

Minutes
NCA Executive Committee Meeting
June 17-18, 2011 Washington, D.C.

Participating in all or part of the Meeting

Lynn H. Turner, President; Richard West, First Vice President; Steven Beebe, Second Vice President; Dawn O. Braithwaite, Immediate Past President; Lynn M. Disbrow, Educational Policies Board Director; David Henry, Publications Board Director; Kristine Muñoz, Research Board Director; Ronald L. Jackson, Finance Board Director; Ronald Shields, Finance Board Member (non-voting); Kathleen Turner, Second Vice President Elect (non-voting); Nancy Kidd, Executive Director (non-voting)

Absent: Tina Harris, Finance Board Member (non-voting)

National Office Staff: Betsy Wackernagel Bach, Associate Director for Research Initiatives; Mark Fernando, Senior Manager, Communications; Heather Franklin, Executive Assistant; Brad Mello, Associate Director for Educational Initiatives; Michelle Randall, Senior Manager, Convention and Meetings; Thomas Rhine, Interim Chief Financial Officer; Terry Wilson, Senior Manager, Information Technology

1. Call to Order

President Turner called the meeting to order at 8:00 AM Eastern time on Friday, June 17, 2011.

2. Announcements, Updates & Reports

President Turner welcomed Kathleen Turner to the group and introductions were made. The board binder included reports from the Centennial Committee, each officer, each board director, and the National Office. There were no questions about the reports. Richard West provided an oral update on convention planning for New Orleans.

3. Consent Agenda

The consent agenda included the following items: approval of the January 28-29, 2011 EC meeting minutes; approval of the updated NCA three year EC meeting calendar, endorsement of the 2011 Distinguished Scholars¹, and endorsement of the Publications Board's editor nominations².

President Turner asked if there were any questions or comments about the items in the consent agenda. There were none.

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

¹ The distinguished scholars for whom endorsement was sought are Clifford G. Christians, Gail T. Fairhurst, Dennis K. Mumby, and Barbie Zelizer.

² Publications Board nominees included James Hay for Communication and Cultural Studies, Katherine Hawkins for Communication Currents, David Dewberry for Free Speech Yearbook, Pat J. Gehrke for Review of Communications, and Frederick Corey for Text and Performance Quarterly. With the exception of the nominee for Free Speech Yearbook, all nominees would begin their terms as Editor-Elect January 1, 2012 and would serve as editors from January 1, 2013-December 31, 2015. The nominee for Free Speech Yearbook would serve as editor from January 1, 2012-December 31, 2014. Publications Board Director David Henry requested that the ballots for these editor nominations be sent to the LA prior to the November meeting.

4. Report from the Task Force on Convention Submission Guidelines

At the June 2010 EC meeting, an ad hoc committee composed of Richard West, Kathy Adams, and Michelle Randall was appointed to examine the existing ethical guidelines for convention submission and bring proposed revisions back to the EC in September 2010. In September Richard West reported to the EC that the committee suggested developing explicit professional standards rather than ethical guidelines. There was some debate about how specific the professional standards should be, and the EC decided that answering that question would require extensive serious thought. As such, the Executive Committee voted to appoint a task force to develop professional standards concerning convention submission and presentation and a corresponding educational campaign. The task force was chaired by Steven Beebe and other members included Kathy Adams, Ken Chase, Michelle Randall, and Ron Shields.

Steven Beebe presented the recommendation of the task force to the Executive Committee (see document in footnote below).³ The EC discussed a few minor revision possibilities and decided to

³ National Communication Association Professional Standards for Convention Participants

The National Communication Association's (NCA) annual convention provides significant professional development opportunity for NCA members and convention participants. Given the centrality of this annual event to the organization and the membership, the following Professional Standards establish guidelines for submitting work to the annual NCA convention. 1. If you submit your work, you are making a commitment to register for and attend the convention. If you make a submission to the NCA Annual Convention, you are at the same time committing to register for and attend the convention if this work is accepted. The number of programming slots is limited, and thus if you do not register for and attend the convention, you are leaving vacant a programming slot, and a potential opportunity for someone else to present will have been lost. Acceptance of work carries the obligation to register for and attend the conference. 2. Before you propose a program, you should secure from all program participants a commitment to register for and attend the convention. *Prior to* submitting a proposal that includes other presenters (i. e., chair, respondent, panelists, etc.), secure their permission to include them, and also confirm their commitment that they will register for, attend, and present at the convention upon acceptance of the program. Please do not include the name of any participant who has not expressly agreed to be part of your proposal. When this happens, your proposal is being reviewed and accepted or declined based on inaccurate or unconfirmed information. 3. You should submit only work that has not been published or has not been accepted for publication at the time of submission. You should *not* submit a paper for presentation at an NCA convention *after* it has been published or accepted for publication. Because the scholarly community will have an opportunity to read your work, it is not appropriate to occupy a convention slot for a work that has been published or accepted for publication. It *is* appropriate to submit a paper that you hope will be published, yet has not been accepted for publication. Convention presentations are an excellent way to receive feedback about your research from program respondents and colleagues. You may present a paper at an NCA convention if your paper was accepted for publication *after* it was submitted to the convention. 4. You should submit only original work that has not been presented at another conference. In keeping with expected academic professional standards conference papers are presented at only *one* professional conference; violation of this standard is unethical. You should *not* present the same paper at more than one conference unless you present for the first time at a small, student only conference, or if the call for submissions issued by a given unit/affiliate organization specifically indicates that it is acceptable to submit a previously presented paper. This standard does not apply to separate or different papers from a larger project. 5. You should submit your paper, paper session or panel discussion to only one NCA unit or affiliate organization. You will not be permitted to present the same paper, panel discussion, or paper session multiple times at the convention; consequently, it is not appropriate to submit the same paper, panel discussion or paper session to more than one unit/affiliate of NCA. Please read the calls for submissions carefully to select the most appropriate forum for your proposal. 6. You should ensure that respondents have adequate time to prepare a response to your paper. In order to provide a quality response, respondents need an appropriate amount of time to read a paper to which they will respond. You will be asked to upload a final copy of your paper in August/September to NCA Submission Central, from which respondents will access your final copy. The revised/final copy is also the version that will be included on the NCA Convention Proceedings CD if you agreed to the distribution agreement during the submission process. If you miss the deadline to upload a revised/final copy to NCA Submission Central, please email a copy of your revised paper directly to the respondent at least one month before the convention. 7. Non-NCA members may participate in the convention program but should register for the convention. Any interested person may submit to, register for, and attend the NCA Annual Convention.

make two changes. First, add “besides disappointing your audience” to #1 before “you are leaving vacant a programming slot.” Second, add a sentence at the end of #6 that says “In addition, if since the time of your submission your paper has been accepted for publication, please inform your respondent.” Beebe indicated that the precise implementation would be left to the National Office but that the spirit of the proposal is for this educational document to be disseminated extensively.

A motion was made to adopt the document submitted by the task force with the two amendments described above. Seconded. Motion carried unanimously.

5. FY 2011-2012 Budget

Finance Board Director Jackson described some of the key assumptions underlying the FY2011-12 budget proposal and indicated that the Finance Board recommends the proposal as it was submitted by the National Office. It is a balanced budget with conservative revenue estimates. Jackson explained that the narrative presentation makes clear the main categories of revenue we receive and the corresponding ways in which we spend money. There were some questions about specific line items in the budget proposal.

Jackson stipulated that approval of the full budget proposal implies approval of a proposal from the Affirmative Action Interaucus Committee to expand the student of color travel grants to a broader range of students with additional funds. The EC supported this expansion and indicated that a new name will have to be generated for these grants to more accurately reflect their expanded reach.

Kidd talked about the new chart of accounts we have begun using in recent weeks and some of the new financial reports that will be available in coming months.

A motion was made to approve the FY11-12 budget as proposed. Seconded. Motion carried unanimously.

6. Public Address Division Endowed Award Proposal

The Public Address Division submitted a proposal to the EC to establish a new endowed unit award for dissertation research (see full proposal in footnote).⁴

NCA members do receive the benefit of having an account automatically created for them in NCA Submission Central; however, non-members may simply create an account for themselves when submitting via NCA Submission Central. NCA members also receive discounted registration rates, so there is a financial benefit to membership; however, non-member registration rates are also offered. Guest registrations are available to qualified participants. A *guest* is a person invited by the Association, whose presence will enrich the entire convention. A guest is someone who would not normally attend the convention, works outside the discipline, and is not an NCA member or ever held an NCA membership. The NCA First Vice President approves guest registrations. Please first contact your unit/affiliate planner to request a guest registration approval; the unit/affiliate planner will then forward the request to the NCA First Vice President. Suggested Distribution of the NCA Convention Professional Standards: 1. Include the standards in the First Vice President’s call for participation in the annual conference. 2. Include the standards in the unit/affiliate call for submissions. 3. Include the standards in the unit/affiliate program planners’ guide, and encourage planners to disseminate to their memberships. 4. Post the standards to the convention resource library website. 5. Include the standards in convention newsletter(s) and in appropriate NCA Publication (e.g. *Insider* or *News and Notes*) 6. Provide a copy of the standards to NCA department chairs. 7. Incorporate the standards in a question and answer format in the Frequently Asked Questions section of the NCA Convention Planning Guidelines.

⁴ To: Executive Committee, National Communication Association, From: Martin J. Medhurst on behalf of the Public Address Division, Subject: Proposed Endowed Award-- The Public Address Division wants to establish a new endowed award for dissertation research. The award is to be called the Thomas W. Benson-Karlynn Kohrs Campbell Award for

A motion was made to approve the proposal for a new unit endowed award as presented. Seconded. Motion carried unanimously.

7. Updates and Discussions

Publishing contract: In November 2010 an ad hoc committee was formed to work with an external consultant on evaluation of our publishing contract. The members of the committee include David Henry, Ronald Jackson, Nancy Kidd, Michael Roloff, and Lynn Turner. Kidd provided a report of the committee's work to date and asked the EC for thoughts regarding key substantive priorities for a future contract. There was some discussion about the broader publishing landscape, how it is changing with technological innovation, and how that might impact our publishing program.

Meeting recessed at 9:38 AM
Meeting reconvened at 10:03 AM

8. Updates and Discussions (continued)

Website: Kidd provided a brief update on the status of development of the new website and showed the EC some of the new pages. There is good progress. The design, navigation, and home page have been completed based on feedback from the EC and a group of testers from among the membership and interested non-members. A lot of new content has been developed as well, and old content has either been revised and updated or deleted. New features like the microsites have templates that are being populated. There have been some technical snags, which is expected for a project of this complexity. The integration with Aptify is still underway as a result. The National Office staff is working hard to ensure the earliest possible launch date without compromising the quality or breadth of the planned site.

Dissertation Research (hereafter the Benson-Campbell Award). The rationale for the award is simple—we want to encourage and support dissertation research among Ph.D. candidates in public address. Often public address studies require travel to archives or collections. This award could be used to offset the costs of such travel or other legitimate expenses such as copying documents, transcribing interviews, or obtaining other research materials. The Benson-Campbell Award would be given annually at the Public Address Division business meeting, a regularly scheduled part of the National Communication Association's annual convention. The award committee membership would consist of five members of the Public Address Division elected by the membership at the annual meeting. Membership on the awards committee would be for a term of two years. All members of this awards committee must hold the Ph.D. Competition for the Benson-Campbell Award would be open to all members of the Public Address Division who have been formally admitted to candidacy at the Ph.D.-level. A completed nomination packet would consist of a 5-10 page summary of the dissertation proposal, a statement by the nominee of where they are in their dissertation progress, and a letter of support from the nominee's dissertation advisor or member of the dissertation committee which certifies that the nominee has been admitted to candidacy. Only completed nomination packets will be considered for the award. Criteria for selecting the award winner include originality of the proposal, significance of the potential findings, contribution to the theory, history, or criticism of public address, and appropriateness and/or innovation of the research design and method. A call for the Benson-Campbell Award nominees will be issued annually at the PAD business meeting, will appear on the PAD web site, and will be included in the NCA's electronic newsletter that is sent to the entire membership. The Benson-Campbell Award will be funded by direct contributions from members of the Public Address Division and other students, colleagues, and admirers of Professors Benson and Campbell. The PAD would like to raise enough funds to be able to make a \$500 award annually, once the award is fully funded. We understand that we have five years from the time the EC approves our application in which to raise the requisite funds. We therefore request approval to begin the fundraising process to endow the Benson-Campbell Dissertation Research Award. Members of the Benson-Campbell Award Fundraising Committee: Martin J. Medhurst, *Baylor University*, Chair; Shawn J. Parry-Giles, *University of Maryland*; Paul Stob, *Vanderbilt University*; Mari Boor Tonn, *University of Richmond*; Kirt H. Wilson, *Penn State University* and Chair of the Public Address Division; Susan Zaeske, *University of Wisconsin*

Awards: In January 2011 the EC discussed some issues related to the origins of our awards. Kidd provided the EC with an update on the information compiled to date.

Unit structures task force: The Unit Structures Task Force (Chair Lynn Disbrow, members Walid Afifi, Heather Franklin, Michelle Randall, Paul Turman, and Nicholas Zoffel) has continued its work during the last few months elucidating the rank-ordered member affiliation section of the proposal and developing a more refined and somewhat simplified convention track structure. Some additional people have been added to the committee from the LA, and Chair Disbrow reported to the EC on the new ideas being infused into the discussion by the additional committee members. Disbrow indicated that much of what she has learned serves to dovetail with several of the suggestions in the report of the task force on governance and management and her group has decided to wait for next steps until that report has been considered.

9. Board Development

Consultant Dr. Paula Brownlee guided the group through a series of conversations about the role of the EC in a nonprofit scholarly society.⁵

Meeting recessed at 12:00 PM
Meeting reconvened at 1:00 PM

10. Board Development (Continued)

The Executive Committee continued its discussions with Dr. Paula Brownlee.

Meeting recessed at 5:22 PM, Eastern Time on June 17, 2011.
Meeting reconvened at 8:00 AM, Eastern Time on June 18, 2011.

11. Report from the Task Force on Governance and Management

In June 2010 the Executive Committee appointed a task force to identify the respective lines of responsibility and authority of the Executive Committee, National Office, and Legislative Assembly. Members of the task force include Thomas Hollihan, Katherine McCarter (Executive Director of the Ecological Society of America and President of the Council for Engineering and Scientific Society Executives), Thomas Nakayama, H. Daniel O’Hair, Jacqueline Taylor, and David Zarefsky (Chair). David Zarefsky joined the EC to discuss the group’s report. An executive summary will be drafted for broader distribution.

⁵ Brownlee consults actively with presidents and boards of trustees on institution-wide planning, board and presidential evaluation, board structure, roles and responsibilities, and with campuses on educational reform initiatives and leadership development. As a consultant and facilitator for the Association of Governing Boards of Universities and Colleges, she has led board retreats and presidential and board assessments. Brownlee retired as President Emerita of the Association of American Colleges and Universities, after 8 years leading this higher education organization of member institutions. Previously, Dr. Brownlee was president and professor of chemistry at Hollins University for nine years. Dr. Brownlee serves as Vice Chair of the Board of the American Academic Leadership Institute and co-Chair of Academic Search, Inc., successors to (formerly) the Academic Search Consultation Service (she chaired this Board for 4 years), and as life trustee of the University of Rochester. She is on the board of Wilson College (PA) and on the National Advisory Council of Maryville College. She has chaired the boards of the Educational Testing Service (ETS) and of the American Association for Higher Education (AAHE). She served on the National Association for Independent Colleges and Universities’ (NAICU) board executive committee.

Meeting recessed at 10:14 AM
Meeting reconvened at 10:38 AM

12. Board Development (Continued)

The Executive Committee continued its discussions with Dr. Paula Brownlee and Dr. David Zarefsky and identified some important tasks to undertake by September to help strengthen our day-to-day governance.

13. Adjournment

With no further business, the meeting was adjourned at 1:30 PM Eastern time.

Respectfully Submitted,

Nancy Kidd, Executive Director