2011 NCA Legislative Assembly Meeting
Minutes

Presiding: Lynn Turner, NCA President
Parliamentarian: James Gaut Ragsdale (Wednesday), Jeff Neurauter (Saturday)
Recording: Nancy Kidd, Executive Director; Heather Franklin, Executive Assistant
Location: Sheraton New Orleans

INTRODUCTORY BUSINESS

Call to Order: President Lynn Turner called the 2011 Legislative Assembly (LA) meeting to order at 12:01 PM, Eastern Time, on Wednesday, November 16.

Introductions: Members of the LA were asked to stand and introduce themselves by name and the group represented.

Adoption of Roster: Parliamentarian Ragsdale explained that the roster is the basis for quorum and is based on the number of delegates registered for the meeting. There were 122 LA members who signed in for Wednesday, November 16. Please see the list of attendees in Appendix A.
A motion was made to adopt the roster as presented. Motion carried unanimously.

Adoption of Standing Rules: Parliamentarian Ragsdale explained some of the standing rules.
A motion was made to adopt the standing rules as presented. Motion carried unanimously.

Adoption of Agenda: Parliamentarian Ragsdale indicated that the agenda was made available electronically to LA members prior to the meeting.
A motion was made to adopt the agenda as presented with flexibility. Motion carried unanimously.

ANNOUNCEMENTS

President Turner made three announcements. First, the 2012 NCA election slate was filed by the 2011 Nominating Committee. Candidates for Second Vice President are Ronald C. Arnett and Carole Blair. There are seven candidates for LA at large members[1] and six candidates for Committee on Committees at large members.[2]

Second, President Turner asked the LA to provide names of those members of our discipline who passed away in the past year who were not already listed in the LA's written materials. Then the group observed a moment of silence to honor those who have passed away.[3]

Third, LA member Paul Siegel asked that the group be informed that he has had a serious health problem and is currently recovering well. Paul's contact information was made available to his colleagues.

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[1] Ann Atkinson, Bernardo Attias, Adria Battaglia, James Cherney, Amy Darnell, Annette Madlock Gatison, Richard Vatz
[2] Reynaldo Anderson, Kristen Eichhorn, Radhika Gajjala, Jennifer Samp, Sally Vogul-Bauer, Donna R. Vocate
[3] John E. Baird, Ralph R. Behnke, Brant Burleson, Charlotte Clevenger, R. Forrest Conklin, Nathaniel (Nacho) I. Cordova, Shearlean Duke, Donald K. Enholm, Paul A. Frye, Don George, D. Ray Heisey, Lynda Lee Kaid, Thomas R. King, Gerald Kish, Donald W. Klopf, Bruce Klopfenstein, Nancy Levin, James Andrew Mackin, Jr., Michael D. McGuire, Christine Nystrom, Barnett Pearce, Constantine (Gus) Perialas, Raymond Puchot, Lee Trachtman, James H. Tolhuizen, Ray Edward Wagner, John T. Warren, Russel R. Windes, Morris Womak

OLD AND NEW BUSINESS

Report from the Taskforce on Representing the Discipline and/or NCA Publicly: Lynn Turner introduced this agenda item and the members of the task force including chairperson Diana Carlin, Steven Beebe, and Nancy Kidd. Given Carlin's inability to attend the LA meeting, Beebe began the discussion by sharing the mandate of the taskforce and the goals which guided the group's work. Kidd then described the details of the taskforce's proposal. The full report can be found in Appendix B.

There were a few questions of clarification. Members of the LA expressed concern that ultimate decisions for administrative resolutions reside with the EC in this proposal. On behalf of the taskforce, Kidd suggested an amendment to the proposal that would give the LA ultimate decision-making power for administrative resolutions after following the previous steps articulated in the proposal. At the end of the second to last paragraph under "Administrative Issues" cut the final sentence and add the following language: "The committee will then make a recommendation which is passed on to the EC for consideration. The EC will then bring its recommendation to the LA for final review and vote."
A motion was made to adopt the proposal of the task force as modified. Seconded. Motion carried unanimously.

Report from the Taskforce on the Public Policy Platform: Taskforce chair Ken Andersen presented the report from the taskforce whose other members include Isa Engleberg, Paul Schrodt, and Paul Siegel. Andersen described the mandate of the group, the approach it took to addressing the challenge, and the ultimate recommendations. The full taskforce report can be found Appendix C. There was a short discussion.
A motion was made to adopt the proposal of the task force as presented. Seconded. Motion carried unanimously.

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Meeting recessed at 1:55 PM
Meeting reconvened at 2:14 PM

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Proposed Administrative Resolution on Clarification within Job-Listings with Regard to the Presence or Absence of Domestic Partner Benefits at Specific Institutions: A resolution was submitted for the LA's consideration by Dana Cloud before the June 30, 2011 deadline for resolutions. Resolutions Committee chairman Charles Tardy introduced the resolution and explained that he and Cloud worked together to amend some of the language. The full amended resolution which was presented to the LA for discussion can be found in Appendix D. Tardy reported that the Resolutions Committee recommends support of the resolution in its amended form. The full report of the Resolutions Committee can also be found in Appendix D.

As the maker of the motion, Cloud was invited to speak first in support of the motion. Debate then ensued. A number of issues were discussed including whether universities will continue to advertise with NCA if this is passed, whether this is a slippery slope in terms of the various issues that could be addressed in job ads, and whether there is sufficient clarity about what constitutes benefits, among others.

A proposal to modify the language used from "opposite sex" to "different sex" was made and there was no objection to the change. There was similarly no objection to specifying that this information will be pulled out of the main body of the ad. Several other modifications to the language were discussed including a way to provide more parallel language. There was a standing vote addressing the question of whether to remove the language in the proposal that specifies "when permitted by the

association's software," and the decision was to make that change. Another proposed modification was addressed in a standing vote—instead of saying "The NCA requires that anyone submitting a job advertisement…" say "NCA formally asks that anyone submitting a job advertisement…" The modification passed.

Cloud asked to withdraw the resolution from consideration given the various changes to its language. There was an objection. A vote was taken and the resolution was withdrawn from consideration.

Financial Reports: Finance Board Director Ronald L. Jackson reported that we received an unqualified opinion for our FY10-11 independent audit. He explained that this means our financial statements present fairly our financial position as of our fiscal year end and the results of our operations for the fiscal year in accordance with generally accepted accounting principles. Jackson said that we are in a strong surplus position with total assets of over $7 million. Our liabilities, including revenues applicable to the new fiscal year relevant to membership, publications, and the convention, are $675,000. All of our designated and restricted net assets are funded by our long term investments. We have no problems paying our bills and sufficient reserves for emergencies. Jackson then explained that our operating activities in FY10-11 provided us with a positive cash flow of $300,000.

Jackson next provided an overview of the actual FY10-11 budget numbers compared to budgeted numbers. We ended the fiscal year with an operating budget surplus of approximately $300,000 which is attributable almost entirely to higher than anticipated revenue across several categories.

A motion was made to accept the Independent Auditors' Report dated September 21, 2011. Seconded. Motion carried unanimously.

Jackson then presented the proposed budget for FY11-12 and explained some of the key categories of revenue and expense. A balanced budget is proposed. The vast majority of our revenue comes from membership dues, convention registration fees, and journal royalties. The largest administrative expense is compensation and benefits, and we incur other standard administrative expenses for running an organization such as taxes and insurance. We provide external funding for events and projects that advance the discipline, awards, and unit funds as well as a number of academic and professional initiatives such as Funding 101, CARD Calls, and the Virtual Faculty Lounge.

Jackson explained that for our convention we incur a host of usual expenses associated with a meeting of this size ranging from AV services to sign language interpretation to submission software and drayage. We have some expense associated with our journals and in house publications such as *Spectra*. We spend a modest amount on external representation of the discipline. There were some questions, and the group discussed some elements of the budget. The LA encouraged consideration of an increased financial focus on undergraduates.

Jackson emphasized that the association is stable with respect to meeting basic goals, but there is desired expansion of services and innovation. In the future that will require increased revenue through diversification of revenue streams and/or more revenue from current sources.
A motion was made to approve the FY11-12 budget. Seconded. Motion carried unanimously.

Adjournment: The meeting was adjourned at 3:59 p.m.

Call to Order: President Lynn Turner called the 2011 LA meeting to order at 8:05 a.m. on Saturday, November 19, 2010.

Special Recognition: President Turner presented awards to members of the association who have provided significant service to NCA. Outgoing Executive Committee members Dawn O. Braithwaite, Lynn Disbrow, and Ronald L. Jackson were recognized as were outgoing editors Melanie Booth-Butterfield, Joann Keyton, and Laura Stafford. Turner also gave presidential citations to James Gaut Ragsdale for his outstanding service to the discipline as parliamentarian for the Legislative Assembly and R. Anthony Slagle for his work with the member working committee on conventions.

Election of the 2012 Committee on the Agenda: The LA was asked for nominees for two positions on the 2012 Committee on the Agenda. Jamel Bell and Ruth Kay were nominated and accepted the nominations.
A motion was made to approve the nominations for 2012 Committee on the Agenda. Seconded. Motion carried unanimously.

Election of the 2012 Committee on Committees: The LA was asked for nominees for two positions on the 2012 Committee on Committees. Jimmie Manning, Scott Myers, Vincent Waldron, and Shauntae Brown-White were nominated and accepted the nominations. Each candidate briefly introduced him/herself. Ballots were distributed and members were asked to vote for two of the nominees. Jimmie Manning and Shauntae Brown-White were elected to serve on the 2012 Committee on Committees.

Adoption of Roster: Parliamentarian Ragsdale reported that there were 133 LA members who signed in for Saturday, November 19, 2011. Please see Appendix E for the full list of attendees.
A motion was made to adopt the roster as presented. Seconded. Motion carried unanimously.

2011 Committee on Committees Report: 2011 Committee on Committees chair Dawn O. Braithwaite announced the slate of candidates nominated by the committee.[4]
A motion was made to approve the slate of candidates as presented. Seconded. Motion carried unanimously.

Meeting at Convention Centers: President Turner explained that the EC recommends that NCA allow for consideration of convention centers when necessary in its annual convention site selection process and shared the logic for that recommendation. She explained that this was being raised with the LA in the interest of transparency. Director of Convention and Meetings Michelle Randall explained the business reasons behind this recommendation and answered relevant questions. She specified that it will always be our preference to use the hotel model if possible.

Association Updates: Nancy Kidd provided a review of the key activities of the National Office in the past year. She began by describing some of the critical infrastructure development projects

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[4] **GOVERNANCE COMMITTEES**: **Legislative Assembly**: San Bolkan, Diane Forbes; **Doctoral Education Committee**: Tamara Afifi, Patrice Buzzanell, Deborah A. Cai, Sarah Tracy; **Nominating Committee**: Robert Avery– Chair, Christina Beck– At Large Representative to the Legislative Assembly; **Resolutions Committee**: John Heineman— Chair, Elizabeth Dessnoyers-Colas, Kirt Shineman, Nicholas Zoffel; **CIDD**: Carly Woods; **Leathers Fund Trustee Committee**: Mark Leeman; **Educational Policies Board**: Scott Myers, Deborah Hefferin Quianthy; **Finance Board**: Kathleen Glenister Roberts; **Publications Board**: John O. Greene—Director Elect, Stan Deetz, Susan Zaeske; **Research Board**: Phillip Glenn, Stephen J. Hartnett
AWARD SELECTION COMMITTEES: **Bernard J. Brommel Award Committee**: Stephen R. Wilson; **Leslie Irene Coger Award Committee**: Bryant Alexander; **Community College Outstanding Educator Award Committee**: Richard Lindner; **Donald P. Cushman Award Committee:** Andrea Lambert South; **Diamond Anniversary Book Award Committee**: Leah Bryant; **Douglas W. Ehninger Award Committee**: Stephen Croucher; **Golden Anniversary Monograph Award Committee**: Lynne Webb— Chair, Jeffrey Bennett, Charles E. Morris, III, Glen Stamp; **Franklyn S. Haiman Award Committee**: Rebekah L. Fox; **Lilla A. Heston Award Committee**: Bernadette Calafell; **Mark L. Knapp Award Committee**: Walid Afifi, John Caughlin; **Stephen E. Lucas Award Committee**: Laura Russell; **Marcella E. Oberle Award Committee**: David Wendt; **Gerald M. Phillips Award Committee**: Elissa Foster; **Professional Service Awards Committee**: Carlos D. Morrison—Chair, Karen Foss, Wendy Leeds-Hurwitz; **Karl R. Wallace Award Committee**: Angela Hosek

underway with respect to technology (new website and integration with upgraded membership database), human resources (budget-neutral staff structure reorganization), finances (new chart of accounts and financial reports), publishing contract (signed new one for next six years with improved terms), and physical plant (major building repair).

She then turned to direct member services and provided an update on the 2011 annual convention. She also described new initiatives related to data about the discipline, support for communication department chairs, archives, Virtual Faculty Lounge, Funding 101, Spectra, and e-newsletters, and explained that these are just some examples of the range of work underway. Finally, Kidd turned to a discussion of the National Office's work related to external representation of the discipline including advocacy efforts, media relations, and public programs. She described several activities in which we've participated with partners such as the Consortium of Social Science Associations, the National Humanities Alliance, and the Association of American Colleges and Universities, among others. Kidd also described one illustrative initiative focused on communicating science that has generated important connections with various groups including the National Academies of Science and the National Science Foundation. There was some discussion.

Issue Raised from the Floor: LA member Kendall Phillips, on behalf of the Rhetorical and Communication Theory Division, asked 2012 Program Planner Steven Beebe to clarify the policy he introduced during his planner meetings regarding offensive language in the program. Given that Beebe said he would retain some control over the language in the program, a motion was made that the guideline not be followed. President Turner called the motion out of order because it violates article V, section 2 of our bylaws. A motion was then made to overturn the President's ruling arguing that it is an overly expansive interpretation of the bylaws that is a direct contradiction with our commitment to academic freedom. A standing vote was taken, and Turner's ruling was overturned.

The RCT Division then made a motion that the language of a scholar's title is determined by the author solely and may not be altered or changed without the author's explicit consent. There was extensive pro/con discussion. A vote was taken, and this language was approved to be used as a directive to the program planner.

Association Updates (continued): Lynn Turner reported that she and Kidd offered LA orientation for the first time this fall and approximately 20 LA members participated. She also reported that she is appointing a taskforce on internationalization. Turner then reported that she has appointed a taskforce on constitutional revision which will be chaired by Thomas Hollihan. This is a routine review that an association should do periodically. Hollihan spoke with the LA briefly to introduce himself and his initial thoughts about how the taskforce might proceed. An email address has been set up for LA members to provide feedback to the taskforce. Finally, President Turner asked LA members to complete an LA evaluation form before leaving.

Adjournment: President Turner adjourned the meeting at 9:57 a.m.

Respectfully submitted,

Nancy Kidd, Executive Director

Affirmative Action & Intercaucus Chair (1 rep)
Alberto Gonzalez

African American Communication & Culture Division (2 reps)
Nathan Carter
Jamel Bell

American Studies Division (2 reps)
Justin Davis
Kimberly Moffitt

Applied Communication Division (3 reps)
Joy Hart
Michelle Miller-Day
David Novak

Argumentation & Forensics Division (3 reps)
Brendan Kelly
James Dimock
Kirt Shineman

Asian/Pacific American Caucus (1 rep)

Asian/Pacific American Communication Studies Division (2 reps)
Hsin-I (Cynthia) Cheng
Ako Inuzuka

Basic Course Division (2 reps)
Adam C. Jones
Kevin Meyer

Black Caucus (1 rep)
Shauntae Brown-White

Caucus on Disability Issues (1 rep)
Kurt Lindemann

Caucus on LGBTQ Concerns (1 rep)
Lisa Millhous

Communication and Aging Division (2 reps)
Karen Anderson
Carla Fisher

Communication & Law Division (2 reps)

Lin Allen
Jeremiah P. Hickey

Communication and Social Cognition Division (2 reps)
Lisa Lindsey
Claude Miller

Communication and the Future Division (2 reps)
Shane Tilton
Dennis Wignall

Communication Apprehension and Competence Division (2 reps)
James Keaten

Communication as Social Construction Division (2 reps)

Communication Assessment Division (2 reps)
Lori Zakel
Richard L. Quianthy

Communication Centers Section (2 reps)
Wendy Atkins-Sayre
E. Sue Weber

Communication Ethics Division (2 reps)
Annette Holba
Spoma Jovanovic

Community College Section (2 reps)
Allison Ainsworth
Deborah Hefferin

Critical and Cultural Studies Division (4 reps)
Kevin J. Ayotte
Radhika Gajjala

Editors, Official Journals (11 reps)
J. Macgregor Wise
Katherine Miller
Cheri Simonds
Kent Ono
Ronald Jackson, II
Shiv Ganesh
Ronald C. Arnett

Heidi Rose

Elected, At Large & LA (15 reps)
Dana Cloud
Jean DeHart
Michael William Pfau
Ruth E. Kay
David Novak
Leah Bryant
Anne Mattina
R. Anthony Slagle
Ann Savage
Tony E. Adams
Jay Baglia
Kenneth Cissna
Anastacia Kurylo

Elementary and Secondary Education Section (2 reps)
John Heineman

Emeritus/Retired Section (2 reps)
Kenneth Andersen

Environmental Communication Division (2 reps)
Ross Singer
Jennifer A. Peeples

Ethnography Division (2 reps)
Patricia Geist Martin
Keith Berry

Experiential Learning in Communication Division (2 reps)
Angela Corbo
Lori L. Britt

Family Communication Division (2 reps)
Mary Claire Morr Serewicz

Feminist and Women Studies Division (3 reps)
Katherine Denker
Elizabeth F. Desnoyers-Colas

Freedom of Expression Division (2 reps)
Debbi Hatton
Paula T. McKenzie

GLBTQ Communication Studies Division (2 reps)
Danielle Stern
Jeffrey Bennett

Group Communication Division (2 reps)
Dawna Ballard
Kathleen Propp

Health Communication Division (3 reps)
Kami Silk
Lance Rintamaki

Human Communication & Technology Division (3 reps)
Brett Lunceford
Star Muir
Paul Scovell

Instructional Development Division (3 reps)
Melissa Wanzer
Scott A. Myers

International and Intercultural Communication Division (4 reps)
Mary Bresnahan

Interpersonal Communication Division (4 reps)
Andrew Ledbetter

La Raza Caucus (1 rep)
Matthew Brigham

Language and Social Interaction Division (2 reps)
Trudy A. Milburn
Todd Sandel

Latina/Latino Communication Studies Division (2 reps)
Josue Cisneros
George Pacheco, Jr.

Mass Communication Division (4 reps)
Andrew Billings
Nicholas Bowman
Stanley Tickton
Jeffrey Tyus

Master's Education Section (2 reps)
Jimmie Manning
Barbara Baker

NCA Executive Committee
Lynn Disbrow

Nancy Kidd
Ronald Jackson, II
Ronald E. Shields
Tina Harris
Richard West
Lynn Turner
Dawn O. Braithwaite
David Henry
Kristine Munoz
Steven A. Beebe
Kathleen J. Turner

Nonverbal Communication Division (2 reps)
Amy Ebesu Hubbard
Cindy White

Organizational Communication Division (4 reps)
Loril Gossett
Erika Kirby
Paaige Turner

Peace and Conflict Division (2 reps)
Jessica Jameson
Miriam McMullen-Pastrick

Performance Studies Division (2 reps)
Heidi Rose

Philosophy of Communication Division (2 reps)
Pat Arneson

Political Communication Division (3 reps)
Glenn Hansen
Kate Kenski
Jill Edy

Public Address Division (3 reps)
Mari Boor Tonn
Kirt Wilson

Public Relations Division (2 reps)
Katerina Tsetsura

Regional Representatives (12 reps)
Scott Myers
David Wendt
Tobi Mackler
Susan A. Jasko
Ronald C. Arnett
Kirsten Heintz
Daniel Grano

Michael Eaves
Robert Becker
Bella A. Edson
Robert Stockton

Rhetorical and Communication Theory Division (4 reps)
Ronald Greene
Kendall Phillips
Anna Young
Daniel Brouwer

Spiritual Communication Division (2 reps)
Timothy P. Huffman

States Advisory Council (1 rep)

Student Section (2 reps)

Theatre Division (2 reps)
John Soliday
James Brandon

Training and Development Division (2 reps)
Mary Pilgram
Gregory Patton

Undergraduate College and University Section (2 reps)
Colleen Garside

Visual Communication Division (2 reps)
Brian Lain

Women's Caucus (1 rep)
Rachel Droogsma

Report from Taskforce on Representing NCA and/or the Discipline Publicly
DRAFT
Diana Carlin (Chair), Steven Beebe, Nancy Kidd[5]
August 2011

Mandate
As a scholarly society representing a membership of thousands of communication educators and scholars, NCA is often called upon by members and external parties to take positions regarding both public and internal issues. For example, in recent months a group of members brought a proposal to the association's governing body to take a stand against extended solitary confinement, and we were asked by a consortium of social science associations to sign a letter of concern directed to a committee of the National Academies of Science who are drafting a framework for new K-12 science education standards and neglected to include the social sciences. A recent example related to internal policy was a call to change the copyright fee structure for our journals. It is incumbent upon the association to have thoughtful processes in place with which to make decisions about whether and how to take positions on these issues.

We have been 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. It is sensible to be reflective about current policy every few years to ensure that it is still appropriate and works well within the current environmental context.

Recommendations
We begin by articulating four categories of issues for which we argue somewhat different procedures should apply. We then turn to detailing recommended procedures for each of the four categories.

Categories

Type of Issue	Definition
Public Policy	Issues that are public and specific for which our disciplinary expertise can lend itself to a particular understanding
Ethics	Issues related to general beliefs of right and wrong that can guide more specific decisions of the association and members of the discipline
Academic/Professional	Issues that are tied to the interest of the discipline and its members within the professional sphere
Administrative	Issues related to business/management of the association

Public Policy Issues
Current policy directing the association's activities regarding public policy issues is our policy platform procedures document, and we begin by concurring with these procedures that NCA should not take positions related to policy topics if they are not directly related to communication scholarship. The individuals in our membership have diverse opinions about a wide range of social issues. If we do not have disciplinary expertise about a particular topic, then we have no reasonable guide for choosing an association-wide perspective to endorse.

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[5] We would like to thank Parliamentarian Gaut Ragsdale and members of the task force on policy platform review (Ken Andersen, Isa Engleberg, Paul Siegel, and Paul Schrodt) for their thoughtful comments which informed our recommendations. Thanks also to the fifteen executive directors of other scholarly societies who shared with us their respective approaches to this question.

That being said, we recommend that NCA continue to have a process whereby the association can choose to take positions on public issues for which communication scholarship can be illuminating. That raises the obvious question of the parameters of communication scholarship. We will not attempt to define those parameters as they can be subjective. It will be up to the relevant voting body (as defined below) to determine on a case-by-case basis whether an issue can be sufficiently informed by communication scholarship to warrant taking an association-wide position, and it will be incumbent upon the voting body to consider that criteria. It will also be incumbent upon those submitting a proposal for consideration to provide a detailed case for the relationship between the issue and communication research.

We propose two similar approaches for making decisions about whether NCA should take a position on a public policy issue—one for non-time sensitive issues and one for issues that require quick attention. We turn first to those issues which are not time-sensitive. In this regard, we recommend that the current policy platform procedures be used as the foundation from which we work, and we suggest some revision to that document. Below please find our recommended revised public policy platform procedures document. (Note that the current document can be found in Appendix 1 for comparative purposes.)

In summary, the revisions reflect the following key points:

- This document is to be used only to guide decision-making regarding taking positions on public policy issues. The word "public" has been inserted before policy throughout the document to make this point clear.

- Proposals are sent to the Resolutions Committee for initial consideration. The membership has an opportunity to review proposals and share comment with the Resolutions Committee. The Resolutions Committee is responsible for doing due diligence research on each issue under consideration and making a thoughtful, educated recommendation to the Legislative Assembly.[6]

- Proposal submitters must clearly demonstrate the relationship of the issue to existing communication scholarship and clearly articulate how our disciplinary expertise can lend itself to a particular understanding of the issue that warrants taking a stand.

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NCA Public Policy Platform Procedures
(to be used for consideration of non-time sensitive public policy issues)

The National Communication Association should only take an official stand on those policy issues that are central to the contribution of communication to the health and richness of the human condition or to the commitments of the membership to the study, teaching, or practice of communication.
The NCA Public Policy Platform shall consist of the following preamble and all resolutions approved by the Legislative Assembly unless formally withdrawn from the platform or revised in future years:

"Preamble: This policy platform contains the positions officially endorsed by the researchers, teachers, and practitioners allied as the National Communication Association on issues vital to human communication. The Association is committed to include within this document only positions: (1) upon which the organization and membership have engaged in ample and careful deliberation; (2)

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[6] Given the scope of responsibilities held by the Resolutions Committee, a National Office staff person will be assigned to provide appropriate support.

upon which a substantial consensus of supporting knowledge has been developed; (3) addressing issues which have attracted the concerted inquiry of an acknowledged segment of the discipline, and (4) central to the contribution of communication to the health and richness of the human condition, or to the commitments of the membership to the study, teaching, or practice of communication."

Procedure for Proposing and Adopting Resolutions for Inclusion in the NCA Public Policy Platform

1. Members of the Association shall be invited to submit resolutions to the Resolutions Committee for consideration for inclusion in the NCA Public Policy Platform. The procedures for submitting resolutions shall be printed annually in the association's newsletter or similar outlet. In addition, the Executive Director shall remind all NCA members that they are invited to contact the Resolutions Committee Chair directly to discuss a resolution proposal.
2. Proposed resolutions must include the following content to be considered appropriate for Legislative Assembly consideration:
   o rationale for why it merits Legislative Assembly consideration and how it meets the criteria for inclusion in the Public Policy Platform specified in the Preamble,
   o background information regarding the public policy issue being addressed
   o demonstration of how the proposed position is grounded in existing communication scholarship, including specific citations
   o specific action being requested of policy makers
   o specific actions the Association will be expected to take if the resolution passes
   o an explicit statement of the resolution,
   o consideration of how this fits with the rest of the current public policy platform, and
   o an assessment of the resources required (both financial and human) to implement the resolution (to be determined in consultation with the Executive Director) and justification for priority of this expenditure
3. NCA members may submit proposed resolutions to the Resolutions Committee from the end of a convention until June 30th of the following year. Proposed resolutions submitted by June 30th will be considered by the Legislative Assembly if the Resolutions Committee determines that they meet the specified requirements. Provided that the Resolutions Committee determines the specified requirements have been met, proposed resolutions submitted after the June 30th deadline will require a majority vote by the Legislative Assembly to be considered by the body.
4. All proposed resolutions submitted by the June 30th deadline shall be published in the association's newsletter or by similar means prior to August 1st at which time the Resolutions Committee may convene to make formal recommendations. Members may offer comment on proposed resolutions directly to the Resolutions Committee Chair.
5. The Resolutions Committee is required to review all proposed resolutions it receives. Review must include confirmation that the required content is included in the proposal as well as a determination that enough information is provided to allow the LA to make a thoughtful judgment about the issue. The Resolutions Committee may contact proposal submitters to request additional information and/or do due diligence research on its own with support from the National Office. The Resolutions Committee can determine that a proposed resolution does not meet the requirements for submission and therefore should not be considered by the LA. If the Resolutions Committee determines that a proposed resolution should be considered by the whole body, it must make one of the following recommendations: accept, reject, no recommendation, accept with the following amendments. Prior to making its own recommendation, the Resolutions Committee may refer the proposed resolution to another committee with particular expertise on the issue for recommendation.
6. The Chair of the Resolutions Committee shall present resolutions to the Legislative Assembly. Presentations should include a summary of the proposal, the results of any additional inquiry undertaken by the Resolutions Committee, and the recommendation of the Resolutions

Committee. The recommendation of the Resolutions Committee should be presented with substantial justification.

7. For inclusion in the Public Policy Platform, resolutions shall require an affirmative vote of a majority of those present and voting at the meeting of the Legislative Assembly.

Procedure for Implementing the NCA Public Policy Platform

1. The National Office shall have primary responsibility for implementing each resolution in the manner specified in the approved document.
2. The full text of all proposed resolutions (approved and unapproved) shall be included in the minutes of the Legislative Assembly meeting in which they were discussed along with the outcomes of votes for adoption. The full public policy platform shall be published on the association's website.
3. The Executive Director shall report annually to the Legislative Assembly on efforts to implement resolutions currently a part of the Public Policy Platform.
4. The Executive Director shall report annually to the Resolutions Committee, indicating recommended changes in resolutions that are a part of the Public Policy Platform given changes in the external environment over time. Based on this report and other information it may choose to collect, the Resolutions Committee shall annually report which resolutions the Legislative Assembly should reconsider.[7]

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The current approach for time sensitive issues related to public policy statements is to send a ballot to all LA members and require a 2/3 vote of the whole body for adoption. We suggest that this is an unrealistic approach. In reality it is rare that 2/3 of the LA members open email from NCA, and we rarely have 2/3 of the body respond to an online vote. Even if that were not the case, a body that is the size of the LA is not sufficiently nimble to respond quickly enough for truly time-sensitive items.[8]

We propose that the Immediate Past President, President, First Vice President, and Second Vice President be responsible for making these decisions, with the Executive Director voting as a tie-breaker. The people in these roles were elected with an understanding of the membership that they have both the rights and responsibilities of representing the full constituency of members and are obligated to consider the general values system of the association in their decisions. In cases for which an extremely fast response is required (e.g., if a letter to congress is being written about a bill under consideration the next day), if this full body is unavailable the President is authorized to make a decision in consultation with whomever s/he deems necessary for appropriate expertise. The group making time sensitive decisions is expected to be guided in part by existing statements of the association including the mission, strategic planning goals, and current public policy platform, among others.

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[7] Members may contact the Executive Director and/or the Resolutions Committee with specific suggestions for revision/deletion of existing public policy resolutions. NCA will develop an archiving procedure so that items that are removed from the public policy platform or are revised over time will be kept for historical value.

[8] For some additional history on attempts to address dimensions of this problem, note that several years ago a group called the Rapid Response Team was formed with four members. The idea was "to be able to provide position statements and/or response to a societal issue and topic relevant to the goals of NCA." The EC was ultimately expected to approve any statements prior to public release. All statements were expected to be "rooted in established NCA policy positions." This approach proved ineffective. Group members realized that they routinely came to an impasse in their discussions. They could not agree on which issues warranted comment and what the comments should include. This came from ideological differences among the team members as well as lack of clarity regarding the NCA policy platform. The committee also was unable to mobilize as rapidly as was originally anticipated. The group dissolved rather quickly after being formed.

In order to be considered in an expedited fashion, a compelling case will have to be made that a particular issue is sufficiently time sensitive that it cannot wait until the next Legislative Assembly meeting for consideration. The content of a proposal for a time sensitive public policy statement should be the same as for non-time sensitive proposals with the exception of also making the case for time sensitivity. It will be incumbent upon the Immediate Past President, President, First Vice President, and Second Vice President to first determine whether in fact a proposal requires expedited treatment. This group can then decide to consider the merits of the particular proposal if it is indeed time sensitive or refer it back to the Resolutions Committee for the more extended process if a compelling argument for expedited review is not made.

With respect to taking positions regarding public policy topics, it is also important to mention that we support the ongoing efforts of NCA to make our experts on a wide range of topics available to the media, policymakers, and other interested parties for individual-level expert comment on public issues that can be usefully informed by communication scholarship. The National Office is working to expand our efforts in this regard.

Ethics Issues

To this point we have been addressing the possibility of taking positions on public policy issues. Our current policy platform also addresses issues of ethics that are not tied to specific public policy issues, such as our credo for ethical communication. We recommend separating the treatment of ethical statements from public policy statements. Ethical statements are about general beliefs of right and wrong that can guide more specific decisions of the association and members of the discipline. They do not have immediate specific implementation requirements. Public policy statements, on the other hand, are tied to specific issues and have direct implementation requirements. Further, ethics statements are not about public policy issues, but rather statements about issues we want to share with a public audience (e.g. Credo for Ethical Communication).

The lists of approved public policy statements and ethical statements should be kept separate and used in different ways. Ethical statements are among the many guiding principles that should be used by NCA's decision-making bodies who are considering support for public policy and other statements on behalf of the association. They could also be used by members in the classroom, as well as for other purposes. We propose developing a separate Ethical Statements Platform that complements our Public Policy Platform.

The procedures for proposing and adopting resolutions for inclusion in the Ethical Statements Platform remain the same as those for public policy platform resolutions, with the exception of having slightly different content requirements for a proposal. Specifically, an ethical statement proposal must include the following content to be considered appropriate for Legislative Assembly consideration.[9]

- Rationale for why this statement merits Legislative Assembly consideration and how it is reflective of beliefs of those in the communication discipline

- Relevant background information regarding the ethical issue

- An explicit statement of the resolution

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[9] This set of bullet points would replace those in #2 under "Procedure for Proposing and Adopting Resolutions for Inclusion in the NCA Public Policy Platform" in our revised document detailed under public policy platform procedures above. In this section of the document in all cases "public policy" should be replaced by "ethical statements" when being applied in this context.

A different preamble would be written for the Ethical Statements Platform to reflect the different nature of these items from public policy statements. In addition, procedures for implementing the NCA Ethical Statements would include only points #2 and 4 listed in that section of the public policy platform procedures revised document above.

Because of the general nature of these statements, it seems unlikely that time-sensitive issues would arise frequently. However, in the event that there is a time-sensitive ethical statement proposal it would be addressed using the same procedures as those documented for addressing time-sensitive public policy statement proposals.

Academic/Professional Issues

The positions addressed here are those that are in the interest of the discipline and its members within the professional sphere rather than those that are driven by disciplinary scholarship. For public policy statements, the litmus test for support is whether there is compelling communication scholarship pointing toward a particular position on the issue. For academic/ professional advocacy statements, the litmus test is whether there is a compelling argument that support for a particular position would enhance the ability of communication educators/scholars to do their work effectively and/or enhance the stature of the discipline in the academy or more broadly. Academic/professional advocacy statements are not meant to address issues that are specific to a particular institution.

The list of approved academic/professional statements should be kept separate from the public policy statements and the ethical statements. We propose developing a separate Academic/ Professional Statements Platform that accompanies the two other platforms. A different preamble would be written for the Academic/Professional Statements Platform to reflect the different nature of these items from the other platforms.

For academic/ professional statements, the procedures for proposing and adopting resolutions for inclusion in the Academic/ Professional Statements Platform remain the same as those for public policy platform resolutions, with the exception of having slightly different content requirements for a proposal. Specifically, an academic/professional statement proposal must include the following content to be considered appropriate for Legislative Assembly consideration.[10]

- Rationale for why it merits Legislative Assembly consideration and how support for a particular position would enhance the ability of communication educators/ scholars to do their work effectively and/or enhance the stature of the discipline in the academy or more broadly

- Background information regarding the academic/ professional policy issue being addressed

- Specific action being requested by external parties and identification of those parties

- Specific actions the Association will be expected to take if the resolution passes

- An explicit statement of the resolution, and

- An assessment of the resources required (both financial and human) to implement the resolution (to be determined in consultation with the Executive Director) and justification for priority of this expenditure

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[10] This set of bullet points would replace those in #2 under "Procedure for Proposing and Adopting Resolutions for Inclusion in the NCA Public Policy Platform" in our revised document detailed under public policy platform procedures above. In this section of the document in all cases "public policy" should be replaced by "academic/ professional" when being applied in this context.

Again, time-sensitive proposals would be addressed using the same procedures as those documented above for addressing time-sensitive public policy statement proposals. These issues may often lend themselves to the expedited process given that it is NCA's job to engage in advocacy work on behalf of its members on an ongoing basis throughout the year.

Administrative Issues

When members of the association currently submit proposals regarding administrative organizational policy, they follow the same resolutions procedures used for submitting public policy resolutions proposals. We suggest that this procedure does not comport well with the necessary considerations for internal business matters. The kind of information necessary to thoughtfully consider administrative policy proposals is fundamentally different from that necessary to consider the other kinds of issues we have identified in this report. We recommend that members continue to be able to submit administrative policy proposals for consideration, but that the process by which these proposals are reviewed should be different.

In its final report, NCA's 2010 Task Force on Governance and Management, chaired by Professor David Zarefsky, stipulated that one of the few major changes needed to bring our Legislative Assembly's practice in line with the list of functions for which it should be responsible is "to remove from the LA agenda most 'administrative resolutions' that more properly are the province of the EC." We agree and recommend that proposals for administrative policy should be directed initially to the Executive Director. All proposals must include a rationale for the policy, relevant historical information about the issue under consideration, and a clear description of the full range of implications of the decision for the organization. It is incumbent upon submitters of administrative policy proposals to study the relevant issues before making a submission. The Executive Director will then identify the appropriate committee for review of the proposal based on substantive content. For example, if the proposal is about the convention it would likely be sent to the convention member working committee and if it is about publications it would likely go to the publications board. Members of the committee to which the proposal is sent will work with the Executive Director and the proposal writer to ensure that appropriate background data are collected to responsibly evaluate the proposal. The committee will then make a recommendation which is passed on to the EC for final review and vote.

While we do not recommend that administrative issues be legislated by the Legislative Assembly, in the interest of transparency we do recommend that all member-driven proposals be reported to the LA with information about the outcome of the review process.

Summary of Recommended Procedures

Type of Issue	Procedures for Review
Public Policy	Non time sensitive issues: Resolutions Process—Resolutions Committee→Legislative Assembly
Ethics	Time sensitive issues: Past President, President, 1st VP, and 2nd VP (with Executive Director
Academic/Professional	as tie-breaker) authority; with extreme time-sensitivity Presidential authority with appropriate consultation
Administrative	Executive Director→committee with substantive expertise→Executive Committee (and reported to the Legislative Assembly)

Across all four types of issues, the National Office is expected to implement policy. The Executive Director is also expected to and empowered to respond to issues that are clearly consistent with the mission and strategic planning goals of NCA.

Appendix 1. Current Policy Platform Procedures Document

NCA Policy Platform Procedures

Assumptions Underpinning the Establishment of a Policy Platform for the National Communication Association

1. The National Communication Association should only take an official stand on those policy issues that are central to the contribution of communication to the health and richness of the human condition or to the commitments of the membership to the study, teaching, or practice of communication.
2. The National Communication Association should authorize the Executive and Associate Directors to publicly support or not support proposed legislation that is central to the contribution of communication to the health and richness of the human condition or is central to the research, teaching, or practice of its membership.
3. Although the National Communication Association must preserve the right of all members to bring issues of concern to the attention of the Legislative Assembly, a formal procedure that requires documentation and background information about the issue should be established.
4. The National Communication Association should establish a procedure that permits the Executive and Associate Directors to seek external governmental and private funding for research, training, and developmental projects central to the Association's mission and the research, teaching, or practice of its membership.

Procedures for Establishing a Policy Platform

The Policy Platform

1. The NCA Policy Platform shall consist of the following preamble and all policy resolutions affixed by the Legislative Assembly:

"Preamble: This policy platform contains the positions officially endorsed by the researchers, teachers, and practitioners allied as the National Communication Association on issues vital to human communication. The Association is committed to include within this document only positions: (1) upon which the organization and membership have engaged in ample and careful deliberation; (2) upon which a substantial consensus of supporting knowledge has been developed; (3) implicating issues which have attracted the concerted inquiry of an acknowledged segment of the discipline, and (4) central to the contribution of communication to the health and richness of the human condition, or to the commitments of the membership to the study, teaching, or practice of communication."

2. At least annually, the NCA Policy Platform shall be published in the association's newsletter or by similar means. In addition, the Executive Director shall publish the NCA Policy Platform as appropriate.

Procedure for Proposing and Adopting Resolutions for Inclusion in the NCA Policy Platform

1. The Executive Director in coordination with the Resolutions Committee shall manage the procedure.
2. The NCA Resolutions Committee shall consist of six persons elected by the Legislative Assembly from the Legislative Assembly upon nomination by the Committee on Committees. The members of the Committee shall serve for two-year staggered appointments. The Legislative Assembly shall elect the chair of the Resolutions Committee, upon nomination by

the Committee on Committees. The Committee on Committees shall nominate a person serving in his or her second year to serve as chair.

3. Members of the Association shall be invited to submit resolutions to the Resolutions Committee for consideration by the Legislative Assembly for inclusion in the Policy Platform. The Executive Director shall remind originators of resolutions that they may attend the meeting of the Committee during the Convention.

4. The requirements and procedure for submitting resolutions shall be printed annually in the association's newsletter or similar outlet. In addition, the Executive Director shall remind all NCA members that they are invited to attend the meeting of the Resolutions Committee during the Convention.

5. NCA members may submit resolutions to the Resolutions Committee from the end of a convention until June 30th of the following year. Such Resolutions shall be published in the association's newsletter or by similar means prior to the meeting of the Resolutions Committee. Resolutions meeting the deadline require only a majority vote to be adopted by the Legislative Assembly. Resolutions sent to the Resolutions Committee after the deadline will require a majority vote by the Legislative Assembly to be considered and a two-thirds majority vote to be adopted by to the Legislative Assembly.

6. To be reviewed by the Committee, each proposed resolution would have to include:
   o rationale for why it merits Legislative Assembly consideration and how it meets the criteria for inclusion in the Policy Platform specified in the Preamble,
   o substantial documentation,
   o background information,
   o suggested specific actions the Association might take in regard to the issue,
   o an explicit statement of the resolution, and
   o an assessment of the cost and financial implications of the resolution to be determined in consultation with the Executive Director.

7. The Chair of the Resolutions Committee shall present resolutions to the Legislative Assembly.

8. For inclusion in the Policy Platform, resolutions shall require an affirmative vote of two-thirds of those present and voting at the meeting of the Legislative Assembly.

9. In those few instances where consideration of an issue cannot wait until the Legislative Assembly is in session, the Executive Director shall distribute the original submission, the final report, and a ballot to all council members. A two-thirds affirmative vote of all members of the Legislative Assembly shall be required for passage.

Procedure for Implementing the NCA Policy Platform

1. The Executive Director shall have primary responsibility for implementing each resolution, and shall serve as the official link between the Association and all affiliate organizations, governmental agencies, and private foundations.

2. The text of all resolutions (approved and unapproved) shall be published in the association's newsletter or by similar means, along with notice of whether they were adopted by the Legislative Assembly.

3. The Executive Director shall report annually to the Legislative Assembly on efforts to implement resolutions currently a part of the Policy Platform.

The Executive Director shall report annually to the Resolutions Committee, indicating recommended changes in resolutions that are a part of the Policy Platform. Based on this report and other received recommendations, the Resolutions Committee shall annually report which resolutions the Legislative Assembly should reconsider.

APPENDIX C.
Report of Task Force on Public Policy Platform Review
Kenneth Andersen (Chair), Isa Engleberg, Paul Schrodt, Paul Siegel
with NCA Executive Director Nancy Kidd providing valuable input.

"Specific Charge: The task force is charged with getting the platform and its associated process up-to-date. Specifically, the group is asked to:
1. Review the current policies in the policy platform and for each recommend : a) keep it as it is, b) remove it, or c) revise it in a particular way
2. Review policies in the policy platform for which the group recommends a) or c) above and make suggestions for implementation that consider the scope of required human and financial resources.
3. Provide suggested guidelines for the Executive Director to use in the future as she makes recommendations about the questions above on an annual basis in the future."

Task Force Procedures
The Task Force on Public Policy Platform Review began with an analysis of the procedural requirements set forth for developing, submitting, and approving policy platform documents. The nineteen policy platform documents on the NCA Web Site were reviewed independently with task force members rating each as: retain essentially unchanged, need minor or major revision, or remove to an archive. Reasons for each member's classification were shared via email and discussed in teleconferences. Additional evaluations followed using a variety of rating procedures and extensive reviews by individual task force members. Based on iterations of these procedures supplemented by teleconference calls, the task force agreed upon a series of recommendations that were further refined through successive drafts of the report.

Overview of Findings
Analyzing the 19 policy platform documents in terms of the criteria set forth in the current NCA policy platform procedures proved to be an impossible task. Much of the history relating to these documents has been lost. The extent to which the resolutions followed procedures for adopting resolutions was unknown and essentially irrelevant to retention or revision decisions, i.e. timely distribution of the call for resolutions, distribution of draft resolutions to the membership, etc. Task force members were in agreement that most of the documents needed revision.

Finally, many of the documents examined did not meet the criteria of including: a) a comprehensive rationale, b) substantive documentation and background information, and/or c) suggested uses or actions for implementation. Moreover, several past NCA actions and policies are not included among the current policy platform documents. For example, the Legislative Assembly twice took action to endorse establishing the U.S. Department of Education. It also barred holding conventions in states not ratifying the Equal Rights Amendment for a time. The NCA's Standards for Undergraduate Communication Programs which was approved by the Legislative Assembly is not included. Until the relevant history is uncovered, it is not known if they qualify as platform policies. It is likely they did not meet all of the current requirements for becoming a part of the policy platform. But that is also true of some documents currently in the platform statements.

The task force also discerned a lack of policy documents addressing discipline-related issues such as research funding, graduate education, and research assistant issues, among others. The existing policy platforms do not address several issues that may merit inclusion. Hopefully NCA members and units will see a need to offer such resolutions in the future.

As the task force focused on the question of appropriate implementation, it became clear that the documents fell into quite different categories in terms of their nature, function, and implementation procedures. Indeed, the group independently derived a set of four categories almost identical to those in the Report of the Task Force on Representing NCA and/or the Discipline Publicly. We concur in their recommendation to differentiate platform statements into the suggested four categories. However, the recommendations of this taskforce with one important exception do not depend upon adoption of that report. Our analysis strongly supports the need for change in the procedures for the adoption of Policy Platform resolutions.

Current Policy Documents Assigned to Suggested Categories and Suggested Enforcement Mechanism

Employing the four categories suggested in the Carlin, Beebe, Kidd Task Force, existing policy documents are sorted and task force recommendations are provided. Following each category is a brief list of potential procedures for implementation that relate to that group.

In every instance, action must be based on a cost/benefits analysis in terms of monetary resources terms and staff effort vs. ethical value and probability of a meaningful impact.

Categorization of Existing Documents

Public Policy Documents	Recommendation
Solitary Confinement and Torture	Major Revision
Policy on Political Communication	Major Revision
Digital Divide (possibly merge with Electronic Comm.)	Major Revision/Merger
English as the Official Language	Major Revision
Proposition 187	Retire

Enforcement considerations/ possibilities.
All Public Policy Documents should include implementation strategies and evaluation standards for use.
The NCA should join with other associations/consortia in joint actions such as letters, petitions, endorsing briefs, offering testimony, co-sponsorships, etc. on issues that provide opportunities for meaningful disciplinary advancement and impact.

The NCA should provide letters, testimony, and provision of relevant NCA materials to appropriate organizations and agencies.
The NCA should alert members to take suggested actions ranging from letters to the editor, contacting legislators, Op Ed pieces, etc.

Ethics	Recommendation
Credo for Ethical Communication	Retain as is
Credo for Free and Responsible Communication	Retain as is
Free and Responsible Use of Electronic Communication (possibly merge with Digital Divide)	Major Revision/Merger

Enforcement considerations/possibilities.
NCA National Office: Publicity is key to maximizing the impact of ethics-based principles: material must be readily available on the NCA website, provided in response to relevant inquiries, and coupled with periodic publicity for the credos such as inclusion in convention program promotional materials and serial publications. Many current members may not know the credos exist or not recognize their value and utility.

The Discipline: Implementation of these credos and principles depends upon largely on individual initiatives in teaching and research, convention programs, textbooks, development of teaching materials, etc. One of the major uses of the credos and ethical codes is serving as a basis for developing policy platform items that draw upon the credos and ethical standards a support for their rationale.

Academic/Professional Statements	Recommendation
High School Communication Education as Graduation Requirement	Minor Revision
Code of Professional Ethics for Communication Scholar/Teachers*	Major Revision
NCA Affirmative Action Statement*	Major Revision
Policy on Diversity* (Possibly merge with Affirmative Action)	Major Revision
Comprehensive Language Arts	Major Revision
Standards for Speaking, Listening, Media Literacy K-12	Major Revision
Educational Policy on ESL Courses	Major Revision
Communication Across the Curriculum	Major Revision
Opposing Campus Speech Codes	Major Revision
Role of Communication Courses in General Education	Major Revision

    *Depending on the focus of the document as revised could be public policy, ethics, of administrative.

Enforcement considerations/ possibilities.
National Office: Academic/Professional Statements should be made available to all members an as responses to inquiries from individuals, departments, textbook authors, reviewers, publishers, school systems seeking advice, etc., coupled with help in interpretation as needed and suggestions of other relevant materials.

The Discipline: Teachers/departments should be informed about the existence and utility of these materials as needed.

Administrative Directives	Recommendation
Labor Disputes	Major Revision

Enforcement considerations/ possibilities.
The responsibility for implementing Administrative Directives should be assigned to the National Office and as needed the Executive Council.

Limited Criteria Ratings of Existing Policy Documents

The following table assesses each Policy Platform item in terms of whether a rational and/or implementation provision is provided, be it minimal or comprehensive.

Topic	Rationale*	Implementation
High School Communication Education Graduation Requirement	Yes	Yes
Solitary Confinement & Torture	Yes	No
Labor Disputes	Yes	Yes
Free/responsible Use of Electronic Communication	Yes	No
Credo Free and Responsible Communication	Yes	Yes**
Credo for Ethical Communication	Yes	Yes**
Code of Professional Ethics	Yes	No
Policy on Political Communication	No	No
Digital Divide	No	Yes

NCA Affirmative Action Statement	Yes	Yes
Policy on Diversity	Yes	No
English as Official Language of the U. S.	No	No
California Proposition 187	Yes	No
Comprehensive Language Arts	Yes	No
Standards for Speaking, Listening, Media Literacy K-12	Yes	No
Education Policy on ESL Coursework	No	No
Communication Across the Curriculum	No	No
Opposing Campus Speech Codes	No	No
Role of Communication Courses in General Education	Yes	No

    * Rationales vary in quality, strength, and length. Many need revision.

    **Implementation essentially consists of making the Credos widely available.

Recommendations

1   The majority of existing documents are in need of revision. If the recommendations in the <u>Report of the Task Force on Representing NCA and/or the Discipline Publicly</u> are adopted, the revisions should follow the procedures established in that document. All proposed revisions to statements will be brought to the LA for approval. Revision committees will be expected to submit their work for consideration within six months of appointment or by the deadline for submission of materials to the next LA meeting, whichever period is longer.

2   The Executive Director should be responsible for managing the process of assigning responsibility for revision of existing documents. Among the possibilities: publicize the list of needed revisions to enable, appropriate NCA units to request the opportunity to undertake a revision or a unit(s) may be asked to undertake a revision. If the item overlaps the interests of more than one unit, a committee could be developed based on recommendations for membership from those units. In any case, those undertaking the revisions should be provided the latest policy platform criteria and requirements.

3   If there is no interest in revising the existing policy document, the item should be archived as apparently not meeting the criteria of "central to the contribution of communication...." If a group has not agreed to assume the task of revising a policy document before the 2012 LA meeting, the item will be archived.

4   Materials from this Task Force materials including commentary on selected policy platform documents should be filed with the Executive Director to be shared with those undertaking revision of a platform document.

5   The annual call for submission of resolutions should include an invitation for members to call for revision of an existing policy document or the need for an additional one.

6   All policy platform documents should be linked electronically to the substantive evidence and background materials used to inform and support the document's rationale and implementation recommendations. New evidentiary sources should be added when appropriate.

7   In addition to publishing the resolutions adopted and posting them on the web site, a record should be maintained of the sponsoring unit or individuals.

8   Not every document in the platform needs review on an annual basis. While the Executive Director monitors the potential need for revision each year, a rotation system should be established that every 5 years (in the absence of action in the interim) policy documents are reviewed by an appropriate NCA unit or units as determined by the Executive Director.

9   As gaps are identified in the policy platform, the Executive Director, Resolutions Committee, and/or NCA units and members could be commissioned to address the issue.
10   The Executive Director should ask past presidents and former Board Chairs/Directors to identify materials similar in nature to those in the Policy Platform either as a basis for entering them into an archive or suggesting possible development in the form of new resolutions.

Commentary on Existing Platform Documents

Having called for existing documents to be retained, revised, or placed in an archive of policy platform documents, the task force provides the following brief summary to explain the basis for its recommendations.

As noted previously, many of the documents examined did not meet one or more of the following criteria: a) a comprehensive rationale, b) substantive documentation and background information, and/or c) suggested uses or implementation steps.

With regard to specific documents, significant internal contradictions were noted. A single sentence is not a meaningful platform statement. In several cases, evidence was not offered as a basis for claims. Different documents dealing with a similar issue typically showed no awareness of the other document resulting in the repetition of a similar point or potential confusion. Some documents need a clearer focus on the precise issue(s) being addressed and a clear sense of the relevant audience for the policy document. Given the time that has elapsed since the adoption of some resolutions and the rapidity of technological, social and instructional methodology, updates and revisions are needed to enhance the relevancy of the policy platform.

The task force recognizes significant value of many resolutions recommended for revision. Revision provides the opportunity to enhance clarity, relevance, persuasiveness, and impact of the documents and thus, the policy platform.

APPENDIX D.

Resolution for consideration by the NCA Legislative Assembly, November, 2011

Clarification within job-listings with regard to the presence or absence of domestic partner benefits at specific institutions

Sponsored: National Communication Association (NCA)

Registration of Domestic Partner Benefits Committee

Whereas, The recruitment and retention of qualified faculty is of paramount importance to all institutions that publish job announcements on the NCA/Spectra job lists, and,

Whereas, LGBTQ individuals are an integral part of the academic community, and,

Whereas, Discrimination against any minority group in the Association is contrary to the Association's mission, and,

Whereas, Both homosexual and heterosexual individuals can enter into domestic partnerships, so it is in the interest not only of individual applicants but also of the field as a whole for applicants to understand whether these benefits are available, and,

Whereas, Scholarly institutions will enhance their recruitment and retention by offering equal compensation packages, and,

Whereas, Explicit clarity in job advertisements about the provision or non-provision of domestic partner benefits will avoid confusion, maximize efficiency in the application process for both applicants and employers,

Be it Resolved That: The NCA require that anyone submitting a job advertisement indicate the hiring institution's policy on domestic partner benefits by selecting among the following options in a drop-down menu: 1) this institution offers benefits to same-sex domestic partners; 2) this institution offers benefits to opposite-sex domestic partners; 3) this institution offers benefits to same-sex and opposite-sex domestic partners; 4) this institution does not offer benefits to domestic partners; or, 5) this institution chooses not to disclose its domestic partner benefits policy.

And,
The NCA will publish the response in the online job advertisement, will publish the response in SPECTRA job advertisements when permitted by the association's software, and will announce in each edition of SPECTRA that domestic partner information is available online.

Committee Members
Elissa Foster
Debbi Hatton
John Heineman
Paul Siegel
Charles H. Tardy, Chair
Lisa M. Tillmann

Deliberation

1. We received one proposed resolution this year. Dr. Dana Cloud's resolution calls for the publication of domestic partner benefits in NCA online job advertisements.
2. The resolution was distributed to NCA members via the "News and Notes" electronic mailing in early July along with a call for comments to the committee. No responses were received.
3. The committee began discussing the resolution in late July.
4. At the committee's request, the NCA staff acquired and provided information about several issues related to the resolution. We inquired about the capabilities of the software used to produce job advertisements in all NCA publications. Additionally, the committee explored how other professional associations had implemented similar policies.
5. After a conference call among committee members, we recommended a change in the resolution to Dr. Cloud. I discussed the recommendation with her, and she subsequently modified the resolution. (Please note that the current version of the resolution differs in two fundamental ways from the one that was included in the packet of materials sent to LA members: 1) the revised resolution specifies that institutions will submit benefits information separately from the job advertisement; and, 2) the revised resolution provides 5 options rather than 2 which institutions can use to characterize their benefits policies.)
6. The committee then voted 5-0 (one committee member did not vote) to recommend the resolution.

Rationale
1. The resolution is consistent with values and policies of the NCA. For almost 10 years, the NCA has included a statement in the jobs section of SPECTRA that requests advertisers to provide this information:
NCA supports continued efforts to eliminate discriminatory hiring practices. All employers are asked to identify the inclusion of sexual orientation in their affirmative action statement and whether they offer domestic partner benefits. NCA is not responsible for verifying the accuracy of advertisements.
2.   The resolution when implemented will provide information relevant to members seeking jobs.
3. The implementation of the resolution entails no or little cost to the association. Currently the software used by the NCA for publishing its online advertisements can be easily and inexpensively modified to include the additional information required by this resolution. However, the software used for the production of ads in SPECTRA would not be able to reproduce this information. The resolution specifies that the information will be included in the SPECTRA advertisements when the software is able to perform this function.
4. These procedures should not interfere with or disrupt the process by which institutions advertise their jobs. The resolution will not require institutions to insert this information into their advertisements. Rather, institutions will provide this information via a drop-down menu option.

The software will then append the benefits information to the advertisement. Additionally, the procedures include a nondisclosure option for institutions.

5. The resolution should not appreciably affect institutions' use of the NCA to advertise positions. Two professional associations that use similar procedures reported no discernible impact on usage.

In short, the committee thinks the proposed resolution is a modest request that should produce multiple benefits at little cost.

Affirmative Action & Intercaucus Chair (1 rep)
Alberto Gonzalez

African American Communication & Culture Division (2 reps)
Nathan Carter
Jamel Bell

American Studies Division (2 reps)
Justin Davis
Kimberly Moffitt

Applied Communication Division (3 reps)
Joy Hart
Michelle Miller-Day
David Novak

Argumentation & Forensics Division (3 reps)
Kirt Shineman

Asian/Pacific American Caucus (1 rep)

Asian/Pacific American Communication Studies Division (2 reps)
Hsin-I (Cynthia) Cheng
Ako Inuzuka

Basic Course Division (2 reps)
Adam C. Jones
Kevin Meyer

Black Caucus (1 rep)
Shauntae Brown-White

Caucus on Disability Issues (1 rep)
Kurt Lindemann

Caucus on LGBTQ Concerns (1 rep)
Lisa Millhous

Communication and Aging Division (2 reps)
Karen Anderson
Carla Fisher

Communication

& Law Division (2 reps)
Lin Allen
Jeremiah P. Hickey

Communication and Social Cognition Division (2 reps)
Lisa Lindsey
Claude Miller

Communication and the Future Division (2 reps)
Shane Tilton
Dennis Wignall

Communication Apprehension and Competence Division (2 reps)
Michael Hazel
James Keaten

Communication as Social Construction Division (2 reps)

Communication Assessment Division (2 reps)
Lori Zakel
Richard L. Quianthy

Communication Centers Section (2 reps)
Wendy Atkins-Sayre
E. Sue Weber

Communication Ethics Division (2 reps)
Annette Holba
Lisbeth Lipari

Community College Section (2 reps)
Allison Ainsworth
Deborah Hefferin

Critical and Cultural Studies Division (4 reps)
Linda Baughman
Radhika Gajjala

Editors, Official Journals (11 reps)
J. Macgregor Wise
Katherine Miller
Cheri Simonds

Kent Ono
Ronald Jackson, II
Shiv Ganesh
Raymie McKerrow
Heidi Rose

Elected, At Large & LA (15 reps)
Dana Cloud
Jean DeHart
Michael William Pfau
Lori J. Carrell
Ruth E. Kay
David Novak
Leah Bryant
Anne Mattina
R. Anthony Slagle
Ann Savage
Jay Baglia
Anastacia Kurylo

Elementary and Secondary Education Section (2 reps)
John Heineman

Emeritus/Retired Section (2 reps)
Kenneth Andersen

Environmental Communication Division (2 reps)
Ross Singer
Jennifer A. Peeples

Ethnography Division (2 reps)

Experiential Learning in Communication Division (2 reps)
Angela Corbo
Michael F. Smith

Family Communication Division (2 reps)
Loreen Olson
Mary Claire Morr Serewicz

Feminist and Women Studies Division (3 reps)
Katherine Denker
Elizabeth F. Desnoyers-Colas

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