

**Minutes**  
**NCA Executive Committee Meeting**  
**June 7, 2013**  
**Washington, D.C.**

**Participating in the meeting**

Steven Beebe, President (Presiding); Kathleen J. Turner, First Vice President; Carole Blair, Second Vice President; Richard West, Immediate Past President; Phil Backlund, Educational Policies Board Director; John Green, Publications Board Director; Kristine Muñoz, Research Board Director; Ronald Shields, Finance Board Director; Kathleen Glenister Roberts, Finance Board Member (non-voting), Bobby Patton, Finance Board Member (non-voting); Nancy Kidd, Executive Director (non-voting)

*National Office Staff:* Rebecca Davidson, Administrative Assistant; Mark Fernando, Chief of Staff; Wendy Fernando, Director of Publications; Kim Griffin, Chief Financial Officer; Trevor Parry-Giles, Associate Director for Academic and Professional Affairs; Arlyn Riskind, Director of Public Affairs and Public Information

*Guest:* Roseann Mandziuk (for part of the meeting)

**1. Call to order**

President Beebe called the meeting to order at 8:30am Eastern time.

**2. Executive session**

The Executive Committee adjourned to executive session without the Executive Director to discuss the Executive Director's annual performance review.

**3. Announcements, updates, and reports**

President Beebe drew the EC's attention to a number of routine reports provided in the written meeting materials. Publications Board Director Greene informed the EC of a problem with one of our editors which the Publications Board has been addressing and solicited advice from the group.

**4. Consent agenda**

The consent agenda included the following items: approval of the February 1, 2013 EC meeting minutes; new emeritus memberships; nominations for editors of *Communication Education* and *Journal of Applied Communication Research*; new distinguished scholars; policy for convention submission plagiarism allegations; Lambda Pi Eta student travel fund provisions; and transitional bridge fund.

*A motion was made by West to approve the consent agenda. Seconded by Backlund. Motion carried unanimously.*

**5. Constitution/bylaws revision**

President Beebe reminded the group that in January we discussed possible next steps in the process of addressing some of the issues with our current governing documents. After the EC talked about the concerns expressed by the 2012 Legislative Assembly regarding the proposed

bylaws revision that was brought before it, the EC concluded that it still needed additional feedback to make an informed decision about next steps. Beebe reported that focus groups with some Legislative Assembly members were conducted in recent months and shared the findings with the EC.

Based on those findings and the broader discussion at the Legislative Assembly meeting, a new proposal was developed for EC consideration. The main change from the previous version is that the size and composition of the current Legislative Assembly will remain unchanged. Several smaller changes were made as well to respond to the ideas and concerns of Legislative Assembly members. The EC discussed a few additional small modifications beyond those presented in the written materials under review.

*A motion was made by Blair for the EC to bring the revised bylaws proposal to the Legislative Assembly in November with the message that the EC believes the revision is responsive to the concerns expressed by the Legislative Assembly and is, therefore, ready for consideration. Seconded by Turner. Motion carried unanimously.*

The EC agreed to actively support an effort to ensure Legislative Assembly members are fully informed about the proposal before the November meeting. This outreach effort will be one of education, not advocacy, and will involve email and telephone contact. The EC also discussed which written documents would be most helpful to the Legislative Assembly in advance of the November meeting.

*A motion was made by Blair that Patton will serve as the EC spokesperson facilitating discussion on this issue during the November Legislative Assembly meeting. Seconded by Backlund. Motion carried unanimously.*

## **6. Report from the task force on affiliates**

Roseann Mandziuk, chair of the task force, joined the meeting by phone to discuss the recommendations in the written report. The task force was formed in response to a need to develop consistency in the way in which we work with affiliates. Specifically, the task force was asked to develop criteria for affiliation, application procedures, and details of a memorandum of understanding stipulating the benefits conferred on both the affiliate and NCA through a relationship.

There was extensive discussion about the proposal. One of the criteria for affiliation in the report was that an organization must be an independent, legally incorporated 501(c)3 organization, and the EC suggested replacing 501(c)3 with nonprofit. In addition, a section of the task force report addressing convention slot allocation used the language “guaranteed” for slots, and the EC suggested instead using “recommended allocation in line with the constitutional authority of the First Vice President.”

*A motion was made by Shields to approve the recommendations of the report of the task force on affiliates as amended. Seconded by Backlund. Discussion ensued.*

There was additional conversation about convention slot allocation. A suggestion was made to move away from recommending a specific number of slots for each affiliate to allowing the First Vice President to make slot allocation decisions based on identified variables including past practice and availability of convention slots.

Turner proposed an amendment to the main motion that instead of “recommending” a specific number of convention slots for each affiliate, “the First Vice President, who is the primary convention planner and oversees the programming of the convention, will determine allocations based on historical practice and availability of convention slots, among other considerations.” In addition, the MOU will say that an affiliate has “a guaranteed presence at the convention, and the specific number of slots will be determined on an annual basis based on historical practice and availability of convention slots, among other considerations.” Secoded by Backlund. Discussion about the amendment ensued. The motion to amend the main motion passed with four for and three against.

Shields proposed an amendment to the main motion that the MOU should indicate that all convention slot participants from the affiliate organization are required to register for the convention. Secoded by Backlund. Motion to amend the main motion carried unanimously.

The EC voted on the main motion. Motion carried unanimously.

## **7. Department membership review**

The EC reviewed a proposal to expand the package of benefits for department members. There was discussion about the details of the proposal, and the EC suggested adding one additional benefit to those already presented in the written materials.

A motion was made by Turner to approve the expanded package of department membership benefits as amended. Secoded by Backlund. Motion carried unanimously.

The EC took note of the fact that department membership dues have not increased for at least thirteen years while the value of benefits has increased. The group agreed that it will make sense to consider a price adjustment proposal in the near future. The group also discussed the potential financial risk from increasing department memberships that NCA would incur if a lot of department members forego Job Target ads and instead advertise their jobs only on CRTNET. The cost to NCA for Job Target has been increasing regularly, and the rate for posting an ad on Job Target has not increased for about a decade. The EC agreed to consider a price increase proposal for Job Target in September.

## **8. Strategic discussion: Membership strategies**

The EC had a strategic discussion about our membership model including membership benefits, types, and dues structures. The group first discussed the idea of amending individual membership benefits with respect to publications. The proposal provides all members with electronic access to all eleven of our journals. Print subscriptions would still be available as a separate purchase. This would provide more journal content for members and would also be

more responsible environmentally. Implementing such a plan would require separate consideration for life members who already receive eleven journals and might prefer to continue to receive that content in print. The EC endorsed this idea and asked the National Office to work with Taylor & Francis to determine whether an agreement can be reached that will make it financially feasible.

The EC also discussed the possibility of having a single package of benefits for all members as well as membership structure possibilities that might make the association more accessible financially to people for whom it might be inaccessible now, such as adjuncts. The group agreed that research on these possibilities should continue.

#### **9. FY13-14 Budget**

Finance Board Director Shields summarized the key points in the proposed budget and reminded the EC that a detailed spreadsheet and narrative explanation are included in the written materials provided to the group in advance. The Finance Board has reviewed this proposal and endorses it. Discussion ensued.

*A motion was made by West to approve the FY13-14 budget. Seconded by Muñoz. Motion carried unanimously.*

#### **10. Awards policy review**

The NCA Awards policies have not been reviewed for a decade, and they are outdated. Several suggestions for revision were proposed. Discussion about the proposal ensued. If the EC endorses the proposal, it will go to the Legislative Assembly for approval.

*A motion was made by Turner to endorse the policy. Seconded by Shields. Motion carried unanimously.*

#### **11. Other business**

The American Council of Learned Societies has asked us to begin appointing delegates for four year terms starting in 2014. Currently the Research Board identifies ACLS delegates on an annual cycle. The EC developed a proposal that every four years starting in January 2014 the Research Board will choose one of its members who was outgoing at the end of 2013 to begin the four year term. If none of the outgoing Research Board members is interested in the appointment, the Research Board will consider Board members who have rotated off the Board in recent years.

*A motion was made by Blair to approve this proposal. Seconded by Backlund. Motion carried unanimously.*

The group discussed whether the September EC meeting should be in person or via conference call, and there was consensus that there is sufficient business to warrant an in person meeting.

#### **12. Adjournment**

With no further business, the meeting was adjourned at 3:50pm Eastern time.

Respectfully submitted,  
Nancy Kidd, Executive Director