

NCA

NATIONAL COMMUNICATION  
ASSOCIATION

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PLANNING GUIDELINES FOR NCA  
DOCTORAL HONORS SEMINARS

WASHINGTON . DC 2014

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

(Updated September 2014)

## **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 policy 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. The participating student's department may be asked to provide a small, supplemental travel stipend to the student.

## **Purpose**

This document is designed to aid potential hosts and NCA staff in planning the annual Doctoral Honors Seminar. The NCA Associate Director for Academic & Professional Affairs (ADAPA) and Chair of the Doctoral Education Committee (DEC) are 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. The very nature of guidelines and budgeting forms, however, may have the tendency to constrain rather than promote creative thinking. NCA hopes that by acknowledging this potential, planners will intentionally think in creative ways.

## **Selection Process**

### **Submit a Proposal**

The ADAPA and DEC Vice-Chair will annually solicit expressions of interest from communication doctoral programs in the year prior to the Seminar. Initial expressions of interest for the NCA Doctoral Honors Seminar will be submitted to the DEC Chair by

June 1. Program proposers will then work with the ADAPA and DEC Chair to develop the detailed proposal, due to the ADAPA and DEC Chair by October 15. A suggested timeline is with this document.

## **Proposal Content**

A detailed proposal is due to the ADAPA on October 15. 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**

Planning the seminar requires close attention to a budget. The total seminar budget will depend on a variety of factors. The host institution is responsible for all fees 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 to the host institution and to allow the project officer to use the money as needed to support the Seminar. Typically, the NCA funds are used to offset travel and lodging expenses.

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, high-profile keynote addresses 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 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 ADAPA 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 ADAPA.

## **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.

In 2010, a specific evaluation was done of the DHS faculty, host institution, and students, and resulted in the following suggestions:

#### *For Host Institutions*

1. Select faculty in time to have them read, review and rank all applicants using a uniform evaluation sheet. This will take the pressure off the hosts and allow faculty to thoroughly read and rank all papers. A ranking sheet can be obtained from the ADAPA.
2. When writing the call for papers, note that the best applicants are those who are in the pre-proposal stage of their dissertation. In doing this, you will avoid applicants who are already gathering dissertation data or are too early in their doctoral career to glean the greatest benefit from the DHS. Also note in the call that submissions should not be in press.
3. Once selections are made, provide students with a list of all attendees, their group assignment, faculty leaders, and all email addresses.
4. Consider having optional time in the day for faculty "office hours," where students from any group can schedule time to meet 1:1 with any DHS faculty member.
5. Allow students to upload a revised version of their papers for reviewer access up to a month before the DHS.
6. Feel free to invite your graduate students and faculty to attend the opening plenary and any other open discussions so that they can also benefit from the DHS activities.

#### *For Faculty Leaders*

1. Correspond with your group members roughly three weeks prior to the DHS and inform them of both how the sessions will be conducted and what you will expect of them during group meetings.
2. Feedback from 2010 students was unanimous in their desire to have time during sessions to ask questions about job hunting, future of the discipline, publishing, and beginning a career. Allow time for this kind of student mentoring.
3. Determine ahead of time how you will provide feedback to students on their papers. Will it be written? Will you meet 1:1 with students, etc.? Students greatly appreciate (and crave) all feedback that DHS faculty provide.

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

### **Associate Director for Academic & Professional Affairs (ADAPA)**

The ADAPA is responsible for working with the vice-chair of the DEC to identify a host institution for the Seminar. Following site selection, the ADAPA works with the planner on the format and activities for the Seminar. The responsibilities of the ADAPA 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, preparing supporting materials such as programs and handouts.
- Coordinating the National Office administrative support for the seminar.
- Attending the seminar and providing whatever content/service possible as requested by the host institution.
- 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 both short- and long-term evaluation of the impact of the project).

## **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

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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

# 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: \_\_\_\_\_ to \_\_\_\_\_

One Time or  Annual Expenditure

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### ABSTRACT

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

- 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?
- 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).
- C.V. 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 has to 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 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 one needs to answer to evaluate one's work 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 Brad Mello, NCA Associate Director for Academic & Professional Affairs, at [bmello@natcom.org](mailto:bmello@natcom.org). Questions regarding the assessment protocol should be directed to Brad via email or phone (202-534-1103).

## **Reporting Requirements for NCA-Funded Events** (including conferences and other types of programs)

Organizers of NCA-funded events are required to submit the following two reports to NCA unless a different protocol is approved along with the initial funding approval:

1. Short-term review of the event—Please provide a report *30 days after the last day of the event* that includes the following information:

- What were the goals of the event?
- 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).
- How well did you meet the short-term goals of the event? What were the results of your on-site post-event participant survey? Please include a description of immediate outcomes of the event and/or longer-term outcomes that are being planned as well as other evaluative data that is appropriate given the specific goals of your event.
- What plans are in place for a long-term review of the event? For events in which there is a clear list of participants, we ask for a draft of a survey that will be administered to participants five months after the event ends that will help to identify the long-term impact of the event (e.g., publications, working groups, grants, new course design) as well as a list of email addresses to which you plan to send the survey. The survey does not have to be extensive and could even be one general question about post-event activities if that is appropriate. Please note that NCA will be glad to provide Survey Monkey support as needed and reserves the right to request revision of the survey up to one month before it is fielded. For events in which there is not a clear list of participants, please provide a plan for long-term evaluation of the impact of the event after six months.
- A final financial report that aligns actual expenses with the proposed budget
- An articulation of practical “lessons learned” that we can share with organizers of future NCA-sponsored events.

2. Long-term review of the impact of the event—Please provide a report *6 months after the last day of the event* that includes the following information:

- If a survey was administered to event participants five months after the event ended, a summary of findings from the survey

- A description of any additional outcomes of the event that were not reflected in a survey (both those that have already materialized and those that are currently underway or being planned)
- How well did you meet the long-term goals of the event?
- Additional thoughts about the event that might be useful to people planning similar events in the future (optional)

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 Board, “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 Web site (<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 Web site is created or used for an NCA funded event or project, NCA will place the URL link on the NCA Web site. Relevant information must be provided by the event/project organizer. If a Web site other than the NCA Web site is created or used for an NCA funded event or project, that Web site must post the NCA logo in a prominent location as well as a link to the NCA Web site.
- 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 Executive Director welcoming participants and thanking them for participating in an NCA funded event. Please request your letter from NCA’s Executive Office when you are putting together 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.
- Event/project organizers must write a news-style article about the event/project once it is completed. It should be submitted to NCA's Communications office for dissemination to members through appropriate channels.

## Timeline

The following is a draft of the work schedule for planning a Seminar:

Date	Activity
January – June 1	NCA and DEC vice-chair issue a call for host institutions in the January <i>NCA Insider</i> , through CRTNET, and on <a href="http://www.natcom.org">www.natcom.org</a>
October 15	Deadline for submission of initial proposals to the DEC Chair
November 15	ADAPA and DEC vice-chair select and announce the host institution
Year of Seminar	Activity
January	ADAPA initiates first major promotion for the seminar in January issue of <i>NCA Insider</i>
February	Conference planner secures faculty participation. Conference planner issues call for student participation
March	Deadline for submission of papers Conference planner notifies students accepted in seminar
April	ADAPA works with conference planner to begin posting supporting materials on <a href="http://www.natcom.org">www.natcom.org</a>
May	Conference planner sends confirmation letters and information package to participants Participants make travel arrangements Registration process
June	Finalize logistical arrangements
July-August	Host seminar Prepare Short Term Review of the Event within 30 days of hosting for the ADAPA and DEC
December	Prepare Long Term Review of the Impact of the Event for ADAPA and DEC within 6 months of the last day of the seminar

## Sample Seminar Format

Thursday	(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
Friday	(7:30 a.m.) Breakfast (no program)
	(8:30-11:30 a.m.) Seminar Sessions I (a, b, c). This time slot would be devoted to the initial session on Rhetorical Theory and Research, Communication Theory and Research, and Mass Communication Theory and Research.
	(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). This time slot would be devoted to the second seminar session on Rhetorical Theory and Research, Communication Theory and Research, and Mass Communication Theory and Research.
	7:00 p.m. Dinner
	Free time or a reception or social event, possibly at an offsite location.
Saturday	(7:30 a.m.) Breakfast (no program)
	(8:30-11:30 a.m.) Seminar Sessions III (a, b, c). This time slot would be devoted to the third seminar session on Rhetorical Theory and Research, Communication Theory and Research, and Mass Communication Theory and Research.
	(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). This time slot would be devoted to the fourth seminar session on Rhetorical Theory and Research, Communication Theory and Research, and Mass Communication Theory and Research.
	7:00 p.m. Dinner
	Free time or a reception or social event, possibly at an offsite location.
Sunday	(8:30-10:00 a.m.) Seminar wrap-up. Evaluation forms collected. Depart.

# 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.)								

**EQUIPMENT (Audio Visual, Computer, etc.)**

Equipment	Number	Days	Cost per day	Setup	Total
VHS					
Computer					
Flip Charts					
LCD Projector					
Overhead					
Screens					
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.)

**FOOD AND BEVERAGE**

Type	Number	People	Cost per person					Total
<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>PRINTING AND MAILING</b>								
<b>Printed Materials</b>	<b>Design</b>	<b>Production</b>		<b>Mailing</b>	<b>Other</b>	<b>Other</b>	<b>Other</b>	<b>Total</b>
Subtotal (Sum columns for each printed item and sum in right column for subtotal.)								
<b>MISCELLANEOUS</b>								
Subtotal (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</b> (Multiple total direct expenses by 0.50)								
<b>Total Cost</b> (Sum all items above)								
<b>SUMMARY OF INCOME</b>								
<b>NCA</b>								<b>20,000</b>
<b>Host Institution</b>								
<b>Total Income</b> (Sum items above)								
<b>Total Income</b>								
<b>Total Expenses</b>								
<b>Profit/Loss</b>								