



NATIONAL  
COMMUNICATION  
ASSOCIATION

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## **Planning Guidelines and Budget Worksheet for NCA Doctoral Honors Seminars**

(Updated November 2018)

### **Background**

The goal of the Doctoral Honors Seminar is to bring together the best graduate students and faculty members from around the nation to discuss theory and research in the Communication arts and sciences.

Typically, the seminar sessions are led by two or three scholars (from both the host institution and from other institutions) representing different areas of interest. Approximately 10 to 15 students attend each of the three seminar areas. Students are selected from a national competition based on submitted papers and recommendations from advisors.

NCA's practice is to offer the seminar at a low cost to the students and faculty. The cost of the program is the joint responsibility of NCA and the host institution. NCA allocates \$20,000 annually to the Seminar and the host institution is responsible for covering all costs in excess of that amount.

### **Purpose**

This document is designed to aid potential hosts and NCA staff in planning the annual Doctoral Honors Seminar. The NCA Director of Academic & Professional Affairs (DAPA) is responsible for periodically reviewing and updating this document. This information is designed to help those involved in planning an NCA Doctoral Honors Seminar and not to limit the scope of the event or to inhibit creativity.

### **Selection Process**

#### ***Submit a Proposal***

The DAPA will annually solicit expressions of interest from communication programs (usually, doctoral programs) in the year prior to the Seminar. Initial expressions of interest for the NCA Doctoral Honors Seminar will be submitted to the National Office by June 1. Program proposers will then work with the DAPA to develop the detailed proposal, due to NCA by October 15.

## ***Proposal Content***

Use the attached NCA Funding Request Form as the coversheet for the proposal. Please be aware that to receive approval for the event you must agree to the Assessment Protocol and Reporting Requirements on as well as the Sponsorship Acknowledgement Policy as found in this document.

## **Seminar Planning**

### ***Format and Activities***

The NCA Doctoral Honors Seminar typically features three simultaneous programs in Rhetorical Theory and Research, Communication Theory and Research, and Mass Communication Theory and Research. The programs will involve a 2-3 person panel of seminar leaders. Selected seminar leaders are generally representative of the discipline and the various sub-fields in the specific seminars. Host institutions select and invite the faculty seminar leaders, and are advised to diversify and actively seek participation from a wide range of scholars. A limited number of the seminar leaders may be from the faculty of the host institution. Typically, 10-15 students attend each thread of the seminar (total of 30-45 students). Obviously, the number of students attending will significantly affect the total budget.

Feedback from previous organizers, faculty participants, and students indicate that more open calls allow for broader participation. Additionally, general sessions including all participants as well as social events that permit the exchange of information between the three seminar groups are highly desirable. Finally, the students also value some less structured time in the afternoons that permit reflection and informal discussion.

### ***Schedule and Budget***

The total seminar budget will depend on a variety of factors. The host institution is responsible for all budget items in excess of the \$20,000 provided by NCA and generally finds that it needs to match (or come close to matching) that amount.

Institutional hosts will vary in the way they account for their contribution and costs related to services provided on-campus. Therefore, it is NCA's practice to provide its allocation directly to the host institution and to allow the project officer to use the money as needed to support the Seminar.

Most activities conducted at the Seminar will involve some level of expense, even if they are limited to room charges. Some activities (e.g., social events and audio-visual or computer equipment) may involve significant expenses.

Traditionally, neither NCA nor the host institution has charged any registration fees for the seminar. Rather, every effort is made to make the seminar low-cost/no-cost for the students and the faculty participants. For example, it is suggested that a limit be placed on travel support

provided to students (e.g., \$250). Those students needing additional support should be encouraged to seek funds from their departments. The host institution and NCA's National Office can provide letters of support for such funding.

To aid in this process, a worksheet is provided with this document (also available upon request from the NCA National Office in electronic form). The worksheet is provided only as an aid to assist the planning process and is not intended to constrain creativity or to be an exact formula for determining costs and fees.

### ***Planning the Seminar***

Seminar planners will necessarily conduct whatever planning process is appropriate for the host institution. NCA asks that the DAPA be kept informed of the planning process and the progress made. The seminar planner should feel free to request whatever assistance is needed from the National Office through the DAPA.

### **Lessons Learned**

Based on evaluations of previous Seminars, a few lessons have been learned:

#### ***Time to Interact***

Students and seminar leaders consistently report that they want time to interact with one another in small, informal environments. Of particular interest is time devoted to exchanges across the specific seminar groups.

#### ***Social Events***

Planned social events give attendees an opportunity to interact on a personal level and help those at the Seminar develop a sense of social unity. Additionally, there will likely be those attending the Seminar who, although sharing a common interest in the topic, do not have an existing social network at the seminar. Structured social events will help those individuals integrate themselves into the meeting.

#### ***Meals and Breaks***

Scheduling adequate time for meals and breaks is an important facilitator of interaction (e.g., consider 30-minute breaks rather than 10-minute breaks). Breaks should feature beverages and light snacks.

### **Duties and Responsibilities of the National Office**

#### ***Director for Academic & Professional Affairs (DAPA)***

The DAPA is responsible for identifying a host institution for the Seminar. Following site selection, the DAPA works with the planner on the format and activities for the Seminar. The responsibilities of the DAPA and/or the designated National Office representative related to the seminar include:

- Assisting the member or unit responsible for Seminar planning in determining the appropriate content and format.
  - Assisting the member or unit responsible for the Seminar in promoting the Seminar and preparing supporting materials such as programs and handouts.
  - Coordinating the submission and review of student applications for the seminar.
  - Coordinating the National Office administrative support for the seminar.
  - Attending the seminar and providing whatever content/service possible as requested by the host institution. Typically, this includes offering an all-seminar session on career preparation and professionalization.
  - Conducting an evaluation of the Seminar, to include a report on logistics, attendance, and a survey of those participating in/attending the seminar, and including responses to the Assessment Protocol for NCA-Funded Projects (which includes program evaluation).
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## **Past Doctoral Honors Seminar Host Institutions**

1970 (Fall)—Michigan State University  
1971 (Spring)—University of Iowa; University of Texas  
1971 (Fall)—The Pennsylvania State University; Florida State University  
1972 (Spring)—University of Denver; University of Wisconsin  
1973—Northwestern University; Purdue University  
1974—University of Massachusetts  
1975—Michigan State University  
1976—University of Massachusetts  
1978—University of Michigan  
1979—The Pennsylvania State University  
1981—Bowling Green State University  
1982 (Spring)—Ohio University  
1982 (Fall)—Louisiana State University  
1983—Kent State University  
1984—Ohio University  
1987—University of Georgia  
1988—University of Massachusetts  
1989—University of Georgia  
1992—Indiana University  
1998—Northwestern University  
1999—University of Illinois  
2000—Northwestern University  
2001—University of Texas  
2002—No DHS  
2003—Bowling Green State University  
2004—University of New Mexico  
2005—University of Oklahoma  
2006—Purdue University  
2007—University of Colorado  
2008—University of Alabama  
2009—West Virginia University  
2010—University of Utah  
2011—North Dakota State University  
2012—University of Southern California  
2013—University of Maine  
2014—University of Maryland  
2015—University of Missouri  
2016—Ohio University  
2017—Bowling Green State University  
2018—Vanderbilt University

# NCA FUNDING REQUEST FORM

## Events and Projects

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Title of activity for which funding is being requested:

Name(s) of proposal submitter(s):

Organization that is fiscal agent for this proposal:

Federal Tax ID of fiscal agent:

Total amount requested: \$

Proposed dates for expenditure:

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### ABSTRACT

Please confirm that the following documents are attached to this form:

1. A detailed description of the proposed activity which includes answers to the following questions:
  - What is the topic of the event?
  - Why is this an important topic and how can the event be used to advance the discipline of communication as described in NCA's Strategic Plan?
  - What is the planned structure of the event?
  - What are the logistical details of the event, e.g., dates, locations, organizers?
  - In what way(s) will NCA members benefit from this event? How many people are likely to benefit?
2. A detailed budget including rationale for each expense and a list of other confirmed funding sources (see the suggested budget form on pages 11-13).
3. *CV* for each Principal Investigator that is no more than three pages long and includes full name, contact information, and institutional affiliation

## Assessment Protocol

### NCA-Funded Projects and Events

NCA's leadership regularly must make difficult decisions about priorities for funding. As such, we ask that those who have been funded by NCA to organize an event (conference or other type of program) or complete a project to assess the success of the activity in relation to the goals it was designed to accomplish. Understanding the impact of past funding decisions allows NCA leadership to continue to make thoughtful decisions about its priorities for support over time. In addition, we hope that this assessment process will allow for helpful self-reflection by those who were funded as they consider the impact of their work and the development of future endeavors.

We have developed a protocol that we hope will apply to a wide variety of events and projects in order to make this process as easy as possible for fundees. However, we recognize that sometimes the most important questions are event or project-specific. Please try to tailor your assessment protocol to what makes the most sense for your work. If your work does not fit well with the assessment protocol presented here or if you simply prefer to do a different kind of assessment, please discuss your ideas regarding how to meaningfully evaluate your work with the staff member at the NCA National Office responsible for assessment of funded projects (contact information below). If you would like to do a different kind of assessment from the one described in this document, please propose your own protocol when you submit your funding proposal for review. If an alternate assessment mechanism was not approved along with the funding of a project, the default assumption will be that the protocol described in this document will apply.

Please determine whether your work is best classified as a project or an event and refer to the appropriate reporting requirements below accordingly.

Reports should be submitted by their respective due dates as Microsoft Word or PDF documents to LaKesha Anderson, NCA Director for Academic & Professional Affairs, at [landerson@natcom.org](mailto:landerson@natcom.org). Questions regarding the assessment protocol should be directed to Dr. Anderson via email or telephone (202-534-1103).

### Reporting Requirements for NCA-Funded Events and Projects

Organizers/investigators of NCA-funded events and projects are required to submit a report to NCA two months after the conclusion of the event or project. The report should address the following questions:

1. What were the goals of the event or project?
2. What happened at the event? Please include a description of the activities that were undertaken during the event as well as attendance numbers (preferably broken down by relevant categories if possible, e.g., by session, graduate students/ faculty). If a project, how did the project proceed? Who was involved in the project and what was the extent of their involvement?
3. How well did you meet the goals of the event or project? Please include a description of immediate outcomes of the event and/or longer-term outcomes of the event or project.
4. What were the results of any participant survey about the event or project?

Also, the report must include the following:

1. A final financial report that aligns actual expenses with the proposed budget (see attached model).

2. An articulation of practical “lessons learned” that we can share with organizers of future NCA-sponsored events or projects.

Note: If you have been funded to produce a series of events, this assessment protocol should be followed for each event. However, you should submit a summary report that assesses all of the events in the series together rather than separate reports for each event. The deadlines are in relation to the conclusion of the final event in a given funding year. If the series extends beyond one year, annual reports will be due.

### **Promotional Activities and Sponsorship Acknowledgement Policy for NCA-Funded Events and Projects**

- NCA must be acknowledged as a sponsor of NCA funded events and projects. The NCA logo must be on all official correspondence related to an NCA funded event or project as well as any public documents, reports, or publications.
- At the discretion of the Executive Committee, with advice from the Finance Committee, “National Communication Association” should be incorporated into the official title of NCA funded events, especially when NCA is the sole or majority sponsor.
- At NCA sponsored events, NCA should be acknowledged in public remarks (e.g., welcome remarks, keynote address introductions, luncheon) and the NCA logo should be displayed in a prominent location(s).
- NCA will work with event and project organizers to plan and execute pre- and post-event/project promotional plans, as appropriate, which use various NCA communications channels.
- NCA will place event/project information on the NCA website (<http://www.natcom.org>) if appropriate. Relevant text and graphics must be sent to NCA by event/project organizers in a timely fashion. If a Web site other than the NCA website is created or used for an NCA funded event or project, NCA will place the URL link on the NCA website. Relevant information must be provided by the event/project organizer. If a website other than the NCA website is created or used for an NCA funded event or project, that website must post the NCA logo in a prominent location as well as a link to the NCA website.
- Event registration materials should include information about NCA and how to join the association as well as a cover letter on NCA letterhead from the NCA President and/or Executive Director welcoming participants and thanking them for participating in an NCA funded event. Please request your letter from NCA when assembling relevant materials.
- Event organizers must provide NCA with contact information for event participants with the understanding that NCA may contact them in the future to solicit a membership to NCA.
- Unless alternative arrangements are made in advance, all products, publications, and other works or results are the property of NCA and, as such, the copyright is owned by NCA. These items can be licensed for use by the original authors as described in the NCA Authors’ Rights Schedule.



## Sample Seminar Format

Day 1	(1-4 p.m.) Group visit to campus facilities for those arriving in afternoon
	(5 p.m.) Welcome or Opening session to provide context for the seminar. Might include one or more of the following elements: Welcome address; Keynote speaker; Review of schedule; Faculty introductions, etc.
	(6:00 p.m.) Dinner followed by reception
Day 2	(7:30 a.m.) Breakfast (no program)
	(8:30-11:30 a.m.) Seminar Sessions I (a, b, c).
	(11:30 a.m.-12:30 p.m.) Lunch. This time could be used for a plenary session, keynote presentation, informal "brown bag" discussions, etc.
	(12:30-4:30 p.m.) Seminar Sessions II (a, b, c).
	7:00 p.m. Dinner
	Free time or a reception or social event, possibly at an offsite location.
Day 3	(7:30 a.m.) Breakfast (no program)
	(8:30-11:30 a.m.) Seminar Sessions III (a, b, c).
	(11:30 a.m.-12:30 p.m.) Lunch. This time could be used for a plenary session, keynote presentation, informal "brown bag" discussions, etc.
	(1:30-4:30 p.m.) Seminar Sessions IV (a, b, c).
	7:00 p.m. Dinner
	Free time or a reception or social event, possibly at an offsite location.
Day 4	(8:30-10:00 a.m.) Seminar wrap-up. Evaluation forms collected. Departure.

## Budget Worksheet

Direct Costs									
FACULTY (2-3 for each seminar)	Fee	Travel		Lodging		Per Diem		Total	
		Air	Ground	Nights	Rate	Days	Rate		
Subtotal (Sum each line above in right column. Sum right column for subtotal.)									
STUDENTS (9-11 for each seminar)	Fee	Travel		Lodging		Per Diem		Total	
		Air	Ground	Nights	Rate	Days	Rate		
Subtotal (Sum each line above in right column. Sum right column for subtotal.)									
MEETING ROOMS									
Days	General Session			Breakout Session			Other	Total	
	Number	Capacity	Cost	Number	Capacity	Cost			
Thursday									
Friday									
Saturday									
Sunday									
Subtotal (Multiply number of rooms times cost for general session and breakout room for each day, sum in right column. Subtotal right column.)									

<b>EQUIPMENT (Audio Visual, Computer, etc.)</b>							
<b>Equipment</b>	<b>Number</b>	<b>Days</b>	<b>Cost per day</b>	<b>Setup</b>			<b>Total</b>
VHS							
Computer							
Flip Charts							
LCD Projector							
Overhead							
Screens							
Other:							
Other:							
Other:							
Other:							
Subtotal (Multiply number of pieces of equipment times number of days times cost per day for each item. Add any setup fees and sum in right column. Subtotal right column.)							
<b>FOOD AND BEVERAGE</b>							
<b>Type</b>	<b>Number</b>	<b>People</b>	<b>Cost per person</b>				<b>Total</b>
<b><u>Thursday</u></b>							
Dinner							
Reception							
<b><u>Friday</u></b>							
Breakfast							
Morning Break							
Lunch							
Afternoon Break							
Dinner							
Reception							
<b><u>Saturday</u></b>							
Breakfast							
Morning Break							
Lunch							
Afternoon Break							
Dinner							
Reception							
<b><u>Sunday</u></b>							
Breakfast							
Other							
Other							

Other								
Subtotal (Multiply number of functions times number of people times cost per person for each event and then sum in right column. Sum right column for subtotal.)								
<b>SUMMARY OF EXPENSES (Transfer from value above)</b>								
<b>Meeting Rooms</b>								
<b>Equipment (Audio Visual, Computer, etc.)</b>								
<b>Food and Beverage</b>								
<b>Printing and Mailing</b>								
<b>Miscellaneous</b>								
<b>Total</b>								
<b>Indirect Expenses (Multiple total direct expenses by 0.50)</b>								
<b>Total Cost (Sum all items above)</b>								
<b>SUMMARY OF INCOME</b>								
<b>NCA</b>							<b>20,000</b>	
<b>Host Institution</b>								
<b>Total Income (Sum items above)</b>								
<b>Total Income</b>								
<b>Total Expenses</b>								
<b>Profit/Loss</b>								