

Minutes

Western States Communication Association
Legislative Assembly Meeting
Monday, March 4, 2002
Long Beach, CA

- I. Meeting called to order by John Cagle at 6:25 PM
- II. Announcement of Recording Secretary–Cara Buckley-Ott, and Parliamentarian–John C. Reinhard.
- III. Credentials Committee Chair Melanie Bloom reported that 44 members were present.
- IV. 2001 Legislative Assembly Minutes were approved as distributed.
- V. Information Items/Reports:
 - A. Association-wide election results were announced by Sandra Petronio, President.
 - 1st Vice President - Ron Lustig
 - 2nd Vice President - Sara Hayden
 - B. Executive Council items were announced by Sandra Petronio, President.
 1. Library subscription rates will increase incrementally, at a rate of about 3 to 5 percent each year.
 2. The costs for announcements (known formerly as advertisements but correctly known as announcements for IRS purposes) were announced. A rate card was handed out.
 3. Pre-registration is now considerably cheaper than registering at the convention. It also helps out the organization a great deal when it comes to planning and costs.
 4. The licensing agreement for online access of WSCA journals was discussed.
 5. A review process for the Executive Director and editors has been proposed to ensure a system of checks and balances since these are long term positions.
 6. There will be a change in the Fisher Award Committee to create a better balance between rhetoric and communication theory.
 - C. Convention Registration–Sue Pendell, Executive Director.

There were 338 preregistered and 255 in-person registrations for a total of 593 registered
 - D. The convention site for 2003 is Salt Lake City, for 2004 is Albuquerque, and for 2005 is San Francisco. The proposal was accepted by Executive Council on recommendation of the Time and Place Committee from California State University San Bernardino to host the 2006 convention in Palm Springs, CA. Heather Hundley, coordinator of Local Host activities, spoke about the advantages of Palm Springs.
 - E. WSCA membership and Executive Director report–Sue Pendell, Executive Director.
 1. 679 members renewed prior to the convention and 128 at the convention for a total of 801 renewed members to date; a letter will be sent to those who have not renewed yet.
 2. We now have non-profit mailing status.
 3. We also have insurance, which is required by hotels.
 4. A rate card showing all the regional associations' fees was distributed. The regional associations have agreed to try to stay consistent with one another.
 5. Journal exchange information was handed out. Regional journal subscriptions have been subsidized in the past, but we can no longer afford that subsidy; it is too expensive for the

association.

F. NCA Legislative Council–Anneliese Harper (representing Community Colleges, 1999-2002), Robert Stockton (representing K-12, 2000-2003), Lucy Keele (representing 4+ year institutions, 2001-2004) were last year’s WSCA representatives. They reported

1. The Legislative Council met three times in Atlanta.
 - a. Formed affiliation with Russian Communication Association.
 - b. There is a new journal. Anneliese read its mission statement and pointed out that information about the new journal can be found on the NCA web site..
 - c. New Emeritus members were brought in.
2. Proposed changes to the constitution:
 - a. Legislative Council to be known as the Legislative Assembly.
 - b. Administration Committee to be known as the Executive Committee.
 - c. Member concerns regarding these changes were thoroughly heard.
3. Membership dues went up.
4. The mayor of New Orleans' mother will speak at the upcoming NCA in New Orleans..

G. Legislative Assembly Steering Committee–Tom Weise, Chair.

1. There is not much new business.
2. Performance Studies would like its name change reflected on the web site and in other places.

VI. Action Items

A. 2002 & 2003 Budgets–Sue Pendell, Executive Director.

1. Financial Report from CPA was distributed and explained.
 - Taxes will be filed by May 15th with they are due.
2. Assets Sheet was distributed and discussed.
 - \$158,000.
3. The proposed budget for 2002 & 2003 was distributed and reviewed.
 - a. Expenditures and Revenues
 - b. Budget and Actuals
4. Two goals for two-year budgeting:
 - a. Reality budgeting
 - i. Based on what we actually spend.
 - ii. Must provide services and not amass funds.
 - iii. Budget should grow as we use reality budgeting.
 - b. Cover reasonable expenses of editors and officers, which would allow more people to be involved.

Motion to approve the 2002 & 2003 budgets as recommended by the Finance Committee and the Executive Council was approved.

B. Memorial Fund Proposal (to be added the Financial Plan section of the Policies & Procedures Manual)–Sandra Petronio, President (approved by the Executive Council, October 31, 2001)

Memorial Fund

Description: The Memorial Fund of WSCA serves as a repository for contributions made to the organization to honor individuals. The initial \$1500.00 of the fund was donated by Irwin Altman, Keynote Speaker of the 2001 WSCA Convention. Further seed money for the Fund will be donated by the WSCA Executive Club.

Income Rules: During the first five years of the Fund, the interest shall be reinvested. The principal of

the Fund shall remain invested for the life of the Fund. There will be no maximum for the Fund.

Expenditure: The interest shall be used for travel scholarships for students to attend the annual WSCA convention. Criteria for awarding scholarships will be recommended by a committee, appointed by the President, during the first five years of the Fund and approved by the Executive Council prior to the awarding of any scholarships.

Investment: The Memorial Fund shall be held in appropriate investment vehicles, separate from other asset funds. The money shall meet the investment criteria described in the WSCA Policies and Procedures Manual under the title "Financial Policy."

President Petronio pointed out that this would be the place for donations to the organization. It started with a donation from Irwin Altman, last year's keynote speaker, of his speaker's fee, and further seed money of \$1500.00 will come from the Executives Club upon seeing the criteria for the travel scholarships established.

The rules of the Fund were discussed; President Petronio clarified that the principal in the Fund will not be touched; only the interest will be paid out. It was suggested that the existence of the Fund be publicized in order to generate donations to the Fund.

Moved, seconded, and approved (MSA) to establish the Fund when the Executives Club donates the \$1500.00.

C. Nominating Candidates for Association-Wide elected Offices proposal (to be added to the Officers, Procedures section of the Policies and Procedures Manual)—Sandra Petronio, President (approved by the Executive Council, October 31, 2001).

Before an individual can be nominated for an association-wide elected office, including Legislative Assembly, Executive Council, and NCA representatives, that individual must indicate in writing a willingness to serve if elected or be present at the meeting in which the nomination occurs and indicate orally their willingness to serve if elected.

The proposal would take effect at the conclusion of this meeting. No proxy would be allowed; willingness to serve must be in writing if the person nominated is not present. The Second Vice President (who chairs the Legislative Assembly) would receive the letter. Available positions will be announced on the web site a month or two before the convention.

MSA to amend the motion by adding at the end "Such a document is to be delivered to the Second Vice President prior to the nomination."

MSA to amend the amended motion by adding at the end "Association members shall be notified of available elected positions and the process of indicating their willingness to serve."

MSA as amended. The approved motion reads:

Before an individual can be nominated for an association-wide elected office, including Legislative Assembly, Executive Council, and NCA representatives, that individual must indicate in writing a willingness to serve if elected or be present at the meeting in which the nomination occurs and indicate orally their willingness to serve if elected. Such a document is to be delivered to the Second Vice President prior to the nomination. Association members shall be notified of available elected positions and the process of indicating their willingness to serve.

3. Funds shall be monitored yearly for both performance and balance; however, fund changes typically are not made more than every other year unless otherwise indicated.
4. Fund changes within categories shall be made to comparable funds in the same category with better performance records (see Business Week and Morningstar for fund performance evaluation and categories).
5. Rebalancing shall occur if “drift” exceeds 5%.
6. Portfolio allocation shall be reviewed annually.

Fund criteria

1. To be included in the WSCA investment portfolio, a mutual fund shall perform as well or better than the category performance as measured by selected indexes. (See Business Week and Morningstar for fund performance evaluation including risk level.)
2. The risk level of each mutual fund shall be no higher than the average risk for the category of fund.
3. The portfolio shall contain funds with low correlations with each other, i.e., few shared stocks/bonds.
4. The investment portfolio of the Association shall not exceed the IRS limits for acceptable investment holdings of non-profit organizations.

MSA as proposed.

G. Interest Group procedures proposal (to be added to the Policies and Procedures Manual, Interest Groups Section)—Sandra Petronio, President (Approved by the Executive Council, March 1, 2002).

Bylaws

All interest groups shall develop bylaws consistent with the Association's Constitution and Bylaws. Suggested contents include the Interest Group's Purpose, Membership, Meetings, Officers/Elected, Committee Members, Elections, Committees, Paper/Panel Review Process, Parliamentary Authority, and Amendments. Other possible sections include Awards and Website/Internet.

If bylaws do not exist, they must be approved by the Interest Group membership at the annual meeting or through a mailed ballot. The Interest Group chair shall submit a copy of the bylaws to the Executive Director.

Minutes

Each Interest Group shall record minutes of its annual business meeting and submit a copy of the minutes to the Executive Director no later than one month after the meeting.

Officers Information

Within one month after the annual convention, each Interest Group shall submit an Interest Group Officers form to the Executive Director. This form shall include the names and contact information for the Interest Group Chair, Vice-Chair, Secretary, Website editor (if applicable), and website URL (if applicable).

Interest Group bylaws would be due to the Executive Director six months after next year's convention. As a template, Health Communication has theirs posted on their web page. It was suggested that all bylaws should be posted on the web.

MSA as proposed.

H. Interest Group Resolutions–None

I. Resolutions from the Floor–None

J. Resolutions of Appreciation

Be it resolved that WSCA expresses its heartfelt appreciation to the following people for their service:

- Dawn Braithwaite, Immediate Past President of WSCA
- Sandra Petronio, President of WSCA
- Kathy Adams, President Elect, and the Interest Group Chair for convention program planning
- All committee members who have served during the year
- David Henry, retiring editor of *Western Journal of Communication*
- Delia Storey, graphic designer, for new WSCA logo
- Mary McPherson, Chair of Local Host Committee, and to Sharon Downey and the colleagues, students and staff of California State University, Long Beach for convention arrangements
- Duane Fish, for coordinating the Western Forensics Association Tournament
- The staff and management of the Westin Long Beach for their 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.

MSA as presented.

VII. Elections

A. WSCA Nominating Committee - two members (to serve with Immediate Past President, Sandra Petronio, Committee Chair, and two members elected by the Executive Council for 2002)

1. Barbara Gayle
2. Bill Sharkey

B. At Large Representatives to the Executive Council - two members (to serve 2002-2004, starting with the meeting tomorrow morning, including an annual meeting at NCA the evening prior to the convention and an annual meeting at WSCA the day prior to the convention).

1. Leigh Ford
2. Melissa Beal

C. WSCA Representative to NCA Legislative Council - one member (representing Community Colleges to serve 2002-2005).

1. Tasha Van Horn

VIII. Meeting adjourned at 8:30 PM.

Respectfully submitted,

Cara Buckley-Ott, WSCA Administrative Assistant