National Association for the Practice of Anthropology 2011 Annual Report

Submitted by:  
James (Tim) M Wallace (tmwallace@mindspring.com)

I. Section Officers

Position: President  
Name: James M Tim Wallace  
Email: tmwallace@mindspring.com

Position: President-Elect  
Name: Lenora Bohren  
Email: bohren@cahs.colostate.edu

Position: Past President  
Name: Mary Odell Butler  
Email: maryobutler@verizon.net

Position: Treasurer  
Name: John Massad  
Email: jpnmassad@gmail.com

Position: Secretary  
Name: Lisa Henry  
Email: lisa.henry@unt.edu

Position: Member-at-large  
Name: Pam Puntenny  
Email: pjpunt@umich.edu

Position: Member-at-large  
Name: Satish Kedia  
Email: skkedia@memphis.edu

Position: Member-at-large  
Name: Susan Andreatta  
Email: s_andrea@uncg.edu

Position: Student Representative  
Name: Melissa Stevens  
Email: melissa.stevens7@gmail.com

II. Status, Activities and Accomplishments this year

1) Provide the most recent membership numbers and list any factors you think may be increasing or decreasing your Section membership:
Number of Members: 487

Factors affecting Membership:

In 2010, the NAPA OT Field School required students to join NAPA prior to attending. This generated about 25 members, but in 2011 they had about half as many students. In spite of an intensive campaign to reach out to practitioners, especially students, including a well-advertised networking event at the 2010 and 2011 AAA meetings, a membership directory, a Facebook page and other attempts, membership has fallen. Perhaps there will be an increase after the final figures of December 2011 are available. We feel there is no specific reason for a loss of members. But we have found that some members are not renewing in spite of intensive recruitment efforts. For example, my membership Chair reports frequent comments like this one:

"AAA has totally turned me off to the organization, and I've never been able to understand what benefit I would get from the incredibly high cost of membership in first AAA and then NAPA on top. I'm very interested in promoting applied practices within anthropology as a whole (especially the educational part of the discipline, to facilitate anthro majors future employment opportunities), but to date, I haven't seen any indication that AAA gets what it means to be a practicing anthropologist."

Our challenge is to create something that gets people going, and it looks like we have some things to overcome. We realize that one thing we have to do is to change the attitudes of AAA members about applied and practicing anthropologists. We do feel that the AAA leadership is quite supportive of NAPA and practicing and applied anthropologists, but that this fact has not been effectively received by rank and file AAA members, most of whom are not applied or practicing. We have to work together to figure out how to manage this change in attitude.

2) * Provide the most recent financial balances for Section budgets (and publication sponsored budgets, if applicable). Also list any factors you think are affecting your Section's finances:

Financial Balance: 123,858.00

Publications: (if applicable)

Publications: $1,184

- Our membership decreased this year, to some extent as a result of a decline in the number of students who sign up for the NAPA Occupational Therapy Field School. There was a big increase in students last year, and as we predicted it is not a stable source of members.
- The loss of about 40-50 members is a significant drop in revenue for us. We are examining ways to reduce our expenditures including by not holding Spring meetings and possibly by reducing the number of Governing Council members who can receive travel reimbursements. However, no decisions have been made yet.
- There has been a significant reduction in the EPIC revenue due to the change in percentage of revenue sharing this year.
- The OT Field School continues to bring in a surplus, which does show on our bottom line. They are allowed to carry over surplus year to year for development purposes, so these funds are “theirs”.
The costs associated with the Employer EXPO have not been charged to NAPA in the past by AAA. This has been "corrected" starting in 2010 and 2011, so that will affect our bottom line.

The use of electronic communication continues to reduce our costs each year.

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3) * List the titles of your Section's AAA meeting invited sessions, co-sponsored sessions, and any special events your Section sponsored or in which it participated. Check with your program chairs if needed: When providing session information please note if these are invited, volunteered or co-sponsored.

**Session Type:** Invited
**Session:** THE LEGACIES AND FUTURE DIRECTIONS OF BUSINESS ANTHROPOLOGY – PART 1 Elizabeth K. Briody, Christina Wasson and Melissa Cefkin

**Other Events:**

**THE LEGACIES AND FUTURE DIRECTIONS OF BUSINESS ANTHROPOLOGY - PART 2** Ann T Jordan, Elizabeth K. Briody and Eric J Arnould PhD

**MARKETING’S TIDEMARKS, LEGACIES FROM ANTHROPOLOGY: TRACING THE FUTURE OF SENSORY MARKETING** with Organizers Timothy de Waal Malefyt, George E Marcus, and Paul Stoller

**ANTHROPOLOGICAL LEGACIES AND CURRENT TRENDS IN INTERNATIONAL SERVICE-LEARNING AND STUDY ABROAD PROGRAMS** Eric T Miller, Margaret A Perkinson

**TRACING THEORY: APPLIED ANTHROPOLOGISTS AND THE USE OF THEORY IN PUBLIC HEALTH INTERVENTIONS** Mark C Edberg

**TIDEMARKS AND FRONTIERS: ANTHROPOLOGY IN DISABILITY STUDIES** Devva Kasnitz
THE TROUBLE WITH 'YOUTH AT RISK': HOW CAN ANTHROPOLOGY DECONSTRUCT PATHOLOGIZING CATEGORIES WHILE REMAINING A CONSTRUCTIVE PARTNER TO PRACTITIONERS WORKING TO ALLEVIATE SOCIAL SUFFERING? Julia Kirst, Marguerite Souliere, Jean J Schensul and Lynn M Nybell

THE UN/CIVIL SOCIETY INTERFACE: WALKING AND WORKING THE UN CORRIDORS Eva Friedlander PhD and Pamela J Puntenney PhD

THE BUSINESS OF DIVERSITY: TRACES AND LEGACIES OF DIFFERENCES AND IMPLICATIONS FOR ANTHROPOLOGICAL PRACTICE Joerg Schmitz, Kenneth L Price, and Helene Baudet

TRACING THE IMPACT OF TECHNOLOGICAL INNOVATION, INTENTIONAL DESIGN, DEVELOPMENT: INFORMING OR INHIBITING CHANGE IN BELIEFS, PRACTICES, IDENTITIES, AND PLACE? Carol Hafford and Ricardo Contreras

Other Events:

Silence and Silos: The Problems of Fractured Thought in Finance, Dr. Gillian Tett, London Financial Times. NAPA/CoPAPIA sponsored Innovent

NAPA/AAA Sponsored Event EMPLOYER EXPOSITION Cathleen E Crain, Kathleen Terry-Sharp, and Angel Jackson-White

THE NAPA NETWORKING EVENT: BONJOUR! LET'S TALK! Sabrina Nichelle Scott

THE CHANGING FACE OF ANTHROPOLOGY: WHAT IT MEANS FOR ANTHROPOLOGICAL CAREERS AND FOR DEPARTMENTS Shirley J Fiske, Linda A Bennett, Sherylyn H Briller, Keri Brondo, Jeffrey H Altschul, Judith Freidenberg, Carla Guerron-Montero, Terry M Redding and Robert T Trotter II

BOUNDARIES, TIDEMARKS, AND LEGACIES OF ETHNOGRAPHIC METHODS IN EVALUATION ANTHROPOLOGY: A ROUNDTABLE DISCUSSION Mary Odell Butler, Eve C Pinsker, and Carol Hafford

4) * Did your section request a meeting registration waiver or community engagement grant?

Requested Grant: No

If granted, who/what was it/they used for? (if applicable)

5) List spring meeting activities (if applicable):

NAPA normally conducts a governing council meeting in the spring, usually at the SfAA meeting. This year (March 2011) we had a meeting at the Spring SfAA meeting in Seattle. We also had a GC teleconference in February prior to the Spring meetings. The Spring meeting included semi-annual reports from GC committee chairs and planning for upcoming activities.

6) List awards presented this year on behalf of your Section, if applicable (please provide the title of the award, date presented, and full name, affiliation, and title of the
Award Title: NAPA Student paper First Place  
**Date:** 2011-11-18 00:00:00.0  
**Recipient:** Cheryl Case  
**Affiliation:** Georgia State University  
**Project/Paper/etc:** Praxis with Faith

Award Title: NAPA student paper First Runner Up  
**Date:** 2011-11-18 00:00:00.0  
**Recipient:** Dan Jordan  
**Affiliation:** University of Maryland  
**Project/Paper/etc:** Not as an End in Itself: Diversity, Context, and capital in an Adult ESOL Classroom

Award Title: NAPA Student Paper 2nd Runner Up  
**Date:** 2011-11-18 00:00:00.0  
**Recipient:** Mark Flanagan  
**Affiliation:** Georgia State University  
**Project/Paper/etc:** Service Provision at a Minimally Funded Shelter in Downtown Atlanta

7) * Mentorship efforts (at or beyond the AAA meetings) to any of the following (e.g., special activities, funding, awards, guidance/advising on professional matters, etc.):

Undergraduate and/or graduate students

The clientele for whom we do mentoring are numerous. We have an ongoing mentor match program where potential mentees contact the mentoring program director through the website. The director then responds and thus tries to answer the questions and/or try and find a mentor for the requesting person. The website had been inoperative for a few months as we tried to redesign our website. But since April through October 30th 64 separate individuals have used NAPA Mentor Match, meaning that on average just over 5 new mentees contact us every two weeks. From time to time new inquiries come in at twice that rate.

The overwhelming number of persons who contact us are undergraduates and former students who have a BA or BS degree (85%). Here is the distribution:

- Pre-college: --1
- Pre AA degree: --2
- Pre BA degree: --22
- have BA/BS degree: --28
- Pre-MA degree: --0
- have MA or MS degree: --8
- Pre-PhD: --0
- have PhD: --3
- Education level not reported: --2
Thus our service encounters relatively few students pursuing graduate degrees in applied anthropology, those with practitioner masters degrees, and early professionals with the PhD. The eleven who are in those categories (18%) do appear to appreciate our service, certainly make it worthwhile.

We have also begun work on reforming our mentoring services. A Mentoring Task Force worked this year to produce some recommendations for change, which we hope to begin to implement this coming year. The Task Force is now a standing committee, chaired by a past-President of NAPA.

In addition, the Employer Exposition itself is a key mentoring function that links students and early career practitioners to employers who hire anthropologists. The purpose of the employer exposition is not to act as a job fair, but to provide entering practitioners with an opportunity to understand the job market for their knowledge and skills.

Early career scholars:

See above.

Independent scholars:

See above

8) Additional outreach efforts (at or beyond the AAA meetings) to other sections, interest groups, and scholarly societies, government agencies, public education/community engagement, and underrepresented minorities:

During 2011, a fourth year of the NAPA OT Field School was conducted in Antigua Guatemala. In 2011, enrollment was around 13 and all 13 were required to enroll as NAPA members.

NAPA continued in partnership with AAA to provide for the receipt of registration fees and sponsorship contributions, and production and distribution of the proceedings for the Ethnographic Praxis in Industry (EPIC) conference. EPIC is now a 501(c)3 organization with its own Board of Directors and works with NAPA/AAA under a cooperative agreement. Due to the reorganization of EPIC’s structure as a non-profit and given the renegotiation of EPIC’s MOA with AAA, this is likely to result in a reduced role for NAPA. Nevertheless, regular contact is maintained between the EPIC leadership and NAPA.

NAPA continues to work closely with CoPAPIA to facilitate this committee in serving the needs of practitioners within AAA. During 2010, the NAPA President provided review of the CoPAPIA Master’s Survey. Starting in 2012, Mary Odell Butler, the Past-President of NAPA, is a member of the CoPAPIA Board.

NAPA also participated in the “AAA Section Summit on the Changing Job Market and Student Training: Linking Anthropology Departments and Practice.”

9) Status and use of Section internal communications such as a website, list serve, or newsletter (if applicable): Please list internal communication tools you use and what they are used for:
• NAPA maintains a website at practicinganthropology.org. The website offers employment advertisements, online access to searchable databases for internships and practical training experiences, a place to sign up to be matched with a mentor, links to Local Practitioner Organizations around the US, a way to order back issues of the NAPA Bulletin/Annals of Anthopological Practice series and practicing anthropology in the news.

• All issues of the Anthropology Newsletter have included an article from NAPA under “Section News”. This column has been the responsibility of the NAPA Secretary who recruits authors, reviews them and coordinates production.

• NAPA also sends regular updates to members through the website and occasional e-mail blasts. A new person took over the Chairship of our Communications Committee at the end of 2011 and we expect that communication to members will be improved with the new ideas the new Chair is bringing to the committee’s work.

In the midst of rising complaints about the usability and currency of the NAPA website, a task force under the leadership of Ken Anderson was appointed in 2010 to do a critical review of the NAPA web page and identify problems and recommend solutions. The work of this TF was completed in late 2010 and the communications committee began work in revising the web page. They obtained the source files for the website, began working on an improved layout and generated a list of content that the site will need. A web designer was commissioned for the actual re-design. The new website was launched in Fall 2011. The re-population of data on the website is currently underway. The new website design was somewhat flawed so corrective measures are being undertaken to fix the problems. A website blog editor had been designated to help with content, but she had to resign and a search for a new blog editor is underway.

10) Changes in bylaws or governance structure (if applicable):

None.

III. What Initiatives does your Section have underway or planned for the coming year: Membership, publication annual meeting, mentorship, other?

As of January 1, 2011, the NAPA Bulletin became the Annals of Anthopological Practice. This new “brand” better reflects the scholarly contribution that practitioners make to the discipline. The first issue under the new, re-engineered brand was published (Volume 35, No. 2, 2011), Anthropological Insights on Effective Community-Based Coalition Practice is the title of the volume and it contains 10 well-written articles. (Volume editors are Chad T. Morris and John S. Luque.) The AAP editors are exploring ways to make a minor, but significant change in the publication, by accepting a small number of high quality individual submissions that would complement the usual themed nature of each issue (published 2x/year). We do not expect this change to occur until at least 2013.

Our membership committee completed work on and disseminated to members a membership directory that included everyone who opted in for inclusion. Discussion is underway to decide whether to make this a recurring effort, and, if so, what technique should be used to maintain it.

The membership committee is working to figure out ways to attract new members both with and without the AAA. We hope to have a plan in place by the summer of 2012.
The Mentoring Committee has been tasked with implementing the revised structure and activities the Mentoring Task Force proposed at the Seattle meetings last November. NAPA will be maintaining its previous committee to mentoring and attempting to make it better serve professional members without sacrificing its commitment to helping students. This will be a year of examining and determining specific measures to reform our mentoring program.

The website needs additional work and we now have in place a new Communications Committee Chair who will be working very hard on resolving the outstanding issues. Our Facebook and Twitter activities are not as active as we would like and the Committee will also be working on those as well this year.

We are working on a renewal of the MOA between AAA/NAPA and the Occupational Therapy (OT) Field School. We expect the revised document to be completed by the end of February 2012.

IV. Please tell us what your chief concerns and issues are, especially if they are not previously noted:

What issues would you like raised or recommendations would you like to make to the Section Assembly Executive Committee (SAEC)? Please be specific.

None.

What issues would you like raised or recommendations would you like to make to the AAA Executive Board? Please be specific.

Regarding workshops at the annual meetings, NAPA organizes around half of all the workshops put on at the AAA meetings. Our workshops chair has been tireless in her recruitment of presenters and organization of the workshops. However, we were stunned to find that $400 per session would be charged for use of an LCD projector. This was surprising, since we had not been previously charged, and because the amount of activity we generate in this aspect of the meetings both for ourselves and the AAA has always been very significant. Fortunately, an AA leadership decision was made to reduce this figure to $200 and Jason worked very hard to make sure we were not charged for sessions that did not use an LCD projector but were scheduled in the same room. We would like to ask that the $200 fee be waived for workshops, or that a different way of accounting be found to reduce the cost for presenters. Some presenters have no other way to make it to the meeting without garnering a few dollars from doing the presentation. Workshops are also an important recruitment tool for NAPA.

What issues would you like raised or recommendations would you like to make to the AAA Staff? Please be specific.

We would like there to be better coordination with the NAPA Workshops Chair when it comes to scheduling and informing presenters of approximate numbers enrolled in their sessions. In addition, the placement of Workshop information to sign up on the annual meetings registration and information was as good last year as it should be, and we would like it to be made easier for people going to the meetings to find and sign up for workshops.