



**NCME Board Meeting Minutes  
April 8, 2016  
Washington, DC**

**In attendance:**

Officers & Board Members

Richard Patz, President  
Mark Wilson, President-Elect  
Lauress Wise, Immediate Past President  
Luz Bay, Board Member  
Amy Hendrickson, Board Member  
Kristen Huff, Board Member  
Won-Chan Lee, Board Member  
Cindy Walker, Board Member

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee Chair  
Terry Ackerman, Annual Conference Committee Chair  
Rose McCallin, Publications Committee Chair  
April Zenisky, Website Committee Chair

Joe Casey, Executive Director - Fernley & Fernley  
André Brousseau, Administrative Coordinator - Fernley & Fernley

Others Present

Randy Bennett, 2016-17 NCME President-Elect  
Vicki Scott, Director of Membership Services - Fernley & Fernley

Not Attending

Dale Whittington, Board Member

**Welcome; agenda; approval of Minutes; review of action items**

NCME President Dr. Rich Patz called the meeting to order at 4:07 p.m. A quorum was established. The proposed agenda was reviewed and adopted; and the meeting was conducted following guidelines established by US Anti-trust laws.

**Motion: M. Wilson moved to approve the minutes of the January 19, 2016 NCME Board of Directors Meeting. Motion was seconded and approved by the board.**

J. Casey reviewed actions items from the previous meeting. The first item will carry over as the efforts to send Laurie a file with his Presidential Address proved problematic.

**Action: Staff will secure a video of the L. Wise 2015 Presidential Address on a DVD.**

A policy has not yet been set on recording materials at NCME meetings. A plan for the 2016 Conference was set and the staff arranged to record invited sessions and make the recordings available online.

L. Bay mentioned that a colleague suggested that he volunteered to serve but didn't appear on the list of potential Committee volunteers. Staff will explore if there is a disconnect between the data collected and the report generated regarding the Committees.

J. Casey reported that the NCME Handbook was made available in the Members Only section of the website.

M. Wilson said that he is currently working on identifying Collaborative Partners for the initiative on Assessment Literacy. He believes that NCME's 'voice' is best demonstrated by focusing on the classroom.

L. Bay reported that social media accounts have been established and have been successful.

### **Annual Meeting Committee Update**

T. Ackerman reported that the Annual Meeting Committee is working on updating the Annual Meeting Guide with lessons learned in planning and executing the 2016 Annual Meeting. The Committee is also updating the Annual Meeting evaluation survey, with the goal of sending it out within a week of the end of the 2016 Annual Meeting.

**Action: Staff will support the Committee's efforts to distribute Annual Meeting evaluation survey within a week of the end of the Annual Meeting.**

Mr. Ackerman asked the Board of Directors if they wanted the Annual Meeting Committee to have a role in evaluating the management company's performance regarding the Annual Meeting. R. Patz responded that the Annual Meeting Committee's input in evaluating the management company in the context of the Annual Meeting would be welcome. V. Scott noted that the management company team would benefit from information and feedback regarding performance in areas such as customer service at the Annual Meeting.

**Action: Staff will provide suggested survey questions to the Annual Meeting Committee regarding NCME member/staff customer service interactions and overall performance.**

L. Wise reminded the Board of Directors that evaluations such as this are important for continuing the constructive partnership between NCME and the management company.

T. Ackerman reported that Susan Loomis will take over as Chair of the Annual Meeting Committee for 2016-17 as he begins a sabbatical. He will remain a member of the Committee.

### **Website/Social Media Taskforce Update**

L. Bay reported that implementation of a social media presence for NCME has been successful. Dr. Bay reported that there is an NCME Facebook Closed Group with 321 members, and the membership is growing daily. The Group has facilitated the formation and implementation of multiple ideas, including:

- Theta Hat Hat raffle
- Acquiring volunteers for the NCME Booth on the AERA Show Floor
- Showcasing the activities of the NCME Annual Meeting in 'real time.'

There was discussion regarding whether or not members of the Facebook Closed Group need to be NCME members. K. Huff noted that she is comfortable letting non-members of NCME be part of the Facebook Closed Group, suggesting that there should also be reminders posted on the Group wall about the value of NCME membership.

L. Bay mentioned that she was concerned about "trolling" on NCME's Facebook page, though the power of the platform has done more good than harm. Dr. Bay reported that notable posts on the public NCME Facebook page include:

- Announcement of the 2016 NCME Career Contribution Award
- Link to the obituary of Mary Lyn Bourque
- Announcement of the NCME Booth at the AERA Show
- Interview with Mark Reckase
- Initial announcement of the Theta Hat Hat raffle
- Link to the Glossary of Important Assessment Terms (from the NCME website)
- Announcement of the launch of the NCME LinkedIn Page

R. Patz noted that items from the Newsletter would be great for posts on the Facebook pages. L. Bay noted that she reserves simpler messages for posts on LinkedIn.

Dr. Bay reported that the Taskforce prepared guidelines for social media engagements and was finished its appointed task. Her recommendation for maintaining NCME's social media outlets is that it should be a standing committee's responsibility. A. Zenisky noted that the Website Management Committee charter could be expanded and its membership reorganized to facilitate social media activities.

**Motion: L. Wise moved that the Website Management Committee be reformed to include social media in a new committee with the proposed name of Digital Presence Committee. The motion was seconded and further discussion ensued. No vote was cast.**

R. Patz noted that there is need for further discussion regarding the adoption of specific social media policies and guidelines and the burden on volunteers.

J. Casey stated that the Social Media Platforms have restrictions on setting up anonymous accounts, which limits the options for interacting with them. Personal accounts were used to establish the NCME Pages and Groups and there was agreement that asking the staff to use their personal accounts for roles in managing the platforms wasn't desirable.

L. Wise offered to amend his motion to address the issues involving monitoring and setting guidelines in transitioning the NCME's social media presence to fall under the responsibility of the Website Management Committee with the newly proposed name of the Digital Presence Committee. There was a consensus that the social media management issues need better clarity and the motion was tabled.

### **Assessment Literacy Initiative**

C. Walker reported that story boards from the awardees have been uploaded to a Dropbox for review by the volunteers. The goal was set to have all of the story boards reviewed by April 18<sup>th</sup>, 2016. Potential videographers have been identified for production of the modules/videos.

**Action: Staff will secure price quotes from vendors to produce the story boards into videos.**

It was noted that the production timeline will be dependent on the production company.

### **Publications Committee Update**

K. Huff referenced the proposal for a three year term for the Publications Committee Chair in the board meeting materials. She noted that it was based on a three-year rotation followed by the Budget & Finance Committee.

R. McCallin reported that several editorial appointments have been confirmed over the past year, and that one more opening in the NCME's editorial positions is coming up in 2016.

**Action: The process for finding a new Website Content Editor will have to begin as soon as possible; the current editor is in place until November 1, 2016.**

Dr. McCallin also reported on data supplied by Wiley for NCME's journals: the annual royalty amount that is due to NCME from Wiley is down 6%, as there was a decline in subscription revenue. Dr. McCallin said that on a positive note, production time for JEM is quicker by approximately 35%, while EM:IP production time is also down by approximately 18%. Smaller print runs were also reported – the number of journals published Y-T-D in 2016 is down by 12% from 2015.

R. Patz asked about the interaction between the Editors and the Publications Committee. R. McCallin noted that that there was a disconnect between the Editors and the Publications Committee. Dr. McCallin is addressing this issue with the editors and the committee. The plan is to move forward with regular meetings and more communication to improve on-boarding and facilitate greater success for the Editors.

### **Recognition & Awards Update**

W. Lee reported that he would like for a letter from the incoming President to go to all NCME Awards Committee Chairs. A discussion ensued about what is sent to current, outgoing and incoming Committee Chairs.

**Action: Staff will ensure that a letter from the outgoing President is sent to all current committee chairs and from the incoming President to the new committee chairs.**

W. Lee reported that everything for the Awards presentations at Sunday's Breakfast & Annual Business Meeting is ready to go.

There was discussion regarding the Jason Millman Award Committee. It was noted that requiring three recommendation letters from candidates for the Award may limit the number of applicants, as it increases the difficulty of applying. For 2016, there were only two applications for the Jason Millman Award. R. Patz mentioned that reaching out to faculty could be an effective means by which to market the Award to more applicants. W. Lee noted that he would like to see promotion of award applications on NCME's new social media platforms as a way to encourage more nominees.

L. Bay stated that each of the 2016 award winners will be recognized on the Facebook public page, as well as the LinkedIn page.

### **Review & Approve Handbook Updates**

J. Casey reported that he has followed up on the direction approved in Monterey to reorganize and make the information in the handbook more concise, consistent, and accessible. He noted that the prior versions of the Handbook will still be accessible.

L. Wise suggested that the historical information in the Handbook can serve as a "bridge" to the Archives.

**Action: Staff will place prior version of the Handbook in the Archives section of the NCME website.**

J. Casey reported that the new Handbook is segmented into three sections: Operations & Meetings Governance, Administrative Governance, and Historical & Legal Governance. He noted that the proposed iteration includes information designed to be helpful for committee chairs, with reminders and due dates throughout the annual cycle.

R. Patz suggested that the board address the proposed annual calendar at the next board meeting through discussion, review, and approval. L. Wise suggested that the annual calendar could be restructured to be segmented by the parties responsible and by each activity.

J. Casey reported that all NCME policies were captured into single concise document and asked if all board members were aware of NCME's Conflict of Interest policy. This is important to be aware of as the auditors will require Board Members to attest to having received a copy of the policy as part of their approval of the 2015 Form 990 filing.

R. Patz suggested a table of contents listing of policies, and creation of a potential policy on policies.

### **Meeting adjourns**

**Motion: L. Wise moved to adjourn at 7:05 p.m. ET. Motion was seconded and the meeting adjourned.**