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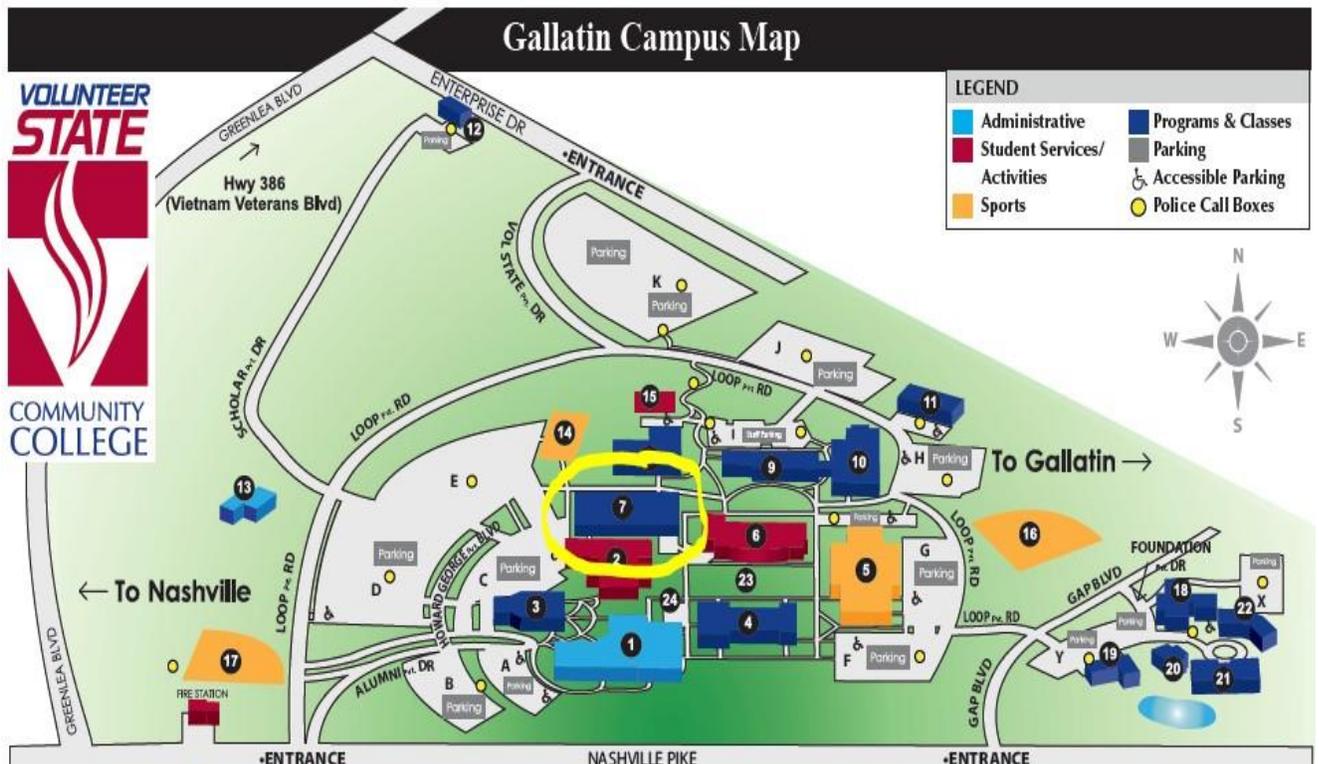
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Welcome to Vol State!



The conference will be held in the SRB Humanities Building (#7 map).



2021– 2022 Tennessee Communication Association (TCA) Officers

2021-2022 Tennessee Communication Association Officers

President

Dr. Patrick Richey- Middle Tennessee State University

President-Elect

Dr. Shaquille Marsh- Pellissippi State Community College

Executive Director

Dr. Ruth Livingston-Northeast State Community College

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Dr. Robert Baron-Austin Peay State University

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Student Film Festival

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2022 Interest Group Chairs

Argumentation and Forensics

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Corporate and Organizational Communication

Mary White-Chattanooga State Community College

Curriculum and Instruction

Jacob Metz-Tennessee Tech University

Great Ideas for Teaching Students (GIFTS)

Brandon Bragg-Northeast State Community College

Interpersonal and Small Group Communication

Dr. Teresa Collard- University of Tennessee at Martin

Mass Communication

Michelle McGuffin- Pellissippi State Community College

Race and Gender /Rhetoric and Public Address

Natonya Listach- Middle Tennessee State University

September 2022

Dear TCA Members and Guests,



Welcome back to being in person! I want to start

with a huge thank you to Dr. Ruth Livingston and Dr. Shaq Marsh for weathering the two-year COVID storm and keeping TCA alive and flourishing. It has been a tough period for all, but the turmoil highlighted the growing importance of the field of communication. Communication scholars were at the front lines, not only disseminating accurate information, but also teaching others better ways to communicate. We met the challenge and adjusted our teaching styles as the COVID situation dictated. TCA was a great place to share ideas and work. Dr. Marsh's zoom meetings continued discussions from the conference and enhanced our community.

With TCA's focus on teaching and research, our work will continue to be needed as other issues arise. We had strong representation at the state level to keep communication in the eyes of legislators and part of state outcome standards. I hope they will continue to do so. Please remain vigilant in supporting this critical endeavor because it affects every one of us.

Now, to look forward! This year brings unique challenges. How do we navigate a "post-COVID" world? How do we protect communication and education in general from legislative interference? How do we manage shrinking budgets as inflation continues to rise and less students can afford to attend colleges and universities? I am confident that as Dr. Marsh becomes president and Dr. Scott Christen becomes Vice President, TCA will continue to grow and positively influence academia and the larger community. Thank you for allowing me to represent TCA these past two years as President. I hope to see all of you in person this weekend! The convention this year is shaping up to be a great opportunity to share, learn, eat, drink, and be proud of yourselves.

Dr. Patrick G. Richey, Ph.D.
2021-2022 TCA President



2022 TCA Conference Program At A Glance

Schedule

Friday, Sept 16

12:00-5:00 Registration: SRB First Floor Atrium

12:50-1:00 Welcome Remarks: SRB 151

1:00-1:30 Keynote Address: SRB 151

1:40-2:30 Session 1: SRB 255 and SRB 204

2:40-3:30 Session 2: SRB 254 and SRB 255

3:40-4:30 Session 3: SRB 204 and SRB 255

4:45-5:45 Dinner: SRB First Floor Atrium

6:00-7:30 Student Film Showcase: SRB Black Box Theatre

8:00-10:00 Social Event: Hilton Garden Inn– Gallatin

Saturday, Sept 17

8:00-9:00 Registration: SRB First Floor Atrium

8:00-8:50 Session 4: SRB 251 and SRB 255

9:00-9:50 Session 5: SRB 258 and SRB 255

10:00-10:50 Session 6: SRB 257 and SRB 255

11:00-11:50 Session 7: SRB 258 and SRB 257

12:00-1:00 Lunch and Awards: SRB Black Box Theatre

1:00-2:00 Business meeting and Pass the Gavel: SRB 151

Friday, September 16

Welcome Remarks 12:50 -1:00 SRB 151

Dr. Patrick Richey– 2021-2022 TCA President- Middle Tennessee State University

Dr. Shaquille Marsh– 2021-2022 TCA President-Elect- Pellissippi State Community College

Keynote Address 1:00-1:30 SRB 151

Donn King– Pellissippi State Community College

“Hard Skills for Hard Times”

Session 1: 1:40 pm - 2:30 pm- Gender and Race Panel – SRB 255

Critical Reflections on Tennessee HB 2670 / SB 2290

Facilitator: Natonya Listach - Middle Tennessee State University

Presenters: Andrew Tinker- Middle Tennessee State University
Rebecca Richey- Middle Tennessee State University
Dom Cinefro- Middle Tennessee State University

The passage of HB 2670 / SB 2290 into law on April 13, 2022, “prohibits a public institution of higher education [in Tennessee] from taking certain actions with regard to divisive concepts and the ideologies or political viewpoints of students and employees; enacts other related provisions.” Members of this panel will critically reflect upon varied components of the “divisive concepts” identified within the bills through the lens of rhetorical and communication studies scholarship, revealing the implications of the bill for higher education in Tennessee and the teaching of rhetoric and communication studies.

1:40 pm – 2:30 pm – Mass Communication Panel – SRB 204

Facilitator: Michelle McGuffin – Pellissippi State Community College

Smoky Mountain Sports — A Journalism Website for College Internships

Presenter: Brian Hamilton - Walters State Community College

Sports plays a large role in individuals' lives in the state of Tennessee and sports journalism is the prime vehicle used to relay these stories to the mass media. Sports journalism is a specialized form of writing that every writer is equipped to do and sometimes sports journalists are difficult to find. Smoky Mountain Sports (smokymtnsports.com) is a new website/project that aims to partner with local colleges and universities in East Tennessee to provide internships and freelance opportunities for writers who have ambitions of being sports journalists.

The website has no subscription and will be funded through advertising and local sponsorships. Community journalism and crowdsourcing also plays a large role in the dissemination of sports information. Crowdsourcing is the practice of obtaining information by enlisting the services of a large number of people, either paid or unpaid, via the internet. The site's editors use crowdsourcing vehicles such as Twitter, Gamechanger and CoachT.com to ensure that all scores are updated and posted on the website for local schools in the coverage area.

Image vs. Reality, Popular Culture and Media Portrayals of Harlan County Kentucky

Presenters: Marci Nimick and Matthew Lawson- Walters State Community College

Harlan County, Kentucky has taken a place in popular culture for its music, its violent resistance to coal companies and a resilient Appalachian people who have survived many obstacles. Harlan County became known as “Bloody Harlan” after the Coal War of the 1930’s. Harlan County USA, a film made in 1976, documented the further labor problems of the 1970’s.

The demise of the coal industry over the past several decades has negatively impacted the local economy and population growth and Harlan County is now one of the poorest counties in the U.S. This panel will discuss the portrayal of Harlan County, the Appalachian Region, and its people by looking at songs, stories and the television series "Justified" for accurate portrayal of the language, customs, societal issues, people, and history of Harlan County and the Appalachian region. The panel will utilize song, storytelling, and video clips as appropriate.

Session 2: 2:40 pm - 3:30 pm- Interpersonal and Small Group Panel- SRB 254

Facilitator: Dr. Teresa Y. Collard – University of Tennessee at Martin

Social Media and F2F Relationships: Minding the Gap

Presenters: Dr. Teresa Y. Collard and Dr. Lisa LeBleu- University of Tennessee at Martin

The Covid 19 Pandemic has had a profound effect on education. However, it has been particularly hard on students and their ability to build and sustain relationships with their teachers and their peers. This presentation will focus on how students need to develop relationships with individuals that do not have their foundation built using social media platforms or apps. This inability among students to build interpersonal relationships in the real world creates situations wherein students are isolated and feel more alone than ever.

This session will discuss interpersonal techniques to employ in the classroom to help build a bridge that spans the gap between a dependence on technologically based relationships and relationships that are developed through traditional face to face communication practices. Techniques will include designing activities that build skills such as eye contact, conversational development, group discussions, etc.

The Immediacy of Gaming

Presenters: Dr. Rob Baron and Mike Dunn- Austin Peay State University

This paper will examine the connections built while participating in online gaming. Relationships are built on shared activities; this paper will explore how gaming facilitates the growth of a relationship when there is a physical distance.

Dealing with Conflict in the Family

M. Shane Goosie - Walters State Community College

As human beings mature, we develop or evolve in many different ways. One way in particular is how we handle conflict or problems in our interpersonal relationships. For the purpose of this discussion, interpersonal conflict will be defined as, “an expressed struggle between at least two interdependent parties who perceive incompatible goals, scarce resources, and interference from the other party in achieving their goals” (Hocker & Wilmot, 1995). Within interpersonal conflict, there are a multitude of different types of conflicts.

The focus of this discussion will concentrate on three different types of these conflicts: principled versus communal, realistic versus nonrealistic, and expressed versus unexpressed conflict. In the discussion of these types of conflicts, I will be using personal experiences of conflict to illustrate each type and discuss the positive and negative ways of dealing with conflict in interpersonal relationships.

2:40 pm- 3:30 pm - Curriculum and Instruction Panel – SRB 255

Facilitator: Jacob Metz – Tennessee Tech University

Use of Open Educational Resources (OER) in the Basic Public Speaking Course

Presenter: Katie Gruber- Middle Tennessee State University

In the Fall of 2021, four faculty in the Communication Studies department at MTSU piloted the implementation of OER in the basic Public Speaking course. Our goal in pursuing this pilot project was to assess the benefits and challenges of replacing our current textbook, which is used across all COMM 2200 sections, with OER. As instructors of this course, we knew that students having access to course materials from day one is especially important, because time is limited, as much of the class is spent delivering speeches. We also knew the additional cost of a textbook creates potential barriers to student success. Not only are open educational resources (OER) free, since they're completely digital, we were able to provide this to students through our LMS, D2L, which made integration even more seamless.

Additionally, we know it is imperative that students have and retain access to course materials for the public speaking course since the components within the course build transferable skills to other courses and beyond the classroom. The implementation of OER guarantees that students always have access to important course information. We pulled together licensed and accessible

material from multiple platforms, including material from three major texts, student work, and speeches from TED and NCA.

I continued using OER in Spring 2022 and found further success. Students showed favorable attitudes towards OER, with a great majority praising my efforts to use OER instead of a traditional textbook and reflecting that they read as much or more of our text than they would have if we had used the traditional text. This is an encouraging reflection and presents an exciting opportunity for other Communication faculty to begin using OER. Finally, I completed work on a Pressbook in June 2022 for potential use in Fall 22 (still TBD by our department, as of submission of this abstract).

East Tennessee Table: Reality Television Production in the Classroom

Presenter: Shara Lange- East Tennessee State University

East Tennessee Table: Reality Television Production in the Classroom is a follow up to the pedagogical explorations that I presented at my TCA 2021 presentation, *The Virtues of Ambiguity: Drawing and Filming Reality TV Together*. Incorporating reality TV into film and video courses is valuable for several reasons, including that reality television is exciting to students— it's ubiquitous and it saturates the popular culture they consume—and that any media-making media can be an effective way to teach media literacy. East Tennessee Table is a continuation of previous pedagogical experimentation I have done that integrates reality television into curricula in to give students hands-on media production practice and challenge them with provocative ideas.

Neither reality television nor its appeal to young people should be dismissed as trivial. From a pedagogical perspective, students' excitement about the material gives it value. In terms of discourse, the impact of reality tv after four years with a president whose popularity had accrued through his reality TV show must be acknowledged. In June 2020, Don Burdick, a local energy businessman and former chairman of the Tulsa County Republican Party, was interviewed for an NPR story about Trump's Juneteenth rally. Burdick insisted that Trump was not racist:

The label hasn't stuck to Trump, he says, "for a really simple reason — his television show." Burdick says that on "The Apprentice," Trump was able to convey his philosophy to Americans that race, sex, and sexual orientation don't matter — what he cares about is people doing their best.

<https://www.wbur.org/hereandnow/2020/06/18/trump-tulsa-rally-pros-cons>

The fascinating and troubling part of this anecdote is the notion that reality television provides verifiable information about character (or anything else). This project will engage students around content that they consume regularly and help them to develop enhanced media savoir faire around subject matter that has implications for civil society and the health of our democracy.

This project engaged students in producing reality television in two phases: a first phase that provides them with context and formal analysis of the form (reality television) and in a second phase, to work at an elevated level with a professional production crew to realize three, short episodes of a local, reality TV show that blends popular media entertainment with public health goals. The project leveraged hands-on education, real-world experience, and high-caliber outcomes while giving students practical hands-on experience (a staple of our work in our Media & Communication Department), mentorship, and media literacy. This paper will discuss the project, its foundations, goals, and outcomes.

Using McCroskey's PRCA-24 to Assess Communication Fundamentals SLO's

Presenters: Robert Pratt II and Malcolm McAvoy - Walters State Community College

We all need to be able to provide data on Student Learning Outcomes for Institutional and TBR reporting and for SACS and other outside review committees. Historically, TBR reporting requirements have emphasized Public Speaking outcomes over other topics covered in our Fundamentals courses. As our basic courses have evolved in recent decades to cover a broad range of communication elements, it is more fitting to use an outcomes measure that reflects student confidence in a range of communication settings.

James McCroskey's PRCA-24 has been around for several decades and is the Gold Standard for the self-assessment of Communication Apprehension across a range of settings. It can be used to generate pre and post-test data to allow for statistical measures of apprehension reduction shown in a Fundamentals of Communication course. These results can be seen immediately by the student and instructor at term's end and can be used to make future course improvements. Of course, as administrators love data, a report clearly documenting student confidence gains as a result of completing the Fundamentals course, does carry positive weight within our institutions as we fight to maintain our Fundamentals of Communication Courses in the General Education Core.

Session 3: 3:40pm - 4:30pm -Corporate and Organizational Communication Panel-SRB 204

Facilitator: Mary White – Chattanooga State Community College

Workplace Readiness Skills for Organizational Success

Presenters: Dr. Janet McCormick - Middle Tennessee State University

Dr. Tracy Nichols - Austin Peay State University

Lori Kissinger- Middle Tennessee State University

Donald Abels - Sewanee University

Workplace Readiness has become an important topic in 2022 as the “typical” workplace has changed dramatically in recent years. Identifying employer/employee expectations, recognizing shifting organizational cultures, managing the new digital workplace, and demonstrating enhanced soft skills (of which effective communication is a top priority) have all moved to the forefront in maintaining organizational success.

Presenters on this panel will share current perspectives and activities they use in organizational communication classes as related to earning professional certifications, demonstrating strong non-verbal communication skills and participating in the workplace as an active listener. Further, we are joined by an MTSU ORCO alum (Donald Abels) who will discuss the significance of implementing these types of skills when building a successful career.

3:40 pm - 4:30 pm - Curriculum and Instruction Panel – SRB 255

Facilitator: Jacob Metz- Tennessee Tech University

Engaging After a Pandemic

Presenters: Dr. Robert Baron- Austin Peay State University

Dr. Jessica Morris- Austin Peay State University

Dr. Christina Hicks-Goldston- Austin Peay State University

David Ellison- Austin Peay State University

Mike Dunn- Austin Peay State University

Faculty from the Department of Communication at Austin Peay State University will offer strategies they have used to engage with their students outside of the classroom, while reinforcing concepts learned in the classroom.

4:45 pm – 5:45 pm- Dinner – SRB First Floor atrium

6:00 pm - 7:30 pm- *Student Short film Showcase* – SRB Black Box Theatre

Facilitator: James Livingston - East Tennessee State University

This showcase celebrates Tennessee College Students' short films, commercials, documentaries, and podcasts from 30 seconds to 10 minutes in length. Come out for this entertaining time and vote for the audience favorite. Winners for all categories will be announced on Saturday.

8:00 pm– 10 pm Social Event at Hilton Garden Inn, Gallatin, TN

Please meet at the Hilton Garden Inn

Saturday, September 17, 2022

Registration - 8:00 am – 9:00 am SRB first floor atrium

Session 4: 8:00 am - 8:50 am- Student Panel- SRB 251

Facilitator: Dr. Robert Baron- Austin Peay State University

Presenter: Havyarimana Alain- Austin Peay State University

Faculty Mentor: Dr. Tracy Nichols- Austin Peay State University

Paper Title: "Shrek through a Marxist Looking Glass"

Presenter: Madeline Eron-Freeman- Austin Peay State University

Faculty Mentor: Dr. Tracy Nichols- Austin Peay State University

Paper Title: "The Ansbach Spouses & Civilians Club PR Campaign: The Angel Tree Event"

Presenter: Erika Higashide– Middle Tennessee State University

Faculty Mentor: Dr. Patrick Richey- Middle Tennessee State University

Title: "Bihaku and Colorism in Japanese Skincare Industry"

Presenter: Noah Ward– Austin Peay State university

Faculty Mentor: Dr. Tracy Nichols- Austin Peay State University

Paper Title: "The Volkswagen Emissions Scandal"

Presenter: Victor Bryce Medrano– Middle Tennessee State University

Faculty Mentor: Dr. Patrick Richey- Middle Tennessee State University

Paper Title: "A rhetorical artifact analysis of the wrongful conviction of boxer Rubin "Hurricane" Carter"

Presenter: Haley Bobo– Middle Tennessee State University

Faculty Mentor: Dr. Patrick Richey- Middle Tennessee State University

Paper Title: "The Exclusion of the Feminist Perspective in the Economic Rhetoric of the Equal Pay Act"

8:00 am - 8:50 am - Curriculum and Instruction Panel – SRB 255

Facilitator: Jacob Metz- Tennessee Technological University

Unlocking the Gate: The Key to Student Success in COMM 2025

Presenters: Lisa Coleman- Southwest Tennessee Community College
Thomas King- Southwest Tennessee Community College
Bill Turner- Southwest Tennessee Community College

Southwest Tennessee Community College's 20 highest enrollment courses have a failure rate of 38%. Most of those courses are general education requirements such as Fundamentals of Communication. These are called "Gatekeeper" courses because students must pass them to earn a degree. As communication educators, we want to provide our students the key to unlock their pathways to success in this class and in their professional futures.

This panel will discuss the three-year journey the faculty at STCC took to revitalize this foundational course and make it even more relevant and meaningful to students in the 21st century in hopes to provide a ground plan for other institutions looking to embark on the same adventure.

Under the banner of Culturally Responsive Teaching, we will discuss how those principles and practices guided our transition from Public Speaking to Human Communication with the following areas of emphasis:

Focusing on Growth Mindset.

Creating "soft Skills" savviness.

Analyzing real-life situations and contemporary events.

Using non-deficit language in evaluations.

Respecting diversity through representation.

Remaining cognizant of the goal of increasing success of male students, in particular Black males.

Utilizing Open Educational Resources.

Internationalizing resource modules (especially for ESL students).

Incorporating Digital Twin technology.

Session 5: 9:00 am - 9:50 am - Mass Communication Panel – SRB 258

Facilitator: Michelle McGuffin – Pellissippi State Community College

Memes, Misinformation, and Meaning: Navigating Connections in 2020

Presenters: Dr. Tracy Nichols - Austin Peay State University

Mike Dunn - Austin Peay State University

Dr. Christina Hicks - Goldston-Austin Peay State University

Dr. Jessica Morris - Austin Peay State University

Christian Taliento - Austin Peay State University

Reflection is a critical tool to promote self-awareness and growth personally and professionally.

The panelists will explore various memes and misinformation from 2020 that delivered momentous moments of meaning. Panelists will explore both positive and negative examples that provided opportunities to navigate connections more effectively on multiple levels.

9:00 am - 9:50 am - Curriculum and Instruction – SRB 255

Facilitator: Jacob Metz- Tennessee Tech University

The Process of Dual Credit: Ensuring Student Success Without Compromising Academic Rigor

Presenters: Dr. Ruth Livingston - Northeast State Community College
Thomas King - Southwest Tennessee Community College
Amy Bryant - Nashville State Community College
Dr. Colleen Mestayer - Tennessee Tech University

When the Tennessee Board of Regents put out the call to revamp the Communication Dual Credit Class, a committee of eight college faculty members and one high school teacher formed with the goal of ensuring more student success without compromising academic rigor. Several of the committee members will discuss the six-month process of revamping and redesigning the course.

Emphasis will be on how we updated the requirements for the high school course to make it both fair and rigorous. The process included the following: 1. creating an open educational resource for the students to use 2. revamping the student learning objectives 3. writing and aligning the final exam 4. revamping and the final speech rubric 5. creating training videos and training materials for the high school teachers.

Session 6: 10:00 am - 10:50 am - Gender and Race Panel – SRB 257

Facilitator: Natonya Listach – Middle Tennessee State University

Bi Pirates and Sea Shanties: Co-construction of Sexual Fluidity on TikTok

Presenter- Jill Fredenburg - University of Memphis

When the world closed for the more privileged among us in March 2020, TikTok opened a world of access to young people looking to better understand their gender and sexuality. Employing user-generated content posted to TikTok from March of 2020 through March 2022, I explore how underrepresented sexual identities (bisexual, pansexual, etc.) play with sexual fluidity and algorithmic culture on TikTok, an app that relies on user engagement to identify niche interests.

Analyzing the content available through the #birates hashtag on the app and the related hashtag #bisexualpiratetiktok and #bipiratetiktok, I explore how bisexual imagery and fantasy uniform is co-constructed within this trend. With themes of freedom, and agency, this subculture points to wider trends in LGBTQIA community formation and empowerment.

Keywords: TikTok, Social Media, LGBTQ, Queer Theory, Content Analysis

One in the same: Deion Sanders, Culturally Performing Afrocentric Passing during his Introductory Press Conference at Jackson State University

Presenter: Curtis Ladrillo Chamblee- University of Memphis

This essay examines Deion Sanders Culturally Performing Afrocentricity during his introductory press conference at Jackson State University. Using Sanders speech as the artifact of the essay, I will offer an interpretation of Sanders speech blending the theoretical framework of speech codes theory, Afrocentricity, and the conceptual framework of passing. In sum, Sanders' speech was a cultural performance to unite in harmony with the community of Jackson, Mississippi and not allow differences in socioeconomic status to come between them.

10:00 am – 10:50 am Curriculum and Instruction – SRB 255

Facilitator: Jacob Metz- Tennessee Tech University

2+2 and Swag for You and You and You

Presenters: Dr. Robert Baron - Austin Peay State University
Len Assante - Volunteer State Community College
Sheri Waltz - Volunteer State Community College
Mike Gotcher - Tennessee Technological University

In a time of uncertainty for our discipline and higher education in general, it is important for communication departments to do all they can to recruit and retain students. This panel looks at two rather different approaches to those ends.

Partnerships between institutions is one way to attract and retain students. So-called "2+2" agreements between community colleges and public or private universities have great potential. Panelists will present their partnerships and discuss how they help both institutions build and maintain strong communication programs.

In addition to 2+2 and other partnerships, departments have a wide variety of recruitment and retention options at their disposal. Comm Studies at Vol State is piloting several. They will present initial results of their efforts and other panelists will describe their efforts.

Session 7: 11:00 am - 11:50 am - Great Ideas for Teaching Students (GIFTS- Teaching activities for the basic course- Public Speaking, Fundamentals of Communication, Fundamentals of Speech Communication) – SRB 258

Facilitator: Brandon Bragg - Northeast State Community College

Presenters: Donn King - Pellissippi State Community College
Jacob Metz - Tennessee Tech University
Robert Davenport - Motlow Community College
Taylor Richard - Walters State Community College
Rebecca Richey - Middle Tennessee State University
Brandon Bragg - Northeast State Community College

11:00 am – 11:50 am - Gender and Race Panel – SRB 257

Facilitator: Natonya Listach– Middle Tennessee State University

"Girls Gone Bad" or Plucky Survivors? The Mixed Messages for the Unruly Women in American Crime Narratives

Presenters: Dr. Christina Hicks-Goldston- Austin Peay State University
Dr. Robert Baron- Austin Peay State University
Dr. Monique Freemon- Austin Peay State University
Dr. Tracy Nichols- Austin Peay State University
Mike Dunn- Austin Peay State University

This panel discusses the Unruly Woman in American crime narratives between 1970 -- 2021 for evidence of continued, embedded patriarchal themes in the program, as well as misogynistic audience responses. The research introduces the following arguments: (1) There is an established gender construction within the Anti-Hero genre; (2) Americans have an established cultural view regarding the middle class operating as a “law and ordered” section of the society; and (3) There is also an embedded patriarchy and misogyny in American crime narratives.

12:00 pm – 1:00 pm- Lunch and Awards Presentation – SRB Black Box Theatre

Presentation of awards- Dr. Ruth Livingston- Northeast State Community College

1:00 pm – 2:00 pm- Business Meeting and Pass the Gavel – SRB 151

Dr. Patrick Richey- 2021-2022 TCA President- Middle Tennessee State Community College

Dr. Ruth Livingston- 2021-2022 TCA Executive Director- Northeast State Community College

Dr. Shaquille Marsh- 2021-2022 TCA President-Elect- Pellissippi State Community College
Dr. Robert Baron- 2021-2022 Past President- Austin Peay State University

