

NCME Board Meeting Minutes

Monday, May 3, 2010

Denver, Colorado

Board Members Attending:

Terry Ackerman  
Wayne Camara  
Linda Cook  
Kadriye Ercikan  
Deborah Harris  
Susan Loomis  
Michael Rodriguez  
Sherry Rose-Bond  
Bruno Zumbo

The Rees Group

Plumer Lovelace  
Drew Nelesen

Guests:

Brian Clauser  
Chad Gotch  
Amy Hendrickson  
Kristen Huff  
Jennifer Kobrin  
Cara Laitusis  
Scott Marion  
Jerry Melican  
Lora Monfils  
Elaine Rodeck  
Andre Rupp  
Lietta Scott  
Kris Waltman  
Cathy Wendler

*The meeting was called to order at 4:05 p.m. by Dr. Camara.*

Introductions were made.

Dr. Camara introduced the two incoming Board members: Deborah Harris and Bruno Zumbo. Dr. Zumbo will shadow Dr. Loomis and take over as the liaison of publications next year. Dr. Harris will shadow Dr. Ercikan as liaison for Recognition.

The website and membership committees are now under aegis of Dr. Cook (NCME Vice President).

Dr. Ackerman is in charge of nominations and elections.

Dr. Camara asked for any changes or additions to the agenda. Dr. Ercikan requested adding an item to the agenda to discuss ideas for increasing nominations for the awards.

The next Executive Committee meeting will be June 16-17 in Madison, Wisconsin. Dr. Camara invited all committee chairs to attend with the exception of the elections and awards committees. Dr. Camara wants to engage all committee chairs during the Board meetings. The second Board meeting will be held in October (Board only) in Washington, DC, but some chairs may be invited to attend. Drs. Huff and Marion are invited to June meeting to discuss the ad hoc committee on advocacy.

#### NCME Initiatives (New and Continuing)

Dr. Camara described three major contracts to be renewed this year:

- AERA: Drs. Ackerman and Cook will lead the renegotiation.
- Wiley/Blackwell – Dr. Ackerman will take lead.
- TRG – Dr. Camara will take lead.

Dr. Camara sent out an NCME survey last month. It was reported that many institutions filter out email from survey monkey, so many individuals did not receive this email. The survey link will be posted on the NCME webpage, and a new email will be sent out with link to NCME website. The purpose of the survey is to collect information on members' skills, areas of interest, region of country with the goal to provide a more interactive way to search and identify NCME members.

Dr. Camara stated that he wants the membership committee to focus on membership renewals and retention. He wants to make sure that members renew earlier, and encouraged discussion of incentives or disincentives for renewing/not renewing on time.

Dr. Ercikan asked whether submitting proposals to the conference is contingent on renewing membership, and the clarification was made that proposal submitters do not have to be members, as long as they submit with a member.

As the website changes and many resources are available only on "Members Only" section, this may help with membership renewals.

*Governance recognition for members.* Dr. Camara would like to put a handout with governance roster on NCME breakfast tables next year, to recognize NCME volunteers for their service.

Dr. Camara outlined his ideas for his term, including "Future Big Ideas to Explore." These included forming a conference contingency planning task force, identifying potential long-term income streams, and exploring the establishment of an NCME foundation.

Dr. Camara would like to review award policy and options to honor distinguished and deceased members. Currently the only way we recognize deceased members is through awards, and we have too many awards.

*Publications.* Dr. Camara described a potential NCME book series. Three publishers have been approached, and all are interested. We are exploring a 50% royalty split between NCME and the author(s).

Dr. Camara described his goals regarding the organization and governance. He would like to increase associational efficiency and order, through governance appointments and cycles, TRG resources and the database of record. He would like to increase involvement of NCME members in governance (get more members involved), and committees' roles in undertaking new initiatives. He would like to "flatten" the organization, such that committee chairs have much more responsibility for initiating new services and responding to needs. The committees should be the action arm of NCME and the Board should be concerned with policy, direction, strategy, and mission. Dr. Camara mentioned that the strategies for each committee were outlined in the handout, and would not be discussed at today's meeting.

Dr. Camara asked everyone to send their final committee rosters, and any changes to handbook and attachments to Jennifer Kobrin by end of May.

During the Board's meeting on webcast, we approved a one –year pilot for a 'record keeper position.' Jennifer Kobrin was appointed to fill this one-year term through the 2011 Annual Meeting. This position will function much as a "Secretary" does in other associations. During the next year, and after the fall Board meeting, we should determine whether to continue the position on an interim basis, submit a by-laws change to create a Board appointed position of "Secretary" or eliminate the position.

Dr. Camara described the format and timeline for committee reports to the Board and shared the new committee report template. He encouraged all to submit data and trends to supplement the committee reports.

Dr. Camara suggested that Board members distribute goals to their committees and get back to the Board with comments and suggestions.

Board reports for June meeting will be due about May 30<sup>th</sup>.

#### Report from Program Committee

Sandip Sinharay (not present) and Cara Laitusis had a few meetings with Dr. Camara. The theme for the 2011 conference will be "Innovations." When people submit proposals, the first 3 keywords will involve "innovations." The key word search has been truncated by about half. There will be at least one session for each type of innovation.

Terran Brown and Mary Pitoniak are chairs of the AERA-Division D program – the NCME program chairs will work with them to make sure the themes do not overlap. Dr. Laitusis plans to delay invited sessions so that ours are more timely and don't overlap with Division D's.

Dr. Laitusis reported a few formatting changes – the program committee truncated the call for announcements, and deleted some session formats that are never used. This year we will only have coordinated sessions and individual paper sessions.

Dr. Cook received comments that people seem to be dissatisfied with paper sessions that don't have a strong theme. They are satisfied with structured poster sessions. The "square" round-table format is getting good feedback.

Dr. Ercikan agreed that roundtables engage people in better quality dialog. It is most effective when people read the papers ahead of time.

Dr. Cook suggested incorporating formats that engage participants in more discussion.

Dr. Rose-Bond suggested notifying people that papers are available to download before the conference.

Dr. Harris suggested doing a G-study to let people know that reviewers are consistent, and suggested including graduate students as reviewers. Dr. Laitusis replied that the previous program chairs found that most of the reviewers in the database ARE graduate students.

**ACTION ITEM:** Work with Plumer to open database mid-May or early June, so we can get reviewers earlier.

Dr. Ackerman – when we renegotiate contract with AERA, we need to make sure we have flexibility with AERA in order to introduce new session formats.

Dr. Loomis asked whether we have way to collect information from moderators on participants who don't submit papers or do not show up.

Dr. Zumbo shared feedback that NCME sessions are largely for a non-participatory audience. One possibility is to remove discussants. If we go with no discussants, the authors need to do something to engage the audience.

Dr. Rupp suggested that the author can pose a question to the audience. Is there a way to shape the program to make it more diverse?

Dr. Marion – perhaps have a small study to evaluate new session formats. Randomly assign sessions to have no discussant and have scale about engagement of audience in the session.

Dr. Camara indicated that there is an evaluation form that can be used. The Moderator is responsible for passing them out and collecting at the end of session.

Dr. Cook suggested that we should charge a small group to think about the program and how to improve quality, and come back to the Board with some suggestions.

**ACTION ITEM:** Drs. Rupp and Gorin were asked to explore some of these issues: new formats, and whether we should include graduate students as proposal reviewers.

Dr. Ackerman suggested having an EM:IP article discussing the process for accepting proposals. The NCME membership needs to understand the process.

Report from the Training and Professional Development Committee

Dr. Hendrickson provided an update on the training and professional development committee. The training and professional development program will share the same theme of innovation. The committee is already starting to recruit participants (e.g., James Madison University professors who gave a coordinated session on innovative items this year were asked to give a training session next year).

The webcasts for 2011 were discussed. Michael Rodriguez will join the training and professional development committee to coordinate the webcast. The Board discussed how to expand webcasts outside of the conference. Dr. Zumbo wants to have one webcast where another country is delivering the Webcast.

Mr. Gotch (GSIC) shared the idea to have one of the webcasts gather perspectives from international graduate students.

*Dr. Camara called for a 10 minute break. The meeting reconvened at 5:40pm.*

NCME Website (Kris Waltman)

Dr. Waltman shared the plans for the website committee. The committee has five main objectives, that may evolve over time. There will be a new design of the website, to be live Dec. 2012.

Development of procedures. Currently there is nothing in place with regard to how changes are made to the website. The committee will develop workable procedures and will get other committees involved in development of content. The website needs to be a vehicle for all committees to accomplish their missions.

The committee is comprised of 9 people; all but 2 are brand new. The committee audited the current content of the website, to see what is there and what is not there. This information will be used to identify changes that have to take place right away, those that will be incorporated in the next 6-12 months, and those that will be incorporated into the new design. The new design will have additional content. Dr. Waltman will go to Madison next Thursday to talk to Plumer Lovelace and John Hoffman. The committee will form two subcommittees: one focused on process/procedures, and the other focused on new design.

Dr. Waltman asked that each committee should be brainstorming about resources, or content that can/should be on the website. Some short-term triage is needed (e.g., members need to be able to go to homepage to renew membership right away). Mission and vision don't need to be in the center of the webpage.

Dr. Ackerman gave the reminder that it is very important to evaluate traffic to the website, for all committees and initiatives. He would like to see monthly reports to see how often different pages are viewed. The membership should be more engaged through the website.

Dr. Ercikan noted that the call for nominations for awards are hard to get to through the website.

Dr. Harris suggested that the website might be a way to honor deceased NCME members.

Dr. Rose-Bond added that the website can also recognize major accomplishments of current members. (Dr. Camara – the NCME newsletter can have a person to gather this information, but there should be some screening)

Dr. Rodeck (Finance committee) – we should be thinking about estimated costs, and building them in, not only for next year but for next couple of years.

Dr. Laitusis – we can use existing social networking sites to communicate with members. For example, graduate student Maria Oliveri started LinkedIn site for graduate students.

Plumer Lovelace is recommending to TRG clients to create their own Facebook account, or somebody else will. We need to assign somebody to be point person. TRG has a partnership with a community college who can help set up/manage that.

Dr. Rose-Bond – we need to give instructions/support to use this for those who are unfamiliar.

Dr. Camara asked whether this would be part of website committee, or other committee/group?

We need to be careful about Facebook – some companies don't allow employees to access it at work.

#### Edited book series for NCME

Drs. Gierl, Leighton, and Cizek have agreed to put together a proposal. A major concern is that the Board will want to control it. Other groups have established an editorial board. The role of the Board should be to approve working titles and editors, and then stay out of it unless there is a problem. Three publishers are very aggressive. It is unlikely that non-NCME members (e.g., teachers) would buy these.

Dr. Zumbo - we need to think about how this can be aligned with renegotiation of the contract with Blackwell/Wiley. We may be able to use this as leverage in negotiations. The market is getting flooded, so we need to be clear what niche we have that other presses don't have.

Dr. Camara asked Drs. Zumbo and Loomis to lead discussion on this topic at the next Board meeting.

#### Scott Marion and Kristen Huff – Ad Hoc Committee on Assessment Policy and Advocacy

As an association, we have not been affective on any assessment issues. Dr. Huff is working on recommendations to bring to the Board in June. Drs. Huff and Marion had interviews with individuals at AERA, and in government relations at the College Board. Dr. Marion will share a memo providing a list of open questions. We have to think carefully about how to be selective in order to be effective.

Dr. Marion asked the Board to consider the issues that NCME should be involved in, who is going to do the work, and how do we monitor/prevent self-promotion?

Dr. Huff provided the Board with a “straw man process” which laid out what would happen if we went a certain route. Dr. Huff asked the Board to react, think about these issues to have a productive conversation in June.

Dr. Camara shared an example of APA and giving testimony. We could identify an issue well in advance and have a committee write a white paper. The Board doesn’t vote to approve, it votes to “accept”.

Dr. Cook – we can partner with organizations that have the staff (AERA, APA). We have the skills and talent, but we don’t have the staff to arrange the congressional briefings, etc..

Dr. Zumbo thought the membership should have a say in what issue(s) NCME becomes involved. Some issues are controversial. Will we allow counter-papers on issues? Should we address only U.S. issues, or international issues as well?

Dr. Ackerman – there are members from our organization who play an influential role already; it shouldn’t always be our goal to necessarily take a position, but to inform about all of the different options and consequences. We should present all sides of the argument.

Dr. Rose-Bond – we want to educate; if we take a position we become lobbyists.

Dr. Huff – when there is an issue that has a research base, AERA takes the role to describe the research base.

Dr. Zumbo suggested removing the term “advocacy” in committee’s title.

Dr. Rodeck warned that there could be potential litigation in taking a position.

### Strategic Plan

Dr. Rodriguez reported on the NCME Strategic Plan. This has not been voted on yet; this wasn’t intended as strategic plan. It is a distillation based on comments of the Board when we reviewed strategic plans, and has not yet been adopted as official statement.

Plumer Lovelace clarified that the strategic plan was adopted, but as it stands, it is not accessible to the public. Ultimately the distilled version should be accessible to the membership and put on the website.

Dr. Ackerman will work on action steps to bring to the Board. Each committee’s goals would need to be aligned with the strategic plan in some way.

### Awards Committees

Dr. Ercikan reported on the awards committees, and sought ideas for increasing the number of nominations. One idea is to have an invited session of awardees in the following year. One session would include all awardees (rather than separate sessions for each).

Dr. Harris said that we did this with Brad Hanson award winners in the past.

Dr. Loomis thought that the nomination process may be a big burden for the nominator. Perhaps standardizing/simplifying what is required would increase nominations.

Dr. Laitusis suggested asking the nominator to just submit the name of the person and a paragraph, then the committee could narrow down the list and ask top 10 to submit further documentation.

Dr. Camara – having an invited session will increase prestige of award, but will probably not impact the number of nominations.

Michael Kolen wants to come up with a list and contact people to become nominators. Dr. Ercikan wants to make sure there is no conflict of interest, and suggests that committee chairs can do the prompting, but not vote for the winner. The rest of the committee should carry out the voting.

**ACTION ITEM:** Dr. Camara – get written proposal for the objectives for doing the invited session for award session. The Board will review in advance and vote.

Drs. Loomis and Harris suggested featuring the award winners on the NCME website.

Dr. Camara recalled that in the past, NCME made brochures for the NCME breakfast with a list and pictures of all previous award winners.

Dr. Rose-Bond suggested that we remind people about the deadlines for awards and where to go for information on how to apply for the awards.

Dr. Wendler thinks having an invited session for winners would increase prestige of award and increase nominations.

Dr. Zumbo suggested that committee chairs think about people who are not self-promoters for the awards (those who would not ordinarily nominate themselves or seek our recognition).

#### Policy Statements

Plumer Lovelace reported the total number of conference attendees as of 2 days ago 1,110 (1,132 now). The figure is around the same as last year.

Number going to AERA and NCME: 769

NCME only: 341

Training sessions: 417

Webcast participants (views) – Plumer needs to confirm that number is accurate before reporting. Next report to the Board will include trend analysis and summary of evaluations.

The liaisons to committees should ask committee chairs for trend data (e.g., number of nominations over the years).

Dr. Camara reminded the Board that he would like to establish a culture of evidence-based reporting by committees.

### Housekeeping

Plumer Lovelace discussed housekeeping issues:

There are changes in Form 990 – which is the form for non-profit tax exempt organizations. The change was implemented in 2008. The summary sheet asks questions about organization policies. TRG recommends that it is best to have as many of those checks “checked off”. These policies are in place to create transparency and a greater degree of involvement. The logical time for the Board to sign-off on these policies would be this meeting.

These policies include:

- Conflict of interest policy
- Whistle-blower policy
- Record retention policy (Plumer will send via email)

Plumer asked the Board to take these with them, read them, sign them and return to him.

The Whistle-blower policy works best with a code of ethics. Plumer would like to go to Handbook to see if it addresses a code of ethics. If not, the Board should address this.

We are entering a time when we will have a lot more committee activity, and will use more resources. The Board should be prepared for additional funding requests. Each committee will be required to give a budget with explanations.

Dr. Camra recognizes Plumer and TRG for support for the conference, and recognizes Dr. Ackerman for being model of what a President should be.

*The meeting is adjourned at around 7:00 p.m.*

Respectfully submitted,

Jennifer L. Kobrin

