

Legislative Assembly Agenda
Monday, February 17, 2014
Anaheim Hilton Hotel
Laguna A
6:45 - 8:00 p.m.

- I. Meeting called to order at 6:48 by WSCA President Brian Ott.
- II. President Ott introduced the recording secretary, Pamela Elkind, and Parliamentarian, Pat Ganer.
- III. Review of Legislative Assembly Procedures by Brian Ott.
The WSCA Legislative Assembly follows the most current edition of *Robert's Rules of Order*. Ott explained that individuals in the front rows of the meeting room were voting members of the Legislative Assembly and individuals located in separate seats at the rear of the meeting room were nonvoting guests.
- IV. Credentials Committee Report -- Credentials Committee (Henry [Harry] Archer, Mary Domenico, Allison Dietz, Cassie Schoon).
At the time of announcement, there were 42 voting members present.
- V. Approval of 2013 Legislative Assembly Minutes
--Moved (Barton) and seconded (Darling). Motion passed unanimously
- VI. Information Items
 - A. Results of Association-wide elections (President Ott):
First Vice President— Mark Bergstrom
Second Vice President— Brian Heisterkamp
Delegates-at-Large to the Legislative Assembly: Jennifer Asenas, Donna Gotch, Susana Martinez Guillem, Julianne Mora, and Lindsay Scott
 - B. Results of Association searches (Past President Flores):
The search for new Executive Director was completed. Beginning in the summer of 2014, the incoming Executive Director will be Heather Hundley.
 - C. Executive Council actions (Executive Director Reinard):
 - A pilot test of an online paper submission system was explored. Based on the use of EasyChair to automate the paper submission process for the Undergraduate Scholars Research Conference, it was recommended that the free version of this program not be adopted because its advantages are minimal, except for situations in which there are only small numbers of submissions. For a convention-wide implementation, the use of

EasyChair would be very expensive and probably would not work conveniently. As a result, the quest to find a way to submit online continues.

- Some changes have been made in the *Policies and Procedures Manual*. Some duties that could not be performed by the President (such as preparing a list of departments with sufficient numbers of members to qualify them for a delegate to the Legislative Assembly; and notifying all election nominees of ballot results immediately following election) were shifted to the Executive Director (who had handled them in recent years anyway). References to the Steering Committee have been dropped since this committee no longer exists.
- A change to the section of the *Policies and Procedures Manual* on individual awards was approved. According to the change, those who are individual awards recipients must be WSCA members at the time of the award's granting. This requirement does not involve the journal article award recipients.
- The Executive Council received a recommendation to consider moving the Convention to start on Friday. Patrick Barton made a presentation to the Executive Council in which he argued that the days should change for four reasons. First, there are fewer Friday classes on community college campuses than there are Tuesday classes. Thus, moving the class ahead one day would reduce the number of classes that might have to be cancelled. Second, fewer and fewer colleges have Monday (Presidents Day) off. So, there is no advantage to continuing the Convention over a Monday. Third, the current system assures that attendance at Tuesday morning meetings or panels are low. Fourth, graduate students' involvement might increase because they would not be required to miss as many classes. The matter is being taken seriously by the Executive Committee. Even so, any change might not happen for a few years because we have our hotels booked for four years in advance.

--Elizabeth Drione: Under such a proposal, the Undergraduate Scholars Research Conference would be on a Friday, which would be increasingly difficult for many of the student participants.

--Patrick Barton: A lot of undergrads do not have class on Friday. Also, communication instructors may be understanding about their missing classes for such a scholarly reason.

--Brian Ott: It would be useful to understand that the Executive Council did not take action because they wanted to hear from the Legislative Assembly.

--Ann Darling: Regarding the USRC, undergraduate students might have difficulty missing classes that are not in Communication and they may have difficulties getting time off from other school and work. There might be a way to keep the USRC on Saturday.

--Robert Becker: If the change in dates were made, there might be difficulty created by our losing a pool of available judges from the WSCA Forensics Tournament.

D. 2017 Convention hotel (Executive Director Reinard):

We signed a contract with the Little America complex in Salt Lake City. The room price for the central part of the hotel is \$139. Other parts of the property have lower rates, but we will only receive compensation against our room minimum commitment for the price of the hotel rooms actually booked. For example, we will not receive credit for a \$139 room if a person pays \$109 for a lower rate room.

- E. Regarding the 2018 Convention site (Executive Director Reinard for Time and Place Committee Chair, Marnel Niles Goins):
A site in San Jose is under exploration. Both the convention hotel and the WSCA forensics tournament site remain to be determined.
- F. Convention registration (Executive Director Reinard):
We had 736 registered attendees including 246 who registered on the site. This Convention is the largest since 2005.
- G. WSCA membership (Executive Director Reinard):
We currently have 1067 members across all categories including those who became new or renewing members at the Convention . Those numbers include people who have not yet paid their 2014 members and will be deactivated after the Convention.
There was a very slow membership renewal rate in November and December. The membership renewal rate increased greatly in January because people were registering for the convention before pre-registration rates disappeared.
Of the members, regular members comprise 45% and student members constitute 37% of the members.
- H. WSCA assets (Executive Director Reinard):
A review of the WSCA Asset Book shows that we have a total of \$399,021.73 from all sources including cash, savings, and investments. We have not raised membership or Convention registration fees. We make more money in investment income than any losses we have experienced by keeping membership and Convention fees relatively low. We lost some money on the Conference last year (largely because we had a deposit of \$5,000 that we had to pay for the future Convention in San Diego), but we made \$20,000 overall because of our investments.
The investments were rebalanced two years ago and we are very close to our investment goals as published in the *WSCA Policies and Procedures Manual*.

VII. Report from National Communication Association Legislative Assembly

Bob Becker (representing Community Colleges, 2011 through 2013)

Robert Stockton (representing K-12, 2012 through 2014): The new NCA Second Vice President is Stephen Hartnett of the University of Colorado at Denver. He will take over in January 2015.

The NCA Convention will occur November 20-23 and will celebrate the Association's 100 years anniversary. Two hotels will be used, the Chicago Hilton and the Palmer House. Reservations need to be made early. In addition, we are requesting shuttle service so that we will not need to walk back and forth in the cold weather.

Dana Cloud (representing Four-Year Universities and Colleges, 2013 through 2015): The major discussion at the NCA Legislative Assembly involved revisions dealing with a new leadership body. Controversy involved whether the membership's representation would be reduced under the suggested structure.

VIII. Action Items

A. Report on actual 2013 budget and approval of the 2014 proposed budget (Executive Director Reinard):

[The budget was reviewed page by page.]

On page 1, dealing with expenditures for the journals, there were no differences between the past year's and the proposed expenses for 2014.

On page 2, we propose giving \$500 more to the President under item C1-1 since the cost of hosting Convention events has increased. Item C3-4 (Meals and Socials) is identified for an increase of budget from \$20,000 to \$25,000 since in the last few years the expenses of hotel food has increased greatly and regularly exceeds the allocated budget amounts. There are some other items that the Finance Committee and the Executive Council wish to watch carefully in the next year. Item C-33 deals with the expense of producing the program. For each of the years of the budget listed, the projected amount has been exceeded. This item probably will be recommended for an increase in the future since the program fee goes up. C3-6 is the audio-visual fund. A fee of \$10 is paid by regular members and regular nonmembers. The Executive Council has been interested in exploring options and took up this matter at its December 2013 meeting. Options include buying and owning equipment or renting from the hotel. The Executive Council is concerned that the expense created by the burgeoning demand for AV may overwhelm local hosts in the future.

On page 3, it was observed that for items A5 (Postage), A6 (Telephone), and A7 (Printing and Copying) we allocate more money than we need. These matters may bear a reduction in future years. There is a notable increase in A9 (Legal and Accounting). The reason is that we have had legal expenses related to a copyright matter and additional accounting because of doing business in California. There is an increase of \$8,000 account jump in A18 (westcomm.org). We are looking into modernizing the website and enhancing its usefulness to the membership. Following a survey completed by the Editor of *WSCA News*, bids were received. The recommendation to update the website was suggested as particularly fortuitous since there is an upcoming changeover in the office of the Executive Director.

One page 4, line I-C1 (meals and socials), the income is reduced since we now include the payment of the Convention Banquet meal as income under the category of Convention registration. This line item deals only with extra lunches purchased by conventioners.

Ott: The budget comes as a motion from the Executive Council and carries an automatic second. We are now open to discussion from the floor.

--Ann Darling: Some of us have been tracking how many plates at the convention banquet go unused. How much do we pay for these unused meals?

--Reinard: All plates are paid for by the registration fees (except for the one complimentary ticket we give to each of our vendors). Yet, many regular members and regular nonmembers pay for the lunch and do not attend. We ask people at registration if they would wish to donate any lunch tickets they do not plan to use to local host workers and those who have registered as students. Then, we cut the number of plates we order by 20% of the paid group. So, in essence, we make an additional 20% profit on the lunch for the Association. At the last few banquets, even with this cut there have been unused tables. So, perhaps a cut of 25% might be considered in the future.

--Heather Canary: Each year, line C3-1 (Workshop Expenses) involve very little actual expenses. Yet, every year the budget is \$1000. Why do we want to keep it at \$1000?
--Ott: I think that the reasoning is that although most workshops do not have expenses, if there were a special need to provide Internet service or food, it would be helpful to have somewhere to take the funds. We usually try to give high estimates of our expenses and conservative estimates of our revenues.
Budget motion passed unanimously.

B. Resolutions/Actions from Interest Groups

1. Jeanine Minge (Performance Studies): Do we have a diversity policy? If not, shouldn't we adopt one?

--Heather Hundley: We do have a diversity policy. One diversity statement is part of our decisions to select host hotels and is found in the *Policies and Procedures Manual*. We also endorse the statements of the National Communication Association

(http://www.natcom.org/uploadedFiles/About_NCA/Leadership_and_Governance/Public_Policy_Platform/NCA%20Statement%20on%20Diversity%20-%20Revision%20Approve%20in%20Nov%202012.pdf).

2. Julie Shields (Health Communication): Can we take some steps to assure that interest group meetings are scheduled so that we minimize scheduling meetings that draw from the same populations? It would help if we have could have the Health Communication, Interpersonal Communication, and Organizational Communication Interest Group business meetings on separate days.

--Ott: We have a rotation schedule. However, there are some that are on the same rotation schedule. We can pass this information on to next year program planner.

C. Resolutions/Actions from the Floor {there were none}

D. Resolutions of Appreciation

Be it resolved: that the Western States Communication Association expresses its heartfelt appreciation to the following for their service:

Lisa Flores, Immediate Past President of WSCA,

Brian Ott, President of WSCA,

Patricia O'Keefe, for convention program planning,

Fran Dickson, Second Vice President, for planning the Undergraduate Scholars Research Conference, the Graduate Students Workshop, and the Graduate Programs Open House and for membership efforts,

All committee members who have served during the year,

San Bolkan of the Local Host Committee, and the faculty, students, and staff of the California State University, Long Beach Department of Communication Studies, for convention arrangements,

Robert Becker for coordinating the Western States Communication Association tournament,

and Susan Maarup and the staff and management of the Anaheim-Hilton Hotel for their outstanding service and hospitality.

Be it resolved further that the outgoing President of WSCA be instructed to write letters communicating the appreciation of the Legislative Assembly to the above named persons and to their appropriate administrators.

Seconded by Ann Darling

Lisa Flores: I suggest that we include John Reinard and Pam Elkind in the list of individuals named in the letter of appreciation.

Ott: The change will be ordered without objection. {there was no objection}

The motion was passed unanimously.

IX. Elections

- A. At-Large Representatives to Executive Council—two members (to serve 2014-2016, starting with the meeting tomorrow morning, including an annual meeting at NCA the evening prior to that Convention and an annual meeting at WSCA the day prior to the WSCA Convention). Two nominees recommended from the Nominating Committee: Deanna Dannels of North Carolina State University and Rob Leonard of Sinclair Community College.
Motion to close nominations and elect the two (Perry Pauley)
Seconded by Patrick Barton
Motion passed unanimously and nominees elected
- B. WSCA Nominating Committee—two members (to serve in 2014-2016 starting after the current Convention). The current members ending their terms are Rebecca Roberts and Ann Darling.
Nominees were Richie Hoa and Tara McManus
Motion to close nominations and elect the two (Amy Edwards)
Seconded by Ann Darling
Motion passed unanimously and nominees elected
- C. WSCA Representative to NCA Legislative Assembly—one member representing Community Colleges (to serve 2014 through WSCA Convention in 2016 starting with the NCA Convention in Chicago, including Wednesday afternoon, Saturday and Sunday morning meetings). The current representative is Robert Becker.
Matthew Petrunia nominated
Motion to close nominations and elect the nominee (Angela Holland)
Seconded by Dana Cloud
Motion passed unanimously and nominee elected
- D. WSCA Scholar Award Committee—one member to serve 2014-2016 starting after the current Convention. The member ending her term on this committee is Amy Bippus.
Julie Shields nominated
Motion to close nominations and elect the nominee (Dana Cloud)
Seconded by Robert Becker
Motion passed unanimously and nominee elected

- E. Distinguished Teaching Award—one member to serve 2014-2016 starting after the current Convention. The member ending her term on this committee is Belle Edson.
Patrick Barton nominated
Motion to close nominations and elect the nominee (Angela Holland)
Seconded by Jo Anna Grant
Motion passed unanimously and nominee elected

X. Adjournment