



**NCME Board Meeting Minutes  
April 11, 2016  
Washington, DC**

**In attendance:**

Officers & Board Members

Mark Wilson, President  
Randy Bennett, President-Elect  
Richard Patz, Immediate Past President  
Luz Bay, Board Member  
Kristen Huff, Board Member  
Won-Chan Lee, Board Member  
Dale Whittington, Board Member  
Derek Briggs, Board Member  
Walter (Denny) Way, Board Member

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee Chair  
Susan Loomis, Annual Conference Committee Chair  
Sonya Powers, Membership Chair  
Lydia Liu, Annual Conference Program Co-Chair  
Billy Skorupski, Annual Conference Program Co-Chair

Joe Casey, Executive Director - Fernley & Fernley  
André Brousseau, Administrative Coordinator - Fernley & Fernley  
Monica Mobley, Meeting Planner - Fernley & Fernley

Others Present

Terry Ackerman, Past Annual Conference Committee Chair  
J. Lakin, Past Membership Chair  
Vicki Scott, Director of Membership Services - Fernley & Fernley  
Ki Matlock, Guest

**Welcome; agenda approval**

NCME President Dr. Mark Wilson called the meeting to order at 4:16 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.

## 2016-17 Priorities & Meeting Dates

President M. Wilson noted that in the past, NCME has worked on Standards and that NCME's Assessment & Literacy Initiative is another signature opportunity for the organization to have a voice in the testing arena. Dr. Wilson suggested that NCME's Mission and Vision Statements suggest that the organization should be more active in influencing the public discourse on education measurement issues. He would like to see the NCME begin focusing on other initiatives to gain more stature on issues within the field. Dr. Wilson proposed a taskforce led by K. Huff and D. Whittington to address Classroom Assessment and suggested formalizing a process for NCME to adopt organizational positions.

K. Huff reported that there was a discussion at the Winter NCME BOD Meeting about pulling together a task force on the Classroom Assessment issue that would not be limited to only Board members. Dr. Huff advised that she would include Board members, others within NCME, as well as other organizations like AERA. Dr. Huff said that she has provided names of those who might be effective on such a task force to M. Wilson.

Dr. Huff further suggested that she supports Dr. Wilson's goal is to institute fall conferences with specific focal areas and topics. She advocated that NCME have a broader reach with other organizations, councils and associations for these events.

M. Wilson asked the Board for their thoughts on what NCME should focus on regarding what teachers should know about standards of assessment. Dr. Wilson offered his opinion that current curriculums preparing future teachers do not go far enough. Dr. Wilson stressed the importance in addressing this so that teachers can be more informed and educated about measurement and testing. Dr. Wilson reported that it may be more realistic to plan for the first Fall conference to take place in 2017 and the focus will be on plan-building; while the second conference (in 2018) will be focused on influencing and implementation.

M. Shermis suggested building a budget for the Conferences. R. Bennett noted that philanthropic foundations would be interested and may be a source of funding support for an assessment literacy Conference.

M. Wilson cautioned that NCME is not currently recognized as the national expert in measurement in education as suggested in the NCME Vision Statement. Dr. Wilson challenged the board to consider if NCME is not living up to this goal.

R. Bennett agreed that this is a pivotal moment in the national conversations about assessment and testing. Dr. Bennett stated that NCME can "either sit back and let the conversation happen, or NCME can influence it."

K. Huff noted that the Educational Writers Association has asked NCME to provide resources from its database. D. Briggs agreed that this would be beneficial, but cautioned that there should be training provided so that spokespersons from NCME can be knowledgeable of how to speak to the media.

R. Patz recommended that NCME develop a list of individuals who can serve as experts in specific areas of the field that can be provided through the Central Office.

M. Wilson asked all to check their calendars for times to meet as a board. He suggested that the summer Board meeting in Philadelphia be set to take place July 19<sup>th</sup> and 20<sup>th</sup>. Members of the Board would travel on Monday the 18<sup>th</sup>, and meet on Tuesday and Wednesday.

The Board next determined that the fall meeting would take place in Berkeley, CA on Thursday October 6<sup>th</sup> and Friday the 7<sup>th</sup>, with travel to Berkeley on October 5<sup>th</sup>.

The winter Board meeting will take place in February at the hotel designated as NCME's 2017 Conference Hotel in San Antonio, TX if arrangements can be made. The dates will be Thursday, February 2<sup>nd</sup> and Friday the 3<sup>rd</sup>.

### **2016 Annual Meeting Debrief**

There was general consensus that the 2016 Annual Meeting went well. M. Wilson said that the Annual Meeting Committee and Program/Training Chairs were finalizing the survey and the Board will receive a comprehensive Annual Meeting report when the survey closes. M. Mobley and J. Casey were asked for their thoughts and both reported that the Annual Meeting went quite well from the staff's perspective. Both suggested that the staff felt welcomed by the NCME members and that there was great cooperation with NCME's leadership. M. Mobley also noted that her interactions and partnership with her counterparts at AERA went well.

Several board members provided their observations. W. Lee reported that the Graduate Student Issues Committee had difficulty garnering discussants for poster sessions and noted that perhaps discussants should be listed in the program. K. Huff responded that in previous years, the process for recruiting discussants occurred earlier in the annual cycle and that they were featured in the program. L. Bay added that the Graduate Student Issues Committee is considering new plans for attracting discussants.

W. Lee suggested that the mentors who participated in the Membership Committee's new mentoring program could be recognized in the program as well.

**Action: L. Bay will work with new Graduate Student Issues Committee chair to draft an email to garner discussants for 2017. It was determined that the email will be sent under M. Wilson's signature.**

D. Briggs suggested that one or more large-scale plenary sessions for all attendees might bring increased commonality and value for attendees.

L. Liu suggested that partnering with higher education organizations could enable NCME to reach larger goals for the 2017 annual meeting. K. Huff felt that one of the reasons the 2016 program was so successful was because there were more invited sessions crafted by the program chairs.

M. Wilson noted that it would be beneficial to have the current program chairs call in to the future Board meetings throughout the coming year.

## **Budget & Finance Update**

M. Shermis reported that the organization's 2016 operating budget is approximately \$600,000.00, with a projected deficit of approximately \$47,000.00. The Board approved a motion when it passed the 2016 budget that enables the organization to address this deficit using interest monies from the investment portfolio, which currently holds \$1.4 Million in assets.

Dr. Shermis also reported that NCME is undergoing an audit for the 2015 fiscal year, and he does not anticipate any issues with the audit. He reminded the Board Members that NCME has a Conflict of Interest policy and encouraged the Board members to become familiar with the policy as they'll be asked to sign-off on a form attesting to that fact when NCME files the 2015 IRS Form 990.

Next, Dr. Shermis reminded the Board that the role of the Board Members is to be good stewards of NCME's monies. He said the Budget & Finance Committee has the same role, and monitors the NCME Investment portfolio, meeting quarterly with the Investment Advisor to monitor performance and make adjustments. He said that the investment firm does make occasional changes to the investments based on the NCME's Investment Policy guidelines, which are different than what one might expect for managing individual investments. NCME's outlook is for the long-term, while individuals must plan for an expected retirement age.

Fourth, Dr. Shermis reported that there are two new members for the Budget & Finance Committee, Thanos Patelis of the Center for Assessment and Rosemary Reshetar of the College Board.

Finally, Dr. Shermis reported that all NCME Committees should determine their plans and submit their budgetary requirements by the July BOD Meeting. He shared that with a Conference Registration Fee in 2016 and a dues increase for 2017, the Committee is hoping for no significant budgetary increases for 2017 as the NCME's current guidelines specify that our reserve should be at about two times the annual operating budget and NCME is already looking at using reserves to cover the projected 2016 deficit.

**Action: Board Liaisons should reach out to committees to discuss goals and plan for their preliminary committee budgets to be submitted by July.**

R. Patz asked how well NCME did with registrations at 2016 Annual Meeting. J. Casey noted that 2016's advance registration trended slightly below 2015, so it's probable that even with the increased fees, the Conference might perform at a little less than budget for expected income.

There was discussion regarding the introduction of the Mobile App for the 2016 Annual Conference and the question was asked if (hypothetically) requiring registrants to pay \$5 to get the printed might instead of relying on the App might be a way to help NCME save costs. Those who want a printed program would pay the additional fee and receive a ticket for the physical program, while others would simply use the app to forego printing costs.

## **BREAK**

## **Committee Updates Archives**

J. Casey reported that two members of the Archives Committee visited the Central Office to review physical documents and materials sent by TRG at the transition. The volunteers recommended the scanning of some archival records, which was deferred until after the Annual Meeting.

A stated objective of the Committee was to capture presentations from NCME Annual Conferences and a Digital Publishing Platform where both presentations and recordings could be hosted was created in response. All 2016 invited sessions were recorded and can be housed in the DPP. Unfortunately, the platform was also intended to be an online exchange for the papers presented, but presenters received a communication that made this optional, so not all presentations were captured in the platform. There was also a disconnect in securing releases for those sessions to be recorded, which had been requested by the executive director. R. Patz asked if there was a release for individuals who were recorded and the answer was no. D. Briggs and D. Whittington agreed that NCME needs to be proactive in securing a recording release and that some presenters did become concerned about the lack of a release. The recordings were withheld from being posted to the DPP until the release issue is addressed.

### **Graduate Student Issues**

L. Bay reported that the Graduate Student Issues Committee had a very nice graduate student reception with a great turnout. Dr. Bay noted that the Committee would like to grow the event again, making it an even bigger event in 2017. Dr. Bay said that food was the largest cost for the 2016 Graduate Student Reception, followed by the cost of the drinks. The Committee planned for 50 attendees, and welcomed about 150 attendees at the reception.

The Committee plans to compile information and experiential testimonies from NCME members who had been in internships. And the GSIC would also like their own Facebook closed group under an NCME umbrella. L. Bay noted that this would have to wait until the NCME Board approves a comprehensive social media policy.

### **Membership**

S. Powers and J. Lakin reported that the Membership Committee introduced a new mentorship program just prior to the Conference and 39 mentees signed up along with 25 mentors. The program provided \$20.00 gift cards to mentees, and the Membership Committee thanked the staff for helping secure a space for Mentors/Mentees to meet. The Committee recommends planning to replicate the mentoring space for the 2017 Annual Meeting and extend it for two days for three to four hours each day. J. Lakin said it was a bit of a challenge to distribute the gift cards, so the Committee suggests providing refreshments and longer slots in the rooms, rather than providing gift cards to mentees. J. Lakin also reported that the NCME member stickers for the badges, which helped differentiate NCME Attendees from AERA Attendees, were popular and that the Membership Committee will plan to get more of them for the future.

The Committee Chairs asked about initiating auto-renewals for membership dues. J. Casey shared that a number associations have pursued auto renewals and the industry statistics indicate they're not well used when offered; in most cases groups report that less than 10% of members sign up. Additional considerations such as costs incurred due to changes to the cards (e.g. canceled cards) the groups have on file; spending limits being reached during the holidays when members are being

asked to renew; and the complications of managing PCI Compliance issues, which requires additional software investments, all made creating these systems less attractive than the groups expected. There was also a discussion regarding a potential “life-time” membership, which presents a nice cash flow in the year the lifetime member joins, but impairs cash flow in subsequent years.

Finally, J. Lakin reported that there was positive feedback about the new booth the NCME purchased for the exhibit hall.

The Chairs were thanked for their reporting and asked if they have any plans to reach out to the 2015 members that did not renew.

**Action: J. Lakin will look into a lapsed member survey and will connect with J. Casey to move forward with it.**

### **Publications**

K. Huff reported that there was a good meeting chaired by R. McCallin and attended by President M. Wilson; D. Briggs, who will be the new Board liaison; NCME’s Wiley Contact Elizabeth Matson; and the Committee. One of the main outcomes was a need for more interaction with the current Editors and more support from the Publications Committee with on-boarding new Editors.

**Action: R. McCallin will address strategies for more engagement between the Publications Committee and the NCME Editors.**

### **Standards & Test Use**

D. Whittington reported that the Standards & Test Use Committee has been focusing on the Assessment Literacy Project, with the goal of finalizing review of the story boards by the Committee by April 18<sup>th</sup>, 2016.

M. Wilson asked that the Board to see the story boards as well so that they can have input and oversight consistent with a Level 2 Review as outlined in the NCME Handbook. D Whittington noted that the story boards have been reviewed by several committees, yet welcomes the review by the NCME Board.

**Action: J. Casey will send the Dropbox link to the story boards out to the Board. The Board will review and consider a Level 2 endorsement.**

D. Whittington believes there will be a good pool of applicants to take part in the videos. She noted the importance that the videos need to speak clearly to non-measurement individuals and the target audience still needs to be readily identified. D. Way suggested that there should be humor injected into the videos so that they are more engaging to audiences.

D. Whittington reported that there are four new members to the STUC Committee for 2016-17.

## Training & Professional Development

R. Patz reported that the training sessions at the Annual Meeting were successful and that Training & Development Chair Xin Li did an admirable job on behalf of NCME. She promised to meet with the incoming Chair to share best practices/lessons learned in planning this year's Training Sessions.

## Committee Staffing & Soliciting Volunteers

J. Casey reported that the committee rosters for 2016-2017 aren't completed, but all of the chairs are currently working towards filling each of the unfilled roles in the committees. He noted that there is a Student role called for in the Training & Professional Development Committee listing, but it appears that role was not filled in 2015-16.

**Action: The Graduate Student Issues Committee will be asked to help identify a Student to fill the student role on the Training and Professional Development Committee for 2016-17.**

Budget & Finance Committee Chair M. Shermis agreed to stay on (at least through 2018) to ensure a successor is identified and that there is a smooth transition.

R. Patz noted that there are presently two openings on the Fund Development Committee. He suggested a comprehensive discussion about the FDC should take place at the next Board Meeting, noting that the Fund Development Committee needs to find success before it can move from its current state.

M. Wilson agreed, reporting that the Fund Development Committee solicited approximately \$5,000.00 in total contributions in the past year. He expressed concern about the way the reporting of the recent campaign minimized the amount collected in the past year by focusing on the total raised since inception. Dr. Wilson also expressed concern about the lack of clarity he perceived from the Fund Development Committee meeting held on 4/10 about its plans to improve its success in the coming year. He noted that in his experience, to raise larger sums requires the commitment and expertise that a development officer might bring to the organization.

M. Shermis said that he invited a colleague to address the FDC and that very issue was discussed. He said the FDC was somewhat disappointed to learn how much of an investment it would require for a part-time development officer to raise even the amount required to cover his or her costs for raising funds on behalf of the FDC.

**Action: Staff will add a discussion about the future of the FDC to the agenda for the summer 2016 BOD Meeting.**

R. Patz observed that there may not be a purpose for the Election Committee now that balloting is done electronically. He suggested that the function served by the Elections can be funneled into the work of the Nominations Committee in 2016-17 and it's his recommendation that there should be a singular committee. There was no vote to modify the Committee Structure.

K. Huff expressed concerns that some volunteers are taking on more than one role within committees and other NCME commitments. L. Bay agreed that there are many NCME members who

want to serve in roles and may be left out when one individual serves in more than one capacity. There was discussion that a policy addressing this should be added to the Handbook.

**Action: Staff will add information to the Handbook outlining the appointment process for NCME Committees which specifies that Volunteers must serve in only one capacity at a time. The information will address how any vacancies created by this restriction will be filled.**

J. Casey reported that the Archives Committee has some challenges in staffing committee roles because all of the members, except one, are outgoing as of the end of the 2016 Annual Meeting. One option is to have the digital aspects of the Committee's work fall to the new Digital Presence Committee, while the physical archives documents could fall under the purview of the Board. M. Wilson asked if there is a policy about what should be archived on the website. J. Casey said that there is a document retention policy. R. Patz suggested that there should be an additional policy for web archives. J. Casey said that many organizations include provisions for digital documents in their retention policies.

M. Wilson recommended that the Archives Committee should remain in place until such a web policy is created.

W. Way asked if there was a resource for the association management company to find examples of a web archive policy. J. Casey responded that Fernley & Fernley has examples from other clients, as well as the industry that it can suggest.

W. Lee asked what will happen with the NCME papers that were uploaded to the digital publishing platform. J. Casey responded that the platform was pursued so that content /presentations can be maintained and be accessed in future years.

There is a vacancy for a faculty role on the Graduate Student Issues Committee. J. Casey noted that Ki Matlock has attended the NCME Board Meetings as a guest the past two years. He proposed that her interest in NCME and her enthusiasm will be a beneficial addition to the GSIC.

R. Patz said that as past president, he was asked to initiate an evaluation of the association management company. By the summer Board meeting, there should be a tool in place for an evaluation discussion.

M. Wilson asked that the full draft of the Handbook revisions be made available for review by the Board as soon as possible. The expectation is that the board will have completed its review and the Handbook will be made available to all NCME volunteers before the next Board meeting.

R. Bennett asked the Board to consider and forward recommendations for the 2018 Annual Meeting Program Chairs.

**Motion: R. Patz moved to adjourn the meeting. This was seconded and approved.**

Meeting was adjourned at 7:03 p.m. ET.

