



**OHIO COMMUNICATION ASSOCIATION
EXECUTIVE BOARD MEETING
MEETING DATE: JUNE 7, 2019 10:00 A.M.- 2:00 P.M.**

Meeting Location: Columbus State University

In Attendance: Michelle Coleman, Elycia Taylor, Liane Gray-Starner, Cody Clemens, James Jarc, Dan O'Neill, Amber Ferris, Erin Hollenbaugh, Patrick Dillon, Paul Sommer, Tammy Bosley,

AGENDA:

1. Welcome and Introductions (Tammy)
2. Review and Approval of Minutes (Tammy)
 - a. Address Old Business, if needed
3. President's Report (Tammy)
 - a. Edited By-laws
 - b. CSCA Update
 - c. Laura Black Confirmed
4. Vice President's Report (Amber)
 - a. Elections/Nominating Committee (Amber and James should coordinate)
5. Awards Update/Edits (Jeff T.)
6. Partners Update (Erin)
7. Executive Director's Report (Michelle)
 - a. Membership Totals
 - b. Financial Report
8. Journal Editor's Report (Amber and Jeff K.)
 - a. Manuscripts
 - b. Submissions
 - c. c) Transition Process
9. Archivist Report (Jerry)
 - a. Successor
10. Conference Coordinator's report (Elycia)
 - a. Submission Progress
 - b. Compare numbers to 2018
 - c. Conference Update
 - d. 2020 Host Site
11. District Rep and Grad Student Reps Report (Dan, Cody, Shawn, Patrick, Paul, Brandon)
 - a. Update on College Contact Efforts

- b. Paul: Research digital platforms to provide an efficient method for OCA board members to interact separate from email communication
 - c. Dan: Digital mini Conferences
- 12. Communication Coordinator (James) (responsible for taking meeting minutes)
 - a. Website and Social Media Updates
- 13. Planning for 2019 Xavier Conference
- 14. New Business
 - a. Story ideas/Updates for any of our mediated platforms
 - b. Solidify Regular Meeting Dates/Required Members in Attendance

MEETING MINUTES

Call to order at 10:10 am - Tammy
Member Introductions

Presidents Updates

- Google doc for updates - Brandon Mock sent in November, Michelle to resend link, Erin reset permissions.
- Tammy joined state assn. Interest group at csc. Met NCA VP, repository on NCA website for OCA to use. OCA now also has repository on CSCA, building partnerships and encouraging submissions.
- Tammy discussed the need to stay vigilant about OCA's existence...
- Should we reconsider k-12 presence?
 - Amber: Professional development for HS teachers, pre-conference opportunities
 - Dan: many folks interested in Forensics; concerned about competing engagements, Saturdays. Proposed discussion of responding to trends in the industry... Tammy: stop going after people that don't want to be in your group. Considering media & film interests? Continue grooming and mentoring new board members
- Laura Black confirmed as Keynote for Conference
 - Discussion of OU partnership. Erin and Laura will continue to work connections
- Michelle motioned to approve; Cody seconded. Elycia suggested updating her attendance. Motion passed, minutes approved.

VP's Report

- Exec Director - Michelle will serve 1 more year. Concerns about electing VP and ED in the same year?
- Awards Coordinator - Jeff has been in position for 11 years. Will he continue?
- Should we have term limits?
- Dan and Shawn (NE /SE)
- Alecia
- Erin needs dated appointed on website - appointed 2015
- Shawn Starcher will be new Archivist
- Calls for positions: post/send August, Sept, October

Michelle - end date for constitution updates? August 1st so Michelle can review
James will post to website as text and PDF upon completion
Think about

Michelle was “appointed in 2016” on website. Erin was also “appointed” - update on website.

Partnership report

- Erin will continue outreach efforts
- Considering discount for returning partners (\$100 discount for renewal / \$50 for returning). McGraw Hill, Finlay, BG. Erin asked for help recruiting partners from the members.
- Cody - when’s the best time for outreach? June... most signups in July/August. Small schools are responsive over the summer.
- Will work with James to promote partnerships on social media channels
- Laura - what’s the renewal cycle? Denison was concerned about their status
- Liane - OU, should reach out to
- Lost McGraw Hill and Kendal Hunt (lunch sponsor) - citing lack of ROI
- Jeff - YSU approved partnership!
- Erin will review website pages
- Xavier - host institution should sponsor preconference? Should they also be partners? Mandated?
- Suggestions: Miami, Northern KY, Marshall, Pitt, Gannon, UD, Louisville, Wright State, Franklin, Thomas Moore Univ (KY), Jeff suggested Al Gonzales (BG), Laura Stafford (BG), BG Strat Comm. Indiana Wesleyan.
- Cody - what about smaller fee for other orgs/institutions? Erin: need to balance cost/benefits;
- Laura - benefits to undergrad programs, it’s good for students, experience. Reduced student fees for students of sponsorship institutions?
 - Michelle - what’s the finances of this proposal?
 - Erin - Partners program needs to help support conference \$\$
 - Erin - next steps? Let’s hold off on new model; get feedback, suggest model; include in conference review

Tammy - revisiting term limits... Jeff: how to continue to keep people engaged? They disappear after term limits? Erin - maybe a campaign to reengage past board members? Elycia - foster connections... mentorship program? Associate / apprentice process for Conference, communication, journal, etc.?

ED - 3-5

Awards - Amber suggested 2

Sponsorship: 3-5

Amber: Positions dealing with money & long term relationships need 3-5 years

Amber: Motion to add 2 year term limit to Awards coordinator; Laura seconded

Elycia: term limit for AC already exists in Constitution (Jeff recently added in Jan/Dec)

Motion passed.

Amber: motion to add 3-5 year term limit to partnership coordinator; Cody seconded.
No discussion.
Motion passed. No opposition

Will revisit voting/non-voting members in October.

Awards Report (Jeff)

- 7 applications for 5 categories; 2 for students; 2 for adjunct
- Beginning June 15, jeff will send info to district reps to vote on recipients
 - Will use online form for judging; June 30 deadline; July 1 winners.

ED Report (Michelle)

- Since the conference: \$189.61 spent
 - \$50 social media promote
 - Postcards (more printed than previously)
 - November meeting
 - June meeting
 - \$500 revenue since conference; journal (118), 1 regular member, 2 adjuncts; 3 students.
- James: should we talk about new and returning? Need to clarify process for visitors
 - Erin - payment options?
 - Login issues?
 - Change alyssa's contact info on login pge: <https://ohiocomm.org/membership-renewal/>
 - Registration for conference vs. membership - send follow up messages to members about conference

Journal Report (Amber, Laura)

- Amber's last report; handing off to Laura
- April pub date, posted on website
- 24 submissions; 9 published; published keynote address (Ray Mc?) 38% acceptance
- 1/3 from Ohio; IN, IL, KY, PA, TX, WY, CA, NY; good to keep up with scholars, awards
- Last few journals need to go on Ebsco; Amber to handle now and then pass along to Laura; weird system
- May want to consider better format for online - James will fix menus (now hidden in "dashboard"); James will work on better solutions for Doc management
- Laura: I would love to publish undergraduate research? Special section on OJC? Liane: every issue should have a spotlight; Erin: OCJ has been historically lower tier, concerned that UG research may impede progress/prestige?
 - Amber: think about other avenues, blog, etc?
 - Jeff: Top grad/undergrad papers should go in journal

**Michelle - update on money spent; \$507 spent, \$500 income.

Archivist Report (Tammy)

- Jerry wants to transition out; Shawn Starcher will step into the role.
- Jerry and Shawn have and will continue to work together to transition
- Scholar hours? Reach out to Scott Myers; Judy Trent.
 - Tammy will reach out and encourage contacting Judy

Amber: OCA emeritus membership? We should reach out and encourage people to apply

Dan: it's an honor.

Elycia: could it be a part of the awards presentation? Erin/Dan: probably not, keep. Partick: let's definitely recognize them. Tammy: keep it rigorous.

Discussion of process, requirements. Do we have any current emeriti? Will connect with Jerry to see.

Conference Report (Elycia)

- Extended submission date; reviews due June 13. Notification letters sent 6/15
- Presented draft schedule
- Top student paper sessions? Open to discussion:
 - Erin - tradition/other conferences indicates a "top paper" session
 - Jeff: competing sessions?
 - Will Laura be respondent to top papers?
 - Elycia will keep separate session
- GIFTS: attendees wanted to hear all; this year we'll split 5/5 into two sessions. Elycia will keep this new format
- Ending at 4 on Saturday? Board approves (enthusiastically)
- Laura: what about rejected papers, can they be invited to be posters? Yes. Elycia will invite.
- Amber: what's the latest you need poster submissions? Discussion of timelines, online posting of conference schedule. Should we have samples available? Send link to "how to". Share poster winners on social.
- Submitters profiles (+12 debut submitters should be moved to first time box)
- 2020 site: Youngstown / 2021: Capital has voiced interest.
- Amber: marketing to adjuncts? Previous attendee expressed concern... what should we do?
- Michelle: let's promote individual sessions on social media after we finalize the schedule.
- Awards: cash bar, apps, no full dinner. Will space out events to keep attendees. Ceremony immediately following last panel. In same space on campus
- Undergrad pre-conference: mixed feelings about it... no submissions from Xavier students, are the interested? XU students on break that weekend... lots of work. Will other institutions be upset if we DON'T? UC? Paul will reach out to UC to gauge interest.
Other discussion about interest, logistics, alternatives... scholar to scholar? Coffee hour? Tammy: invite graduate partners, OCA board members could be available to talk.
- Suggestions for other topics/panels : how to present, submit, get accepted, posters
- Elycia - considering scrapping UG preconference, will report back to board.

BREAK - 12:15 pm

Reconvene - 12:38 pm

District Reps:

- Patrick & Paul: we should move contact lists to a google doc or some other format. Something we can update in real time. Patrick volunteered to create that document.
 - Erin suggested Google Groups
 - Paul handed out potential collaboration options - presented features & functions
 - Discussion of needs
 - James will setup google group and distribute to all board members; each member will organize around their specific area. Patrick will create contact doc in the new folder
- Dan: digital (potentially) mini-conference. Looking for small, cost effective ways of engaging members and non-members throughout the year; other than the main conference and journal. Maybe 20 people? Session/Lunch/Session. Developing teaching or research skills
 - Cody offered the suggestion of webinars, Zoom sessions. 3x per year
 - Amber: does a mini conference pull away from main conference
 - Poll the audience...
 - Podcast or short 2-minute teaching tips?

**Amber: Facebook live of the conference keynote....

- Laura: need to be aware of how much work everyone's doing... and what/how much we're communicating.
- Tammy: Let's add the question to the post-conference survey

Comm Coordinator Report (James)

- Website updates, changes to hosting and web technology
- Website and social media usage statistics - ALL are up over last year
- Talked about story ideas, member spotlights, journal teasers, additional ways to promote the org.

Planning for XU Conference

- Engagement during conference?
 - Social media hashtags, posts, sponsored contest?
 - Evaluations - Elycia to coordinate raffle
 - Swag raffle? Or donations for clothing and canned for as a donation to local charity. Logistics?
 - Add to social media... figure out how to integrate with confirmation email; Elycia will help develop language around donations/theme

New Business

- Story ideas / updates for social media platforms: Board will continue to brainstorm and send to comm coord.
- Meetings:

- Discussion of who's involved and who needs to be. What's covered? When? Thursday night? Friday Morning? Can we use virtual meetings instead? Michelle: personnel changes after the October meeting. Tammy: more like a huddle-up, check in. November meeting should be more substantial.
- Will take volunteers for Thursday night pre-conference help; Friday morning huddle: 11:00-12:00 for a board lunch.
- Regular November meeting (11/1, 10-2 @ youngstown, campus tour); regular June meeting (6/5, 10-2 @CSCC)
- Conference Theme: Tammy and Amber will coordinate ideas; Amber will send James survey link to share on Social Media; once it's decided, Elycia will include in program
- Other business?
- Michelle: Earl W. Wiley (1932-1973) presidential award. Service to OCA; board members
 - Need description, website posting
 - Jeff will develop description; Shawn to research Wiley history
- Amber: we should do a winter/spring web meeting
 - Discussion of timing and necessities
 - Michelle motioned; Dan seconded - to keep November meeting
 - Webinar to be scheduled - end of March, April... March 13 tentative. 10 am. Michelle to send out information and tech.

Amber motions to adjourn; Laura seconds.

Meeting adjourned at 2:05 pm