S.H.I.F.T.

NCA2027 | 113TH ANNUAL CONVENTION

NOVEMBER 19-22, 2027 | ORLANDO

Social Healing, Inclusive Futures, & Transformation

FRIDAY, NOVEMBER 19 - MONDAY, NOVEMBER 22, 2027

SAVE THE DATE

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2027

ORLANDO

NCA

Transforming Lives Through Communication

When I chose **S.H.I.F.T.** as our 2027 convention theme, I never imagined it would mean a literal shift to a new city!

Please join me at NCA's 113th Annual Convention in **Orlando** as we explore our theme: **S.H.I.F.T. - Social Healing, Inclusive Futures, and Transformation**. We live in a world fractured by division, where belonging is contested and truth is weaponized. Marginalized communities bear disproportionate burdens of intersectional erasures and intergenerational trauma, and the institutions meant to serve us often reproduce the injustices we seek to dismantle. And yet, communication remains one of our most powerful instruments of repair - how we bear witness, tell the truth, rebuild trust, and make care tangible. Through restorative practices, honest dialogue, and the patient work of reconciliation, resilience becomes not just individual but collective. **S.H.I.F.T.** asks us to shift ***stance***, shift ***perspective***, shift ***register***, shift ***labor***, and shift ***power*** - because healing without accountability remains incomplete, and inclusion without structural change is short-lived. This work asks us to step outside our comfort, sit with discomfort, and decenter our own privilege in service of something larger.

Orlando is home to many communities - Timucua, Seminole, Puerto Rican, Haitian, and Vietnamese among them - whose lives don't always make it into the postcard version of the city. Meeting there gives us a chance to re-imagine inclusive futures in a place that usually asks us to look away from harsh realities.

In 2001, I attended my first NCA in Atlanta as a shy Indian graduate student. 9/11 had just happened, and fear, terror, and racism were at their peak. 25 years later, the role of communication and art for social healing and transformation remains as important as ever.

Thank you to NCA's leadership and the National Office for building this convention with me. I cannot wait to see the **S.H.I.F.T.** that our community will bring to Orlando!

Srivi Ramasubramanian
Second Vice President
National Communication Association