

# NCME Executive Board Meeting Notes

## July 15, 2009

### **Members Present:**

Mark Reckase

### **Guest:**

### **Call to Order**

Terry Ackerman called the meeting to order at 8:30 am on Wednesday, July 15, 2009.

### **Approval of April, 2009 Board Meeting Minutes**

Dr. Ackerman asked for approval of the July Board minutes. Todd Rogers made a motion to accept the minutes. seconded the motion. Dr. Reckase alerted the Board that since there are two meetings during the annual conference, both sets of minutes would need to be approved. The motion was amended.

### **Consent Agenda Reports**

Dr. Ackerman introduced the topic of the Consent Agenda Reports and asked if there were any questions related to the documents included. Those NCME Committees that indicated, “**no action is requested of the Board**” on the Consent Agenda Report form were as follows:

- Membership Committee
- Alicia Cascallar Award
- Brad Hanson Award
- Career Contributions to Educational Measurement
- Brenda H. Loyd Award
- Annual Awards Committee
- Publications Committee
- EMIP Editor Report
- ITEMS Editor
- Newsletter Editor
- Program Committee
- Training and Professional Development Committee
- Outreach and Partnership Committee
- Standards and Test Use Committee

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Dr. Rogers asked for clarification regarding the topic of combining the NCME graduate student poster session and Division D poster sessions. Dr. Rogers explained that after some investigation, it was determined that AERA Division D posters are different than NCME's poster session. As a result, the consideration for combining these activities had been discontinued.

Dr. Rogers also noted that the report provided by Steve Ferrara, which indicated "no Board action is required," did include a travel funding request. Dr. Ackerman requested clarification on protocol for providing authorization for Dr. Ferrara's request. Dr. Reckase and Plumer Lovelace provided additional information on how such requests have been handled in the past. The travel authorization for Dr. Ferrara was granted. Mr. Lovelace agreed to provide confirmation to Dr. Ferrara.

### **Finance Committee Report**

provided the Finance Committee report. Dr. Melican began with an update on NCME's investments managed by JB Hanauer. As of June 30, 2009, NCME's portfolio was down eight and one third percent from year-to-date 2008. Dr. Melican explained that NCME's investment portfolio had been impacted earlier this year by the residual affects of a down economy. However, reports from JB Hanauer showed a steady movement toward positive gains. Dr. Melican informed the Board that NCME's total investment portfolio was currently \$567,000.

Dr. Melican provided a brief update on annual conference revenue. NCME has recently received payment from AERA for conference registrations. Dr. Melican's initial conclusion was that this year's conference revenue would be less than what was budgeted. However, the expenses for this year's conference also appeared to be less.

The Board briefly discussed the importance of making existing membership data available for review by the Board. The consensus on what types of information might be most useful included having access to 3-4 years of membership trends, broken into the membership categories (e.g., Active, Student, etc.). Mr. Lovelace shared his concern regarding the number of expired members reflected in the most recent membership summary report.

### **2008 NCME Audit Report**

Dr. Melican continued the Finance Committee report with list of steps taken in response to the 2008 Audit Report. One suggestion provided by the auditor was to lower the amount of funds held in the Money Market account. The solution proposed by the auditor required NCME to redistribute funds into multiple accounts in order to bring the individual amounts within acceptable FDIC guidelines. Dr. Melican informed the Board that these changes had been made.

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The second recommendation from the audit report was for the Finance Committee to consider representation on the Board of Directors. The auditor noted that previously a member of the Finance Committee, had also been a Board member. In conversation with the Executive Director, Plumer Lovelace, the auditor expressed a desire to see greater integration between the NCME Board and the Finance Committee.

Dr. Melican explained the resolution that was developed during a audio conference with the auditor. In response to the auditor's observation, the Finance Committee proposed the idea of having the Board President join the Finance Committee meetings. The Finance Committee felt that this solution would both provide board representation and would allow the President to be better acquainted with the organization's finances. To ensure that this process would be repeated annually, the Finance Committee recommended that this information be included in the NCME Handbook.

The Board agreed that the proposed solution appeared to comply with the requirements outlined by the auditor. However, there was additional discussion regarding NCME's Officer and Liability insurance and whether it adequately covers the Finance Committee. Dr. Melican agreed to have the Finance Committee follow-up with the insurance agent to gather more information.

Dr. Rogers offered a motion that the NCME President Elect be required to attend the Finance Committee meetings as a representative of the Board. In his or her absence, the President will be required to attend. seconded the motion.

### **NCME / AERA Meeting - June 17, 2009**

Dr. Ackerman provided an update to the Board on the meeting in June with AERA. This was the second trip to AERA by NCME Board members and the Executive Director. The first trip was in February 2009. In summary, Dr. Ackerman felt that the meeting went very well. Representing AERA at the meeting was , and .

The purpose of the meeting was to follow-up on a list of ideas that were shared during the meeting in February. During the visit Dr. Levine addressed each the suggestions presented by NCME and offered potential solutions for each one. Dr. Levine emphasized AERA's commitment in helping to improve NCME's annual conference.

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### **NCME / AERA Conference Contract**

Dr. Ackerman spoke briefly about the NCME / AERA contract. Dr. Ackerman explained that the NCME / AERA contract end date is June 2010. Preliminary discussions about the contract had already taken place during the most recent visit with AERA.

The NCME representatives for negotiating the contract renewal are , and Plumer Lovelace. However, Dr. Ackerman stressed the need for Board input. To help facilitate feedback, each Board member was provided with a copy of the NCME / AERA contract.

Dr. Ackerman explained that a key consideration in the NCME / AERA contract discussion is how to include language that recognizes the likelihood that the conference will increase in attendance size and activities. The Board spent some time discussing the impact of membership growth on the association.

### **NCME Fall Board Meeting – Open Discussion**

Dr. Ackerman provided the Board with details regarding the upcoming October Board meeting in Washington D.C. During the previous Board meeting in April, the consensus of the Board was that NCME should extend contact to the Council of Chief State School Officers. Following up on the Board's request, Dr. Ackerman contacted and met with CCSSO's John Tanner, Strategic Initiative Director, Center for Innovative Measures.

As part of that discussion, Dr. Ackerman invited Dr. Tanner to speak with the Board at the October meeting. The hope is that Dr. Tanner can provide suggestions on how NCME and CCSSO can collaborate effectively. Dr. Ackerman also invited Dr. Tanner to consider presenting a topic at the NCME's 2010 annual conference. Dr. Tanner expressed interest in the idea, and returned the invitation by inviting NCME to present at the CCSSO conference.

Dr. Ackerman also informed the Board that he had contacted Dr. Sroufe to help identify potential congressional staffers who would consider attending NCME's October meeting as well.

### **CCSSO Potential Collaboration**

Regarding specific projects that NCME and CCSSO could collaborate on immediately; Dr. Ackerman shared two ideas that surfaced during his meeting with Dr. Tanner. The first was the opportunity to provide subject matter experts who could participate in monthly web conferences.

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CCSSO would identify several topics of importance, and share those topics with NCME. NCME would select association members with the expertise and communication skills to participate.

This topic led the Board into a discussion of the logistics involved with building a database to capture the various skill sets of NCME members. Access to this database would be available from the NCME website. Dr. Ackerman described his desire to create an interactive, graphic map. The map would allow the user to select a state and see NCME members and their skill sets who reside in that state. The consensus of the Board was that such a database could have multiple uses, including providing a resource to the community at large.

During the meeting with Dr. Ackerman, Dr. Tanner also mentioned an upcoming CCSSO meeting to identify topics for white papers. Dr. Ackerman expressed an interest to Dr. Tanner in having NCME participate. Dr. Tanner explained that these white papers would require a relatively quick turnaround for completion.

### **Jason Millman Promising Measurement Scholar Awards**

Dr. Ackerman directed the Board to the topic of revising language for the Jason Millman Award. After some discussion, the Board recommended the following language.

"To be eligible for the 2010 Jason Millman Award an applicant must have received their PhD after April 1, 2005. If confirmation is required, the review committee will use the date printed on the nominee's diploma "

### **JEM Editor**

Susan Loomis provided an update on the search for a new JEM Editor. Dr. Loomis explained that Jim Carlson had contacted several potential candidates to gauge their interest. From the individuals contacted, Dr. Carlson had received at least one curriculum vita. Dr. Loomis did confirm that her review of the experience and expertise listed on the vita was very positive.

### **Live Music at NCME / Division D No Host Reception**

Dr. Ackerman shared a request that he received from AERA's Linda Cook to consider including live music at the NCME / Division D No Host Reception. AERA member, Neal Kingston, presented the idea to Dr. Cook. The proposal suggested that two to three bands would play approximately 30 minutes each. Several band members have already agreed to participate.

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In considering the request, the Board discussed in detail what the purpose and goal of the No Host Reception was. After some dialogue the general consensus was that the purpose of the reception was professional networking; meeting old friends and relaxation. Additionally, the Board surfaced several important questions including a. is there additional hotel set-up expense; b. how much transitional time is required to switch bands; c. will the current reserved space at the hotel accommodate this event; and d. will dancing be allowed.

The Board concluded that live music at the event could add a positive element to the evening. However, members of the Board voiced concern about the possibility that attendees would not be able to talk to each other if the music was too loud. The final recommendation was for Dr. Ackerman to review the outstanding questions and solicit feedback from AERA's Manager of Meeting Planning. Dr. Ackerman agreed to get more details.

### **Website Management Committee**

Dr. Ackerman introduced the topic of the Website Management Committee and stressed the important role that the committee plays in providing a conduit for communication with the membership and general public. Dr. Ackerman described the substance of his meetings with the Website Management Committee Chair, and the discussions that they have had regarding the establishment of new processes and procedures to handle website related requests.

Two key deliverables for the Website Management Committee is the creation of a web policy and an assessment of the current website content. The latter would include identifying dated content and any non-functional hyperlinks. Additionally, Dr. Ackerman and Dr. created a list of important tasks and provided it to the Website Management Committee Chair. To date the timeline for completion of those tasks was still unconfirmed.

In lieu of these challenges the Board discussed a number of strategies for providing support and guidance to the Website Management Committee. The final decision from the Board was a request that Dr. Ackerman, Dr. Camara and Plumer Lovelace schedule a meeting with the Website Management Chair. The focus of the meeting would be a review of the most recent task list and timeline for completion.

### **NCME Committee Audit**

Dr. Camara requested an opportunity to share an observation regarding the NCME Committees. Dr. Camara explained the difficulty over the years in accurately tracking committee members and length of terms.

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Currently there is no one source for up-to-date information on NCME committee members. As Dr. Camara described, this issue has created numerous problems for the overall coordination of committee activities and the selection of new committee chairs.

Dr. Camara volunteered to review this issue with Dr. Ackerman and the Central Office. Afterwards, Dr. Camara, Dr. Ackerman and Plumer Lovelace will prepare a strategy for the creation of a committee audit process. Progress on this activity will be announced at the next Board meeting in October.

### **Graduate Student Issues Committee**

The Board transitioned to the report from the Graduate Student Issues Committee. Dr. Rogers informed the Board that he had spoken to the Executive Director, Plumer Lovelace, with regard to the most appropriate way to manage the Graduate Student Issues Committee request. Based on that discussion, Plumer Lovelace agreed to work with the committee chair to create a work plan for their project.

All agreed that this step was a temporary workaround until a better process could be implemented using leadership from the Website Management Committee. Plumer Lovelace agreed to contact the committee chair and schedule a meeting.

As part of the discussion, the Board observed that the survey questions, submitted as part of the report, required some revision. agreed to review and send his feedback to the Graduate Student Issues Committee.

### **Diversity Issues and Testing Committee**

The next topic on the agenda was the Diversity Issues and Testing Committee Report. Before discussing the report, the Board took time to acknowledge the exceptional work being done by the committee.

After a preliminary review of the report, the Board responded to the suggestion from the Diversity Issues and Testing Committee to schedule a meeting with members of the AERA/NCME/APA joint standards committee during the 2010 NCME conference in order to voice issues for students from diverse backgrounds that should be addressed in the new standards document, the Board agreed that the first contact should be with Linda Cook at AERA.

Regarding the topic of awards, the Board consensus was that the number of awards currently provided by NCME is significant. As a result, there was general concern for establishing additional award categories. However, the Board felt that the most appropriate evaluation of the request would come from the NCME Recognition area.

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The Board reviewed the Diversity Issues and Testing Committee's request to seek sponsorships. Plumer Lovelace provided the Board with a description of how NCME sponsorships are currently handled. Mr. Lovelace explained that NCME had evolved over the years from an organization where individual areas solicited sponsors to a focused effort, organized annually, by the Central Office. This change was initiated in order to avoid the problem of multiple representatives from NCME contacting the same funding source.

### **Strategic Plan**

Dr. Ackerman introduced the topic of the NCME strategic plan and described the process that he wanted to follow. The first step was a review by the Board of the current strategic plan. Afterwards revisions would be made and a timeline added. Dr. Ackerman explained that the finished strategic plan would be distributed to committee chairs to provide action steps that will allow the organizations to achieve the predetermined goals.

The Board then engaged in a lengthy discussion about the vision and mission established in the original strategic plan and whether it was still appropriate. Additionally, the Board concluded that the tactics captured in the original document were badly in need of updating. After revising as much of the document as possible in the time allowed, Dr. Ackerman requested help from a member of the Board to update the Strategic Plan prior to the October meeting.

and both volunteered to work on the Strategic Plan and circulate a revised version to the Board.

### **NCME Handbook Reorganization Project**

The Board talked briefly about the plan for updating the NCME Handbook. The existing draft of the Handbook was completed in December 2008. Plumer Lovelace provided a summary of the plan discussed during the December 2008 Board meeting. The plan described at the Board meeting was to pull out individual sections of the Handbook and distribute those sections to individual Board members for review and revision. Once the revised sections have been received, the newly updated Handbook could be reviewed for continuity before making it available for distribution. The plan for distributing the Handbook is make it available as a pdf via the NCME website.

Mr. Lovelace shared an observation made by the Board in December that related to NCME policies. During that discussion, the Board had decided that the Handbook should include any related NCME policy as well as standard operating procedures.



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Based on experience, the Board had recognized the importance of ensuring that procedures in the Handbook were never changed without confirming that there was no unintended impact on an existing policy.

### **Executive Director Report**

The Board provided an opportunity for the Executive Director, Plumer Lovelace to provide an update.

BaseCamp – Recently The Rees Group purchased a license for a new online, project management software tool called BaseCamp. BaseCamp allows users to set-up a shared, virtual workspace that can be accessed remotely via the Internet. Users can upload and download documents, set-up a shared calendar and build project timelines. The Membership Committee will be the first NCME committee to be scheduled to receive training.

Video Streaming – In response to Board inquires about the cost of videotaping educational sessions at the annual conference, Mr. Lovelace provided each Board member with a document for review. Mr. Lovelace explained that the purpose of the document was to help NCME Board members begin thinking about the many details associated with delivering video media via the Internet. The document included information on technical requirements, copyright, and member benefit verses product.

Leadership Pipeline – Mr. Lovelace suggested that the Board consider ways to develop future association leaders. Many organizations begin this process by identifying individuals who have performed exceptionally as committee chairs. The names of these individuals are collected in a database and reviewed whenever there are open positions for Board and Ad Hoc Committee members.

Dr. Ackerman adjourned the meeting.