



**NCME Board Meeting Minutes
September 14, 2017
University of Kansas, Lawrence, KS**

In attendance:

Officers & Board Members

Randy Bennett, President

Mark Wilson, Immediate Past President

Rebecca Zwick, Vice President

Luz Bay, Board Member

Ye Tong, Board Member

Dale Whittington, Board Member

Walter (Denny) Way, Board Member

Derek Briggs, Board Member

Rose McCallin, Board Member (via phone)

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee

Rosemary Reshetar, Budget & Finance Committee

Elizabeth Franks, Executive Director

Sonya Powers (via phone, for Membership Committee report)

April Zenisky (via phone, for Program Committee report)

Nicolette Pelbano (via phone, for Program Committee report)

Matt Gaertner (via phone, for Digital Presence Committee report)

Andre Rupp, NCME ITEMS Editor (via phone, for Digital Presence Committee report)

Brent McConnell, Higher Logic (via phone, for Digital Presence Committee report)

Welcome; Agenda; Approval of Minutes; Review of Action Items

R. Bennett called the meeting to order. He welcomed the attendees to the University of Kansas.

The Board had corrections to the July Board meeting minutes:

- *Page 2 – Under the “Membership” section, first bullet, last line, the reference to “networking” should be to “mentoring”*
- *Page 3 - Zwick, not Bennett, reviewed the “news” section on the Website (also see Action list)*
- *Page 3 – Add that D. Whittington will review the “About Us” page of the website*
- *Page 4 and throughout – Correct spelling: DePasquale should be De Pascale*
- *Page 4 – First bullet under “Annual Conference: Change “admission” to “submission”*
- *Page 6 – Under “Classroom Assessment Task Force” – correct the last bullet to refer to*

singular "a special issue" (not plural issues)

MOTION: A motion to approve the July 24 and 25 minutes with the changes noted was made, seconded, and unanimously approved.

Review of July 2017 Action Items

The following action item was corrected:

The action: *"Advise STUC Member Steve Ferrara to incorporate the paper on Test Security Guidelines that was published in October 2012 and is posted the NCME website"* was corrected to: *"Steve Ferrara is working with the Committee on Informing Assessment Policy and Practice (Judith Koenig, Chair) to finalize the test security guidelines."*

ACTION: Make correction to July 2017 Action Item as noted.

Review Results of Partnership Development Survey

Fernley & Fernley had sent an evaluation to 2016-2017 Board members and Committee Chairs. The results identified several areas for improvement, particularly in the areas of communication, timeliness, and responsiveness from the headquarters team.

E. Franks shared Fernley's commitment to improve in these and every area. She will serve as Executive Director for NCME.

ACTION: The Directors asked that the survey questionnaire also be sent to the current Board, even those who were not on the Board last year.

Nominations and Elections

M. Wilson reported on the slate of candidates to be presented for member vote:

- Vice President: Kristen Huff, Steve Sireci
- Representing Local Education Agency: Debbie Durrence, Joe O'Reilly
- At Large: Andrew Ho, Dan Lewis

The timeline/process will be similar to 2016/2017, with exact dates to be finalized:

- Early December – issue ballot and open voting
- Mid-December – 1st reminder to those that have not voted
- Early January – 2nd reminder to those that have not voted
- Mid January – 3rd reminder to those that have not voted
- Mid-late January – close elections

Sponsorship

M. Wilson reported that he will work with headquarters staff to reach out prospects for sponsorship in

the \$4000 category, and new \$8000 category. He had prepared information on the new category to share with potential sponsors.

Mission Fund

The committee plans to have a more detailed Strategic Plan for review later this calendar year. It will be voted on at the Board's February 2018 meeting.

Membership

Membership Chair Sonya Powers joined via conference call. She reported:

- The committee is pursuing their plan to secure a consultant to assist with a membership growth plan for NCME.
- They had developed an RFI and identified companies/consultants so they could see if they are interested in submitting proposals.
- During this process, S.Powers and E. Franks took advantage of an opportunity to hold a complimentary 15 minute consultation call with one of the potential firms – the Moery Company. The call did provide a good perspective on the membership outreach process and how a firm could assist NCME.
- From the call with The Moery Company:
 - They do not traditionally respond to RFP's, but they would be willing to discuss options with NCME based on this introductory phone call.
 - They would implement their process for \$12,500 , but they would consider customizing their proposal to NCME to meet the NCME budget (\$10,000).
 - Moery Company steps would include:
 1. Additional call to carefully design scope
 2. Proposal within one business day, with accompanying agreement
 3. Make contract adjustments and sign
 4. Launch project

The goal (with any vendor) is to have the membership project/campaign complete by the Annual Meeting (April 2018).

It was suggested that Membership Chairs reach out to all of the potential consulting companies for a similar discussion, to see if they are interested in partnering with NCME.

In order to determine the success of any membership retention/recruitment campaign, the committee should use the NCME financials to determine the cost for NCME to have a member (cost of benefits, administration, etc).

S. Powers reported that the committee will proceed with the new member mentor program at the Annual Meeting. It will be held with everyone meeting in the same public space.

Program Planning

Program Chair April Zenisky and Meeting Manager Nicolette Pelbano joined the meeting via

telephone.

- Excellent response to the abstract submission process with number of submissions up over the previous year.
- It was suggested that the program include presentations on policy issues.
- The Program Committee requested \$2500 budget for a stipend to fund a doctoral student to assist with program development and communication with reviewers, prospective discussants, and submitting authors.
- Reviews are coming in with a deadline before the end of the month.

Regarding online submission process (Omnipress)

- There had been some reports of reviews being “lost” after submission. N. Pelbano from headquarters is working closely with Omnipress to determine what happened, correct the situation, identify any other lost reviews, and input the review text if lost.
- A. Zenisky confirmed that the staff support from N. Pelbano has been timely and responsive, but that going forward, it would be helpful for the Program Chairs to have more direct access to the online abstract submission program. A submission system that gives more access to Program Chairs is being considered as part of the website redevelopment process.

Training and Development

The report was included in the packets. It was noted:

- Reviews are in process.
- Final selections will depend in part on the space available from the hotel during the workshop days (Thursday and Friday). This is still to be determined by AERA.
- The Training Sessions will include three live webinars; the Chairs are working with staff to determine the best options/vendors for this.

Annual Meeting

There had been a suggestion to open up the yoga to non members, to facilitate networking and engage more non members with NCME activities. This may not be feasible due to space constrictions at the hotel (limited number of attendees) and yoga organizers see value in the intimate atmosphere of the smaller group.

There was also a suggestion to open up the Fun Run to non members. Staff will talk to organizer Brian French. It was suggested to pursue interesting and artistic t shirts for the run.

Recognition

W. Way reported that the call for nominations has been extended until September 15. He noted that the following issues have been raised about the awards nomination process:

- For 2019, committee should brainstorm in advance for how to generate more participation in the nominations process.
- The Loyd Award Committee – The committee proposed to get back to the policy of two new members recruited every year, so for 2019 – two members of three year term.

W. Way reviewed the proposal for new Award: Excellence in Educational Measurement Journalism Award, which was included in the Board packets. After discussion, the Board agreed:

- Winner will be invited to give an address at the annual conference.
- If the winner is an NCME member, travel will not be covered. If the winner is not a member, NCME will cover travel.
- First award will be at the 2019 Annual Meeting.
- Process for promoting the award and securing nominations will commence after the 2018 Annual Meeting.
- A new committee will be formed, comprised of members who have interest in educational measurement journalism.
- Before the next Board meeting, W. Way will work with the Awards committee to tweak the description and details.

Publications Committee

D. Briggs reported:

- The “Grievance Procedure” in the handbook needs greater clarity. The Publications Committee sent recommendations and they are seeking input from the editors.
- Call was issued for EMIP Editor nominations, but this method is not highly effective in generating response. Board members were asked to submit their suggestions for nominees, including people from the industry.
- There was good response to the survey on member interest in international journal. E. Franks will send the results to the Publications Committee.
- The Board wants the quarterly newsletter to transition to HTML format (currently PDF). One option is Constant Contact, which can be used for all NCME emails. Staff will research this and ensure ease of input, editing and customization.

Digital Presence Committee

The following joined the meeting via teleconference:

Matt Gaertner, NCME Website Chair
Andre Rupp, NCME ITEMS Editor
Brent McConnell, Higher Logic

They reviewed a proposal, and included online demonstration, for a new website model for NCME. Total cost proposal is \$32,500 and would include:

- Improved graphics and flow
- Abstract submission process
- Members only section
- Integration with database
- LMS (Learning Management System) platform, to include ITEMS.

After the review, the Board noted that the abstract submission system may not be sufficient for NCME needs. The current process is turnkey and provides process for submission, confirmation, and reviews. Any new system has to operate as efficiently as the current system.

Higher Logic will submit a revised proposal to NCME.

ITEMS Proof of Concept Proposal

A. Rupp reviewed his proposal (included in the packets) for \$6500 to develop a concept on proof of concept module on scale reliability (to include video production and post production and integration, and \$800 for additional consulting calls with Commpartners.

D. Briggs shared a sample instructional video that is similar to a resource that A. Rupp is proposing. A. Rupp was asked to produce a plan for scaling up the development of the modules with fine tuned cost estimates. Plan to be final by the end of the year.

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In attendance:

Officers & Board Members

Mark Wilson, Immediate Past President
Randy Bennett, President
Rebecca Zwick, Vice President
Luz Bay, Board Member
Ye Tong, Board Member

Dale Whittington, Board Member
Walter (Denny) Way, Board Member
Derek Briggs, Board Member
Rose McCallin, Board Member (via phone)

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee
Rosemary Reshetar, Budget & Finance Committee
Elizabeth Franks, Executive Director

President R. Bennett called the meeting to order at 8:30 AM.

Educational Measurement 5/E

There were two proposals included for Board review: one from Linda Cook and Mary Pitoniak and one from Wim Van der Linden.

Both proposals were well received by the Board. They agreed that it is important that NCME maintain editorial power and designate so in the final agreement.

The Board agreed they would like to teleconference with the editors to review their proposals and have the opportunity to ask questions and gain more insights. R. Bennett will contact them to set up teleconference meetings for each to present their proposals to the Board, after which the Board will discuss the proposals.

Issues the Board wants to address:

- Possibility of making it an e-book.
- Any vision that NCME has for the edition.

- Target audience.
- Option for standalone chapters

Standards and Test Use Committee

D. Whittington reported that the committee will meet on September 27. They are waiting for a graduate student to be added to the committee.

Diversity Committee

The Board reviewed the proposal distributed before the meeting, which outlined **The NCME Pipeline Initiative**, a plan to increase representation from underrepresented minorities in NCME and the field of educational measurement. The proposal includes travel grants of up to \$2000 to each of 3-5 African American, Latino, or Native American Ph.D. students, to defray the costs of travel, registration, and accommodations at the 2018 NCME annual meeting in New York City.

2018 Budget Development and Approval Process

The newest committee requests were incorporated into the budget proposal.

A motion to approve the budget with \$60,000 structural deficit was made, seconded, and unanimously approved.

MOTION: There being no further business to come before the Board, a motion to adjourn the meeting was made, seconded, and unanimously approved

Respectfully submitted,

Elizabeth B. Franks, Executive Director