

June 16, 2017 EC Meeting Minutes

APPROVED – September 15, 2017

Minutes

National Communication Association
Executive Committee Meeting
June 16, 2017
Washington, D.C.

Participating in the meeting

Stephen J. Hartnett, President (presiding); Ronald Jackson, First Vice President; Star Muir, Second Vice President; Christina S. Beck, Immediate Past President; Bonnie Dow, Publications Board Director; Mindy Fenske, Research Board Director; Orlando Taylor, Finance Board Director; Ronald Shields, Finance Board Member (non-voting); Marnel Niles Goins, Finance Board Member (non-voting); Paaige Turner, Executive Director (non-voting); *National Office Staff*: Mark Fernando, Chief Operating Officer; Wendy Fernando, Director of External Affairs and Publications; Kim Griffin, Chief Financial Officer; Trevor Parry-Giles, Director of Academic and Professional Affairs *Absent*: Scott Myers, Educational Policies Board Director

1. Call to Order

President Hartnett called the meeting to order at 9:01 a.m. Eastern time and announced a change in the order of agenda items moving “Executive Director’s Contract” to the end of the agenda as an executive session.

2. Announcements, Updates, and Reports

The National Office provided an update on the new features and expanded services being offered in the NCA Exhibit Hall at the Annual Convention.

Wendy Fernando, Director of External Affairs and Publications, made a presentation on NCA’s social media and media relations program.

Authors of individual, routine reports provided brief highlights of documents contained in the EC Binder.

3. Consent Agenda

The consent agenda included the following items: February 3, 2017 Executive Committee Meeting Minutes; Emeritus Memberships; Conflict of Interest Disclosures (including an additional verbal disclosure by Mindy Fiske that she is married to Jason Munsell, 1st VP of SSCA); Journal Editor Nominations; Distinguished Scholars; Proposed Differential Bookstore Pricing for NCA Members and Non-Members; Change to Spectra Advisory Board; NCA Routledge T&F Book Series Proposal; Change the name of the Programmatic Initiative Fund to the Programmatic, Innovation and Infrastructure Fund (This is a Board designated fund initially approved to invest savings back into the Association. The fund is used to support new programmatic initiatives as well as investing in the internal infrastructure of running the association. The fund is not meant to be used for recurring items. New initiatives may be

funded out of this fund for a three year trial period. If the program is to continue after that time, an alternate source of funding must be found.); and removal of the Sunset Clause and continue investment in the Programmatic, Innovation and Infrastructure Fund (This fund was originally set to expire when the current money allocated in the fund is used. On the Finance Board's recommendation, this sunset clause is removed and the fund is allowed to continue.).

A motion was made by Muir to approve the consent agenda with additional items added from the floor. Seconded by Beck. Motion carried unanimously.

4. Sliding Scale Dues Model

At the request of the Executive Committee at the February 2107 meeting, the National Office shared a modified income based model for Membership Dues. Discussion ensued. The EC asked the National Office to prepare the following information for the September 2017 EC meeting. 1) A revised Sliding Scale Dues Model setting Tier 1 at \$60 where Tier 1 would also include unemployed individuals (for up to two years) and students. 2) Information comparing international membership dues with this new model. 3) A 2-3-page summary of the Sliding Scale Dues Model including a chart comparing other scholarly societies with NCA's current and proposed dues. Discussion ensued about an option on the convention registration page to donate towards student and adjunct convention fees.

The group adjourned for a break at 10:30 a.m. and reconvened at 10:53 a.m.

5. Convention Slot Allocation

At the request of the Executive Committee at the February 2107 meeting, the National Office shared models of convention slot allocation. Discussion ensued. The National Office was asked by the EC to bring to the September 2017 EC meeting additional models that reflect the following assumptions: minimum number of slots, submissions based upon previous year vs based upon current year, special consideration given to new groups with no history, cap on increase/decrease of slots, weights of membership size, submissions, and attendance.

6. "On-Campus" Experience Pilot

Hartnett submitted a proposal for the establishment of an "On-Campus" Experience Program and Pilot program "Fostering International Education in the Age of Globalization." Hartnett summarized the proposal and answered questions.

A motion was made by Muir to accept the proposal for a Campus Experience Initiative to undertake a pilot with review in 18 months. Seconded by Taylor. Motion passed unanimously.

The group adjourned for lunch at 12:07 p.m. and reconvened at 1:02 p.m.

7. Proposal for the Communication University of China and NCA's Visiting Fellows Program for Communication and Media Research

Hartnett submitted a proposal for the establishment of a "Communication University of China and NCA's Visiting Fellows Program for Communication and Media Research."

A motion was made by Beck to remove from the table and to approve the proposal for a "Communication University of China and NCA's Visiting Fellows Program for Communication and Media Research," and to proceed with the development of an MOU and Orientation Packet. Second by Muir. *Discussion ensued. Motion passed unanimously.*

8. FY17-18 budget

Finance Board Director Taylor presented the proposed FY17-18 budget to the EC for consideration with endorsement from the Finance Board. Discussion ensued. *A motion was made by Muir to approve the FY17-18 budget. Seconded by Beck. Motion carried unanimously.*

Finance Board Director Taylor asked the EC to approve changing the Association's financial year from a July 1 - June 30 Fiscal Year to a Calendar year. This change would go into effect on January 1, 2018. *A motion was made by Beck to approve the proposed change to a Calendar fiscal year as presented. Seconded by Muir. Motion carried unanimously.*

Finance Board Director Taylor shared with the EC reports from the Bernhardt Wealth Management on NCA's investments.

The group adjourned for a break at 2:15 p.m. and reconvened at 2:33 p.m.

9. Taking NCA to the "Next Level"

Executive Director Paaige Turner led a discussion on what it means to take NCA to the "Next Level."

The group adjourned for a break at 3:50 p.m. and reconvened at 4:00 p.m.

10. Executive Session

The EC reconvened in executive session at 4:00 p.m. to discuss the Executive Director's contract. At 4:30 p.m. the executive session concluded.

11. Adjournment

With no further business, the meeting was adjourned at 4:30 p.m. Eastern time.

Respectfully submitted,

Paaige K. Turner
Executive Director