

FINANCIAL STATEMENTS

December 31, 2023 and 2022

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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors National Communication Association Washington, DC

Opinion

We have audited the financial statements of National Communication Association, which comprise the statements of financial position as of December 31, 2023 and 2022, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of National Communication Association as of December 31, 2023 and 2022, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of National Communication Association and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about National Communication Association's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to
 fraud or error, and design and perform audit procedures responsive to those risks. Such procedures
 include examining, on a test basis, evidence regarding the amounts and disclosures in the financial
 statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures
 that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the
 effectiveness of National Communication Association's internal control. Accordingly, no such
 opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about National Communication Association's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Wegner CPAs, LLP Alexandria, Virginia

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STATEMENTS OF FINANCIAL POSITION December 31, 2023 and 2022

		2023		2022
ASSETS	•	044.405	•	700.400
Cash Accounts receivable	\$	211,435	\$	769,199
Prepaid expenses		72,652 80,017		117,620 97,271
Investments		7,389,923		7,207,858
Property and equipment, net		1,207,680		1,187,592
Total assets	\$	8,961,707	\$	9,379,540
LIABILITIES				
Accounts payable	\$	260,000	\$	264,934
Accrued expenses		69,583		5,223
Accrued payroll and related liabilities		23,936		2,750
Deferred revenue		240,882		272,271
Total liabilities		594,401		545,178
NET ASSETS				
Without donor restrictions		7,418,522		7,955,541
With donor restrictions		948,784		878,821
Total net assets		8,367,306		8,834,362
Total liabilities and net assets	\$	8,961,707	\$	9,379,540

STATEMENT OF ACTIVITIES Year Ended December 31, 2023

REVENUES	Without Donor Restrictions	With Donor Restrictions	Total
Program service revenue			
Convention revenue	\$ 877,656	\$ -	\$ 877,656
Royalties	857,912	-	857,912
Membership dues	699,932	-	699,932
Student organization	189,748	_	189,748
Editor stipends	158,397	_	158,397
Job placement and ad revenue	135,082		135,082
		-	
Subscription & publication sales	7,200		7,200
Total program service revenue	2,925,927	-	2,925,927
Other revenue			
Contributions	3,000	25,000	28,000
Net investment return	748,076	58,989	807,065
Miscellaneous income	10,475	00,000	10,475
Miscellarieous iricome	10,475		10,475
Total other revenue	761,551	83,989	845,540
Net assets released from restrictions			
Satisfaction of purpose restrictions	14,026	(14,026)	
Total revenues	3,701,504	69,963	3,771,467
EXPENSES			
Program services			
	744 500		744 500
External Affairs and Publications	741,592	-	741,592
Academic and Professional Resources	1,062,585	-	1,062,585
Convention	1,230,830		1,230,830
Total program services	3,035,007	-	3,035,007
Supporting activities			
Management and General	655,313		655,313
Executive Office		_	548,203
Executive Office	548,203		546,203
Total supporting activities	1,203,516		1,203,516
Total expenses	4,238,523		4,238,523
Change in net assets	(537,019)	69,963	(467,056)
Net assets at beginning of year	7,955,541	878,821	8,834,362
Net assets at end of year	\$ 7,418,522	\$ 948,784	\$ 8,367,306

STATEMENT OF ACTIVITIES Year Ended December 31, 2022

DEVENUES	Without Donor Restrictions	With Donor Restrictions	Total
Program service revenue Convention revenue	\$ 872,038	\$ -	\$ 872,038
Royalties Membership dues Student organization	914,451 735,320 195,092	- - -	914,451 735,320 195,092
Editor stipends Job placement and ad revenue Subscription & publication sales Public engagement	154,534 174,370 9,499 801	- - - -	154,534 174,370 9,499 801
Total program service revenue	3,056,105	-	3,056,105
Other revenue Contributions Net investment return Miscellaneous income	3,800 (1,135,759) 429,136	50,534 	3,800 (1,085,225) 429,136
Total other revenue	(702,823)	50,534	(652,289)
Net assets released from restrictions Satisfaction of purpose restrictions	19,145	(19,145)	
Total revenues	2,372,427	31,389	2,403,816
EXPENSES Program services			
External Affairs and Publications Academic and Professional Resources Convention	809,017 940,646 1,067,903	- - -	809,017 940,646 1,067,903
Total program services	2,817,566	-	2,817,566
Supporting activities Management and General Executive Office	535,925 305,744	<u>-</u>	535,925 305,744
Total supporting activities	841,669		841,669
Total expenses	3,659,235		3,659,235
Change in net assets	(1,286,808)	31,389	(1,255,419)
Net assets at beginning of year	9,242,349	847,432	10,089,781
Net assets at end of year	\$ 7,955,541	\$ 878,821	\$ 8,834,362

NATIONAL COMMUNICATION ASSOCIATION STATEMENT OF FUNCTIONAL EXPENSES Year Ended December 31, 2023

_		Program Services			Supporting Activities			
	External Affairs and Publications	Academic and Professional Resources	Convention	Total Program Services	Management and General	Executive Office	Total Supporting Activities	Total Expenses
Salaries and wages Employee benefits Payroll taxes	\$ 227,563 67,214 18,620	\$ 387,743 86,373 29,947	\$ 229,239 51,065 17,705	\$ 844,545 204,652 66,272	\$ 151,609 30,762 10,666	\$ 140,367 31,268 10,841	\$ 291,976 62,030 21,507	\$ 1,136,521 266,682 87,779
Total personnel	313,397	504,063	298,009	1,115,469	193,037	182,476	375,513	1,490,982
Professional services Travel and meetings Grants and sponsorships Audio and visual Information technology Editor stipends Dues and subscriptions Depreciation Office expenses Real estate taxes	61,092 - - 39,625 184,000 73,978 18,536 5,211 12,922	51,916 26,230 140,400 - 63,815 - 20,382 29,813 8,380 20,786	335,559 43,739 - 221,692 101,102 - 10,974 17,626 53,015 12,289	448,567 69,969 140,400 221,692 204,542 184,000 105,334 65,975 66,606 45,997	388,461 1,367 - 22,698 - 6,611 10,618 2,985 7,403	77,102 163,651 1,500 - 23,281 - 37,645 10,793 3,230 7,525	465,563 165,018 1,500 - 45,979 - 44,256 21,411 6,215 14,928	914,130 234,987 141,900 221,692 250,521 184,000 149,590 87,386 72,821 60,925
Food and beverage Building maintenance and utilities Bank and credit card fees Interest groups Advertising Insurance	16,368 9,001 - - 7,244	52 26,323 14,480 51,381 25,899 11,654	85,979 15,561 8,560 - - 12,524	86,031 58,252 32,041 51,381 25,899 31,422	2,063 9,375 5,157 - - 4,151	5,318 5,318 9,529 5,241 - - - 4,219	7,381 18,904 10,398 - - 8,370	93,412 77,156 42,439 51,381 25,899 39,792
Awards Student organization merchandise Other Communication and outreach CIDD expenses	218	41,886 8,901 - 578 15,646	14,201 - - -	41,886 8,901 14,201 796 15,646	1,387 - -	16,693 - - -	18,080 - - -	41,886 8,901 32,281 796 15,646
Total expenses	\$ 741,592	\$ 1,062,585	\$ 1,230,830	\$ 3,035,007	\$ 655,313	\$ 548,203	\$ 1,203,516	\$ 4,238,523

STATEMENT OF FUNCTIONAL EXPENSES Year Ended December 31, 2022

_	Program Services					Supporting Activities		
	External Affairs and Publications	Academic and Professional Resources	Convention	Total Program Services	Management and General	Executive Office	Total Supporting Activities	Total Expenses
Salaries and wages Employee benefits Payroll taxes	\$ 259,093 62,577 20,650	\$ 281,907 68,087 22,468	\$ 204,139 49,305 16,270	\$ 745,139 179,969 59,388	\$ 83,290 20,117 6,638	\$ 94,682 22,868 7,546	\$ 177,972 42,985 14,184	\$ 923,111 222,954 73,572
Total personnel	342,320	372,462	269,714	984,496	110,045	125,096	235,141	1,219,637
Professional services Travel and meetings Grants and sponsorships Audio and visual Information technology Editor stipends Dues and subscriptions	74,923 68 - - 47,289 172,000 76,193 24,555	86,112 7,384 204,945 - 31,221 - 16,339 26,717	207,785 41,748 - 241,679 53,651 - 13,120 19,347	368,820 49,200 204,945 241,679 132,161 172,000 105,652 70,619	382,357 325 - - 9,151 - 4,777 7,894	35,839 82,380 - - 10,402 - 16,019 8,973	418,196 82,705 - - 19,553 - 20,796 16,867	787,016 131,905 204,945 241,679 151,714 172,000 126,448 87,486
Depreciation Office expenses Real estate taxes	4,365 4,365 14,583	5,068 15,866	54,755 11,489	64,188 41,938	7,894 1,403 4,688	3,832 5,329	5,235 10,017	69,423 51,955
Food and beverage Building maintenance and utilities Bank and credit card fees Interest groups	24,985 11,408	226 27,185 12,409 46,756	87,160 19,685 8,985	87,386 71,855 32,802 46,756	671 8,032 3,665	655 9,130 4,168	1,326 17,162 7,833	88,712 89,017 40,635 46,756
Advertising Insurance Awards	- 8,588 -	28,700 9,345 37,310	- 11,285 -	28,700 29,218 37,310	2,761 -	3,139 -	5,900 -	28,700 35,118 37,310
Student organization merchandise Other Communication and outreach	7,740	11,101 1,500 	27,500	11,101 29,000 7,740	156 	782 	938	11,101 29,938 7,740
Total expenses	\$ 809,017	\$ 940,646	\$ 1,067,903	\$ 2,817,566	\$ 535,925	\$ 305,744	\$ 841,669	\$ 3,659,235

STATEMENTS OF CASH FLOWS Years Ended December 31, 2023 and 2022

CASH FLOWS FROM OPERATING ACTIVITIES	
Change in net assets \$ (467,056) \$	(1,255,419)
Adjustments to reconcile change in net assets	(1,200,110)
to net cash flows from operating activities	
Contributions and investment income	
restricted for endowments (25,000)	_
Net realized and unrealized (gains) losses on investments (617,224)	1,288,651
Depreciation 87,386	87,486
Decrease in assets	07,400
Accounts receivable 44,968	60,908
Prepaid expenses 17,254	70,393
Increase (decrease) in liabilities	70,555
Accounts payable (4,934)	149,485
Accrued expenses 64,360	(2,854)
Accrued payroll and related liabilities 21,186	2,750
Deferred revenue (31,389)	(33,262)
(01,000)	(33,202)
Net cash flows from operating activities (910,449)	368,138
CASH FLOWS FROM INVESTING ACTIVITIES	
Proceeds from sales of investments 625,000	350,000
Interest and dividends retained in investments (189,841)	(203,426)
Purchases of property and equipment (107,474)	(20,500)
Turbitables of property and equipment	(20,000)
Net cash flows from investing activities 327,685	126,074
CASH FLOWS FROM FINANCING ACTIVITIES	
Contributions and investment income	
restricted for endowments 25,000	_
20,000	
Net change in cash (557,764)	494,212
Cash at beginning of year 769,199	274,987
709,139	217,501
Cash at end of year \$ 211,435 \$	769,199

NOTES TO FINANCIAL STATEMENTS December 31, 2023 and 2022

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of Activities

National Communication Association (NCA) was founded in 1914 and is headquartered in Washington, DC. NCA has thousands of members from every state and all around the globe. NCA serves the scholars, teachers, and practitioners who are its members by enabling and supporting their professional interests in research and teaching. Dedicated to fostering and promoting free and ethical communication, NCA promotes the widespread appreciation of the importance of communication in public and private life, the application of competent communication to improve the quality of human life and relationships, and the use of knowledge about communication to solve human problems. NCA is supported primarily by royalties, membership dues, and convention revenue.

Accounts Receivable

Accounts receivable primarily represent amounts due from royalties, convention rebates and membership dues owed to NCA. NCA uses historical loss information based on aging of accounts receivable as the basis to determine expected credit losses. Management believes composition of accounts receivable is consistent with historical conditions and accounts receivable are expected to be settled within a relatively short time frame based on current conditions. As such, credit losses are expected to be insignificant.

Investments

NCA reports investments in equity securities with readily determinable fair values and all investments in debt securities at their fair values in the statements of financial position. Unrealized gains and losses are included in the change in net assets in the accompanying statements of activities. Investment securities, in general, are exposed to various risks, such as interest rates, credit, and overall market volatility. Due to the level of risk associated with certain investment securities, it is reasonably possible that changes in values of investment securities will occur in the near term and that such change could materially affect the amounts reported in the statements of financial position.

Revenue Recognition

NCA's revenue consists of convention revenue, royalties, membership dues, student organization dues, editor stipends, job placement and ad revenue, subscription & publication sales, academic/professional revenue, and public engagement revenue.

NCA recognizes revenue from membership dues ratably over the applicable membership period, which is one year beginning on the individual member's join-date anniversary. Membership dues received in advance of the applicable membership period are deferred and recognized as revenue in that future period. Membership dues are nonrefundable.

Revenues from events (for example, convention revenue), royalties, editor stipends, job placement and ad revenue, subscription & publication sales, academic/professional revenue, public engagement revenue, and similar services are recognized at a point in time or over the period of the event. Sales and other taxes NCA collects concurrent with revenue-producing activities are excluded from revenues.

NOTES TO FINANCIAL STATEMENTS December 31, 2023 and 2022

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Property and Equipment

Purchases of property and equipment are carried at cost. Depreciation is computed using the straight-line method.

Contributions

Contributions received are recorded as increases in net assets without donor restrictions or net assets with donor restrictions, depending on the existence of any donor restrictions. When a restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

Expense Allocation

The financial statements report certain categories of expenses that are attributable to more than one program service or supporting activity. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. The expenses that are allocated include personnel, depreciation, insurance, real estate taxes, and building maintenance and utilities, which are allocated on the basis of estimates of time and effort.

Estimates

Management uses estimates and assumptions in preparing financial statements. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported revenue and expenses. Actual results could differ from those estimates.

Income Tax Status

NCA is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code.

Date of Management's Review

Management has evaluated subsequent events through May 1, 2024, the date the financial statements were available to be issued.

NOTE 2 – CONCENTRATIONS OF CREDIT RISK

NCA maintains its cash balances at one financial institution located in Washington, DC. The balances are insured by the Federal Deposit Insurance Corporation up to \$250,000. At December 31, 2023, NCA's cash balances were fully insured. At December 31, 2022, NCA's uninsured cash balances totaled \$526,965.

NOTES TO FINANCIAL STATEMENTS December 31, 2023 and 2022

NOTE 3 - INVESTMENTS

Investments consist of the following:

	2023			2022
Money market fund Bonds Mutual funds	\$	53,900 22,005 7,314,018	\$	12,479 20,286 7,175,093
Investments	\$	7,389,923	\$	7,207,858

Fair values for mutual funds are valued at unadjusted quoted prices reported on the active markets on which the individual securities are traded, which are Level 1 fair value measurements. Bonds are valued using a market approach that uses as inputs observed interest rates and yield curves, prices in active markets for similar assets, and prices for identical assets in inactive markets that have been adjusted by observable indexes, which are Level 2 fair value measurements.

NOTE 4 - PROPERTY AND EQUIPMENT

Property and equipment consist of the following:

	2023	2022
Land Buildings and improvements Furniture and fixtures Office equipment Computers and software	\$ 235,107 2,144,629 178,005 23,276 326,078	\$ 235,107 2,060,927 178,005 23,276 302,306
Property and equipment Less accumulated depreciation	2,907,095 1,699,415	2,799,621 1,612,029
Property and equipment, net	\$ 1,207,680	\$ 1,187,592

NOTE 5 - ENDOWMENT

NCA's endowment consists of donor-restricted endowment funds established for a variety of purposes. As required by generally accepted accounting principles, net assets associated with endowment funds are classified and reported based on the existence or absence of donor-imposed restrictions. NCA has interpreted the District of Columbia Uniform Prudent Management of Institutional Funds Act (UPMIFA) as requiring the preservation of the fair value of the original gift as of the date of the donor-restricted contribution to the endowment fund, unless a donor stipulates the contrary. As a result of this interpretation, when reviewing its donor-restricted endowment funds, NCA considers a fund to be underwater if the fair value of the fund is less than the sum of (a) the original value of initial and subsequent gift amounts donated to the fund and (b) any accumulations to the fund that are required to be maintained in perpetuity in accordance with the direction of the applicable donor gift instrument. NCA has interpreted UPMIFA to permit spending from underwater funds in accordance with the prudent measures required under the law.

NOTES TO FINANCIAL STATEMENTS
December 31, 2023 and 2022

NOTE 5 - ENDOWMENT (continued)

Additionally, in accordance with UPMIFA, NCA considers the following factors in making a determination to appropriate or accumulate donor-restricted endowment funds: (1) the duration and preservation of the fund, (2) the purposes of NCA and the donor-restricted endowment fund, (3) general economic conditions, (4) the possible effect of inflation and deflation, (5) the expected total return from income and the appreciation of investments, (6) other resources of NCA, and (7) the investment policies of NCA.

Investment Return Objectives, Risk Parameters and Strategies. NCA has adopted investment and spending policies, approved by the Executive Committee, for endowment assets. Those policies attempt to provide a predictable stream of funding to programs supported by its endowment funds while also maintaining the purchasing power of those endowment assets over the long-term. Accordingly, the investment process seeks to achieve an after-cost total real rate of return, including investment income as well as capital appreciation, which exceeds the annual distribution with acceptable levels of risk. Investment risk is measured in terms of the total endowment fund; investment assets and allocation between asset classes and strategies are managed to prevent exposing the fund to unacceptable levels of risk.

Spending Policy. NCA has a policy of appropriating for distribution each year up to 2.55% return of its endowment fund's fair value from the preceding calendar year in which the distribution is planned. In establishing this policy, NCA considered the long-term expected return on its endowment. NCA has a policy that permits spending from underwater endowment funds depending on the degree to which the fund is underwater, unless otherwise precluded by donor intent or relevant laws and regulations.

Changes in endowment net assets for the years ended December 31 were as follows:

	 2023	2022		
Endowment net assets, beginning of year	\$ 878,821	\$ 847,432		
Contributions Net investment return Amounts appropriated for expenditure	 25,000 58,989 (14,026)	50,534 (19,145)		
Endowment net assets, end of year	\$ 948,784	\$ 878,821		

NOTE 6 - NET ASSETS WITH DONOR RESTRICTIONS

Net assets with donor restrictions are subject to the endowment spending policy and are restricted for NCA awards and scholarships.

NOTE 7 - RETIREMENT PLAN

NCA sponsors a defined contribution plan with TIAA covering all full-time staff members. NCA contributes to the plan each year equal to 100% of the amount deferred by the employee up to a maximum of 7% of employee's base compensation. NCA's contributions to the plan for the years ended December 31, 2023 and 2022 totaled \$62,318 and \$62,119, respectively.

NOTES TO FINANCIAL STATEMENTS December 31, 2023 and 2022

NOTE 8 - COMMITMENTS

NCA has entered into agreements with several hotels for preferred room rates for future conventions to take place on dates through November 2029. In the event of cancellation, the maximum liquidating damages NCA would incur totals approximately \$2,750,000.

NOTE 9 - LIQUIDITY AND AVAILABILITY

The following reflects NCA's financial assets as of December 31, 2023 and 2022, reduced by amounts not available for general use within one year because of donor-imposed restrictions.

	2023	2022
Cash Accounts receivable Investments	\$ 211,435 72,652 7,389,923	\$ 769,199 117,620 7,207,858
Financial assets at year-end	7,674,010	8,094,677
Less amounts not available for general expenditures within one year due to donor-imposed restrictions: Restricted by donor with purpose restrictions	(948,784)	(878,821)
Financial assets available to meet cash needs for general expenditures within one year	\$ 6,725,226	\$ 7,215,856

As part of NCA's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations come due. NCA invests cash in excess of daily requirements in short-term investments and money market funds.

NOTE 10 - INSURANCE PROCEEDS

Due to the Covid-19 pandemic, NCA experienced a reduction in attendance at its 2020 annual conference. Due to the resulting reduction in income, NCA filed an insurance claim during the year ended December 31, 2022 and received a refund of \$414,871 due to the lost revenue.