

Western States Communication Association  
Legislative Assembly meeting  
Monday, February 16, 2004  
Albuquerque, NM

- I. Meeting called to order by Brenda Allen at 6:22 pm.
- II. Announcement of Recording Secretary\_ Allison Searle, and Parliamentarian\_ John Cagle.
- III. Review of Legislative Assembly procedures by Brenda Allen, Second Vice President.
- IV. Credentials Committee Chair Nikki Townsley reported that 56 delegates were present.
- V. 2003 Legislative Assembly minutes were approved as distributed.
- VI. Information items/Reports:
  - A. Association-wide election results were announced by Connie Bullis, President
    - 1<sup>st</sup> Vice President to plan the 2006 convention in Palm Springs--Leah Vande Berg,  
California State University, Sacramento
    - 2<sup>nd</sup> Vice President--Julie Yingling, Humboldt State University
  - Members-at-Large to Legislative Assembly 2004-2006:
    - Eric Aoki--Colorado State University
    - Geri Merrigan--San Francisco State University
    - Lisa Coutu--University of Washington
    - Sunwolf, Santa Clara University
    - Anneliese Harper, Scottsdale Community College.
  - B. Results of Association searches were reported by Connie Bullis, President.
    - WSCA *News* editor--Blaine Goss, New Mexico State University.
  - C. Executive Council actions were reported by Connie Bullis, President.
    1. The council is looking into a proposal for a Member Services Committee and will probably propose that next year.
  - D. 2007 convention hotel announced by Connie Bullis, President.  
BSeattle Renaissance Downtown, Seattle, Washington
  - E. 2008 convention site announced by Connie Bullis, President.
    - Will be decided at the Tuesday morning Executive Committee meeting. It likely will be in Denver with Colorado State University as Local Host
  - C. WSCA Convention registration announced by Sue Pendell, Executive Director.
    - Convention registration was 642 total.
    - 473 were pre-registered.

- D. WSCA membership report by Sue Pendell, Executive Director.
  - 654 membership renewals prior to convention
  - Membership is usually at about 1000 members total.
  
- E. WSCA Assets reported by Sue Pendell, Executive Director
  - WSCA currently has about \$231,000--significantly more than last year=s assets.
  - The association is in good financial shape at this point.
  
- F. NCA Legislative CouncilBLucy Keele (representing 4+ year institutions, 2001-2004), Tasha Van Horn (representing Community Colleges, 2002-2005), Robert Stockton (representing K-12, 2003-2006) were last year's representatives. They reported:
  1. The Legislative Council schedule of meetings at NCA hinders west coast participation (the first LC meeting on Wednesday before Thursday of NCA makes it so that west coast people didn=t get to attend unless they come in on Tuesday).
  2. Robert Stockton went to second session, where Taylor & Routledge were chosen to publish NCA=s journals. The LC reviewed the budget and found that NCA was on task.
  
- J. Legislative Assembly Steering CommitteeBOmar Swartz, Chair.
  - Announced that there will be an Interest Group resolution under letter G on the agenda.

## VII. Action Items

- A. 2004 revised & 2005 BudgetsBSue Pendell, Executive Director.
  1. Have two proposals that will change the look of the budget from last year's if adopted, but need to approve this version of the budget because we're not sure how these items will change next year=s budget.
  2. Came out well with assets in 2003, but the association is on a tight budget for 2004.
  3. Reviewed proposed budget for 2004 and 2005.

Motion to approve the 2004 revised & 2005 budgets as recommended by the Finance Committee and Executive Council was approved.

B. Proposed change to the WSCA Bylaws Article VI. Duties of Officers (additions underlined; deletions struck out) (Approved by the Executive Council, November 19, 2003) (Bylaw changes require a 2/3 vote of Legislative Assembly present and voting)BConnie Bullis, President.

### Article VI. Duties of Officers

Section 1. The President shall preside at all business meetings of the Executive Council, of the Legislative Assembly, and of the Association, receive annual reports of the officers and chairs of committees and interest groups, implement the work of the Association, promote public relations, and represent the Association to institutions and other organizations.

Section 2. The President-Elect shall prepare the program for the annual convention and shall assume the duties of the President in the latter's absence or at the latter's request.

Section 3. The First Vice-President shall assist the President-Elect in planning the annual convention.

Section 4. The Second Vice-President shall ~~be the speaker of the Legislative Assembly and~~ direct efforts at increasing membership.

Discussion centered on the current role of the Second VP and his/her role in the possible Member Services Committee. Connie Bullis explained that the new First VP is currently in charge of the Undergraduate Scholars Research Conference but that will change so the Second VP will be in charge. The Second VP also does the Graduate Programs Open House and Graduate Student Workshop.

Sue Pendell explained that the Executive Council sees the Graduate Student Workshop, etc. as membership functions because they encourage membership within our organization. She also explained that these duties are listed in the Policies and Procedures Manual rather than in the Bylaws, which lists general responsibilities.

Moved, seconded, and approved by the required 2/3 vote.

Proposed change to the WSCA Bylaws Article VIII. Standing Committees (additions underlined; ~~deletions struck out~~):

Article VIII. Standing Committees

Section 7. The Legislative Assembly shall have the following standing committees appointed by the President ~~Second Vice-President~~ as Speaker:

- a. the Steering Committee of five shall gather proposals and present them in the proper form and order to the Legislative Assembly.
- b. the Credentials Committee of three shall certify delegates to the Legislative Assembly.

Rationale: The Bylaws contain a contradiction in that they say that the President presides at all business meetings of the Association but the Second Vice-President is the speaker of the Legislative Assembly. However, since the Legislative Assembly is the principal policy-making body of the Association and approves the annual budget, its meeting is a business meeting.

In addition, the President has the experience of dealing with most of the agenda items at the Executive Council, which should facilitate their consideration by the Assembly.

Finally, according to Roberts= Rules, the presiding officer of an assembly ordinarily is the president.

NB: No other communication association we can find has the business meeting of the association chaired by someone other than the President.

Moved, seconded, and approved (MSA) as presented by the required 2/3 vote.

C. Publisher partnership  
Connie Bullis yielded the floor to Brian Ott, Chair, Publications Committee.

The Publications Committee and the Executive Council move that the Association partner with Taylor & Francis in the publication, both print and electronic, of our journals.

Brian Ott explained that it is important to have a publisher partnership to expand our journals= influence and provide long-term stability in marketing and service. He provided the following reasons for the Publications Committee & the Executive Council recommending Taylor & Francis:

1. Taylor & Francis offered WSCA the most lucrative proposal. This deal guarantees WSCA \$29,000/year for each of the next five years, which is the term of the contract.

2. NCA decided to partner with T&F over a year ago. By entering a partnership with T&F, the WSCA journals, *Communication Reports* and *Western Journal of Communication*, will be offered as part of the Communication and Mass Media Complete (CMMC) Index along with NCA=s journals. This will likely lead to greater library subscriptions and wider distribution of the intellectual ideas in our journals.
3. T&F was the only publisher proposal to assume the legal liability of our journals. Should there ever be a lawsuit concerning an article, T&F would handle the legal responsibilities.
4. T&F allows WSCA to continue the electronic distribution of our journals to libraries through other providers such as Gale Group, ProQuest, and EBSCO. They did not request exclusive control of our digital content. This, also, should lead to greater distribution of our intellectual property.
5. T&F had the clearest and most developed marketing plan for distributing our journals both nationally & internationally.

Krishna Kandath, University of New Mexico, inquired about past issues of journals being available for use and if the cost of journals to schools would be so high they wouldn't be able to afford them.

Brian Ott responded that all subscribers will have access to journals electronically. In addition, there will be no exclusive deal with EBSCO, which means libraries don=t need to go through them to get the journals. One of the reasons the Publications Committee recommends T & F is that we want our journals to be available as widely as possible, and they allowed us the best opportunity to do so. Also, we will negotiate digitization of all back issues of *Western Journal of Communication* and *Communication Research Reports*.

Lisa Coutu, University of Washington, brought up the issue of copyright concerns, to which Ott explained that T & F will take on responsibilities of legal issues while WSCA still owns the journals.

Bill Eadie, San Diego State University & Executives Club President, provided insight into legal experiences with journal publications and cited an example of libel that another journal had to face years ago. He explained that having T&F take liability for journals is a good thing but added that there is a small possibility they might not publish an article out of legal concern.

Sue Pendell explained that she talked to T&F about this, who said they would never simply not publish an article but would work with the authors to try to get the article published. She said that issue would be written into the contract, which will be under negotiation with T & F.

Moved, seconded and approved.

D. Member, convention registration, and web management softwareBConnie Bullis yielded floor to Brian Ott, Publications Committee Chair.

The Publications Committee, the Finance Committee, and the Executive Council move that the

Association purchase and implement integrated management software with the specific software selected by a committee consisting of Myron ARon@Lustig, incoming President; Mary Jane Collier, incoming President Elect/Program Planner; Brian Ott, incoming Publications Committee Chair; Sue Pendell, Executive Director; and the Executive Director-designate.

Brian Ott presented the justification and reported the estimated expenses for the management software:

1. Moves WSCA into the 21<sup>st</sup> century by improving the quality of services offered to members by allowing for a membership database that is fully integrated with the website. Members will be able to renew memberships online, register for the convention online, and update their membership information.
2. Eliminates the need for an Association appointed web editor. The Executive Director will now be able to directly update the website.
3. The software will significantly reduce the workload of the Executive Director, which will significantly aid the association in attracting qualified candidates to this position in the future.
4. Start-up cost will be \$35,000-\$40,000 for membership database software, web design and development, data conversion, customized database, and database training. Annual cost will be \$3,000-\$5,000 for web hosting, database hosting, software upgrades, and full tech support.

Walter Zakahi, New Mexico State University and *Communication Reports* editor, explained that the rough balance in yearly cost would be same as what we would save in terms of how we currently operate.

Discussion centered around the WSCA software having the ability to handle electronic submissions (as NCA has done) and whether or not every Interest Group could have a separate link on the site and access to their members= information. Brian Ott explained that the current software would not allow online submission but that we can add it later. Program planners for each IG could have access to their membership lists, get addresses, print off mailing labels, or use it as an email system to contact members. The IGs could also have business meetings, do postings, and have links from the homepage for whom to contact.

A concern for the management software was whether or not ORWAC, an affiliate of WSCA, could be included. Sue Pendell said it would be discussed, but affiliates are not a part of WSCA, and this would be WSCA=s software.

Financial questions arose to paying the costs. Sue Pendell said that:

- WSCA will get money each year from publisher partnerships: \$29,000/year for five years which helps.
- The Emergency Fund is there to help in case of emergencies and as a resource for special projects of the Association and has about \$40,000 right now.

Walter Zakahi pointed out that many people would argue that we=ve been abusing the Executive Director position and need to see this as an investment in the organization and those who are

willing to give their time. Although up front is expensive, we're in a position to spend that money now, and it will get more expensive every year we don't.

Moved, seconded, and approved.

#### E. Department membership fee increase

Connie Bullis

The Finance Committee and the Executive Council move that the Association increase the department membership fee to \$80.00 and in return provide a link to the department's web site on the Western web site, allow posting of position announcements on the web site, and provide a reduced rate for participation in the Graduate Programs Open House.

Rationale: Currently, department members of WSCA pay the same fee as regular members \$40.00/year. For this they receive the journals, newsletter, and convention mailing just as regular members do. Their names are listed in the journals, convention program, and on the web site as department members. They also are eligible to buy an announcement in the convention program and the journals.

The other regional associations and the National Communication Association have department memberships costing two to three times the regular membership fees which include variations of the above benefits.

Moved, seconded, and approved.

F. Proposed Changes to the WSCA By Laws Articles IV. Elections and VIII. Standing Committees. (additions underlined; ~~deletions struck out~~) (Approved by the Executive Council, February 13, 2004) (Bylaw changes require a 2/3 vote of Legislative Assembly present and voting; if approved, the change will be effective in 2005) Connie Bullis yielded the floor to Leigh Ford, Member-at-Large of the Executive Council

#### Article IV. Elections

Section 1. The Nominating Committee shall prepare annually, from the membership of the Association, a slate consisting of two or more nominees for First Vice-president, Second Vice-President, and five delegate at-large positions to the Legislative Assembly. ~~Any twenty members of the Association may make additional nominations by submitting the nominees to the Executive Director.~~ Elections shall be by mail ballot.

Section 2. The Legislative Assembly shall elect, at its annual meeting, two members of the Association's Nominating Committee, two members at large to the Executive Council, and representatives to the National Communication Association Legislative Council as specified by the Constitution of the National Communication Association.

Section 3. The Executive Council shall elect at its annual meeting two members of the Association's Nominating Committee and one member of the Time and Place Committee.

Section 4. The Executive Council shall select the Executive Director, the editors of *Western Journal of Communication*, *Communication Reports*, and WSCA News/web, and Coordinator of Speech Activities.

#### Article VIII. Standing Committees

Section 2. The Nominating Committee shall consist of ~~five members~~ the Immediate Past President as Chair, two members at-large elected by the Executive Council, two members at-large elected by the Legislative Assembly,

and representation from the Association=s Interest Groups. Members elected by the Executive Council shall serve two year, staggered terms. All other members of the Nominating Committee shall serve a term of one year, to begin in the year following election. Interest group representation to the Committee shall be based on a three year rotation. In the first year, one representative each shall be selected from the Interest groups listed in Article VIII, Section 2A. In year two, one representative each shall be selected from Interest Groups listed in Article VIII, Section 2B. In year three, one representative each shall be selected from Interest Groups listed in Article VIII, Section 2C.

Any twenty members of the Association may make additional nominations by submitting the nominees to the Executive Director. The Nominating Committee shall develop a slate of candidates for each elective office of the Association as specified in these Bylaws.

A. Communication Theory, Community College, Interpersonal Communication, Media Studies

B. Elementary & Public Schools, Intercultural Communication, Language & Social Interaction, Performance Studies, Rhetoric & Public Address

C. Communication & Instruction, Freedom of Expression, Health Communication, Organizational Communication, Western Forensics

Rationale: The revision to the existing Nominating Committee structure has three goals: 1) to diversify representation in the nomination process; 2) to increase democratization through more direct representation of the membership; and 3) to increase the involvement of a broader spectrum of the Association=s membership in the leadership of the Association.

Goal 1: to diversify the representation in the nomination process

The current committee consists of five members: two elected by the Executive Council; two elected by Legislative Assembly; and the Immediate Past President as Chair. The proposed revision offers a committee composed of representatives from the Association=s Interest Groups, two members elected by the Executive Council, and two members elected by the Legislative Assembly. Interest Group representation would be structured on a rotating basis, such that representation from a particular Interest Group would occur every third year. The Committee would continue to be chaired by the Immediate Past President. This revised committee structure should result in diverse perspectives and increased representativeness of the membership in the nominating process.

To clarify our goals, we are defining diversity broadly. We want to encourage nominees from all Interest Groups, small to large, from all areas of the discipline, and we want candidates who include not only long-time, active WSCA members but also those who are newer and actively committed to the Association as well as nominees who identify with diverse cultural groups, types of institutions, and so on.

Goal 2: to increase democratization through more direct participation of Interest Groups

The current Nominating Committee is a result of a democratic process though nomination and election of members by the Legislative Assembly and by the Executive Council. The proposed changes would increase the level of direct democratic representation through Interest Group participation in the selection of a representative to the committee.

Goal 3: to increase the involvement of a broader spectrum of the Association=s membership in the leadership of the Association

Presumably the increased representativeness of the membership of the Nominating Committee should result in nominations from a broader spectrum of the Association=s membership. This committee

structure should widen the pool of potential nominees as a result of participation of more members in total and of members who have networked within their respective Interest groups specifically.

Discussion ensued about representation from ORWAC, and when Sue Pendell explained that ORWAC is not included because it is an affiliate organization, Cindy Griffin, ORWAC, asked the Legislative Assembly to re-think this position.

Other members (Anneliese Harper [Scottsdale Community College], Cailin Kulp [University of Hawaii], Scott Moore [CSU-Fresno]) voiced their support of the proposed change because it would create more diversity in the Nominating Committee.

Moved, seconded, and approved by the required 2/3 vote.

## G. Resolutions from Interest Groups

### 1. Organizational Communication Interest Group Shiv Ganesh, Univ. of Montana

Be it resolved that the members of the Association be encouraged to stay at the convention hotel for the benefit of the organization.

Moved, seconded, and approved.

## H. Resolutions from the Floor

Matt Barton, Southern Utah University, inquired what (if anything) could be done about hotel price for San Francisco.

Sue Pendell explained that she will re-negotiate with the hotel after this convention based on numbers in registration, food and beverage, etc., and that the price is not a final number but negotiable. Sue promised to do the best she can regarding room rates but pointed out that it's in downtown San Francisco, and all hotels there are expensive.

## I. Resolutions of Appreciation Omar Swartz, Chair, Legislative Assembly Steering Committee

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

Kathy Adams, Immediate Past President of WSCA,

Connie Bullis, President of WSCA,

Ron Lustig, President-Elect, for convention program planning,

Brenda Allen, Second Vice President,

all committee members who have served during the year,

Stephanie Coopman, retiring editor of WSCA News and web site,

Ken Frandsen, Chair of the Local Host Committee, Christina Sanchez, and the faculty, students, and staff of the University of New Mexico for convention arrangements,

Robert Trapp for coordinating the Western Forensics Association tournament,

the staff and management of the Albuquerque Hyatt Regency 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 to add Mary Jane Collier (University of Denver) for the Undergraduate Scholars Research

Conference.

MSA to add Rona Halualani (San Jose State University) & Deanna Fassett (San Jose State University) for the Basic Course Pre-Conference.

Moved, seconded, and approved.

#### VIII. Elections

A. At-Large Representatives to Executive Council--two members (to serve 2004-2006 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).

-Diane Martin, University of Portland

-Brenda J. Allen, University of Denver

A. WSCA Nominating Committee--two members (to serve with Immediate Past President Connie Bullis, Committee Chair, and two members elected by the Executive Council for 2004).

-Shiv Ganesh, University of Montana

-Krishna Kandath, University of New Mexico

B. WSCA Representative to NCA Legislative Assembly--one member representing 4+ year institutions to serve 2004-2007 starting with NCA in Chicago, including Wednesday afternoon, Saturday and Sunday morning meetings).

-Deanna Fassett, San Jose State University

IX. Meeting adjourned at 7:42 pm.