Ways to Look at the Word: A Research Collection – 5

  o A Panel Presentation: Innovative Ideas for Student Engagement – 5

- Suggestions for OCA growth from survey participants:

  o More institutions

  o Involve more colleges and reach out to high school teachers also.

  o Have two big GIFTS sessions. I love GIFTS.

  o Invite more students to attend (and overall people); have a section of the conference specifically for networking; allow for more opportunities/discussions/presentations that pertain to students more than professors/teachers

  o I think it's a wonderful resource for teaching--secondary as well as university.

  o More institutional representation

  o Getting more people involved from all levels, including secondary teachers

  o More graduate and undergraduate involvement

- o Having different sessions for graduate programs, trying to involve more universities in Ohio

- o I'm less concerned about bigger numbers and more concerned about the shared vision/identity of the organization. I would like to see OCA continue to solidify that and make programming choices with that vision in mind.

Observations and Suggestions from 2018 Conference Coordinator

- ● 2018 saw a better balance of Research to Teaching sessions. Service sessions continue to be underrepresented, although post-conference survey participants rate service sessions less important than teaching and research.

- ● Using chairs for each session helped provide a higher level of structure, professionalism, and organizational representation, and no session chairs indicated unhappiness with their duties. However, session chairs were asked to report session attendance to conference coordinator, and not all session chairs were able to do so, resulting in approximate attendance reports for some individual sessions. If session attendance is important to board, alternative strategies to gather this information should be put in place. The conference coordinator may not always be available to perform this duty.

- ● 55% of session attendees returned session evaluations. Session evaluations were not collected in 2017, so no indication of response rate is available.

- ● Revised GIFTS session:

  - o The 2018 GIFTS session allowed attendees to move between presenter tables at 7-minute intervals, rather than using the panel format from prior OCA conferences.

  - o GIFTS session attendance remained constant from the 2017 to 2018 conference (39 attendees in both years).

  - o Feedback about new format was generally positive, although several attendees noted they would have liked time to interact with all presenters. Post-conference surveys ranked GIFTS session value and relevance as high (consistent with 2017 post-conference surveys).

  - o Observation from 2018 Conference Coordinator:

    - ▪ Although it may be tempting to think the revised GIFTS format should be adopted based on session evaluations and immediate feedback, the percentage of people who indicated the 2018 GIFTS session was either relevant or extremely relevant (65%) was lower than the those who ranked the 2017 GIFTS sessions as relevant or extremely relevant (70%).

    - ▪ As session individual session evaluations were not collected for 2017 (or any prior year to my knowledge), there is no evidence the membership has a strong preference either way. It should also be noted when making decisions about GIFTS format that is challenging for the Conference Coordinator to solicit

> additional GIFTS, particularly after initial conference submissions have been collected.

- ▪ The mode response from those who indicated on the post-conference survey they did not submit to present at the conference (6 of 14) indicated they did not have a presentation idea. If new GIFTS format is adopted, conference coordinator, district reps, and/or media coordinator could work to contact members who did not submit in 2018, specifically encouraging submission of a GIFTS for presentation.

- ● Discussion Groups:

  - ○ Basic course discussion group was well attended and received favorable feedback.

  - ○ Graduate student discussion group conflicted with heavily attended research paper session, which limited attendance.

  - ○ Discussion groups were rated as both the most valuable and the most relevant by post-conference survey respondents.

  - ○ Observation from 2018 Conference Coordinator: If discussion groups are continued, board should:

    - ▪ Discuss direction and purpose of each discussion group,

    - ▪ Appoint a board position/team to take responsibility for coordinating discussion group(s), securing speakers, and moderating discussion, and

    - ▪ Determine appropriate scheduling for discussion groups for future conferences.

- ● Seven people who completed the 2018 post-conference survey indicated they would like to get more involved in OCA, and it seems that waiting to get them more involved in the conference next year is a long time. Perhaps the board can find ways to involve those who are interested in ad-hoc projects throughout the year, to sustain and grow membership beyond conference attendance.

Final Note: I suggest the Conference Coordinator's term should be extended through the November board meeting of the same year. This extension would allow an outgoing conference coordinator who is transitioning off the executive board to report on the recent conference directly to the board, feel more confident making recommendations for future conferences, and be able to vote on issues which resulted from the conference s/he coordinated.

Thank you for the opportunity to serve OCA at the conference coordinator for the past two years. I appreciate the help and support each of you have provided me as I grew into this role.