



Exciting Changes in Store for the Upcoming Conference in Corpus Christi this October

TSCA wants to make the fall convention, October 10-12, 2013, the most convenient and accessible ever. A shorter schedule, use of social media, and mobile access to the program will be implemented this year.

TSCA conference information will be shared before, during, and after the conference on Twitter. By the time school starts in the fall, a functioning FaceBook page and Twitter account will be set up for full access by TSCA members.

The traditional one-page publication for new speech coaches distributed at convention will also be replaced with information accessible by Tweets and on FaceBook.

Besides the immediate access that social media provides, the switch to online and mobile

access continues a recent trend of getting away from using excess paper for our conferences. "I'd like to move TSCA closer to the digital age," said TSCA President Russell Kirkscey.

The questionnaire concerning the convention schedule that was administered during the 2012 conference revealed that a majority of members preferred a shortened conference schedule to fit within their schools' professional development days' allowances and their personal budgets.

This year the conference will begin on Thursday morning and end on Saturday afternoon.

Early conference registration is available on the TSCA website at www.etsca.com.

Kirkscey's theme for the fall conference, *Adapting in a World*



A view of Corpus Christi in the evening.

of Diversity, will promote a series of sessions and short courses focused on the professional and personal lives of speech educators at all educational levels.

Check out the TSCA website for a sample program to start planning your convention experience and "Like us" on our upcoming FaceBook page.

TFA Works With TSCA For Fall Conference Planning

Joe Uhler, TFA President, attended the TSCA Officer Retreat and expressed his enthusiasm for strengthening TFA's partnership with TSCA.

Uhler presented a number of great ideas, including having a new members/new coach track published in the TSCA Fall Conference schedule, a

G.I.F.T.S. session co-sponsored by TFA and—using an idea borrowed from NFL Nationals—registration for interest groups to be facilitated at the registration table on Thursday.

The interest group chairs will host their tables and provide information, goodies, and a assistance at registration.

Many ideas for co-sponsored sessions with TFA were talked about as well. In addition, ideas for encouraging and sustaining communication between TSCA and TFA, with its large membership block within TSCA, were discussed.

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Special points of interest:

- TSCA goes mobile
- TFA President Uhler
- Omni Bayfront Tower Information
- Dates for early registration
- ...and so much more

Register and Book Rooms Early for Convention Discounts



The Omni Bayfront Tower

Comptroller Mike Jones reported at the spring officer's retreat that the Omni Bayfront has agreed to reduce our room night obligations and charge a lower rate for TSCA members for the convention.

Room rates of \$129 per night for a single and \$149 per night for a double occupancy are significantly lower than the original quote of \$169 per night. The deadline for these prices is Friday, September 25th. For convention-goers wishing to stay an additional night, the same rates apply.

Register for both rooms and the conference through a convenient link on the TSCA website.

Early registration for TSCA Sustaining Members provides the best bang for your TSCA buck as well. Onsite registration is available for an increased amount. In addition, early registration keeps you from standing at the registration table for so long, so it pays in terms of money and time.

No matter what type of membership you desire, though,

register soon, and bring a new or presently inactive member with you to Corpus Christi. The schedule is streamlined, the food will be amazing, and the fellowship is always worth it. Plus, going to Corpus Christi just feels like a vacation in October!

The Omni Bayfront Tower
900 N. Shoreline
Corpus Christi, Texas 78401
361-887-1600

You Can Help Improve Membership Numbers

Brent Hinkle reports that membership figures and convention attendees have fluctuated in recent years.

Former Executive secretary Brent Hinkle reports that membership figures and convention attendees have fluctuated in recent years, but overall numbers are down. It is the hope of all of us who love and appreciate TSCA that membership will begin to rise again.

One important step toward that goal was to alter the traditional schedule for TSCA's

annual conference down to three days instead of four. Another was to work with Omni on a discounted convention rate.

But we need everyone's help. Make it your goal to find new speech teachers and professors and encourage them to join our ranks. Bring a colleague with you to Corpus Christi. Inform inactive members about

the important advocacy TSCA is doing for speech educators throughout the state.

Our goal is to increase our high school and middle school members in particular. Help get the word about TSCA out to all speech educators, no matter what level, and help us to remain relevant in the field of speech education.

Bylaws Issues Discussed at Spring Officers Meeting

If you currently moderate a TSCA-related FaceBook page, please share the access information and passwords with Executive Secretary Lou Ann Seabourn.

A feasibility study on online voting for officers is currently being conducted. Online elections would make voting more efficient and eco-friendly. Under this proposal, officer candidates would still make campaign speeches at convention.

Regarding the use of social media by TSCA, the bylaws

committee will also establish guidelines for the use of FaceBook, Twitter, and other social media platforms. If you currently moderate a TSCA-related FaceBook page, please share the access information and passwords with Executive secretary Lou Ann Seabourn.

Additionally, the Bylaws Com-

mittee is studying the possibility of narrowing the traditional convention rotation down to a three-city rotation of DFW, Houston, and San Antonio.

To keep TSCA in compliance, additions and changes in policy must comply with bylaws, or an official wording change must occur.

Mellessa Denny: Seafood and TSCA in Corpus Christi

When you think about Corpus Christi, what comes to mind?

If you're like me, you think of seafood!

And I CANNOT wait!

S – Shortened Schedule

Starting Thursday evening with a short course then 5 more the next day and a half...

E – Easy Access to Information with Twitter, Facebook, and the new website, you get up-to-date information.

A – Awesome Food

The Thursday night membership reception, the luncheon, and the President's Reception are sure to please.

F – Focused Programs

Less is more! Sessions will be more focused and informational.

O – Ocean View

Enough said...Wake up to the Omni Bayfront beauty and ocean breeze just feet away from the sand.

O – Opportunities to Network

Veteran, as well as beginning teachers, will find many great

opportunities to network with speech educators from across the state.

D – Door Prizes and Vendors I couldn't leave these out! Not only can you win door prizes at the general sessions, but our vendors are available to assist you in purchasing great items to take back to your classrooms.

Don't miss this year's convention! Join us in Corpus Christi October 10th-12th.



TSCA Journal News

Journal Editor George Pacheco, Jr. reports that both the print and the online journals are currently either completed and slated for release or under review.

Papers from the San Angelo Conference on Ethnography are being used for the next issue of the online journal. It is the hope of George that the

online journal will help to get more college and university people involved.

George will advertise with NCA and check with *Spectra* to get the word out about the need for papers. In addition, he will be looking to the College and University G.I.F.T.S. session from last October for material.

TSCA takes pride in its impressive journals and thanks George for his hard work.

Contact George Pacheco, Jr. with questions on content and deadlines for papers for any of the upcoming journals.

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Membership Directory Available on the TSCA Website

One of the most-asked questions the officers get from the membership at large is whether we have contact information for district chairs, committee chairs, presenters, and other members.

The TSCA website has a comprehensive membership directory available online to all members.

To access the directory go to www.tetsca.com, log in, and look for the Membership List link.

The first time you access the directory please search for yourself and check to make sure that your information is current, complete, and correct. If any information is not correct let our webmaster Brent

Hinkle know and he will make the changes.

The membership directory is published as a tool for all TSCA members and provides valuable contact information for everyone in the membership body.

Check the TSCA website's member directory for your own contact information as well as others!

Legislation Action Update on HB 5 from President Russell Kirkscey

Kirkscey addresses HB 5 changes and advocates for high school speech educators.

As far as I can tell, we're well ahead of the curve on reinstating communication applications and/or professional communication into the new curriculum outlined in HB 5. We have no surprises, and we know what the near future will bring. The most important meetings will be the July and September ones for the SBOE on this issue.

In the spring and early summer, I've talked with Barbara Cargill, Chair of the SBOE, Karin Miller, TEA Statewide ELA/Reading Coordinator, Shelly Ramos, TEA Director of Academic Standards and Services, and Ron Whitson, TEA Statewide CTE Coordinator.

I've also spoken with the state directors of Family and Consumer Sciences Teachers of Texas, Vocational Agriculture Teachers Association of Texas, Career and Technology Association of Texas, and the Texas Industrial Vocational Association.

All the CTE organizations stand to gain if a communication course is reinstated into the required curriculum. They are all supportive of our position, especially Barney McClure of the Vocational Agriculture Teachers Association of Texas

who had great things to say about our previous efforts and is totally on board. There's strength in numbers.

Below is the text of an email that I sent out earlier this summer to all TSCA Members:

House Bill 5 has omitted the ½ credit of speech communication from the Texas high school graduation requirements. However, the Texas State Board of Education has traditionally added the requirement after the Texas Legislature's actions. So we are left with a situation similar to others that we've experienced in the past. I have discussed the issue with several directors at TEA, the chair of the SBOE, and the clerk of the House Education Committee, and all seemed optimistic about the situation. We'll lobby SBOE members by email, by phone, and in person.

All members should go to the TSCA website, www.etsca.com, and download the letter to board members under the News section at the link "TSCA SBOE Action Support Needed!" Please copy and paste the letter into your email and send it to sboesupport@tea.state.tx.us. Please

remember to sign the letter. You may also want to add any personal notes that would assist our cause. All SBOE members receive their email at the same location.

Members of the governmental affairs committee should call their SBOE representative and use the website letter for talking points.

Members of the Executive Committee will address the SBOE during open remarks at the July meeting. While this issue will not be on the agenda, we will still make our presence known. The SBOE will take up this issue during the September meeting, and TSCA members will testify at that point.

I'd also like to address concerns about the 2013-14 school year. I spoke with a TEA director who informed me that none of HB 5 will be implemented until 2014-15. I can discuss more with anyone who has individual challenges in a district. Please feel free to call me at 512-970-4892.

Thanks in advance for your work on this issue!

Thank you to the Time and Place Committee for administering a questionnaire and compiling the data that helped us craft the new, shortened schedule for the 2013 convention.



Amy Tilton-Jones Invites Us to the Sparkling City by the Sea

We are looking forward to seeing all of you in Corpus Christi for TSCA 2013! The TSCA Convention will be held at the Omni Bayfront Hotel October 10-12, 2013. We hope you will have the opportunity to explore our "Sparkling City by the Sea!"

Downtown Corpus Christi, where the Omni Bayfront is located, is home to many shops, restaurants-my favorite is the Executive Surf Club-, and clubs all available for a quick lunch between sessions, or a night out listening to a variety of live music. Of course, the miles-long Bayfront is also great for a scenic walk and houses the Corpus Christi Marina, with more shops, restaurants, the Harbor Ferry, and

lots of scenery.

Across the Harbor Bridge from the convention hotel are some wonderful destinations to visit. The first is the Texas State Aquarium, located on North Beach. It has been open since 1989 and is home to many attractions, daily live shows, and if your children come along for the trip-the HEB Splash Park. Located close to the aquarium is the USS Lexington, a World War II era aircraft carrier that was retired to Corpus Christi in 1992. The Lexington is now a floating museum also located on North Beach and definitely worth a visit.

If you will be arriving early or staying after convention, the Coastal Bend area has many

more can't-miss stops. North Padre Island has great beaches, as do Port Aransas and Rockport. All are a 20 to 60-minute drive from the convention hotel.

When you arrive at convention, please be sure to get your welcome bag from the Corpus Christi Convention and Visitors Bureau. This bag will contain maps, coupons, and restaurant lists. If you have any questions about the Corpus Christi area before convention, please feel free to contact me at ajones@delmar.edu.

See you in October!
Amy Tilton-Jones
Chair, Local Arrangements

Tilton-Jones welcomes all to the "Sparkling City by the Sea" and surrounding area.

REMINDER

Presenters needing technology for their sessions are, as usual, responsible for bringing and setting it up themselves.

Thank you for your help!

IMPORTANT INFORMATION ABOUT INCIDENTAL CHARGES AT THE OMNI:

Be advised that patrons may choose to have incidentals turned off upon checking in. Otherwise, Omni places a \$50 per day charge on your debit or credit card which will not be immediately refunded at check-out. The fees will be refunded in about 5 to 7 working days.



TSCA

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We're on the web!
www.etsca.com

TSCA is one of the largest and most active state-wide speech educators' organizations in the nation.

TSCA prides itself in promoting educational and competitive speech throughout Texas from middle school through university levels.

Join us in the amazing work of supporting speech educators in Texas!

TSCA Executive Officers

President– Russell Kirkscey, Blanco High School

Vice President– M'Liss Hindman, Tyler Junior College

Vice President Elect– Mellessa Denney, Amarillo High School

Executive Secretary– Lou Ann Seabourn, Amarillo College

Comptroller– Mike Jones, Del Mar College

Newsletter Editor– Aimee Kasprzyk, Hillsboro High School

Journal Editor– George Pacheco, Jr., Angelo State University

Archivist– Jana Riggins, University Interscholastic League

Immediate Past President– Connie McKee, West Texas A&M University



TSCA

TEACHING
COMMUNICATION
TODAY
FOR THE LEADERS OF
TOMORROW