

Minutes
Association for Communication Administration
Business Meeting
November 17, 2012
National Communication Association Conference, Orlando, Florida

Outgoing ACA president, Christopher Lynch, led the meeting on behalf of Tom Endres, ACA president, who was unable to attend. Tom sent his greetings to the group.

The first issue of the recently revived *ACA Journal* was out and Christopher thanked Don Stacks for his work as editor.

It was announced that the ACA's non-profit status was restored and the bylaws renewed. Christopher will serve as interim ACA treasurer. He will establish a bank account for the organization with \$20,000 in the account. Two people will be given the power to sign for the bank account. The ACA has had few expenses over the past year, outside of the legal fees associated with reviving the organization's nonprofit status.

Jeanne Persuit, ACA board member and membership director, gave her report. ACA has approximately 100 members and has held meetings at NCA, SSCA, and ECA. Plans are to recruit new members at upcoming SSCA and ECA conferences.

Jeanne purged old ACA member emails and has an up-to-date list. If members know of others who may want to join, they can email those recommendations to her.

Tom Endres and his NCA 2012 planning committee were thanked for their work on this year's NCA program.

Al Mueller, incoming ACA president, reported that there will be two panel sessions and one business meeting available for NCA 2013. Don and Pam Hayward, ACA board member, agreed to serve as readers. Al will solicit additional readers.

Bill Harpine was complimented for doing a great job with the ACA website. More will need to be done with the page, however, to make it more dynamic. Tom's wife is a professional web designer and has offered to work with Bill to move the site to UNC.

In terms of the ACA election cycle, it was announced that all slots are currently filled.

Don reported on the *ACA Journal*. He is preparing the second issue and would like to go with two issues per year. He would like to have three reviewers for each submission. He is getting unsolicited manuscripts and will start a book review section soon. Don would like an editor-in-training so that person will be ready to take over the helm when Don steps down as editor.

Ideas for the journal were discussed: adding a section on the ACA website where people can dialogue about articles in the journal, linking the journal to other associations, and soliciting Gary Kreps to put his recent speech he gave at the NCA chairs breakfast into article form for publication.

Those present then moved into a discussion about how to move forward as an association. It was suggested to institute a small membership fee (\$25) but it was decided more time was needed to build the organization. The group plans to revisit the idea in a year.

It would be a good idea to list members on the website to promote the organization and so people can check to see who has already joined.

Helen Stark, ACA board member, attended the NCA legislative assembly on behalf of ACA and sent back a report. She said members should be aware that the legislative assembly was proposing changes to streamline the organization to a governing board and a smaller group of members. There have been objections that these changes would eliminate diversity.

Questions about what should be on the ACA website cropped up. Suggestions were:

- Past journals
- Link to NCA Chairs Corner (and have NCA link to ACA)
- Upcoming conference information and calls for papers
- ACA's mission statement
- Discussion forum
- Bibliography of key articles and books
- An update of the old handbook/guidelines
- Information on upcoming workshops

It was recommended a panel could be proposed for NCA 2013 that reviewed seminal articles related to administration/leadership.

The journal was discussed again and it was recommended that speeches, like Lawrence Fry's New Jersey Communication Association speech, be converted to article form and published in the journal.

Members present talked about where the association could go from here. Ideas were to: co-sponsor the NCA chairs breakfast, host an NCA pre-conference, and teach an NCA short course on administrative skills. ACA would want to be sensitive to the NCA Chairs Council goals.

Al asked if the ACA is seen as superfluous if NCA has its own agenda for administrators. He recommended the ACA develop a memorandum of understanding with NCA leadership to see what the ACA role is as it would be nice to be recognized as an administrative organization.

Carl Cates noted that the ACA needs a more complimentary relationship with NCA. For example, the NCA chairs advisory group is looking into hosting a short course for department chairs.

Someone noted that ACA covers the full range of administrative, leadership, and directorial roles and not just issues related to department chairs.

Don said that AEJMC used to have a mentorship system for administrators and it could be interesting for ACA to think about mentoring and providing a travel budget for mentors.

John Hess recommended that a representative of ACA have a conversation with Trevor Parry-Giles of NCA.

Tim Motet wondered if the chairs council should be an offshoot of NCA. Carl explained that the ACA is an independent association.

Don reiterated that ACA should encompass the needs of all levels of administration as a new set of skills is required at each level of administration.

Al noted there is no workshop for people moving from chair to dean. Cates said one of the national fine arts associations offers such a workshop. Tim said he has attended that workshop. Jose said such training is available in Europe. Roger Smither also shared possible goals of a workshop focusing on institutional service needs.

Christopher summarized the short course discussion and it was agreed that a short course would be proposed called "So You Want to be a Dean?" A focus of the workshop would be fundraising and it could be jointly sponsored with the NCA chairs council. Jose said he would talk to other organizations to find out what they are offering in terms of administrative training.

Jeanne agreed to head up a committee to develop a short course proposal for NCA 2013 focused on leadership/administrative training.

Tim said we also need time in the calendar for open discussion so people can have a chance to talk with others in similar roles.

Respectfully submitted,
Pam Hayward
ACA Board Member