

First Vice President Report August 2024

Since June, my work has focused primarily on the NCA 2024 convention preparations and enhancements including facilitating and preparing for more Virtual Learning Opportunities (VLOs) related to the convention theme, “Communication for Greater Regard.” Along with EC meetings, Officer Meetings, serving on the Leadership Development Committee, and weekly convention meetings, I have interacted with convention planners, members, and submitters on behalf of NCA.

Many thanks to LaShawn Duckett for her extraordinary efforts in facilitating our convention planning. LaShawn is a phenomenal and fierce contributor and collaborator who listens, follows through, and does so with grace and professionalism—supporting the vision and enhancing it to fruition.

A brief summary of some of the noteworthy activities, enhancements, and accomplishments related to the convention are below.

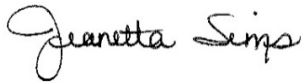
- More than 80+ additional slot request decisions were made using the new streamlined process in the new convention platform.
- Monthly VLOs continued. Our Early Career Scholars Consortium VLO is scheduled for August 30th, and our next VLO Masterclass on AI is scheduled for September 27th in collaboration with the Teaching and Learning Council. VLO scheduling for October is underway. The VLO Consortium is designed for graduate students and for scholars in the beginning stages of their careers and is open to scholars in all stages for insights. Registration and attendance at VLOs continue to increase with varying levels of conversion from registration to attendance (VLO1-61%, VLO2-55%, VLO3-51%). Among those in attendance who completed the event survey, VLO ratings were satisfied or very satisfied with all VLOs at high levels (VLO1-100%, VLO2-91%, VLO3-100%); the highest VLO Net Promoter Score is 75. VLOs continue to be well attended and demonstrate high perceived value as a convention enhancement; we are exploring what access to VLO recordings will look like for a limited time from early November to the end of the year.
- Enhancements have been made to the convention website with a restructured convention home page and VLOs integrated and included on the site; notifications have been sent and convention programming is now available.
- Convention registration is open and the opportunity to sponsor a meal voucher for a student volunteer is embedded in the registration process as a pilot project. Thus far, more than \$300 of sponsorships have been received to address food insecurity for students.
- 1st VP spotlight panels are finalized and will focus on Communication for Greater Regard in four pivotal areas of Loss, Leadership, Legacy, and Leverage; all panelists and each champion facilitator are preparing for their respective sessions.
- Dr. Carolyn Calloway-Thomas, a professor, past president of the World Communication Association, Kovener Fellow, and recipient of the 2023 Top 25 Outstanding Women

Listeners in the World, is the scholar who will deliver the 2024 Carroll C. Arnold Distinguished Lecture; she has selected the title, “Beyond Us Versus Them: Communication, Community, and Empathy as Imperatives for the Betterment of Human Society.”

- One area of targeted improvement as an enhancement to next year’s convention is in reviewer professionalism and in reviewer content evaluation (e.g., a focus on evaluating the content of the submission rather than researcher personal characteristics; a focus on self-generated evaluation rather than AI-generated review, etc.)

Additional enhancements to this year’s convention are underway and will be provided in future reports. Thank you for the opportunity to serve.

Respectfully submitted,

A handwritten signature in black ink that reads "Jeanetta Sims". The signature is written in a cursive, flowing style.

Jeanetta D. Sims, Ph.D., APR
NCA First Vice President