



## PCA/ACA President's Message September 2015

Greetings, PCA/ACA Colleagues!

I hope you are enjoying—or at least surviving—this busy time of year when so many school-year activities are beginning. It is a beautiful sunny, cool day in Kentucky and fall seems like an exciting prospect! I am writing to update you on the activities of the PCA/ACA leadership team as well as to solicit nominations for the position of Graduate Student/Pre-Professional Board Member.

As I mentioned in my July communication, the PCA/ACA Governing Board, the PCA/ACA Endowment Board, and the Executive Directors met in June in Cincinnati to begin crafting a strategic plan to move the association forward. You have already heard one suggestion that emerged from that meeting and has been shared for comment: a proposal to shorten the name of the association to Popular Culture Association. We have appreciated hearing from many of you already on this issue, and we encourage you to comment if you have not already done so. After considerable discussion, we have finalized the 2015-2018 Strategic Plan that appears below/is attached. You will see that the goals center around improving the operation and accountability of the association, enhancing its public presence, furthering popular culture studies, growing our international and regional presence, fostering diversity and inclusion, and providing professional development for all members. As are all strategic plans, this is a living document and will evolve as we move toward achieving our goals. However, we believe it will provide the direction and accountability structure that will ensure we stay on a productive path. And, of course, we welcome your comments and suggestions.

Some of you may already have heard that PCA/ACA is seeking a candidate for the Graduate Student/Pre-Professional Representative to the Governing Board. The person who holds this position will attend the governing board meetings, participate in committees as designated, and help communicate the perspective of our graduate student members. Interested applicants should send a 250-word letter of interest to me ([Diane.Calhoun-French@kctcs.edu](mailto:Diane.Calhoun-French@kctcs.edu)), along with contact information for a member of the PCA/ACA who can provide a recommendation on their behalf. The deadline for receipt of applications is **October 1**. The Graduate Student Representative is a one-year appointed position, selected by the President and approved by the governing board.

I continue to be grateful for the opportunity to serve as PCA/ACA's President. As we approach our mid-year board meeting, I encourage you to contact me with any issues you believe the board should be attending to. And I hope you are already making plans for our Seattle conference. I look forward to hearing from you!

Sincerely,

Diane Calhoun-French  
President  
[diane.calhoun-french@kctcs.edu](mailto:diane.calhoun-french@kctcs.edu)

## Popular Culture Association/American Culture Association 2015-2018 Strategic Plan

Goal	Action Steps	Champion	Date To Be Completed
1. Improve the operational and managerial structure of the PCA/ACA	<ul style="list-style-type: none"> <li>• Revisit frequency of board meetings</li> <li>• Establish master annual calendar for association activities</li> <li>• Clarify duties of all officers and board members</li> <li>• Move forward with evaluation of area chairs</li> <li>• Produce an association policy manual</li> <li>• Produce a fact book</li> <li>• Conduct evaluations of ED positions and the performance of individuals currently serving in them as well as any other paid employees of the association</li> <li>• Regularize a process and timeline for ED evaluations</li> <li>• Determine optimum ratio of administrative costs to revenue by reviewing best practices of similar organizations</li> </ul>	Gary Edgerton Diane Calhoun-French Phil Simpson	2016
2. Foster continued legitimization of popular culture studies and the PCA/ACA inside and outside the academy	<ul style="list-style-type: none"> <li>• Enhance visibility and quality of awards</li> <li>• Record the history of the organization and preserve it in as many platforms as possible</li> <li>• Establish a uniform conference paper selection process</li> <li>• Distribute posters/flyers about the annual conference more widely</li> <li>• Develop a plan for recruiting high quality speakers</li> <li>• Establish a clearinghouse to capture and share scholarly activity of members</li> <li>• Enhance the association's web presence</li> <li>• Explore publication of conference proceedings from among best papers selected by area chairs</li> <li>• Attract and recognize outstanding scholars from Research I institutions</li> <li>• Invite award winners to join journal boards</li> </ul>	Ann Larabee Bruce Drushel Kathy Merlock Jackson Carl Sederholm	2017

<p>3. Establish the appropriate size and composition of the PCA/ACA</p>	<ul style="list-style-type: none"> <li>• Do a census of membership</li> <li>• Conduct a member needs assessment</li> <li>• Determine the appropriate percentage of undergraduates, graduate students, professors, practitioners, and non-academic conference participants</li> <li>• Determine metrics and key performance indicators for on-going evaluation of the association's vitality and sustainability</li> <li>• Survey successful similar associations for best practices in membership composition</li> <li>• Determine options for non-physical participation in the association's conference</li> <li>• Recruit new members in desired categories and numbers</li> <li>• Reduce the percentage of annual membership churn by 30%</li> </ul>	<p>Michael Johnson Elwood Watson Paul Booth</p>	<p>2017</p>
<p>4. Establish Institutional and personal accountability across the PCA/ACA</p>	<ul style="list-style-type: none"> <li>• Establish open policy regarding board reports and make them public</li> <li>• Establish a no-show policy for the conference, including a series of escalating penalties</li> <li>• Establish a regular timeline for board and officer activity reporting</li> <li>• Create a member handbook</li> <li>• Encourage broader participation in association elections</li> <li>• Review assigned responsibilities of officers and other board members</li> <li>• Ensure that each board member and the Executive Directors have specific goals and objectives for the year</li> </ul>	<p>Gary Hoppenstand Phil Simpson Lynn Bartholome Phil Simpson</p>	<p>2016</p>
<p>5. Foster increased inclusion and distribution of under-represented groups in the association and in leadership positions</p>	<ul style="list-style-type: none"> <li>• Name more awards after women and members of under-represented groups</li> <li>• Develop a process for recruiting and mentoring members from under-represented groups</li> <li>• Establish leadership fellowships or other opportunities to nurture and support members from under-represented groups</li> <li>• Finalize the job description and by-laws language for the Vice President for Diversity position</li> <li>• Gather membership data through annual census questions</li> <li>• Conduct a climate and needs survey</li> <li>• Create a diversity task force from members to bring that perspective to the board</li> <li>• Determine the association's ability and disability exposure</li> <li>• Ensure accessibility of activities/events for all conference participants</li> <li>• Provide diversity training for association leadership</li> </ul>	<p>Michael Johnson Elwood Watson</p>	<p>2017</p>

<p>6. Establish a robust professional development program for all members</p>	<ul style="list-style-type: none"> <li>• Expand programming in professional development, including teaching strategies, at the annual conference</li> <li>• Provide opportunities for members along the career continuum—from beginning professionals to retirees</li> <li>• Solicit information from members through a needs analysis survey</li> <li>• Provide more financial support to early career professionals</li> <li>• Develop, maintain, and continually expand an archive of teaching materials on the association’s website</li> <li>• Engage with research archives in conference cities as well as the Popular Culture Library at Bowling Green State University</li> <li>• Establish a formal mentoring program, such as the one established by the Midwest PCA</li> <li>• Develop more summer programs to make between-conference resources more robust</li> </ul>	<p>Sue Matheson Cynthia Miller Jay Nelson David Feldman</p>	<p>2018</p>
<p>7. Establish an enhanced public engagement program for the PCA/ACA</p>	<ul style="list-style-type: none"> <li>• Assign or hire someone to lead efforts to enhance the association’s social media presence</li> <li>• Create a library of PCA “talks” along the model of TED Talks</li> <li>• Publicize the history of the association</li> <li>• Develop a speaker’s bureau or media contact list</li> <li>• Engage a publicist who would work on enhancing our public profile</li> <li>• Document member publications and provide member profiles on the web</li> <li>• Connect with local organizations in conference cities</li> <li>• Network with non-academic practitioners, particularly in conference cities</li> <li>• Establish a brand Identity for 2015 and beyond</li> <li>• Ask each board member to participate in outreach efforts by making public appearances to promote what the association does</li> </ul>	<p>Cynthia Miller</p>	<p>2018</p>
<p>8. Enhance PCA and ACA regional and international participation.</p>	<ul style="list-style-type: none"> <li>• Appoint a board member to serve as a liaison to each of the regional organizations</li> <li>• Determine how best to assist each regional in meeting its goals</li> <li>• Provide more opportunities for regional officers to attend the national conference</li> <li>• Convene a workshop for regional leaders to enhance cooperation among them and between them and the national association</li> <li>• Sponsoring travel grants to support broader regional and international participation</li> <li>• Be attentive to regional diversity among members of the national board</li> <li>• Solicit outstanding panels from regional conferences to be presented at the national conference</li> <li>• Study best practices for other national organizations with regional affiliates</li> <li>• Determine how to best proceed with hosting and supporting international conferences</li> <li>• Appoint an international liaison who will work with an advisory board</li> <li>• Cultivate a West x Northwest regional</li> <li>• Begin one international and/or one regional initiative each year.</li> </ul>	<p>John Bratzel Mike Marsden</p>	<p>2018</p>