

# **NCA Executive Committee Meeting**

## **June 11-12, 2010**

### **Minutes**

**NCA National Office,  
Washington, DC**

#### **Participating in all or part of the Meeting**

Dawn O. Braithwaite, President; Lynn H. Turner, First Vice President; Richard West, Second Vice President; Judith Trent, Acting Immediate Past President; Lynn M. Disbrow, Educational Policies Board Director; Roseann Mandziuk, Finance Board Director; Ronald L. Jackson, Finance Board Member (by phone); Ronald Shields, Finance Board Member; David Henry, Publications Board Director (by phone); James Darsey, Research Board Director; Nancy Kidd, Executive Director.

**National Office Staff:** Betsy Wackernagel Bach, Associate Director for Research Initiatives; Mark Fernando, Senior Manager, Communications; Heather Franklin, Executive Coordinator; Brad Mello, Associate Director for Educational Initiatives; Michelle Randall, Senior Manager, Conventions and Meetings.

#### **1. Call to Order**

President Braithwaite called the meeting to order at 8:49 AM Eastern Time on Friday, June 11, 2010.

#### **2. Approval of the Agenda**

President Braithwaite called for any additions or corrections to the agenda. One item was added for Executive Session and scheduled for the end of the day on Friday. The agenda item on the convention was moved to Friday and the items on administrative and policy resolutions procedures and the resolution about bringing resolutions to the LA were postponed until Saturday. *A motion was made to accept the agenda with changes as presented. Motion carried unanimously.*

#### **3. Announcements, Updates, & Reports and Consent Agenda**

Darsey reported that after the Research Board report had been written he and Betsy Bach had a successful visit to the NEH where they learned that two NCA members have been put on reviewer panels. They also learned that submissions have been made by NCA members, but those people are not self-identifying as communication scholars. This is a problem to address.

A suggestion was made to gather data on the usage of various resources NCA develops for members to ensure that they are valued. Nancy Kidd indicated that the National Office has plans to do that once we finish our next round of technology upgrades and have the ability to do tracking of that sort.

The consent agenda included the following items:

Approval of the September 11-12, 2009 EC Meeting Minutes  
Approval of the November 11, 2009 EC Meeting Minutes  
Approval of the December 4, 2009 EC Online Business Minutes  
Approval of the December 10, 2009 EC Online Business Minutes  
Approval of the January 27, 2010 EC Online Business Minutes  
Approval of the April 6, 2010 EC Online Business Minutes  
Approval of the April 27, 2010 EC Online Business Minutes  
Approval of the September 30, 2009 LA Online Business Minutes  
Approval of the November 11-14, 2009 LA Meeting Minutes  
Approval of the December 14, 2009 LA Online Business Minutes  
Approval of the April 19, 2010 LA Online Business Minutes  
Approval of the updated NCA Three Year EC Meeting Calendar  
Approval of the updated NCA Complimentary Room Policy for the Convention  
Approval of Journal of Applied Communication Research Editor-Elect  
Endorsement of 2010 Distinguished Scholars

In the context of considering the Consent Agenda items, several issues were discussed:

The 2010 distinguished scholars are John A. Daly, Steven W. Duck, Karen Tracy, and Joseph Turow. There was some discussion about what it means for the EC to endorse the distinguished scholars.

There was discussion about the fact that the November 2009 EC meeting was not recorded because the EC meetings at convention had not historically had business agendas with decisions being made. Now that we are likely to do business when the group convenes in November, we will begin recording our sessions.

There was some discussion about the percentage of Legislative Assembly members who attend the annual LA meeting and ways to encourage more participation. The Publications Board was charged with talking to editors in this regard.

There was discussion about ensuring that minutes capture the emotions of meeting participants. To that end, a change was made to the November 2009 LA meeting minutes under LA Deliberation Feedback. The last sentence of this section should be changed to: Given that the session had already been closed for business, the motion was ruled out of order despite heated objection from the floor.

There was discussion about the two letters that were sent to the LA by EC members in April. There was agreement that the first sentence of the April 19 LA online business minutes should be replaced with the following two sentences to better reflect the spirit of the letters: A letter was submitted by the majority of members of the EC. The contents of that letter were used in part to craft a second letter for distribution to the LA.

Concern was expressed about a trend toward departments being unwilling to provide support to editors.

A question was raised about whether we should have a policy on plagiarism, and a suggestion was made to consider including that in our upcoming publisher contract negotiations. That led to some discussion about the process by which we will determine with whom we will

work in the future once the current publisher contract expires. A request was made that the Publications Board keep the Executive Committee informed as the process develops.

*A motion was made to approve the consent agenda as amended. Seconded. Motion carried unanimously.*

**Meeting went into Executive Session at 9:50 AM**  
**Meeting reconvened at 10:52AM**

**4. Nonserial Publications Program**

Henry introduced this agenda item about the future of the NCA non-serial publications program, and indicated that the Publications Board recommends terminating the program. A proposal written by the Publications Board for phasing out existing inventory was discussed by the EC. The proposal says that NCA will continue to offer anything published between 2005 and 2010 until 2015. Publications printed within this timeframe that have run out of print inventory can continue to be sold in electronic format; however, no additional print copies will be produced. Existing inventory published in 2004 or prior will be offered for sale at a price that covers shipping and handling for six months. Any items not sold within that period will be recycled, with the exception of a small number of archival copies that will be kept in an appropriate location.

NCA may consider publishing a few items in the future, but proposals will be reviewed on an individual basis by the EC. Some possibilities for discussion in the future are Pathways, Free Speech Yearbook, and the Alta conference proceedings.

*A motion was made for the NCA non-serial publications program to be dissolved with all current and in-process publications to be phased out according to the conditions prescribed in the Publications Board memo of August, 2009. Seconded. Motion carried unanimously.*

**5. Division Name Change**

Braithwaite reported that there has been a request by a division to change its name. This was brought to the EC via email in recent months, and the EC had decided it wanted to wait and discuss the issue in person. There was a discussion about whether the practice of the group has changed sufficiently that they should be requesting to start a new division rather than changing the name of a division that had been approved to do something else. A position was articulated that it is not our place to draw that conclusion if the group itself feels like the name change will help them to organize their scholarship.

*A motion was made to change the name of the “Semiotics and Communication Division” to the “Philosophy of Communication Division.” Seconded. Motion carried with four for and three against.*

**6. NCA Budget and Financial Report**

Mandziuk presented the three year future budget proposal that the National Office put together in consultation with the Finance Board. She also reported on the projected financial outcomes for FY09-10 and said that we are currently expecting to close the year with a balanced budget.

The budget proposal for future years is conservative and assumes limited revenue from membership, convention, and career centers for an extended period of time. Significant cost savings have been identified in several places such as publishing *Spectra*, and several efficiencies have been built into the budget by centralizing things like national office travel. One national office staff position is being put on hold for one year so that those funds can be used for one-time infrastructure expenses including the Web site and association management database software upgrades.

The budgets cover the cost of organizational infrastructure as well as some academic and professional affairs and membership resources and external representation of the discipline. We would like to be able to spend more in these latter categories, but that will require a long term strategy of revenue diversification and increase.

The Finance Board decided to wait one more year to propose a membership dues increase and will announce that to the LA this year so that it will not be a surprise when it happens. The question was raised about why the LA approves annual budgets almost halfway into the fiscal year.

*A motion was made to approve the budget proposal as presented. Seconded. Motion carried unanimously.*

**Meeting recessed at 12:15 PM**  
**Meeting reconvened at 1:03 PM**

#### **7. Unit Structure Task Force Report**

Disbrow, chair of the unit structures task force, summarized the task force's proposal for the EC. She described the proposed tracking system for convention and answered questions about it. She also identified the implications of the proposal for LA representation. Everyone recognized that this is a very big and serious issue that has repercussions for many aspects of the association, and agreed that the ideas merit further consideration. The definitions of the tracks would need more work and there are other dimensions of the proposal that would need refinement before implementation. A decision was made to pick a group of about twenty LA members and ask them to review the task force's proposal to provide the broader member perspective and make suggestions for revision if appropriate. The ideas will then be presented to the whole LA in November for discussion. Lynn Disbrow, Dawn Braithwaite, Heather Franklin, and Nancy Kidd will work on next steps.

**Meeting recessed at 2:22 PM**  
**Meeting reconvened at 2:35 PM**

#### **8. Moratorium on New Units**

Braithwaite reminded the group that a moratorium was put in place a few years ago on the development of affiliate relationships and the creation of new units. This was a result of a perception that there has been a proliferation of units which has implications for the convention as well as the association's governance and finances. Since the moratorium was put in place, four groups have had requests put on hold.

The unit structures task force has been at work for some time trying to address some of the underlying problems that prompted the EC to put the moratorium in place. This group has

done some excellent work, but their endeavor has revealed a broader array of related issues that are complicated. The EC would like these issues to be fully addressed before lifting the moratorium, and that will take some time.

*A motion was made to lift the moratorium on considering new caucuses one year from now and to revisit the question of whether to lift the moratorium on considering new divisions, sections, and affiliates two years from now based on developments in our process of addressing related governance questions. Motion carried with four for and three against.*

#### **9. Committee on International Discussion & Debate**

Kidd reminded the EC of the recent history of EC discussion about CIDD. Given concerns about legal liability, the EC had decided to sever ties with CIDD in the late summer. In the interim period, Kidd had been charged with helping CIDD try to find another home and exploring whether there was any way for NCA to overcome the liability concerns that had driven the decision. Kidd reported that she found a way to address the liability concerns and recommended rescinding the earlier decision to sever ties with CIDD as a result. She described the insurance issues that were underlying the problem, and indicated that studying CIDD raised broader issues of coverage for NCA that have also been addressed in recent months.

Kidd reported that she had a productive meeting with Kevin Minch, current chair of CIDD, with Dawn Braithwaite on the phone, to discuss the historical relationship between CIDD and NCA leadership and the ways in which a variety of problems that have emerged over time regarding financial and management issues can be addressed in the future. Kidd said that she is confident that with improved communication procedures in place, this relationship can be managed well.

She reported that the discussion also addressed how CIDD can be treated as part of NCA more fully in the future. For example, perhaps the British debaters can present a debate at the NCA convention and perhaps the American student debaters can be given NCA memberships. The question was raised about CIDD's formal relationship with NCA, and Kidd reported that the question of whether CIDD is a standing committee of NCA or not is also on the table for future discussion with CIDD leadership.

*A motion was made to rescind the EC decision of January 27, 2010 to dissolve the Committee for International Discussion and Debate as a standing committee or any other unit or affiliate of the National Communication Association. Motion carried unanimously.*

**Meeting recessed at 3:35 PM  
Meeting reconvened at 3:47 PM**

#### **10. Convention Planning**

Braithwaite reminded the EC that the National Office has been working closely with the officers to develop a plan for the 2010 convention with respect to the current labor situation. The whole EC was invited to comment on this issue via email in recent weeks, and the convention member working committee was also asked to share feedback on the issue.

*A motion was made not to cancel the convention under any circumstances related to the labor situation. Seconded. Motion carried unanimously.*

Michelle Randall then described in detail several options for trying to make the convention experience as positive as possible for both people who attend and those who do not, and there was discussion about each of the options.

The first page of the plan included special convention programming in San Francisco which will be held regardless of the status of the labor situation at the time of the convention. A mini-conference on “compassionate communication” is planned, and several other ideas are being developed. Also included on the first page of the plan were several electronic options. The first is broadcasting the three general sessions live on the Internet. This too will be done regardless of the status of the labor situation at the time of the convention. There is a financial component to doing this, and the group agreed that the investment in webcasting is a first foray into a variety of technology options for the convention in the future. James Darsey asked that it be put on the record that the webcast sessions will be put in our iTunes U.

Also proposed was convention session webinars. NCA will create a webpage to communicate information on sessions whose participants have chosen not to attend the convention but want to present electronically. NCA will provide a list of vendors that offer free 30-day trial webinar accounts/teleconference services. Session participants will coordinate, schedule, and organize their own webinars and provide the information on accessing the webinars to NCA to post on a central webpage. This will only be provided in the event of a full strike which is defined as a strike called by Local 2 after October 15, 2010 without an end date that precedes the convention. The final electronic option presented was that NCA will organize electronic format presentations and post them online for high density programming. This too will only be provided in the event of a full strike.

Randall also proposed that participants may request a letter from NCA indicating that they have been accepted for presentation. If a strike occurs, the standard letter would be amended to include the fact that there was a strike for those who request such an amendment. Finally, in the event that a full strike is called, registered attendees may cancel a registration and receive a full refund. The regular processing fee of \$25 will be waived for refunds requested in the event of a strike called after October 15, 2010 with no specific end date.

One detail regarding the cancellation policy was discussed and changed.

*A motion was made to endorse all of the plans on the first page of the memo distributed to the EC by the National Office as amended. Seconded. Motion carried unanimously.*

Randall reported that we were lucky to find a reasonable option for alternate meeting space this year. A limited number of rooms are available at the SFSU Downtown Campus complex located three blocks from the Hilton. Requests to move sessions would be granted on a first-come first-served basis with consent from all of the session participants. If a labor agreement is signed prior to November 1, all sessions will be returned to the convention hotel. There is a financial component to this part of the plan, but we can cancel the space if the labor situation is resolved before the convention. The EC engaged in extended discussion about whether we should provide alternate space for some of the convention sessions.

*A motion was made to provide alternate meeting space for some convention sessions as described on page two of the memo distributed to the EC by the National Office. Seconded. Motion carried with three for, two against, and one abstention.*

**Meeting recessed at 5:29 PM, Eastern Time on June 11, 2010.**  
**Meeting reconvened at 8:47 AM, Eastern Time on June 12, 2010.**

### **11. Review of Governance and Management**

Braithwaite introduced this discussion about setting up a task force to consider several of the governance questions that have arisen. To articulate the charge for the task force, the EC discussed the question of what we want the outcomes to be. The group decided that the charge should be to identify the respective lines of responsibility and authority of the Executive Committee, National Office, and Legislative Assembly

It became clear through discussion that we will soon need to do a constitutional revision and a task force will need to be appointed with that charge as well. The EC's assumption is that the findings from the unit structures task force as well as the findings from the governance task force, among many other things, will be given to a constitutional revision task force in the future. But the governance and management task force should be identifying how things should be done and not feel constrained by current governing documents.

There was agreement that this group should be composed of about five people who have administrative experience. There was agreement that we should ensure the committee has someone who has substantial institutional knowledge, such as a past president, as well as someone who is external to NCA, such as the Executive Director of a peer association. The group generated a list of people who would be appropriate for this committee, and the President will appoint the group.

**Meeting recessed at 10:15 AM**  
**Meeting reconvened at 10:28 AM**

### **12. Priorities for NCA Funding of Projects and Events**

Kidd introduced a discussion about identifying priorities for funding of external projects and events. While we spend a considerable amount of money on grants, the process for choosing grantees is not fully systematic and we do not have a set of rules that govern our decisions. For example, should we ever agree to fund something in perpetuity? If not, are we willing to fund things for an extended time before requiring a review?

The group agreed that we need to develop a funding cycle that is aligned with our budgeting process and that we need to make some clear choices about what kinds of things we should be funding and who makes decisions about funding requests. The EC charged the Interboard with developing a plan in this regard and bringing it back to the EC for consideration in September.

### **13. Proposal for Support of Alta Conference**

Braithwaite introduced this funding request and explained that there is a long-standing historical relationship between NCA and the Alta conference. We funded the conference for many years, but at some point the funding was shifted to a unit and reduced and no funding

was provided at all for the last conference. The Alta conference organizers have requested that we resume our funding at its historical level.

In the past NCA has also published the Alta conference proceedings and bought and sold copies of them. There was agreement that we will purchase the 2009 proceedings, but decisions about 2011 will be made in a separate agenda item in September. It was stated that in the long run we may want to consider rolling Alta into our journal publishing agreement.

*A motion was made to approve the request for \$2,000 over the course of two years for the 2011 Alta conference and that NCA's relationship to and funding arrangements with Alta (including the handling of the Alta proceedings) be reviewed prior to the 2013 Alta conference. Seconded. Motion carried with five for and two abstentions.*

#### **14. Proposal for Support of Summer Conference**

Braithwaite introduced a proposal for support of a summer conference on intercultural dialogue in Poland. This evolved from the NCA-funded conference in Istanbul in 2009.

A few EC members attended the 2009 conference in different capacities and said that the organizing committee did a very good job of putting together an event that was productive and interesting. However, that conference was funded at an unusually high level. Following the earlier budget discussion, the group concluded that we do not have the resources to fund a conference at an unusually high level again. And with the limited money available for our summer conference program, the EC decided to focus on new endeavors this year rather than conferences that are similar in kind to earlier meetings.

*A motion was made not to fund the proposal for a summer conference on intercultural dialogue in Poland. Seconded. Motion carried with three for, two against, and one abstention.*

**Meeting recessed at 12:17 PM  
Meeting reconvened at 12:51 PM**

#### **15. Resolution about Student of Color Grants**

Kidd explained that the Resolutions Committee has so far received two administrative resolutions. Given that the EC has more detailed institutional knowledge regarding administrative issues than the Resolutions Committee, the Resolutions Committee asked the EC to share thoughts about these proposals to allow them to have more informed deliberations. One of the proposals is about NCA's student of color grants.

*A motion was made to direct the Resolutions Committee to forward the resolution on NCA grants for students of color to the NCA LA without comment from the NCA EC following whatever edits and review the Resolutions Committee deems appropriate (as per Article 8 section 2 of the NCA bylaws). Seconded. Motion carried unanimously.*

#### **16. Administrative and Policy Resolutions Procedures**

Kidd introduced this agenda item and explained that there are two related issues on the table for discussion. First, our resolutions procedures are currently unclear and our parliamentarian has said that a distinction should be made between administrative and public



policy resolutions. This was clarified in the call for resolutions this year, and the parliamentarian has agreed to bring a proposed revision to the resolutions procedures document to the LA for consideration in November. The EC's suggestions for how to manage administrative resolutions are requested. The EC is satisfied that the distinction made in the call for resolutions should be sufficient for the time being to allow for members to engage in a clearer submissions process. They request that a revised document not be brought to the LA this year.

Second, our policy platform document is supposed to be a living document, but it has not been implemented for many years. In order to begin working with the document in an active fashion, something has to be done to update the document. The EC recommends that an ad hoc task force be appointed to review and update the public policy platform under the auspices of the Resolutions Committee. This idea will be brought to the LA in November.

### **17. Resolution about Bringing Resolutions to the LA**

Kidd introduced another administrative resolution that had been submitted to the Resolutions Committee about bringing the same resolution to the LA multiple times and said that the Resolutions Committee solicited thoughts from the EC on the issue.

*A motion was made to direct the Resolutions Committee to forward the resolution on bringing resolutions to the NCA LA without comment from the NCA EC following whatever edits and review the Resolutions Committee deems appropriate (as per Article 8 section 2 of the NCA bylaws). Seconded. Motion carried unanimously.*

### **18. Ethical Guidelines for Convention Submissions**

Braithwaite explained that the ethical guidelines for convention submissions were developed a few years ago to address problems such as people submitting the same paper to multiple divisions. This made leadership at that time think that some people might not be aware of expected professional behavior. The group suggested that the guidelines we have been using are good in theory, but perhaps they should be written less from an individual compliance perspective and more like a preamble that lays out expectations named something like "professional standards."

There was discussion about appointing an ad hoc committee of Richard West, Kathy Adams, and Michelle Randall to evaluate the content of this for the future.

*A motion was made to appoint an ad hoc committee to examine the existing ethical guidelines for convention submissions and bring proposed revisions back to the EC in September. Seconded. Motion carried unanimously.*

### **19. Spectra**

Kidd introduced this discussion about how best to determine the article topics and authors for *Spectra* in the future. She described the planned structure of the publication and indicated that we will have four feature-length and style articles in each issue of *Spectra*, with four issues published per year. One issue per year will have a theme and the others will cover a range of topics that are of interest to communication scholars. Some authors will be from within the discipline and others will come from outside of the discipline.

The National Office will do most of the work for each issue, but Kidd requested a way in which topic and author ideas can be vetted by and solicited from members. The group agreed that we will put together a small advisory board composed of representatives from each of the regional associations. The group also asked the National Office to think about whether we might want to eventually distribute *Spectra* to a limited external audience beyond our membership.

## **20. Group Processing**

There was some discussion about how international we want our initiatives to be and how best to operationalize those plans. Our funding plans should match our internationalization plans. There was agreement that in September the EC will review a proposal regarding convention registration fees for selected international participants that was on the docket several years ago.

There was brief discussion about the need to consider ways to diversify our revenue streams.

Members of the EC had a conversation about how best to keep the LA informed about association business between annual LA meetings. It was agreed that from now on after the February, June, and September EC meetings two reports will be sent to the LA. There will be a National Office report from the Executive Director and a report on recent policy decisions and discussions of the EC written by the President. We will begin this practice following this meeting.

In the first President's letter, President Braithwaite will share that the EC has decided to appoint a taskforce on governance and management as the first step in addressing the many governance issues raised in April in correspondence to the LA from members of the EC. As was promised in a letter to the LA, EC meeting minutes will be posted in the future. But given that EC minutes are approved at the next EC meeting, a long delay is incurred if minutes are to be used as the main vehicle for sharing information with the LA. The National Office and EC reports are being introduced in part to address that lag.

Braithwaite was asked to consider ending the September meeting at 1:30p.m. instead of 3:30p.m. to make it easier for EC members to get flights home without staying in D.C. for an extra night and she agreed to review the meeting schedule and do so if possible.

## **21. Adjournment**

With no further business, the meeting was adjourned at 2:56PM EST.

Respectfully Submitted,

Nancy Kidd  
Executive Director