



CCCC Executive Secretary-Treasurer Report April 11, 2025

CCCC Fiscal Year 2025 Financial Summary

As with NCTE and each of its conferences, the current environment thrusts compelling challenges onto the Conference on College Composition and Communication (CCCC). Strategic planning has been underway by the CCCC leadership to determine how CCCC can lead and serve members in this era. New information also unfolds every day, so the situation is highly dynamic.

Long-term financial position: balances of reserves and future liabilities

CCCC Required Reserve Fund: \$1,982,528*

CCCC Contingency Fund: \$752,286**

Future CCCC Liabilities (future Convention sites):

- Baltimore 2025, \$923,732
- Cleveland 2026, \$878,643
- Milwaukee 2027, \$13,440

*required to be 150% of annual operating budget

** projected CCCC Contingency Fund balance less contracted Future CCCC Liabilities

CCCC's reserves will decrease by \$251,328 in FY25, based on the budget approved by the CCCC Executive Committee on April 3, 2024. If the current rate of spending does not change, it is estimated that CCCC will exhaust its contingency reserves in ten (10) years. However, investments face a highly volatile period alongside anticipation of future decreases in earned income from Convention attendance, publications purchasing, and similar funding lines as financial constriction ripples across institutions. As investments overall decrease, whether by consumption or market changes, the pace by which the investments decrease overall will accelerate. To address this issue in the short term, the CCCC Executive Committee made some initial cuts to the budget to slow this decline for FY25. The FY26 budget will be an interesting and an important responsibility of the Executive Committee to ensure CCCC's future.

Continuing this spending and income depression year over year is unsustainable. CCCC membership has declined 35.2% since 2019 (prepandemic). Potential good news is that the membership numbers for FY25 have increased 16.8% between July 1, 2024 (the start of the fiscal year) and February 28, 2025. However, it's important to note that institutional subscriptions to the *College Composition and Communication* journal are down 9.2% over the same period. Additional efforts around membership retention and recruitment have aided the membership increases, as has NCTE's new membership system. CCCC currently has more than 1,500 members (over 56%) opting for multiyear membership and/or automatic annual renewals.

The in-person CCCC Annual Convention has historically been the largest source of earned revenue. The conference has depended on the Convention to create revenue that provides the means to pay for much of its grants, support of scholars, and general work. The FY25 Convention projects a loss of approximately (\$169,461). While Convention registration is anticipated to meet budget, event expenses continue to outpace revenue generated from registration fees, exhibits, and sponsorships.

While increasing Convention attendance is a primary focus, it is imperative that CCCC diversify opportunities for member engagement that focus on long-term member retention. Thoughtful experiments, such as the continuation of the Fall Virtual Institute, are creating opportunities to address these priorities while also potentially creating new and sustained income opportunities.

NCTE's book distribution partner has been working to maintain sales through increased awareness of titles, including the SWR books. Subtracting out sales of outlier publications, sales of SWR titles held relatively steady year-to-year, showing a decrease of 1.5% in FY24, with FY25 year-to-date activity tracking similarly to the prior year. Five SWR titles are slated for release in FY25, two of which have been released so far as of March 2025.

CCCC has a budgeted operating loss of (\$421,328) in Fiscal Year 2025 (ending on June 30, 2025). The decisions the CCCC Executive Committee makes for the FY26 budget and future years represent an opportunity to embark on significant and sustainable change.

—Emily Kirkpatrick, Executive Secretary-Treasurer