

NCME Board Meeting Minutes  
Sunday, April 19, 2015  
Intercontinental Hotel in Chicago

In Attendance

Rich Patz, President  
Laurie Wise, Immediate Past President  
Mark Wilson, Vice-President  
Luz Bay, Board Member  
Amy Hendrickson, Board Member  
Kristen Huff, Board Member  
Won-Chan Lee, Board Member  
Cindy Walker, Board Member  
Dale Whittington, Board Member

Mark Shermis, Chair: Budget and Finance Committee  
Linda Hargrove, Chair: Fund Development Committee  
Suzanne Lane, Member: Fund Development Committee  
Jennifer Randall, Co-Chair: 2015 Annual Meeting Program Committee  
Xin Li, Chair: 2016 Annual Meeting Training Committee (via telephone)

Susan Rees, Executive Director, TRG  
Joe Casey, Incoming Executive Director, Fernley and Fernley  
Anne Fitzpatrick, Acting Secretary

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Rich called the meeting to order at 4:01 pm and welcomed the new board members, Luz Bay, Dale Whittington, and Mark Wilson.

Priorities for the 2015-2016 Year

Rich addressed his priorities for the 2015-2016 year by first reviewing NCME's Mission, Vision, and Goals. He noted that the Mission statement had been in place for many years, but that the Vision and Goals can change as the Board sees fit.

Rich said that a priority during the year will be to manage a significant amount of change. For example, NCME's headquarters will be moved from Madison to Philadelphia. In addition, there are plans to modernize NCME's website. Also there are plans to upgrade the annual meeting program management software.

Rich said that he would also like to improve the value and experience of being an NCME member, build momentum on NCME's strategic goals, and hold a successful 2016 annual meeting.

Mark expressed a strong desire to see that the 2017 annual meeting is also successful; he noted that currently NCME has no contract with AERA for meeting services in 2017.

Laurie noted that one goal is to get a new contract with AERA for meeting services in place this year.

Kristen expressed interest in convening a panel of NCME representatives, educational writers, representatives from the media and possibly policy makers in the interest of providing an opportunity for NCME to build a better relationship with these groups. She has been talking with people at the Educational Writers Association who might be willing to help with making this event occur at NCME's 2016 annual meeting.

#### Future Board Meetings: Focus and Schedule

Rich discussed the areas on which he would like to focus on at the board meetings that will be held during his tenure. At the summer board meeting he would like to focus on the transition of management services and on strategy and alignment including committee goals. Rich expects that the summer board meeting will be held in Philadelphia on July 9, 2015.

At the fall board meeting, Rich wants to continue to evaluate the transition, focus on the budget, and make sure that resources are aligned with strategy. Also he expects the board to discuss the initiatives that NCME should undertake. The location of the fall board meeting has not been decided; Washington, DC is a possibility. It will be held on October 28, 2015.

At the winter meeting Rich hopes to focus on governance and organizational effectiveness, as well as on what should be in NCME's handbook. The winter meeting is tentatively scheduled to take place in California. It will be held on January 15, 2016.

At the April board meeting held during the 2016 annual meeting in Washington, DC, Rich expects to focus on accomplishments, recognition, and renewal.

#### Report from the 2015 Annual Meeting Program Co-Chairs

The Board thanked Jennifer Randall and Ye Tong, the annual meeting program co-chairs, for all that they did to develop a successful 2015 annual meeting program. Laurie noted that he had heard many positive comments. Jennifer thanked TRG for its help in making things go smoothly.

The Board also thanked Carrie Wiley for coordinating the 2015 training sessions, which were also well received.

Jennifer noted that the scheduling of the electronic boards sessions at the same time as paper sessions seemed to go well. Also John King's talk was well received. Finally Jennifer noted that working with AERA went very smoothly.

Laurie asked whether the Board had heard of any problems that meeting attendees had. Cindy noted that an international attendee said that she had difficulty understanding speakers who talked rapidly. Luz noted that speakers sometimes did not speak into their microphone. It was recommended that the guidelines to presenters be amended to address these problems.

Luz said that there were sessions in which the scheduled discussant did not appear. Jennifer said that this occurred both because there of unresolved schedule conflicts and because some discussants declined to serve at the last minute. She noted that she and her co-chair, Ye Tong, had difficulty finding discussants. Jennifer recommended that the more work be done to recruit discussants in the future.

#### Report from the Fund Development Committee

Linda reported that her committee had met on Saturday and was considering what worked and what it might like to try next time. An important topic that the committee wants to address was posed by potential donors who wondered why they should contribute to the Mission Fund when NCME had such a sizable investment portfolio. Anne explained that the portfolio is sizable in part because it is board policy that the portfolio should contain assets equal in value to two year's worth of association expenditures; this reserve serves as insurance for NCME, protecting it from going into debt if something catastrophic deprives it of revenues. Suzanne Lane suggested the Budget and Finance Committee write an article for the NCME's newsletter that explains this to the membership.

Another important question that the committee wants to address is how to distinguish the activities that it supports from those that NCME's board supports. Rich suggested that the committee solicit ideas from NCME members about projects that might be funded.

Kristen noted that she had received an email from a graduate student, who said that he was offended that he was asked for a donation when he can barely afford to come to the conference. Kristen suggested that graduate students be removed from the solicitation list. Linda said that her committee had established a low minimum donation to address this kind of situation. Rich wondered whether graduate students who donate could have some kind of special recognition.

Linda reported that her committee is working on finding new sources of funds and on a gift acceptance policy that it will eventually ask the board to review.

Board members also encouraged the committee to promote the use of ribbons to identify donors and publicize the Mission Fund.

#### Update on Plans for the 2016 Annual Meeting

Rich noted that the dates for the 2016 annual meeting to be held in Washington, DC were April 7-11, 2016.

Rich said that the program co-chairs for the 2016 meeting will be Andrew Ho and Matt Johnson. The Training Chair will be Xin Li.

Rich noted that the theme of the annual meeting will be Foundations and Frontiers: Advancing Educational Measurement for Research, Policy, and Practice. He noted that the theme reflects an interest in finding intersection between educational measurement and other disciplines, and he noted that Xin is considering how training sessions might also be used to develop this intersection. He added that he hopes that the annual meeting will benefit from the rich policy environment in Washington, DC.

Rich reported that Andrew, Matt, and Xin currently are developing the content for the Call for Proposals. They will then consider how best to implement program sessions. Rich noted that training sessions currently get managed by a system that is different from the one used for the paper sessions; whether this difference should be maintained will be discussed by the committee chairs.

Laurie noted that over years a lot of training sessions appear to be repeated. He reported that the prior and new training chairs are working to build a database so that training sessions can be tracked over years. Amy noted that such a database has existed in the past.

Won-Chan asked whether the digital recording of training sessions would occur next year. Laurie said that it would be useful to make the training sessions recorded this year available and see whether they were popular. He asked what committee should take on this responsibility. Mark and Rich agreed to discuss this question with the relevant committees.

#### Membership Committee Update

Mark noted that the committee had a lively meeting.

There were several things that the committee wants to put in place. It wants for the website to have capability for members to volunteer for committees at the time of membership renewal. Also it wants membership renewal reminders to be sent to members. Susan Rees noted that both of these things already are in place.

The committee also asked whether it was possible to create and post on the NCME website five-minute videos that show events that occur at the annual meeting. Also it wants to see the development of five-minute videos made of individuals who have biographies published in NCME's newsletter.

The committee expressed concern about member attrition particularly among graduate students. To address this problem the committee suggested that NCME develop a mentoring program that pairs senior professionals with graduate students

Finally, the committee recommended that NCME's booth be refurbished next year. Mark added that the booth was very difficult to find in AERA's exhibit hall. He wondered whether NCME should relocate the booth next year to exhibit space in its own hotel.

Kristen asked whether the committee had problems finding volunteers for booth. Mark said that he would find out.

#### Website Committee Update

Rich noted that the committee is deeply involved with planning the migration of the content of NCME's current website as part of the transition of management services to Fernley & Fernley.

#### Update on the Working Group to Promote Assessment Literacy

Cindy and Amy met with the working group, consisting of members of the Standards, Outreach, and Diversity Committees, during the annual meeting. The group has written an RFP to develop short, stand-alone videos called modules to replace the ABCs of School Testing.

Cindy and Amy want to issue the RFP by May 1. Cindy will send the draft of the RFP to board members to obtain their feedback and questions. Rich recommended that the terms of the RFP be revised slightly so that it is possible for organizations as well as individuals to submit proposals.

Cindy noted that she thought that it is important that the modules be developed in a consistent way. Cindy said that she would be willing to manage the development effort to ensure that the modules had continuity.

Cindy said that she hoped that the modules would be attractive to a wide and diverse audience that included administrators and teachers.

Kristen asked who will be responsible for determining that the content of the modules is appropriate. Laurie noted that the Standards and Test Use Committee had expressed interest in doing this.

The Board was asked to consider the budget implications of the project. Cindy and Amy assumed a cost of \$5,000 per video. Rich liked the idea of developing a few modules, making them available as soon as possible, and evaluating their impact before proceeding to develop more modules.

Mark Shermis recommended that the board consider producing three modules this year for a total cost of \$15,000.

#### Diversity and Testing Committee Update

Amy said that the committee judged their session at the annual meeting to be successful; there were about 40 attendees.

She also noted that the committee is still interested in starting an online journal that would be published twice a year. The committee plans to look at other online journals that might be emulated.

Amy recommended that the committee develop a rationale that explains what will be unique about the journal. She is hoping that the committee will have a proposal by July.

#### Graduate Student Issues Committee Update

Amy noted that the committee has been dealing with some organizational issues and that they are being resolved.

The committee held a social event for graduate students, and it felt that the event went well. It has asked the Board to consider providing more financial support for next year's event. The committee also asked the Board for permission to solicit funds from organizations that could include NCME's annual meeting sponsors.

Amy mentioned that the committee is uncertain about what role the faculty advisor assigned to the committee has, and it does not know how this role differs from that of the liaison from the Board. Amy said that she will work on this question.

#### Report from the Nominations Committee

Laurie reported that the committee met today and developed a timeline for soliciting and reviewing nominations. It also discussed some potential nominees. Slates of nominees for each Board position will be presented to the President by July 1, as specified in the Handbook.

Amy asked Laurie whether the question of low voter turnout for elections was being pursued. Laurie suggested that this also might be a topic that the Elections Committee could investigate.

#### Publications Committee Update

Kristen reported that to date the committee has received two nominations for the editorship of EM:IP. The committee expressed some concern that there were not more nominations.

She also noted that the committee will begin a search for a new editor of the ITEMS modules. She noted that the committee is enthusiastic about the idea of expanding the ITEMS modules to a video format. She and the committee plan to discuss this issue more.

#### Awards Committees Update

Won-Chan reported that the open slots on the awards committees are almost filled. The committees plan on sending out calls for award nominations by mid-May. They also hope to publish the calls in NCME's newsletter and possibly in EM:IP.

#### Update on Committee Staffing

Laurie noted that some slots on various committees remain to be filled. He thought that it would be very helpful if the Board liaisons to committees started working earlier in the year to identify possible chairs and new members for the committees. The Board suggested that efforts to encourage people to volunteer for committees continue to be pursued.

Rich noted that the committee rosters indicate that term limits are not always being adhered to. Also he noted that some people are serving on multiple committees, which is a practice that NCME has tried to avoid.

#### Update on the APA/AERA/NCME Copyright Infringement Lawsuit.

Laurie believes that the lawsuit will come to closure in next six months. He will continue to monitor events and report to the Board.

#### Update on the Management Company Transition

Rich reported that the transition is moving along well and being handled by all parties in a very professional manner.

#### Update on the Yoga Session Held During the Annual Meeting

Kristen reported that 17 people registered in advance for the yoga session. Eight people attended along with three walk-ins. She thought that this was an excellent turnout for the first year. She would like to repeat the yoga session next year, making sure that it is not scheduled to occur at the same time as the Fun Run.

The meeting was adjourned at 6:56 pm.