

**NCME Board Meeting  
October 14 - 15, 2005  
Washington, D.C.**

**Meeting Minutes**

Members Present:     Jim Impara  
                           David Frisbie  
                           Dan Eignor  
                           Terry Ackerman  
                           Jeri Benson  
                           Linda Cook  
                           Hariharan Swaminathan  
                           Judy Koenig  
                           Duncan MacQuarrie

Staff:                   Bruce Wheeler

Invited Guests:       Gerald Sroufe, AERA  
                           Robert Smith, AERA

**Friday, October 14, 2005**

**Call to order**

President Jim Impara called the meeting to order at 8:15 a.m.

**Approval of July Minutes**

**The motion to approve the July 2005 meeting minutes was made by David Frisbie and seconded by Terry Ackerman. The motion was passed.**

**Consent Agenda**

Impara called for a motion to accept the reports submitted as part of the Consent Agenda. The motion was made by Duncan MacQuarrie and seconded by Ackerman. Impara called for discussion.

Impara told the group that Blackwell had scanned EM:IP and was ready to put it on the Synergy system. An e-mail blast to members will be sent by Blackwell. He also reported that Jim Wollack had gone over the NCME bylaws and found inconsistencies regarding voting, which would need to be addressed during the next president's term.

Jeri Benson said that the recruitment brochure was close to being ready to post online. A counter will be added to the page to determine the number of people viewing the brochure. Linda Cook suggested working with AERA to have a link added to their site. Benson said she would ask the Outreach committee to explore this possibility. Impara told the group that any additional changes to the brochure should be shared with Benson within the week.

Impara told the group that the fourth edition of *Educational Measurement* was in the works, and that he had been asked to write the foreword.

MacQuarrie noted that the Graduate Students Issues Committee was short by three members, which he had addressed with the Committee chair.

**The motion to accept the Consent Agenda reports was passed.**

### **Conference Fees**

Impara highlighted the handout showing AERA's upcoming Registration fee increase. Frisbie pointed out that the figures for NCME registration fees were incorrect. The cost for NCME members had been \$90 in 2005, not \$60; for NCME student members, \$35 not \$30; for Non-Member NCME, \$125 not \$90; and for guests, \$20, not \$50.

When asked by the group about his experience with conference pricing, Bruce Wheeler said that the \$90 fee for three days of training was extremely reasonable. He also said that the issue of whether or not a conference should be used to generate non-dues revenue was a philosophical one, that many associations use their annual meeting to raise operating funds, while others consider the meeting to be a member-benefit and come closer to break-even.

Frisbie suggested that if a fee increase was appropriate, but it should be less than AERA's. Impara said he wanted to keep student fees low and apply any increases to full members. Frisbie also suggested increasing the cost of onsite registration at a greater rate to encourage more pre-registration.

Impara suggested that the Board allow himself, Frisbie and Eignor to discuss pricing and come up with a schedule of fees for the 2006 conference.

**Benson made a motion authorizing Impara, Frisbie and Eignor to set conference registration fees for the 2006 meeting, to include a modest increase in registration for members, but no increase for students. Cook seconded the motion. The motion was passed.**

## Committee Reports

**Program Committee:** Impara said that no action was required, but wanted to raise an issue with the timeliness of work being done by Rees Group staff on the web submission of proposals and proposal review. He reported concerns with getting information to Committee chairs according to schedule and having changes made to the system. He told Wheeler that it would be helpful if expectations could be better managed, specifically suggesting that if time is an issue staff shouldn't agree to timelines that ultimately prove to be unrealistic.

The Board asked for a proposal from The Rees Group (TRG) to update the website, including development of a member-only section. Wheeler said he would work with Susan Rees to prepare a proposal. Impara said he would provide additional information of what the Board was interested in seeing in a new website.

Judy Koenig commented on absence of invitations to Board members from Co-chairs to review proposals. This raised the question about how reviewers were solicited; most board members did not receive the volunteer form as the forms were not distributed to people sitting at the head table during the annual meeting breakfast in Montreal.

**Membership Committee:** Wheeler reported that AAHE had three requests: as an organization they wanted program space, an AAHE-specific listserv, and a hosted, bi-weekly chatroom, with transcripts posted online after each session. Wheeler said that TRG had the ability to host chatrooms, but for a fee. The group agreed that NCME was not interested in hosting chatrooms since this can be done through a variety of no-cost commercial providers.

**Benson made a motion to approve spending up to \$1,000 to purchase the AAHE Assessment Conference attendee roster to target for a membership mailing; she further stipulated that the applications be coded for the purpose of tracking and evaluating the success of the campaign. Ackerman seconded the motion. The motion was passed.**

**Graduate Student Committee:** The committee's request for a dues reduction for graduate students was not approved because of Bylaw restrictions. Instead, it was suggested that the Committee consider a "trial membership" with limited access to NCME membership benefits and publications. Impara noted that the mechanics of electronic access to publications needed to be worked out.

**MacQuarrie made a motion to direct the Committee to develop a plan to include recruitment, follow up, and evaluation to be presented to the Board electronically by December 15. Hariharan Swaminathan seconded the motion. It was noted that this plan might be altered to fit other groups, such as AAHE, in the future. The motion was passed.**

The Board discussed the concept of complimentary membership for targeted non-members for the period of one year, deciding against such a tactic to recruit new members. Instead they discussed personalized letters from the president asking targeted non-members to join NCME.

**MacQuarrie made a motion that the President send personalized letters to targeted non-members asking that they join NCME. Benson seconded the motion. The motion was passed.**

**Awards:** Cook reported that she had discussed with chairs whether or not membership in NCME should be a prerequisite for award consideration. Five of the six committees reported that membership should not be mandatory; the exception was the Brad Hanson Committee. Cook asked the Board if a consistent policy was necessary, or if a committee-by-committee approach would work. Cook voiced her opinion that a universal policy was not important, but asked for discussion. Benson asked about those awards with calls that specified membership requirements; Cook said that she had asked committee chairs to include calls in their review. The group discussed the issue and generally agreed that requiring membership in NCME in order to be eligible for awards nominations was not necessary. Again, the exception of the Brad Hanson award was noted.

**Swaminathan made a motion that, unless a benefactor stipulates otherwise, membership in NCME should not be required in order to be considered for an organizational award. The motion was seconded by Ackerman. The motion was passed.**

Cook was asked to verify with the Hanson family whether or not they agree with the Committee's recommendation that membership in NCME be required of Hanson Award nominees.

### **Committee Structure: Outreach/Recruiting/Membership**

Benson talked about the existence of confusion over committee charges and perceived overlap of responsibilities between committees. Eignor referred the Board to his written report, which was distributed. He highlighted the need to keep the Diversity Committee separate, as well as Recruitment, and the possibility of combining Outreach and Membership.

Impara tabled the discussion and asked Eignor to come back in April with a plan for each of the committees, including revised charges and potential combination of like groups. Frisbie noted that committee charges might change in light of a revised mission statement and goals, and suggested that decisions not be made until agreement on mission and goals had been reached.

### **Finance Committee**

Frisbie reported that cash accounts have been transferred to TRG; investments have not been. The fiscal 05 statements have not yet been audited, and Frisbie is working with AERA staff to correct errors prior to the audit. He highlighted several examples of changes to the financials that he is planning to make for future financial reports, including specific line items for awards not funded by NCME. Frisbie discussed a discrepancy in payments made/owed to Blackwell; he is researching the issue with AERA, TRG and Blackwell.

Impara reported that Frisbie has been appointed chair of the new Finance & Budget Committee, and that Gerald Melican and Lawrence Rudner had been appointed as members.

Frisbie reported that he is receiving monthly financial reports from TRG's Dianne Benson. Several board members thanked Frisbie for his review of financials, noting how helpful his explanations have been.

### **Event Sponsor Update**

Impara distributed a list of organizations he planned to solicit for 2006 meeting support. He said that he has a letter written and ready to mail and asked for additions, including organization, contact and mailing address. The letter asks for \$1,500, in return for which NCME will provide recognition in the form of signage at no-host reception, name/logo on fitness run t-shirt, name/logo in the program and recognition at the annual breakfast.

Impara said that he would draft a letter to be sent from the home office. Wheeler agreed to send the letter.

### **AERA Relationship/Contract Issues**

Impara asked the Board members for their input on the upcoming renewal of NCME's contract with AERA for meeting planning, referring the group to the current contract in the Board book. The group discussed the possibility of AERA moving to weekend meeting dates, rather than the current Monday through Friday schedule. Frisbie asked about moving NCME's meeting dates within AERA's conference; the group discussed several scenarios but reached no conclusions. The group also discussed the current contract's fees and how those fees were determined, and NCME's need for committee meeting rooms at the conference, agreeing that either a presidential suite with conference room or actual meeting rooms would work.

Ackerman asked about the term length of the contract. Frisbie argued for a one-year extension due to the many unknowns, suggesting that until the 2006 meeting is

completed, staff won't fully understand the respective roles and responsibilities, which may need to be readdressed. The group supported the one-year extension concept.

As an aside, MacQuarrie suggested joint meetings with boards of organizations of interest to NCME (such as NATD) during the conference. The group agreed that this was a good idea, noting the primary issue would be to find time within the conference to meet.

### **Discussion with AERA**

Impara welcomed Robert Smith, AERA's Director of Meetings, and Gerald Sroufe, AERA's Director of Government Relations, to the meeting.

Smith reported on labor issues in San Francisco, host city of the 2006 annual meeting. AERA has chosen not to do business with hotels involved in the labor dispute. AERA's meeting will be moved to the Moscone Center. AERA is looking at the Nikko Hotel for NCME; Smith distributed a floorplan of the Nikko's meeting areas on the third floor and the 25<sup>th</sup> floor and said that the third floor was being reserved for NCME. One possible exception is the session immediately following the breakfast meeting, which would likely be held on the 25<sup>th</sup> floor to accommodate the reconfiguring of the ballroom for training sessions.

He reported that registration would be available online the first week of December. Smith discussed the onsite registration, including upgrades to the system and how NCME members will log into the site from NCME's webpage. Smith asked Wheeler for an updated membership list by the first week November.

AERA will begin scheduling sessions in November, which will allow NCME to plan its own session much sooner than has been possible in the past.

Wheeler asked if one of the 25<sup>th</sup> floor boardrooms could be set aside for NCME. Smith offered the Lincoln Board Room. For the NCME Board meetings, Smith suggested using one of the smaller 3<sup>rd</sup> floor ballrooms. Frisbie reminded Smith that the first Board meeting happened in conjunction with NCME training sessions; the final board meeting did not.

Smith asked for a list of NCME VIPs, including board members, Program co-chairs and Training & Professional Development chair. Wheeler said that he would provide that information in early November. Impara requested complimentary rooms for the Program Committee co-chairs and the Training & Professional Development chair.

Impara asked about the registration process for training sessions. Smith said that waiting lists would be generated automatically and that onsite registrations would be taken at the Nikko Hotel. Cash and checks will not be accepted; only credit cards will be accepted. He also talked about the flexibility of making meeting space available.

Smith asked for course information to be shared with AERA as soon as possible in order to avoid scheduling conflicts. Wheeler said he would forward that information in November.

Sroufe said that he had two contracts for Impara's signature. He also said that AERA had paid the June Blackwell invoice, the only outstanding question from the year-end financials. Sroufe said he would continue to work on resolving the Blackwell question.

Impara proposed to Sroufe that NCME and AERA enter into a one-year extension on the current meeting planning contract, with the understanding that the intent is to stay working with AERA long term. Sroufe said he thought this request would be acceptable to AERA. Impara requested the addition of complimentary accommodation for Program chairs to the one-year contract extension. Another request for future contracts was a dedicated room for committee meetings during the conference. Impara suggested that AERA contract with TRG to provide a staff person to help oversee NCME's portion of the meeting.

Wheeler thanked Sroufe for his help and responsiveness during the transition.

### **Standards Management Committee**

Impara said that he, Eignor and Frisbie had been working on the Test Standards revision process. AERA has been urged to begin the process of appointing the Management Committee, which is tasked with many responsibilities, including the appointment of the Joint Committee, which develops the new Standards. Impara said that NCME needs to appoint a member to serve for a term of three, four or five years, depending on the rotation of members among NCME, AERA and APA.

Frisbie suggested the Board consider Barbara Plake to represent NCME on the Management Committee. Impara asked for the Board's input due to the length of the appointment and critical nature of the appointment. The Board agreed with the appointment of Plake. Impara said he would make the formal appointment.

### **Adjournment of the Meeting**

Impara distributed a handout about the Standards and Use Committee for the group to consider overnight, then adjourned the meeting at 4:30 p.m.

**Saturday, October 15, 2005**

**Call to order**

Impara reconvened the meeting at 8:10 a.m.

**Standards and Test Use Committee**

Impara referred the group to the handout distributed the evening before and asked Eignor to discuss his experience as the Standards and Test Use Committee chair and NCME's liaison to the Joint Committee. Eignor reported that, during his tenure, the committee initially reviewed the 1985 standards, then focused on reviewing drafts of chapters and making yearly presentations to NCME.

There was considerable discussion by the Board over the role of the Management Committee, reporting responsibilities and NCME's role in the process. Impara agreed to direct Plake to make reports to the Board during regularly scheduled Board meetings. He also agreed to update the Handbook based on the Board's discussion.

Impara asked the group to recommend names of individuals who would be qualified to serve as chair of the Standards and Test Use Committee and liaison to the JCTP.

From the list of 13 names accumulated, the group supported the appointment of Suzanne Lane, Nam Raju, or Steve Downing to chair the Standards and Test Use Committee.

**International Test Commission**

NCME is an affiliate member of ITC, although it is unclear where NCME's journal and other communications are currently being sent. Wheeler will follow up with ITC to see that contact information has been updated and that the home office will receive organizational communications. Impara discussed his understanding of the organization and the benefits of NCME's membership in it.

Impara asked if the group supported ongoing support of ITC through affiliate membership. Benson said that Ron Hambleton would be interested in reporting his experiences with ITC to the Board at the April meeting; Impara said that he would invite Hambleton to attend one of the two April Board meetings.

**Second Edition of Handbook on Teacher Evaluation**

Impara distributed background information about the revision of NCME's New Handbook of Teacher Evaluation. Frisbie said that revival of the project is being directed

by the publisher, rather than by NCME, and Impara said that he believes the project could potentially net \$20,000 from royalties for NCME.

Impara asked if Board members felt there was a need to revise the handbook. The group agreed that if reasonable co-editors could be found, and if there was no cost to NCME, this was a project worthy of NCME attention. The Publications Committee was asked to take responsibility for identifying co-editors and reviewing the proposed contract. Frisbie suggested that a formal proposal would be necessary prior to final Board approval.

### **NCME Mission and Goals**

Impara distributed a handout summarizing mission statements and goals received from Board members. He suggested that Eignor plan a Board retreat in the fall of 2006 with an outside facilitator to continue long-range, strategic planning.

Impara's recommended mission statement, based on Board input, was "To advance the science and practice of measurement in education."

The group supported the simplicity and breadth of Impara's suggested statement, although Frisbie suggested reversing "science" and "practice" for historical reasons. There was discussion about the relative importance of "science" and "practice" within the overall context of the organization. After a vote of the Board, it was agreed to leave Impara's original recommendation as NCME's working mission statement.

Impara suggested a discussion about what is meant by 'the science of measurement' and the 'practice of measurement.' Board members shared their individual views of the terms and ways to bridge the gap between science and practice.

Impara summarized the discussion, saying that "science" isn't the development of new knowledge, exclusively, but includes insuring that knowledge appropriate to practice is promulgated to practice. "Practice" was discussed as the use of measurement within an educational setting, including classroom assessment; accountability; and certification, licensing and credentialing.

### **Adjournment of the Meeting**

Prior to adjourning the meeting, Impara reported that he, Frisbie and Eignor had agreed on registration fees for the 2006 conference. They had agreed on no change in fees for students; a fee of \$25 for guests; a fee of \$110 for members; a fee of \$170 for non-members; and a fee of \$25 to attend the breakfast meeting. The Board members expressed their satisfaction with the fee structure.

The conversation turned briefly to the topic of committee chairs-elect. Impara asked that Board members let Eignor know how individuals have done in their service to NCME as committee chairs in order to help him better select committee chairs for 2006.

Impara thanked the Board for their participation and reminded the Board that the next meeting would be in San Francisco on Friday, April 7. He adjourned the meeting at 11:30 a.m.

## **Task List/Action Items**

### **Impara**

1. Draft letters of membership invitation for targeted non-members.
2. Draft sponsorship letters to be sent to potential conference/event sponsors.
3. Formally appoint Barbara Plake to serve as NCME's representative on the Standards Management Committee.
4. Update the Handbook section that addresses the Standards Management Committee, specifically to require formal reports or other updates to the Board.
5. Appoint Suzanne Lane to chair the Standards and Test Use Committee.
6. Invite Ron Hambleton to attend one of the two April Board meetings to discuss ITC.
7. Provide info to Wheeler about potential website changes.

### **Eignor**

1. Work with Wollack to review/revise Bylaws regarding voting
2. Develop a plan to present at the April Board meeting to address revised charges of the Diversity and Recruitment committees, as well as a plan for combining the Outreach and Membership committees.
3. Work with Membership Committee to purchase AAHE conference mailing labels and send membership recruitment letter/application (to be coded for tracking)

### **MacQuarrie**

1. Work with Grad Student Committee to develop a grad student recruitment plan, to include a limited "trial membership," follow up and evaluation by December 15.

### **Cook**

1. Speak with the Hanson family about whether or not they feel membership in NCME should be a prerequisite for award consideration.

### **Benson**

1. Talk with Recruitment Committee about adding link to AERA's website to NCME's online recruitment brochure

### **Ackerman**

1. Work with Pubs Committee to identify co-editors for the Handbook on Teacher Evaluation and review the proposed contract.

**Wheeler**

1. Work with Recruitment Committee to post recruitment brochure on website
2. Send updated membership list to Robert Smith (November)
3. Send list of NCME VIPs to Robert Smith (November)
4. Forward training and program information to Robert Smith (November, or earliest date possible)
5. Follow up with ITC re: address change
6. Obtain proposal from TRG for updating the website.
7. Send letters to potential annual meeting sponsors.