



**NCME Board Meeting Minutes  
October 20-21, 2016  
Berkeley, CA**

**In attendance:**

Officers & Board Members

Richard Patz, Immediate Past President  
Mark Wilson, President  
Randy Bennett, President-Elect  
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  
Lydia Liu & Billy Skorupski, 2017 Program Co-Chairs (via teleconference)  
Sonya Powers, Membership Committee Chair (via teleconference)  
Joe Casey, Executive Director - Fernley & Fernley

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

M. Wilson called the meeting to order at 8:50 a.m. Pacific time. He welcomed the attendees to the University; reviewed the agenda; and called for a motion to approve the minutes from the July Board meeting.

**Motion:** D. Briggs moved to approve the minutes from the July 19-20, 2016 Board meeting. The motion was seconded and approved.

J. Casey presented the action items from the 19-20, 2016 Board meeting.

**Action:** Staff will endeavor to provide context when listing the action items for review at the end of the minutes documents so that action items and follow up are clear during the review.

**Action:** R. Patz Presidential Address recording from the 2016 Annual Meeting will be edited to capture the slides and the links to the recording will be made more visible on the NCME website/archives.

**Action:** K. Huff will initiate development of a peer review symposium to bring together those who have been reviewers and those who've gone through the review process. It will focus on measurement only aspects of peer review and will include state-level perspectives, with the goal of identifying both what the process has been and what it should be. NCME members and the Center for Assessment will be consulted, and the format could be a debate session.

### **NCME Initiatives (Part 1)**

- 1. Assessment Literacy**
- 2. Classroom Assessment**

#### **Assessment Literacy**

J. Casey gave a brief overview of the status of the development of the Assessment Literacy video and showed a preview of a draft of the opening segment provided by the videographer. D. Whittington solicited questions and feedback on the effort to share with C. Walker and the work group. Several suggestions were made.

**Action:** D. Whittington will provide the feedback from the review to the workgroup developing the Assessment Literacy video and update the board on the delivery date of a final video for approval.

There was a brief discussion about next steps once the video is completed with regard to NCME's efforts on Assessment Literacy. D. Whittington reported that the Standards & Test Use Committee is conducting a review of available resources that could be aggregated and made available via links from the NCME website. There was also some sentiment that NCME should continue to invest in developing such resources in concert with the prioritization/adoption of positions. Where to link external resources from in the current NCME website structure led the board to look at the Glossary of Terms as a logical approach.

R. Patz emphasized the importance of NCME's role as an authority on Assessment Literacy. The board agreed that after the first project is completed, NCME should see how the output is received and determine how to move forward from there.

**Action:** Staff will update the title of the Glossary of Terms page of the NCME Website to include the word "Terms".

#### **Classroom Assessment**

K. Huff and D. Whittington applauded the efforts of the volunteers assembled to further the NCME's initiative to promote the linkages between Large-scale and Classroom Assessment. These leaders reviewed the draft charter for the working group and the board members provided feedback on the draft.

**Action:** K. Huff captured the feedback from the review and will revise and distribute an updated draft to the workgroup and the board.

An identified goal for the initiative is to present relevant content on Classroom Assessment at the 2017 Annual Meeting. A discussion with the Program Co-chairs has led to a panel being assembled for a session on key aspects. The board discussed the make-up of the panel and the value someone from a technology company would add. Whether that panelist is from 'inside the family' or a more objective representative is TBD. The capacity for additional content will depend on how many rooms/timeslots are available and the staff is working with AERA to finalize that information.

Another exciting effort under way is planning for a fall 2017 conference at the University of Kansas on Classroom Assessment. N. Kingston is coordinating/hosting the program and planning details were included in the board

book, including dates and budget considerations. Potential approaches for sponsorship from larger organizations/technology companies were reviewed. K. Huff emphasized that sponsors will look for scalability and sustainability in any proposal requesting funding.

D. Whittington spoke to Objective 1.3 in the plan to establish strategic partnerships with specific intentions. D. Way noted the importance of bringing the State-level perspective to the EdTPA evaluation system referenced. The board members evaluated which of the suggested strategic partnerships listed would have the greatest impact. There was some agreement that the American Association of Colleges for Teacher Education (AACTE) and EARLI SIG 1, Assessment and Evaluation would be good partners for NCME in this initiative. The reasons efforts in this area were also discussed to facilitate NCME's success in its initiative.

The workgroup is also exploring a title for the NCME Book Series to follow up on the Annual Meeting Session topics being planned for 2017. The role of the board and the role of the Book Series editorial board was briefly discussed and a fleshed out plan will be brought to the January 2017 BOD meeting.

**Action:** K. Huff and D. Whittington will follow up with the stakeholders and report on the best path forward on an NCME Book Series title on Classroom Assessment.

Another activity being explored is a Special Issue of an NCME Journal related to the 2017 Annual Meeting session(s). This approach could be expanded to Special Issues in other journals in the field as collaboration partners are engaged, extending this important work into 2018.

*For further information, please see the PowerPoint presentation prepared for the BOD meeting and distributed by K. Huff and D. Whittington.*

## **NCME Initiatives (Part 2)**

### **1. Opt-out and other Organization Position Opportunities**

R. Bennett presented a process for establishing organizational positions that generated good discussions of the value of NCME doing so, and outlining specific steps to move this initiative forward. Questions addressed included: *Is a 30 day review/comment period the right amount of time? How would NCME proceed if the majority of members disagreed with taking a position? What if things change after a position is adopted and the conditions suggest NCME would no longer support the approved position?*

It was suggested that a clear definition of what constitutes a position be established. One definition: "A position is a short, simple, direct policy statement above and beyond the research NCME publishes in its journals."

A board member asked if holding positions would add value or detract from NCME's value to members? It was noted that only select positions should be adopted and also suggested that if members are asked for feedback that the NCME follow up to address the feedback.

What is the role of the Outreach & Partnership Committee in fostering positions and debates? It was suggested that the OPC could serve as a 'filter' to determine if proposed positions will be brought to the board. If so, the charter for the committee needs to be updated.

There was further discussion that NCME needs to have influence on policy related to education measurement at both the state and federal levels. It was noted that there is an upcoming event at the White House and NCME isn't invited. It was also noted that NCME's journal *Education Measurement: Issues and Practice* was created to address

policy issues in practice.

**Motion:** D. Whittington moved to accept the philosophy, process and procedure proposed in the board book for NCME to adopt select positions on education measurement issues. The motion was seconded and approved by a majority vote.

Next, the board discussed the draft position on 'Opt-Out' that was presented. After some discussion about the order of the paragraphs, it was agreed that the original document would be presented to the membership for review for up to 30 days followed by consideration/adoption by the board as an organizational position of the NCME.

**Motion:** D. Way moved to adopt the ***National Council for Measurement in Education (NCME) Position Statement on Student Participation in State Assessment*** as drafted/presented in the 10/20-21/2016 BOD Book, upon completion of the comment period. If there are changes, NCME's Executive Committee will consider and accept or will revisit with the full board. If no changes are needed, the statement is adopted as presented. The motion was seconded and approved by a unanimous vote.

**Action:** R. Bennett will prepare materials for placement on the NCME webpage related to the Procedure for Positions and the Opt Out Position

NCME's President will respond to any comments provided during the comment period and upon completion of the Comment Period, if no significant changes are required, the document will be distributed to the organizations cited in the statement and then released as NCME's organizational position on the issues.

### **Other Organizational Positions**

K. Huff and D. Briggs led a discussion examining the pros and cons of education measurement in teacher evaluations. In favor of using test scores, the emphasis for recommending doing so was based on prioritizing the Students rather than the adults. K. Huff argued in favor of using test scores:

- Use test scores as one factor in a multiple measures educator evaluation system
- Perhaps not include as a fixed weight in evaluations - allow for flexibility at some level within the system (like in MA)
- Continue to do research to improve & demystify metrics
- Principals can predict high value-added teachers - measures are not the result of a random process

Arguing against using test scores in teacher evaluations, D. Briggs noted in the tails of the distribution (i.e., at the extremes), there is a correlation between testing and teacher performance, but there isn't enough evidence to support using test scores for the majority of teachers. This makes him agnostic on the matter, and therefore he would be inclined to not recommend that NCME take a position on the issue.

*See the Power Point Presentations for full details.*

### **NCME Program Chairs Report**

L. Liu and W. Skorupski reported that 461 individual papers and 63 coordinated sessions were received, reviewed, categorized for content keywords, and tentatively assigned to review panels. Additional lessons learned regarding the Abstracts process will be shared with future co-chairs.

In consultation with M. Wilson and the Training and GSIC Chairs, the co-chairs decided to have a joint award session to include 2017 award winners and winners from 2016 who didn't get to present. The plan is to provide a

'poster-like' session with a light reception afterwards to attract attendees. The co-chairs would like to see the session recorded and posted on the NCME website.

Efforts are under way to increase the use of the Electronic Board sessions so that more good proposals can be accepted for the 2017 Annual Meeting sessions. They will be looking into the papers in rejected Co-ordinated sessions to see if there are interesting papers that could be invited to participate as individual presentations.

Invited sessions being considered include

- (a) A session on international student learning outcomes assessment in higher education.
- (b) The National Association of Assessment Directors has been approached about a session on both classroom and large-scale assessment issues.
- (c) K. Huff is also helping plan a session on the impact of educational technology on classroom and large scale assessment.
- (d) A session honoring Ben Wright.
- (e) A session sponsored by the Diversity Issues in Testing Committee.

And, there are considerations for increasing participation of junior faculty/researchers and graduate students if they can be easily identified from their proposals.

Both Co-Chairs believe that the quality of the sessions, and increased promotion, will be the keys to attracting higher attendance for the 2017 Annual Meeting.

### **NCME Membership Chair Report**

S. Powers reported that the success of the NCMEntor program introduced at the 2016 Annual Meeting added a lot of value and provided a needed networking opportunity. Lessons learned in 2016 will be used to 'tweak' the program in 2017 (e.g. there's no need to distribute the \$25 gift cards).

The Committee executed an incentivized Membership Drive to attract non-NCME Member conference attendees and those who neglected to renew in 2016. To date, (through 10/20/2016) the effort attracted approximately 37 joins/rejoins.

Among efforts/ideas to grow membership the Committee is currently addressing:

- Data Hygiene: Ensuring the reliability of contact information and deletion of duplicate records so that efforts can be targeted for specific messages;
- Focusing on member value and adding educational/professional development opportunities outside of the Annual Conference (e.g. webinars and recorded sessions posted online);
- A member-get-a-member campaign that incentivizes current members to ask friends/colleagues to join; and
- "Casting a wider net" to attract non-traditional professions (e.g. not psychometricians) by providing education content on Data Forensics, Data Mining and Data Visualization, which may appeal to computer science professionals and those in adjacent fields. The Classroom Assessment Initiative is also seen as contributing to this.

The Committee was asked to work with staff to dive deeper into NCME's membership data to generate reports on International Counts, trends for the past three years and a year over year comparison to October 2015.

<p><b>Action:</b> S. Powers and J. Casey will explore if the data requested can be secured and reports generated for International Counts, trends for the past three years and a year over year comparison to October 2015 in the next Membership Report document.</p>
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R. Patz recommended that NCME advertise on Facebook to attract new members. This issue was raised at prior meetings and no ads were placed. This led to a broader discussion about growing membership strategically. The Committee and staff agree that NCME can do a better job using the Social Media platforms to attract members.

#### **Fund Development Committee/Mission Fund**

The Committee's interest in securing funding from external philanthropic organizations was addressed. K. Huff noted that such requests must demonstrate both scalability and sustainability. After some discussion about the report, it was suggested that the Committee focus its energy on supporting an activity tied the fall 2017 Conference at KU rather than rush to host an activity in San Antonio.

#### **Standards Management Committee**

M. Wilson reported that he attended the meeting of the three sponsoring organizations in September. APA and AERA are represented by staff executives while NCME's structure requires involvement of a member of the Executive Committee.

#### **Handbook Update**

Assignments and the process for the review/update of the NCME Handbook were briefly discussed. The assignments were outlined in the document in the board book, and each team will have the autonomy to manage its review, invite subject matter experts and complete its assignment by the winter BOD Meeting.

#### **NCME 2017 Budget**

M. Shermis provided the background on the development of NCME's 2017 Budget and the recommendations provided by the Committee to close the projected deficit:

- Reduce the fees for managing NCME's Investment Portfolio;
- Replace one face-to-face BOD meeting (fall meeting) with a virtual meeting to reduce travel costs; and
- Replace electronic poster boards with a traditional poster session at the Annual Meeting.

There was a discussion about these recommendations and whether it would be better to approve a deficit budget to account for investments into activities to grow NCME.

The board supported the BFC recommendation to pursue other options for the management of the portfolio to bring costs down and referred the issue back to the Committee for follow up.

<b>Action:</b> M. Shermis and J. Casey will work with the committee to finalize an action plan for NCME's investment portfolio to reduce expenses.
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It was suggested that increased use of electronic boards at the Annual Meeting could translate to higher acceptance of proposals, which may encourage more attendees to register and would bring the "cost per use" down.

The conversation shifted to the role of membership dues in the projected deficit and the need to invest in activities to grow NCME membership. J. Casey noted that while the Membership Committee has taken steps to reach out to past members and non-member conference attendees, a deeper understanding of NCME's value and how to reach potential members is needed. The board agreed to explore working with a membership consultant to create and execute a plan to better understand membership drivers, improve retention and

reach out to prospective members to join NCME.

**Motion:** R. Patz moved to authorize the National Council for Measurement in Education (NCME) to operate at a deficit of up to \$40,000 for the fiscal year 2017. In addition, the NCME will spend up to \$10,000 to work with a professional membership consultant to create and execute a membership growth initiative. The motion was seconded and approved by a unanimous vote.

#### **Administrative – President**

##### **Training & Development Committee**

The request of the Training Chair to record invited Training Sessions initiated a discussion about costs, feedback from prior surveys about recordings and whether a live-stream of sessions via a platform that works well on Facebook would be used. L. Bay offered to look further into the live-stream platform if that option is pursued. Staff will endeavor to locate the past Annual Meeting Survey report that addressed recordings.

##### **Annual Meeting Committee**

The board reviewed the list of recommendations made by the Annual Meetings Committee in their July report. There was general agreement with the Committee's recommendation to delineate between Invited Speakers/Keynotes and apply the same distinction for anyone invited to participate in a debate. It was also suggested that a question be added to the 2017 Annual Meeting survey about the visibility of NCME's sponsors.

**Action:** The Annual Meeting Committee will be asked to update the 2017 Annual Meeting survey to ask attendees about the visibility of NCME's sponsors at the event.

#### **Administrative – President Elect**

- Committee Reports
  - Archive
    - The Committee is continuing to work with Fernley & Fernley on creating a more concise and intuitive website archive search function with a goal of having all materials identified and posted by the April 2017 Annual Meeting.

#### **Administrative – Past President**

- Committee Reports
  - Nominations & Elections
    - R. Patz reported that the Committee has identified a slate for the election and the staff is currently collecting the bios and photos for the ballot.
  - Sponsorships
    - Soliciting sponsorships for the 2017 Annual Meeting is underway. Additional prospective sponsors are being culled from the membership roster.

#### **Administrative by Liaison**

- Committee Reports
  - Publications
    - D. Briggs shared a proposal for ITEMS to have its own identity with a Web interface modeled on the Khan Academy platform. The goal would be to showcase both the classical quality of ITEMS and the newness of delivering modules on a digital platform. This approach would feature invited modules rather than the current submission/review format.
    - There was consideration/discussion as to whether contributors would receive stipends or payments for their contributions. It was agreed that honoraria for editors similar to NCME's other vehicles would be appropriate, but not for all

contributors as they are often compensated/incentivized to publish by the organizations that employ them.

- The concept was described as “this is assessment literacy” and ways to leverage other NCME efforts to educate/inform assessment literacy were invoked.
- Questions about who owns the Intellectual Property were asked. (It depends on the contract with the publisher of each vehicle). The board also discussed what would be the best path to deliver digital content. J. Casey emphasized that given the experience with the searchable library, expectations and specifications need to be very clear.
- The board supported the concept and asked that the ITEMS Editor to create a ‘Proof of Concept’ proposal to further the discussion. The board asked for subjects such as free content and content made available with a CE component for a cost be addressed in the Proof of Concept.

**Action:** D. Briggs will ask ITEMS Editor A. Rupp to prepare a Proof of Concept proposal to explore NCME’s investment into an online platform for ITEMS Modules.

## Professional

### 1. Committee Reports

- Outreach & Partnerships
  - L. Bay reported that the Outreach & Partnerships Committee initiated a Wikipedia page for NCME and the terms link back to the NCME Website Glossary. The page continues to evolve.
- Diversity Issues and Testing
  - L. Bay briefly reviewed the proposed session for the 2017 Annual Meeting, which was generally appreciated by the Board.
- Graduate Student Issues
  - L. Bay reported that the GSIC did a good job in organizing the call for and reviews of the GSIC Electronic Board Session for the 2017 Annual Meeting. The Committee intends to accept 50 presenters for two separate 90 minute sessions for 2017.

The plan to identify discussants for the sessions needs to be better organized. The GSIC intends to use Social Media to recruit discussants.

Follow up on the GSIC’s interest in setting up a Facebook group was a challenge as the Chair isn’t a Facebook user. A page, instead of a group, was originally established, but that has been corrected.

GSIC is again requesting \$1,000 from NCME and AERA Division D. to support a reception event in San Antonio.

## Standards

### 1. Committee Reports

- Standards and Test Use
  - D. Whittington reported that the work of the Committee has focused on Assessment Literacy efforts as reported earlier in the meeting.

It was noted that the JCSEE needs to update its website to reflect NCME’s current liaison.



**Action:** Staff will contact JCSEE to request the update to list Catherine Taylor as NCME's current liaison. .

## Recognition

### 1. Committee Reports

- W. Lee reported that there were more nominations for the 2017 Awards than the committees received in 2016. The extended deadline seemed to help, as did additional announcements about the call. Extending the deadline to September going forward is recommended.
- Awards & Recognition received a proposal to provide an online application and review process for the 2018 Awards from OmniPress, the vendor that builds and houses the Abstracts Management system. Cost to develop the forms and conduct reviews via the existing platform were estimated at \$3,945. Staff was asked to research if the \$600 per form would be a one-time charge or annual expense.

**Update:** Staff confirmed that the cost is an ongoing/annual expense. A meeting with a vendor who may provide an alternative approach has been set for the week of 10/31/16.

- Ideas for promoting nominations for awards were discussed. In addition to the ideas outlined in the document in the Board Book, the Board suggested adding a promotion for nominations to the Conference App; asking each Award's Committee to prepare a bio of each Award's namesake to better showcase the individual's contributions to NCME for younger professionals who may not be aware of them; and pairing award nominators who's proposal was accepted with aspiring nominators to promote mentoring of what a successful nomination includes.

**Action:** Each Award Committee will prepare a bio (with photo if available) to add to the NCME website description of each award. These bios will also be made available at the Annual Awards Breakfast.

## Website/Digital/Social Media

L. Bay presented a proposal to the BoD to establish a Digital Presence Committee as a standing committee of NCME. Under the umbrella of the Digital Presence Committee will be the Website Management Committee and the Social Media Committee.

*Please see the proposal for details on the Charge/Make up of the Committee and Subcommittees and potential participants.*

**Action:** Board members were asked to review the list of participants recommended and add additional recommendations (please send names to L Bay) to populate the Digital Presence Committee and sub-committees.

There was additional discussion about the role of the Website Editor in the context of other NCME vehicles (e.g. journals, book series and newsletter) and the potential need for compensation for the amount of work these volunteers are/will be asked to do on behalf of NCME. It was noted that the current Website Editor hasn't requested any funding.

Discussion also addressed the searchable library and the functionality of the NCME website platform. While the platform does provide the capacity to search for posted content, the ability to contribute and document share is not as robust as expected. Examples of other platforms that integrate with NCME's iMIS database were briefly reviewed. Additional specifications about the functionality required will help initiate discussions

about changing platforms/ investing in new functionality if warranted.

**Action:** A clear scope of work/specifications for functionality will be created to further the dialog about whether additional investment in the existing platform or a move to a new platform is needed. Staff will work with the new DPC leadership to prepare/present something to the NCME BOD at the winter 2017 meeting.

### Contracts Update

- J. Casey reported that the replacement contract for publishing NCME's journals with Wiley has been negotiated and is currently being reviewed by NCME's Legal Counsel. It was briefly discussed if an RFP was issued to identify other potential publishing partners. While that was not done, it was generally agreed that Wiley has been a good publishing partner for NCME and exploring a continued partnership was prudent given the resources available.

**Update:** Staff confirmed that the request to increase the royalties in the new agreement was accepted. In exchange for an additional two-year commitment to partner with Wiley, the 2017 Royalty alone will add nearly \$53,000 (an 83.5% increase in year one) revenue, which will offset the projected deficit for 2017. The contract is currently being reviewed by Legal Council and is expected to be executed before the current agreement expires in January 2017.

- Legal Counsel is also reviewing the efforts to publish *Education Measurement (4<sup>th</sup> Edition)* independent of the American Council on Education. The Demand period has passed per the prior agreement and a new agreement will be created for NCME to be the publisher of the title.

### Other Business

#### New Business

L. Bay reported that colleagues that volunteered to serve on their membership application/renewal are not showing up on the lists of potential volunteers that we distributed.

**Action:** Staff will research why the individuals L. Bay identified weren't on the distributed lists.

Appointments of new Committee volunteers for 2017-2018 need to be made in January 2017. Liaisons are asked to better coordinate with Committee Chairs to recruit members and populate Committee rosters. It was noted that Committee Chairs are generally asking colleagues and peers they know, rather than using the spreadsheets of willing volunteers to fill committee rosters. It was also suggested that if 'the ask' is made by NCME's Board Members, it would carry more gravitas for the individual and may lead to better engagement.

**Action:** Liaisons are asked to better coordinate with Committee Chairs to recruit members and populate Committee rosters by January 2017.

There was a brief discussion about NCME's participation in the International Test Commission (ITC). It was noted that NCME's interest is Education Measurement, which is only a component of ITC's work. The merits of NCME's participation in ITC or the International Association for Educational Assessment (IAEA) were briefly discussed and there was some interest in cross-promoting offerings and membership with both groups. A discussion about this will be added to the agenda for the next Board meeting.

**Action:** Add a discussion about NCME's participation in ITC or the International Association for Educational Assessment (IAEA) to the winter 2017 BOD agenda.

## Management Company Evaluation

- R. Patz distributed the report on the survey sent to all NCME volunteers to aid in the formal evaluation of the management company.
- Board members and the Executive Director were invited to provide comments about the report and the survey tool. It was agreed that a separate tool for Board Members and other volunteers should be used in the future as some questions asked of board members weren't relevant to Committee Chairs (e.g. monthly management reports/financial reporting).
- J. Casey was asked to leave while the board further reviewed and discussed the evaluation. A report was prepared and shared with the management company regarding the review.

*Please see the evaluation report for details.*

M. Wilson called for the adjournment of the meeting at 12:15 p.m. Pacific Time.