



OHIO COMMUNICATION ASSOCIATION EXECUTIVE BOARD MEETING

MEETING DATE: OCTOBER 1, 2020 5:00-7:00 PM

LOCATION: ZOOM ONLINE MEETING PLATFORM

In Attendance: Tammy Bosley, Michelle Coleman, Elycia Taylor, James Jarc, Erin Hollenbaugh, Laura Russell, Jeff Kuznekoff, Amber Ferris, Jeff Tyus, Cody Clemens, Shawn Starcher, Patrick Dillon, Rekha Sharma, Paul Sommer, Brandon Mock

Call to order: Tammy Bosley @ 5:09 pm

Motion to approve minutes from previous meeting: Michelle Coleman; Cody Clemens seconded;
Members all voted in the affirmative. No abstentions

Presidents report:

Many other organizations have cancelled their conferences. Kudos for getting e virtual conference up and running. The org is in good hands with Amber;

VPs report:

Executive board vacancies

- 1 graduate student nomination
- 1 member at large nomination
- Still need another VP nomination (Cody has volunteered)
- Still need 1 more MaL & grad students

Nominees will turn in short bio instead of making live statements
Will send out voting link via email during and after conference

Amber added constitution amendments to the business meeting agenda; sent to membership for review

Thank you to Tammy for all the hard work and leadership in the past

ED's report

Shirts! Many board members have ordered; they're nice pieces with nice embroidery;

Org is in the black for the year; Great River Learning made a major contribution, thank you.

8+ registrants since the report was submitted

Up to 157 total registrants

Financial State of the Organization

- As of today, for the 2020 conference, we are up \$3,587.71 thanks to a \$3,000 donation from *Great River Learning*. However, we have not paid out all of our 2020 expenses.
 - We still need to pay out the following: Zoom membership (~\$100), conference prizes (~\$150), keynote speaker stipend (\$400), top papers/posters (~\$300) for an *approximate* total of +/- \$950. Additionally, we need to renew our domain name in 2020.
- As of today, we have \$33,785.28 in our checking account, including our PayPal balance that will be transferred over once all expenses are paid out.

Membership Status

- 149 members are registered for the conference
 - 120 new members, 29 renewed members, though these numbers are not easy to understand based on what we have learned about members who don't remember their login, members who were a member in the past but not in 2019, etc.
 - 106 members are students, 81 undergrad students, 10 masters, 15 Ph.D. students.
 - If we take out the 81 undergrad students who would not normally pay for the conference because they would only attend the pre-conference, then we only have 68 grad student, adjunct, and regular members registered who would have paid a membership and conference fee. ***Therefore, it is my conclusion our membership is down substantially this year.***
- All regular/adjunct members have paid this year except for one person.

- We have 3 board members who have not registered for the 2020 conference

States/Countries Represented

- Ohio - 24
- Kentucky - 2
- Pennsylvania - 1
- Michigan - 3
- Colorado - 1
- Texas - 1
- Canada - 1
- Australia - 1

Colleges Represented

- Community Colleges - 5
- Universities - 30

Discussion

Tammy: OCA is one of 5 that even did a conference. Institutions aren't reimbursing, lots of other factors leading to decline; Shawn - so much other work to do, wouldn't prioritize conference.

Michelle wanted to know about changing the registration form to customize options to eliminate certain options from, e.g., students can't review for the journal

Jeff commented: need advanced degree to review

Tammy agreed: gotta keep the standards high

Laura added: sometimes grad students are among the best reviewers (but not undergrads)

ACTION ITEM: James - work on changing the form on the website

What about discussion groups?

Discussion

Amber: may be left over from previous conferences; can probably remove

Michelle: Lets all review the registration form and fix at next board meeting

ACTION ITEM: James needs to change the lifetime membership option to be at the bottom of the dropdown

Awards Coord. Report

6 nominations; 2 awards contested

No decrease in nominations, might be an increase

Awards ceremony: what about taking a picture of the plaque to share on the screen?

Discussion

Tammy: Showing the award might encourage submissions;

Could we get a screenshot of the recipient saying thank you? James - try to take a screenshot

Give the recipients 30 seconds to say thanks'

Test it out in the open room before the conference

Archivist Report

Shawn had no access to anything given the campus lockdown

Will try to get the information and dig in over the spring/summer

Discussion

Erin: what about recording conference panels?

Elycia: yes...Diversity, Top Paper and Keynote

Tammy: is someone introducing keynote? Cody & Tammy will work out the decision

What about the business meeting? Shawn: probably don't need it for archival purposes

Amber: unique way to conduct business... not necessarily to post online or anything. Do we need permission from attendees?

Jeff: Award recipients actually wanted to be recorded

Tammy: will announce that the meeting is being recorded and offer people a moment to turn off cameras, etc.

Conference Coord. Report

If you're not chairing a session, go to one and let the host know you're there; have them make you a co-host and HELP!

Report (submitted by Elycia)

Conference Numbers

Type of Submission	Submitted	To be presented
Research Paper	20	17

Research/Teaching Panel	6	5 (one session cancelled prior to conference due to health)
GIFTS	4	4
Poster	4	5 (competitive research paper denials given opportunity to present as poster)
Workshop	1	1
Keynote		1
Partner		3
Undergraduate Pre-Conference		3
TOTAL	35	39

Note: 13 submissions were from individuals submitting to a professional conference for the first time

Type of Sessions on Schedule	Number of Sessions
Research Paper	5
Undergraduate Pre-Conference	3
Partner	2
Research Panel	2
Teaching Panel	2
Diversity Task Force Panel	1
GIFTS	1
Poster	1
Teaching Workshop	1
Keynote	1

Awards / Business Meeting	1
TOTAL SESSIONS	20

Congratulations to the Top Papers

Top Graduate Paper:

A Critical Discourse Analysis of Reddit Users' Posts Regarding the Publicly Lactating Body
Heather Matthys, *Ohio University*

Top Undergraduate Paper (tied):

Interpersonal Relationship Dynamics: On Perception of Conflict in College Students
Enrique Antonio, *University of Akron*

Top Undergraduate Paper (tied):

You Change the World When You Change Your Mind: Social Judgment Theory in the Musical
 Kinky Boots
Courtney Weikel, *Pennsylvania State University – Schuylkill Campus*

Top Poster Announcement

TBD

THANK YOU to the Team

- 42 reviewers contacted, 30 reviewers submitted reviews
- 12 session chairs: Board Members
- 3 poster judges : Melissa Cumberbatch, Heather Matthys, Laura Russell
- Very special thank you to James Jarc, OCA Communication Coordinator, for creating our conference website!

Next Year's Conference

- Friday, October 1 2021 – Saturday, October 2 2021
- Youngstown State University, Youngstown, OH
- Theme: TBA based on 10/1/2020 board decision
- Deadlines
 - March 1 (Submissions Open)
 - May 15 (Submission Close)
 - Registration Opens (July 15)
- Help Us Grow OCA!!!

Reminder

PLEASE fill out online Conference Session Reviews (for a chance to win an Amazon gift card) and Post-Conference Survey (to be emailed after conference concludes)

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Poster session: revised format, wil have Q&A with judges

Host guideline sheet was distributed; Don't hesitate to call, text, or email Elycia for support this weekend.

Discussion

Michelle: what about session evaluations? Should we be saying it in the introduction/conclusion of sessions? (p6 of the guidelines document)

Review the zoom settings and make sure everything's good. Join 10-15 minutes early,

Tammy: we have to run a tight schedule this year.

Elycia: you may need to interrupt and end the sessions if needed

Erin: general business meeting often runs long, need to stay on top of time

Amber: Need someone to keep time and move things along; especially awards presentations

Tammy: we need an efficient meeting; spend more time on members & business

Wil members send general business meeting reports to Tammy by tomorrow close of business?

Can someone else host the 2pm session

Brainstorming a theme for 2021...

Discussion

Erin: Reunited and it feels so good

Tammy: It's NOT 2020

Elycia: something about reflection

What about leaving it as a surprise?

(submissions vis Chat)

From Jeffrey Kuznekoff - it can't get worse...right?

From Laura Russell - Maybe something about resilience?

From Erin Hollenbaugh - OCA 2021... stay tuned.

From Laura Russell - Communication for Sustainability and Resilience?

From Cody Clemens - Communicating Resilience: From Then To Now

From Jeff Tyus - Resilience through Communication

Motion to approve "Resilience through Communication" made by Cody Clemens; Tammy seconded

No discussion

Call for a vote: Opposed? None; no abstentions. The motion passed unanimously.

District Reps Reports

(Nancy Jennings was not in attendance due to family emergency) (See Addendum C)

Erin Hollenbaugh: John Lynch will fill in for Nancy at the partner session (may need to update contact info on the site, etc); unsure whether he will host the private meeting room, response to come

Tammy is chairing all Nancy's sessions; links updated

Nancy's Report (submitted previously)

Nancy Jennings, University of Cincinnati

As a Member At Large, this past year I have completed the following service:

- Contacted and coordinated partner submissions for OCA Newsletter from:
 - University of Cincinnati
 - University of Dayton

- Served as a reviewer for the following:
 - OCA conference submissions
 - OCA Award submissions

- Service for OCA Conference
 - Organized a panel for the OCA Undergraduate Pre-Conference

Shared information about the conference with partners

Cody Clemens: not too much to report; similar to what Nancy has reported

Comm Coord Report

Summary / Overview

- Website migration and update completed
 - All partners updated on website; regular social posts thanking/promoting partners in the spring
 - Conference updates have been posted online and social media; virtual conference pages added
 - Added apparel page
- Mailing list continues to grow with email capture popup on website
- Journal Hosting - with Journal team, we launched a new online journal submission/review system

Website Performance



Above: Audience Overview

Note: significant data loss over the summer months; upon website completion, Analytics tracking code was changed/alterd and was not sending data properly.

Partner Report

This year, the Board agreed to extend the 2019-2020 partnerships to 2020-2021 at no additional cost to our partners due to decreased cost of hosting the conference. Additionally, we welcomed a new partner – Great River Learning – who gave \$3,000 to sponsor our conference when it was scheduled to be held at YSU.

Therefore, our 2020-2021 partners include:

- Great River Learning
- Kendall Hunt Publishing Company
- University of Akron
- Ashland University
- University of Cincinnati
- University of Dayton
- Denison University
- Indiana Wesleyan University
- Kent State University
- University of Kentucky
- Ohio University
- Youngstown State University

Our partners participated in the conference in a number of ways:

- Synchronously through three scheduled sessions:

- “Applying, Thriving, and Completing Graduate School: Question and Answer Session with Graduate School Partners” – Friday 3 p.m.
- Kendall Hunt panel, “Your Course... Reimagined” – Saturday 10 a.m.
- “Great River Learning - Helping You Navigate a Changing World” – Saturday 2 p.m.
- Asynchronously through half-page ads in the interactive conference program and updated web content

Special thank you to Elycia Taylor and James Jarc for helping accommodate the Opportunity Fair in a virtual format.

Journal Report

- We received a total of 17 submissions
 - 13 standard manuscripts (4 quantitative, 4 rhetorical, 5 qualitative)
 - 4 short essays (related to social justice)
- The final submission date was extended to Sept. 14; reviewers received assignments shortly thereafter. The first round of reviews will be completed by November when notifications will be sent to authors.
- We have been using the new software system as a fulcrum for correspondence with authors and reviewers. We welcome feedback from board members (who are serving as reviewers) on what the experience has been like (i.e. in terms of the communication they are receiving via the system). We also, during the business meeting, would like to ask all attendees (reviewers and potential submitters) for feedback on the correspondences they have experienced with the system.

Online journal platform discussion:

Jeff K.: things are out for review; system seems to be working well; eager to see the rest of the process, and we'll deal with hiccups as they come

ACTION ITEM - Need to tweak: turn off submissions at deadline; doublecheck automated emails schedule

Cody Clemens: those messages went to SPAM, need to figure that out

ACTION ITEM - James will investigate and report on costs, functions, etc.

Additional Discussion

What about publishing top papers in the journal?

Erin: We would love to. Need to connect with the winners after the conference

Elycia: make announcements and coordinate with folks before and during the conference

NEW BUSINESS

Tammy: be efficient with business meeting; will create digital report to distribute to members
Thanks to all for all the work here. OCA is going above and beyond!

Tentative Spring meeting: 10-2 on January 8th

Amber will send meeting invitation; will make sure to include newly elected members;

Remind them that it's all virtual.

Michelle: invite Adam from YSU.

Motion to adjourn: Shawn Starcher; Jeff seconded.

Meeting adjourned 6:50 pm.

Minutes submitted by James Jarc, Communication Coordinattor