

**FINAL – APPROVED FEBRUARY 5, 2016**

**Minutes**

National Communication Association  
Executive Committee Meeting  
September 25, 2015  
Washington, D.C.

**Participating in the meeting**

Carole Blair, President (presiding); Christina S. Beck, First Vice President (by phone); Stephen J. Hartnett, Second Vice President; Kathleen J. Turner, Immediate Past President; Joseph A. Bonito, Research Board Director; John O. Greene, Publications Board Director; Annette Madlock Gatison, Finance Board Member (non-voting); Orlando L. Taylor, Finance Board Member (non-voting); Nancy Kidd, Executive Director (non-voting); *National Office Staff*: Mark Fernando, Chief of Staff; Wendy Fernando, Director of External Affairs and Publications; Kim Griffin, Chief Financial Officer; Trevor Parry-Giles, Director of Academic and Professional Affairs (morning only); *Guests*: Ronald Jackson, Second Vice President-Elect, Bonnie Dow, Publications Board Director-Elect; *Absent*: Scott A. Myers, Educational Policies Board Director; Bobby Patton, Finance Board Director

**1. Call to order**

President Blair called the meeting to order at 8:35 a.m. Eastern time.

**2. Board development**

Bill Davis, Certified Governance Trainer for *BoardSource*, joined the EC for discussion about being an effective board of directors

The group adjourned for a break at 10:20 a.m. and reconvened at 10:32 a.m.

Discussion about board development continued.

The group adjourned for lunch at 11:30 a.m. and reconvened at 11:45 a.m.

**3. Real estate**

Kidd updated the EC on real estate negotiations. From 12:40 p.m. to 2:00 p.m. the EC took a trip to visit a property under consideration for purchase. *A motion was made by Bonito to make an offer on the property. Seconded by Turner. Motion carried unanimously.*

**4. Announcements, updates, and reports**

President Blair drew the EC's attention to a number of routine reports provided in the written meeting materials.

**5. Consent agenda**

The consent agenda included the following items: approval of June 12, 2015 EC meeting minutes; June 23, 2015 LA report of ballot vote; emeritus memberships; Wallace A. Bacon

Lifetime Teaching Excellence Award selection committee nomination; Trustee for the James L. Golden Outstanding Student Essay in Rhetoric Award; job ad language; capital expenditure budget adjustment; and policy on personnel and workplace issues. *A motion was made by Greene to approve the consent agenda as presented. Seconded by Turner. Motion carried unanimously.*

#### **6. Report of the independent auditor/ FY 14-15 year-end budget report**

Finance Board member Gatison reported that this year we used a new external auditor. The Finance Board met with the auditor and learned that we presented all materials fairly and accurately based on generally accepted accounting practices. We are in a sound financial position, and the auditors told the Finance Board that our Chief Financial Officer is doing a great job. Discussion ensued. *A motion was made by Beck to accept the report of the independent auditor. Seconded by Hartnett. Motion carried unanimously.*

#### **7. Dues restructuring**

The EC discussed the first phase of study regarding possible alternative dues structures. *A motion was made by Hartnett to continue this process. Seconded by Beck. Motion carried unanimously.*

The group adjourned for a break at 3:25 p.m. and reconvened at 3:40 p.m.

#### **8. Constitution/bylaws revision**

The EC discussed the proposed bylaws revision that will be brought to the Legislative Assembly for consideration in November.

#### **9. Editors**

Publications Board Director Greene provided some historical context about the process for choosing journal editors, and the EC discussed ways of continuing to ensure that we have a good pool of people for these important roles.

The group adjourned for a break at 5:43 p.m. and reconvened at 5:54 p.m.

#### **10. Taskforce on advocacy**

Kathie Turner detailed the recommendations of the task force on advocacy for the EC. Discussion ensued. *A motion was made by Beck to accept the first five recommendations, with the qualification that if, upon implementation, different approaches that are designed to yield the same outcome are deemed to be more productive for any reason flexibility is permitted. Seconded by Bonito. Motion carried unanimously.* There was agreement that the National Office would consider alternate ways of accomplishing the goals of the sixth recommendation.

#### **11. Strategic plan**

The EC decided to postpone the possibility of major revision to the plan until a time when sufficient thought and consideration can be devoted to that exercise. The issues that were raised during the initial discussion about this topic in June will be a starting place for discussion at that time. *A motion was made by Turner to make the structural and linguistic revisions to the plan detailed in the meeting materials. Seconded by Beck. Motion carried unanimously.*

**12. Adjournment**

With no further business, the meeting was adjourned at 6:31 p.m. Eastern time.

Respectfully submitted,

Nancy Kidd, Executive Director