

Minutes
NCA Executive Committee Meeting
September 9-10, 2011
Washington, D.C.

Participating in all or part of the Meeting

Richard West, First Vice President; Steven Beebe, Second Vice President; Dawn O. Braithwaite, Immediate Past President; Lynn M. Disbrow, Educational Policies Board Director; Kristine Muñoz, Research Board Director; Ronald L. Jackson, Finance Board Director; Ronald Shields, Finance Board Member (non-voting); Tina Harris, Finance Board Member (non-voting); Nancy Kidd, Executive Director (non-voting); Lynn H. Turner, President (by phone morning of September 10)

Absent: David Henry, Publications Board Director

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; Thomas Rhine, Interim Chief Financial Officer

1. Call to order

First Vice President West called the meeting to order at 8:32 AM Eastern time on Friday, September 9, 2011 and explained that he was presiding because President Turner was ill and unable to travel to D.C. for the meeting.

2. Announcements, updates & reports

Announcements included the following: deadlines for EC reports for the November LA and January 2012 EC meetings, tentative LA meeting agenda, information about the new LA orientation sessions, details about the single resolution submitted to the Resolutions Committee for consideration at the 2011 LA meeting, information about the new website and membership database upgrade launch, and a request for feedback on the new EC orientation binder.

3. Consent agenda

The consent agenda included the following items: approval of the June 17-18, 2011 EC meeting minutes; approval of the updated NCA three year EC meeting calendar, Educational Policies Board nomination for Wallace A. Bacon Lifetime Teaching Excellence Award committee member Heidi McGrew; and Educational Policies Board nomination for Donald Ecroyd Award committee member Thomas Bovino. First Vice President West asked if there were any questions or comments about the items in the consent agenda. There were none.

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

4. FY10-11 year-end financial and audit reports

Finance Board Director Jackson presented the findings of the independent auditor for FY10-11 as well as the end-of-year budget report. NCA received a clean audit and a good management letter. We earned over \$600,000 in unrealized gain in the past year, and our FY10-11 operating budget ended with a surplus of over \$300,000 due to unanticipated revenue.

A motion was made by Muñoz to accept the report of the independent auditor. Seconded by Disbrow. Motion carried unanimously.

5. Report from the taskforce on representing the discipline and/or NCA publicly

Kidd described the recommendations of the taskforce (Diana Carlin, Chair; Steven Beebe; Nancy Kidd). The group was asked to clearly articulate the different kinds of categories in which requests to represent the discipline and/or NCA publicly might fall and to develop policy for those categories for which it does not currently exist and review current policy for those for which it does exist. The group articulated four categories of issues for which it argues somewhat different procedures should apply: public policy, ethics, academic/professional, and administrative. Proposed procedures for time sensitive and non-time sensitive issues were specified for each of these types of statements. The underlying ethic of the taskforce's proposal is to be more responsive to NCA's members.

The EC expressed support for the approach the taskforce developed and suggested a few revisions to the report to strengthen its case including: further clarifying the differences between ethics and public policy statements, specifying that academic/professional statements are not meant to address specific institutions, and using stronger language to specify the necessary link between a public policy statement and the results of communication scholarship.

The group decided to wait to vote on this proposal until they had a discussion about the report from the taskforce on the public policy platform.

6. Report from the taskforce on the public policy platform

Kidd described the recommendations of the taskforce (Ken Andersen, Chair; Isa Engleberg; Paul Schrodt; Paul Siegel). The group was asked to review the current policies in the policy platform and for each recommend keeping it, removing it, or revising it. They first recommended endorsement of the report of the taskforce on representing the discipline and/or NCA publicly, and recommended revision of almost all of the current policies (with the exception of two that should be retained as is and one that should be archived) using the parameters laid out by that task force. They detailed a process by which the revisions should be undertaken by relevant expert bodies, and laid out procedures for keeping the platform updated in the future.

The EC expressed support for the recommendations of the taskforce and suggested a few revisions to the report for clarification purposes including: specify that all proposed revisions will need to be approved by the Legislative Assembly and specify the timeline by which one assumes there is lack of interest in revising a policy and it therefore gets archived.

A motion was made by Braithwaite to endorse the report of the taskforce on representing the discipline and/or NCA publicly as presented with the revisions stipulated by the EC incorporated. Seconded by Disbrow. Motion carried unanimously.

A motion was made by Beebe to endorse the report of the taskforce on the public policy platform as presented with the revisions stipulated by the EC incorporated. Seconded by Jackson. Motion carried unanimously.

Meeting recessed at 10:46 AM

Meeting reconvened at 11:00 AM in Executive Session without the Executive Director

Meeting broke for lunch and then continued Executive Session with the full EC

Meeting reconvened outside of Executive Session at 2:11 PM

7. Executive Session

The first part of the executive session was to discuss the Executive Director's annual performance review. The second part of the executive session was to discuss a variety of other personnel-related issues.

8. Strategic discussion: Internationalization

In January 2011 the EC had a discussion about whether internationalization should be a key area of focus for the association at the moment and, if so, in what ways. The EC asked President Turner to send a letter to the unit chairs asking them about the extent to which their activities and active memberships are currently international and whether they have thoughts about whether and how the association as a whole should enhance its commitment to international work and participation. The EC discussed the response Turner received. The perspectives expressed by unit chairs were varied, and currently members of the EC have mixed perspectives on this issue. There is agreement that we should not duplicate the efforts of other groups like ICA, but beyond that the group felt that we do not yet understand the full range of possibilities and how and why they might be implemented.

Ultimately the EC decided that more information was needed to understand this topic and make a thoughtful decision about it. As such, the group agreed that the President will appoint a taskforce to define the scope of activities that NCA could undertake that could be considered internationalization efforts. They will also assess what the association is currently doing in that regard and make recommendations regarding the possibility of engaging in future internationalization endeavors that align with our strategic priorities. In addition, as a modest effort to focus some attention on internationalization, NCA will add a link to its website that is focused on international connections, provided that Wendy Leeds-Hurwitz will be willing to manage the content.

9. Awards

In several cases NCA awards do not have points of contact who are responsible for making decisions about the relevant stipulations. In some instances a donor has passed away without leaving instructions about next of kin, and in others governing bodies of NCA started the awards and didn't indicate which body would be responsible for future decisions. The EC reviewed the situation for each of our twenty-three association-wide awards, and decided to set up a committee to serve as the point of contact for receiving reports and making decisions about the awards for whom such a point of contact does not currently exist.

A motion was made by Braithwaite that the President should appoint for staggered three year terms current or former members of the EC to serve on the award trustee committee. Seconded by Beebe. Motion carried with four for, one against, and one abstention.

The EC also verified that the James L. Golden Award trustee transition process should be followed as specified in the original proposal.

10. Special guest: Parliamentarian Jeff Neurauter on governing documents

NCA's new parliamentarian, Jeff Neurauter, joined the EC for an educational session about governing documents to provide the group with some context for the planned subsequent conversation on undertaking a constitutional revision. Neurauter is a member of the American Institute of Parliamentarians and has served as parliamentarian for numerous local, state, national, and international organizations including student groups, churches, unions, and professional

organizations. In addition to serving as a parliamentarian at conventions, he has conducted numerous seminars and workshops across the United States on the use of parliamentary procedure. He also specializes in providing workshops and advice to organizations on the development and revision of bylaws. He currently works as an Attorney Advisor in the Office of General Counsel of the Department of Homeland Security.

Meeting recessed at 5:00 PM, Eastern Time on September 9, 2011.

Meeting reconvened at 8:30 AM, Eastern Time on September 10, 2011.

11. Constitutional revision

The group agreed to a timeline for the constitutional revision that begins with the appointment of a task force in September, continues through presentation to the Legislative Assembly in 2012, and ultimately goes to a vote of the membership with the 2013 election ballot. There was common understanding among members of the EC that this revision process is a natural evolutionary step in the life of organizations every few years, and we have already been working on several constitutional revision issues iteratively in recent years which have led us to believe this is the appropriate time for a full review. The EC generated a list of names for President Turner's consideration as she appoints members of this task force in the coming weeks.

12. Strategic discussion: Spending priorities

The Association would like to expand and/or deepen its programmatic focus in the coming years, and the EC discussed a number of ideas in which we might consider investing. One area that generated enthusiasm was expansion of our efforts to represent the discipline externally to the public and public policymakers, and the EC agreed to support some imminent work in this area. Several other ideas for direct member services were discussed, such as collection and analysis of more data about the discipline and more sophisticated administrator support. The National Office will bring a detailed cost proposal for these other ideas back to the EC for future consideration.

Meeting recessed at 10:14 AM

Meeting reconvened at 10:38 AM

13. Educational topics

At the June EC meeting, our board development consultant introduced the idea of allocating some time during each EC meeting to bring in an expert on a topic that would be of interest to the group and help us to make informed decisions about the association's activities. The EC was asked to consider some topics that might be of interest to address in future meetings. The group was not enthused about this idea and stipulated that they would only be interested in such speakers if the topics are tied directly to questions that are on the EC's current agenda and in that case only if there is some reason the National Office is unable to provide sufficient information to the EC.

14. Adjournment

West gave thanks to our outgoing EC members, Dawn O. Braithwaite, Lynn Disbrow, and Ronald L. Jackson, and gave each an opportunity to reflect on their experiences with the association over time. With no further business, the meeting was adjourned at 1:30 PM Eastern time.

Respectfully Submitted,

Nancy Kidd, Executive Director