

Minutes
National Communication Association
Executive Committee Meeting
June 8-9, 2012
Washington, D.C.

Participating in all or part of the Meeting

Richard West, President (presiding); Steven Beebe, First Vice President; Kathleen Turner, Second Vice President; Lynn Turner, Immediate Past President (by phone); Phil Backlund, Educational Policies Board Director; David Henry, Publications Board Director; Kristine Muñoz, Research Board Director; Ronald Shields, Finance Board Director; Kathleen Roberts, Finance Board Member (non-voting); Nancy Kidd, Executive Director (non-voting)

National Office Staff:

Joseph Burak, Director of Membership; Rebecca Davidson, Receptionist and Administrative Assistant; Mark Fernando, Chief of Staff; Brad Mello, Associate Director for Academic and Professional Affairs; Trevor Parry-Giles, Associate Director for Academic and Professional Affairs; Michelle Randall, Director of Convention and Meetings; Thomas Rhine, Interim Chief Financial Officer; Arlyn Riskind, Director of Public Affairs and Public Information; Rachel Shea, Director of Publications

Guests: Carole Blair, Second Vice President Elect; Tracy Christeson, Fundraising Consultant; Thomas Hollihan, Chair of the Constitutional Revision Taskforce

1. Call to order

President West called the meeting to order at 9:01AM Eastern time on Friday, June 8, 2012.

2. Executive session

President West called for an Executive Session of the Executive Committee.

Meeting recessed at 9:49AM
Meeting reconvened at 10:01 AM

3. Announcements, updates & reports

President West reminded the EC that written reports are included in the written meeting materials from each of the Officers and Board Directors as well as the National Office and the Centennial Committee.

Research Board Kristine Munoz explained that the Research Board developed a self-evaluation tool that is consistent with the recommendation of the board development consultant who visited with the EC last year. It will be used for goal setting purposes and to check progress on initiatives. The form is included in the written materials provided to the EC.

Finance Board Director Ronald Shields reported that the Investment Advisory Board met a few days ago. While the markets are volatile, our investment strategy is sound and the volatility has in no way impacted our ability to go forward with the programmatic commitments we have made

in recent months. Shields also reported that the Finance Board met on June 7 and recommends that the Mentor Fund be reengaged and new trustees appointed.

A motion was made by Beebe to approve the Finance Board direction on the Mentor Fund and the appointment of Kathleen Roberts and Tina Harris as trustees of the Fund. Seconded. Motion carried unanimously.

West talked about some positive feedback to his recent *Spectra* column on the basic course and introduced his presidential initiative.

4. Consent agenda

The consent agenda included the following items: approval of the January 27-28, 2012 EC meeting minutes; approval of the February 14, 2012 EC online business minutes; approval of the updated NCA three year EC meeting calendar; approval of emeritus memberships; approval of the Association for Communication Administration's LA representative; endorsement of the 2012 Distinguished Scholars; endorsement of the Publication Board's editor nominations for *Communication Monographs* and *Journal of International and Intercultural Communication*; approval of student organizations procedures; and approval of request for increased page allotment for *Quarterly Journal of Speech*.

There was discussion about the increasing challenges the association has faced in finding editors for our journals as institutions of higher education have become less supportive of this professional service over time. There was also discussion about the diversity of the distinguished scholars. Several ideas emerged in relation to these issues that will be pursued in the coming period of time.

A motion was made by Beebe to approve the consent agenda. Seconded. Motion carried unanimously.

5. FY2012-2013 Budget Proposal

Kidd summarized the key points in the proposed budget and reminded the EC that a detailed spreadsheet and narrative explanation are included in the written materials provided to the group in advance. The Finance Board has reviewed this proposal and endorses it. EC members asked questions of clarification about a few items in the proposal.

A motion was made by Backlund to approve the FY2012-2013 budget. Seconded. Motion carried unanimously.

6. Fundraising Infrastructure Development Proposal

Kidd reminded the EC that in January the National Office was instructed to work with our fundraising consultant to develop a specific proposal regarding the development of appropriate infrastructure for launching a fundraising initiative. In the written meeting materials the EC received a detailed three year financial proposal as well as a summary of the initial operational steps that would be taken if this effort is approved. Kidd reviewed the proposal with the EC and a discussion ensued. Finance Board Director Shields reported that the Finance Board discussed this proposal from a financial perspective and feels comfortable with it. Even if the endeavor is unsuccessful, the organization will not be harmed in a material way.

A motion was made by Beebe to support this proposal and begin a fundraising initiative. Seconded. Motion carried unanimously.

The EC discussed a proposal they received from Michael Osborn for a specific fundraising campaign. The EC decided that they are positively inclined toward the goals of the proposed project, but there are serious practical concerns about its implementation and the way in which it would fit practically into our broader fundraising effort.

A motion was made by Beebe to commend the Osborns for their excellent idea which has helped the EC develop its larger approach to development. In that spirit, the EC has used the criteria for the Centennial Prize to develop Clarifying Conversations. Clarifying Conversations will be included as a giving option in our annual campaign, and we hope the past presidents will support this project as an alternative to the Centennial Prize. Seconded. Motion carried unanimously.

Meeting recessed at 11:58AM
Meeting reconvened at 12:25PM

7. Media relations

NCA's Director of Public Affairs and Public Information talked about the association's new media outreach strategy and shared some of the recent results of that work. The EC asked questions and suggested some new ideas.

8. Graduate school open house

The EC had a discussion about the space that is used for the graduate school open house and ways in which it could be made more comfortable.

9. Affiliates

As several affiliate agreements are set to expire soon, the EC had a discussion about the role of affiliates in our organization.

A motion was made by Beebe to endorse the existence of affiliates, establish a taskforce to review criteria for affiliate status and affiliate benefits, and continue current practice for a year beyond the imminent expiration of current agreements. Seconded. Motion carried unanimously.

10. Division, section, and affiliate moratorium

The EC debated whether to extend or release the moratorium on divisions and sections.

A motion was made by Backlund to lift the moratorium on divisions and sections with the caveat that any group submitting a proposal be informed that possible pending revisions to our governing documents and related policies may change NCA's unit structure. Seconded. Motion carries with seven for and one against.

A motion was made by Beebe to continue the moratorium on affiliates. Seconded. Motion carried unanimously.

The EC agreed to revisit the moratorium on affiliates after the taskforce on affiliates provides a report.

11. Convention preregistration policy

The EC reviewed and discussed data related to the preregistration policy. The policy was temporarily suspended two years ago.

A motion was made by Beebe to permanently suspend the convention preregistration policy and continue our related member education efforts. Seconded. Motion carried unanimously.

12. Short course fees

The EC discussed our current policies regarding short course fees and the ways in which they reflect our broader thinking about the model for our convention.

A motion was made by Beebe to remove the instructor fees for short courses that have more than five instructors. Seconded. Motion carried unanimously.

The EC agreed that in the future the short course program planner should be responsible for making a decision about the appropriate number of instructors for each course.

The EC recommends to the National Office that the convention fees proposal that will be brought to the Finance Board and the EC for 2013 include reduced short course fees of \$20 for regular members and \$10 for students. If the fees are reduced, part of the review process for short course proposals will be the reasonableness of resource requests.

*Meeting recessed at 3:00PM
Meeting reconvened at 3:20PM*

13. Administrative proposal on job ads

An administrative resolution on clarification within job listings with regard to the presence or absence of domestic partner benefits at specific institutions was submitted to the National Office by Dana Cloud. The EC discussed the proposal and established that it is administratively feasible.

A motion was made by Shields to bring the proposal to the Legislative Assembly in November with no comment from the Executive Committee. Seconded. Motion carried unanimously.

14. Executive Committee minutes

The EC discussed the advice of our legal counsel and the guidance in *Robert's Rules of Order* to come to a common understanding of what should be included in our meeting minutes.

15. Regional conference NCA sessions

The EC discussed how we could make our sessions at the regional conferences most productive for participants. The group agreed to focus our sessions on programmatic rather than organizational content. We will focus each meeting on an issue that is of professional interest to people in the discipline and share relevant substantive information and resources.

*Meeting recessed at 4:14PM on Friday, June 8
Meeting reconvened at 9:00AM on Saturday, June 9*

16. Constitution/bylaws revision proposal

Thomas Hollihan, chair of the taskforce on constitutional revision, presented the proposal that was crafted by the taskforce which the EC reviewed in advance. He talked about the members of

the taskforce, the process they used to generate the key ideas, and the logic behind some of the critical proposed changes. He was clear that this is truly a committee document.

There was extensive discussion about several of the components of the proposal, with the majority of time spent talking about ideas for restructuring our governing bodies. Hollihan will convene the taskforce again shortly to discuss the comments of the EC and make revisions to the draft as appropriate.

There was also discussion about the process for introducing these ideas to the Legislative Assembly and the broader membership.

17. Adjournment

With no further business, the meeting was adjourned at 11:55AM.

Respectfully Submitted,

Nancy Kidd, Executive Director