



**NCME Board Meeting Minutes
January 19, 2016
Monterey, CA**

In attendance:

Officers & Board Members

Richard Patz, President
Mark Wilson, President-Elect
Lauress Wise, Immediate Past President
Luz Bay, Board Member
Amy Hendrickson, Board Member
Kristen Huff, Board Member
Won-Chan Lee, Board Member
Cindy Walker, Board Member
Dale Whittington, Board Member

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee Chair
Linda Hargrove, Fund Development Committee Chair (Via Teleconference)
Andrew Ho, Program Committee Co-Chair (Via Teleconference)
Matthew Johnson, Program Committee Co-Chair (Via Teleconference)
Xin Li, Training & Development Chair (Via Teleconference)
Terry Ackerman, Annual Conference Committee Chair (Via Teleconference)
Brian Leventhal Graduate Student Issues Committee Chair (Via Teleconference)
Monica Mobley, Director of Meetings Services - Fernley & Fernley (Via Teleconference)
Joe Casey, Executive Director - Fernley & Fernley

NCME President Dr. Rich Patz called the meeting to order at 9:02 a.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.

Mark Wilson made a motion to approve the Minutes of the October 28, 2015 Board of Directors meeting

Motion: M. Wilson moved to approve the minutes of the October 28, 2015 NCME Board of Directors Meeting. Motion was seconded and approved by the board.

The board reviewed the status of the action items noted in the October 28 minutes. Some of the action items are further addressed in the Committee Reports. The open action item for the staff to coordinate a plan for recording and distributing sessions at NCME Annual conferences was discussed. Issues such as the Conference AV Budget, editing, where to host, revenue potential, Continuing Education credits and how frequently the recordings will be used were addressed.

Executive Director Joe Casey noted that the Meetings team met with the NCME's preferred AV vendor to discuss his experience and recommendations regarding what's needed. A review of the extensive video captured in 2015 with the prior program chairs resulted in an overwhelming task to identify sessions to post online that wasn't completed. J. Casey proposed that specific sessions be identified to be recorded in 2016 and a plan for their use be determined before the AV contractor is engaged. He suggested that the Annual Meeting Committee could be a resource to confirm a plan that meets budget and archival requirements and asked for the board's feedback on who would 'own' this decision. After deliberating, the board recommended that the Annual Meeting Committee's role could be to establish a policy to guide the selection of sessions to capture (e.g. number of sessions to record, annual spend, etc.). The responsibility to identify the recorded sessions would rest with the Program Chairs. And, given the amount of editing needed, that no plans will be made to record training sessions. Existing recordings of Training Sessions will be evaluated to determine how/where to post. Future training sessions that merit capturing will likely be audio recordings with the presentation slide deck providing the visual element.

Action: J. Casey to send file of 2015 Presidential Address to L. Wise and to set a call with Terry Ackerman to discuss establishing a policy. A. Hendrickson to send files of recorded Training Sessions from prior conferences and a copy of the 2011 recommendation on the issue prior to the next BOD meeting.

President Rich Patz said the action item for the Executive Committee to review the committee charter of the Diversity & Testing was the topic of two EC meetings, but no resolution was reached. The discussion of next steps was to be addressed later in the agenda.

A broader review of existing Committees as well as their Committee Charters and identifying potential committee members followed. A report showing 200+ individuals who self-identified through the join/renew process was addressed. Committee Liaisons were asked to work with their committee chairs to review and establish a clear charter for each NCME Committee to update the NCME Handbook and to use the listing to aid in the completion of Committee Rosters by the end of February. Staff will draft a 'starter' message to initiate the work for the Liaisons, and the Liaisons will serve as the last editors of the information to be incorporated into the Handbook revision.

R. Patz also reported that a nominee for the NCME representative to the Joint Committee on Standards for Educational Evaluation (JCSEE) was identified and asked, but the nominee has not yet accepted. Alternative options still need to be identified if the nominee doesn't accept.

Action: The NCME Board Committee Liaisons will work with their committee chairs to review and establish a clear charter for each NCME Committee to update the NCME Handbook; and to complete Committee Rosters by the end of February 2016.

Revision of the NCME Handbook was discussed. The Executive Director provided an outline on how the 2016 Update could be approached, segmenting elements within the document by purpose and frequency of review. The responsibility for content update and how the Handbook is accessed were also addressed. There was general agreement with the approach of segmenting the Handbook into three areas covering Historical & Legal Governance; Administrative Governance and Operational Governance, with some minor changes to the listing in the Outline. With the input on the Committees content from the Liaisons, the staff was charged with updating the content of the Handbook for consistency and currency; and to complete the revision and make the resource available by the Annual Conference. Staff was also directed to post the existing Handbook as soon as possible to the Members Only area of the website.

Action: Staff will update the content of the Handbook for consistency and currency according to the segmentation outline presented. Staff will make the resource available by the 2016 Annual Conference. Staff will post the existing Handbook as soon as possible to the Members Only area of the NCME website.

President-Elect Mark Wilson led a discussion of how best to strategically establish NCME's 'voice' in educating stakeholders and influencing policy on education testing and measurement. He suggested NCME needs to "Work at chalk face" to drive understanding and use of tests to overcome the perceptions of teachers about testing that are fueling controversy. Dr. Wilson suggested that the discussions to hold an NCME Fall Conference might best be leveraged to target "Collaboration with Practitioners" and engage other organizations in creating content.

It was agreed this is a strategic approach, despite some potential conflicts with existing fall events. The audience needs to differ from the Annual Conference target audience; and it was suggested that the collaboration could begin with NCME representatives attending other events to begin promoting Assessment Literacy, leading to an NCME-hosted event on this topic in 2017.

Action: Identify Collaborative Partners for an initiative on Assessment Literacy and participate in 2016 Conferences where this issue can be introduced/addressed, with a goal of establishing an NCME hosted Conference on Assessment Literacy in the fall of 2017.

Co-Chair Cindy Walker led an update report on the NCME Assessment Literacy Project. Calls were held with each of the awardees participating and the agreements were finalized and provided to each. In clarifying the Vision/Expectation for what the output of the modules might become, there were some questions raised by the awardees about consistency in the overall production and what format the storyboards need to follow (live video, animation, etc.) needed to follow. The Project Co-chairs provided guidance, while looking to the awardees to recommend what they felt would work best for the target audience of Parents/Teachers and policy makers. To address the consistency, the storyboards will be provided to one production vendor. The awardees will offer suggested vendors and possible participating school districts the NCME may select. The co-chairs and staff will work to identify the vendors to request proposals from and get pricing once the storyboards have been completed.

Action: Secure storyboards; identify Production Company; and enlist help of Awardees in creating the content of the initial modules before the agreements end in April 2016.

The Task Force named to review and make recommendations regarding NCME's Digital Presence elected to narrow the focus to Social Media platforms and provided both a new name – Social Media Task Force and the following charge: ***To have NCME use social media to further its mission and support its goals. Specifically, to lead the effort in opening and using social media accounts and recommending guidelines for such activities.***

The Task Force recommended establishing a LinkedIn Company Page, a Facebook Page and a closed 'NCME Members Only' Facebook Group before the 2016 Annual Conference.

Motion: Mark Wilson moved that NCME establish a LinkedIn Company Page, a Facebook Page and a closed 'NCME Members Only' Facebook Group before the 2016 Annual Conference. The Motion was seconded and approved.

Action: Cindy Walker and Luz Bay to work with staff to establish the needed Social Media accounts before the 2016 Annual Conference.

President Rich Patz, President-Elect Mark Wilson and Executive Director Joe Casey gave brief updates on the letter to ACE regarding demand to publish *Educational Measurement, 4th Edition* and discussions with AERA's staff leadership about the relationship. Dr. Patz provided a brief update on the status of the proposed 2017-2019 Annual Meeting Contract negotiations, which still have not resulted in an agreement as of 1/19/2016. The letter to ACE is being directed to their Legal Counsel and President and will be sent by the office during the week of 1/25/16. AERA relations appear to be good, including some flexibility in the Conflicts NCME agreed to avoid in 2016 and increased participation by NCME in the AERA Centennial celebrations. The agreement is most likely a victim of the workload of the NCME staff in preparation/execution of the Centennial.

Action: Staff to send ACE Demand Letter; secure an NCME table for the Centennial Awards Luncheon; and continue to pursue the 2017-2019 Conference agreement.

At 1:00 p.m. pacific, 2016 NCME Annual Conference Program Chairs Andrew Ho and Matt Johnson, as well as Training & Development Chair Xin Li, GSIC Chair Brian Leventhal, Annual Meeting Committee Chair Terry Ackerman and NCME Meeting Manager Monica Mobley joined the meeting by teleconference. The Program Chairs reported that the 2016 Program is set, with seven parallel sessions, but no 2016 Keynote due to limitations in available slots because of AERA Centennial Commitments. Sessions presented by Award Winners will be listed in the printed Program, so timing issues regarding the public announcements about awards must be considered. The hashtag **#ncme2016** has been established for promoting and communicating about the Conference.

Training & Development Chair Xin Li reported that 18 Training Sessions have been scheduled for 2016. There was one conflict with an AERA session that's been resolved and one request to change a presenter/topic that's been addressed.

It was determined that Training Sessions will not be recorded in 2016, so that was reported to all during the Training & Development Chair's report. The Program Chairs were asked to help prioritize which sessions to record in Washington, DC and their recommendation was to record invited sessions, the NCME EWA / Journalist Session and the Breakfast event. It was the position of the Program Chairs to

“Lower the bar to increase the flow” and that all previously recorded sessions should be made available via YouTube.

Action: Finalize a plan to post 2015 recorded sessions and make accessible via the NCME Website. Establish a policy and plan for recording 2016 Content.

GSIC Chair Brian Leventhal said that two electronic board sessions featuring 25 ‘e-boards’ (total of 50) will be presented in 2016. He stated that the Committee is currently recruiting discussants and requested help from Board members. He also spoke about the need for support to secure the location for the NCME/AERA-D joint reception.

Action: B. Leventhal to send list of discussants needed to A. Hendrickson who will then share with the BOD members to help identify discussants.

Action: Staff will assist in securing the venue for the Graduate Student joint reception so that the students don’t need to pay deposit out of their own funds.

Annual Meeting Committee Chair Terry Ackerman shared that the Committee is initiating a review and update of the planning documents created for an ‘Annual Conference Guidebook’ and is exploring publishing options with the staff. He said the Committee is also beginning work on the 2016 Conference Survey.

Action: Establish a plan to transition the Annual Meeting Survey responsibility to the NCME Staff for 2017.

Meeting Manager Monica Mobley reported on the meeting the staff held with CMI-AV, the preferred Audio Visual vendor NCME has been using, to get the vendor’s perspective on the event and recording needs. M. Mobley also established a contact for NCME at the host hotel and continues to work with and OmniPress to ensure the layout output for the Program is being readied to post on the NCME website. She also reported on the ongoing work the AERA meetings team and noted that the Conflict Resolution issues are being addressed. She noted that AERA staff has been very cooperative.

The participants of the teleconference to discuss the 2016 Annual Conference exited the call at 1:47 p.m.

Action: M. Mobley to work with R. Patz to finalize plans for The Presidents’ Reception. Staff will support planning for all invited events during the 2016 Annual Conference.

Fund Development Committee Chair Dr. Linda Hargrove joined the meeting by teleconference at 1:45 p.m. Dr. Patz and Dr. Hargrove provided updates on the Mission Fund accomplishments, including the fall 2015 solicitation efforts, which attracted 54 donors who contributed over \$4,700 as of 1/4/2016. Dr. Hargrove noted that commitments for book royalties being donated will increase this total and answered questions about the Committee’s plans to increase participation by members and increase the contribution levels. One idea being considered is a “Coffee” or some Annual Conference event that will enable FDC Members to informally meet with potential donors and explain why support benefits Education Measurement.

The FDC presented a proposal to the Board for the Mission Fund's support for Graduate Students 'grants' to refund the costs of Training Sessions at the 2016 Annual Conference. Dr. Patz agreed to support the request and called for a motion and vote to approve the program.

Motion: L. Wise moved to approve Mission Fund support up to \$9,000 for Graduate Student participation in Training Sessions at the 2016 Annual Conference. Motion was seconded and approved.

Action: Staff will support the FDC in the creation of an efficient process to provide funding to Graduate Students to offset registration costs for Training Sessions at the 2016 Annual Conference.

Dr. Hargrove thanked the board for their support and left the meeting at 2:03 p.m.

Budget & Finance Committee Chair Mark Shermis provided an update on the adjustments made by the BFC following the October 2015 board meeting to update the proposed scenario to close the projected 2016 deficit. Dr. Shermis reported the modification to the increases suggested in the scenario resulted in Conference Registration increases for members of \$30 and student/emeritus of \$15 starting in 2016. Annual Dues for 2017, starting with renewals to be sent during late 2016, would provide an additional \$25 for members and student/emeritus increases of \$10.

Dr. Patz called for a motion to approve the 2016 Budget Outline in the Board packet.

Motion: C. Walker moved to approve the 2016 NCME Budget (v.7 dated 1/6/2016) as presented in the board materials for the 1/19/2016 meeting. Seconded and approved.

Dr. Shermis next provided an update on the NCME investment portfolio. The BFC and Executive Director met with NCME's Investment Advisor in late November 2015 to review NCME's holdings and establish a strategy for the holdings. The conservative approach NCME has taken has sustained its holdings as the markets have declined in early 2016. As of now, there are excess funds in the accounts above the investment policy thresholds and the BFC will be making adjustments to the holdings based on market opportunities and withholding some assets to fund NCME initiatives. The portfolio held \$1.3 million on 1/19/2016 and an additional \$150,000 in a cash account. The Committee advised moving \$60,000 to fund initiatives which the Executive Committee approved in early 2016.

President-elect Mark Wilson addressed the reports provided by the Membership and Website Committees and asked the Executive Director to give an update on the Archives Committee. Dr. Wilson noted that Membership Committee again requested that the \$500 approved in the summer of 2015 be provided to support a mentoring activity during the 2016 Annual Conference, which would pair Mentors with Graduate Students for lunch or coffee.

Action: Staff will acquire up to \$550 worth of Visa Gift Cards to provide to Graduate Students through the Membership Committee mentor program during the 2016 Annual Conference.

The Membership Committee also requested to be consulted on the purchase of the new Mobile Display the staff will acquire prior to the 2016 Annual Conference and the ribbons to be distributed to NCME attendees participating in the 2016 Annual Conference.

Finally, after review and deliberation, the Membership Committee recommended to the NCME Board that the Associate Member Category should be eliminated as recommended in 2011 and all current Associate members be made Active Members. Staff will communicate the changes to the 43 current Associate Members and will modify the membership applications/online references to the option to join as an associate.

Motion: L. Wise moved to eliminate the Associate Membership Category effective immediately and to recognize those members with all the benefits and privileges of the Active Member category. Motion was seconded and approved.

Action: Staff will communicate the changes to the 43 current Associate Members and update their member records to reflect the change. Further, staff will modify the NCME membership applications and any online references to the option to join as an Associate.

The Website Committee reported it is undergoing a review of the NCME Website expected to be completed by April. Please see their report for further details.

Executive Director Joe Casey reported that the Archives Committee has been active in assisting the staff in determining what materials sent by The Reese Group needed to be kept in off-site storage at additional expense, and in helping to define NCME's Digital Archives needs. Committee Members Linda Cook and Gerald Melican will be visiting the Fernley & Fernley office in February to assist in the final determinations regarding items to be stored offsite at additional cost.

Past President Laurie Wise provided an update on the 2016 Elections, which attracted 627 participants, which was 48.3% of the eligible voters. President Rich Patz contacted, thanked and congratulated all the candidates and he announced the winners, Vice President - Randy Bennett, ETS; At-Large Board Member Derek Briggs, University of Colorado; Testing Company Board Member Walter (Denny) Way, Pearson.

Action: Staff will reach out to the winning candidates to ensure their participation at the upcoming Conference and Board Meetings.

Next, Dr. Wise provided an update on the solicitation of 2016 Sponsorships. As of 1/19, eleven sponsors had pledged or paid \$34,000. Dr. Wise distributed a list of the 17 additional past/expected sponsors that have not replied yet. He asked the Board Members to review and update the contacts, as well as reach out to colleagues they know at the companies on the list, or other potential sponsors, then notify him.

Action: Board Members to review and update the contacts at the listed sponsor prospect companies and send any updates to Dr. Wise. Board members were also asked to reach out to colleagues they know at the companies on the list, or other potential sponsors, then notify Dr. Wise for follow up.

Dr. Amy Hendricks reported that the Outreach & Partnership Committee met its goal to send copies of the 2014 Standards to selected organizations to further use of and visibility of the Standards before the end of 2015. In addition, the OPC surveyed past NCME presidents and reviewed past board minutes dating back to 2000 to inform a Strategic Plan for outreach. The findings showed that effective collaboration with other organizations has only occurred when a specific issue, or specific initiative, is involved. A list of past collaborating organizations was provided and the board was asked to identify other organizations that may be a good fit for outreach approaches.

Also, the OPC has a strong desire to assist NCME in forming strategic partnerships, but is frustrated by both the length and uncertainty of NCME's approval processes and the lack of tools to quickly act on opportunities. The Committee Chair cited the experience of informing members about the peer review process and the delay in getting information to members.

Action: Update the OPC on the decisions to initiate Social Media Platforms to assist in sharing information/opportunities for outreach and partnership.

Additional discussion involving the charter of the Diversity Committee took place. The Handbook section outlining the duties of the Committee confirmed the Chair's recommendation in her report that the focus should be on diversity in testing, but also speaks to diversity in the make-up of the governing board and committees in the organization. For now, the Committee's work will focus on Diversity in Testing and the execution of its Symposium planned for the 2016 Conference. A suggestion by Dr. Mark Wilson to analyze the make-up of the current committees and ensure diversity of practice setting and other diversity matters are addressed in the appointment of new Committee participants will be pursued.

Action: Staff will run a report detailing demographic information of NCME's current Committees to analyze and use in populating the new Committees for 2016 and in the future.

Next, Dr. Hendrickson next shared some of the struggles reported by the Standards and Test Use Committee Chair in identifying participants and in defining its role and ways to contribute. This began a discussion on the Charter and role for the Standards and Test Use Committee and expanded into the Conflict of Interest issue surrounding the Peer Review process. The interpretation of the published standards deters professionals from Testing Companies from participating. Dr. Huff would like to see participating in the Peer Review process be more prestigious, and encourage more NCME participation - perhaps a requirement that reviewers must be members in good standing.

Finally, Dr. Hendrickson noted that the GSIC report speaks to the challenge the students have in securing a venue for the joint reception with AERA-D because of the deposit required.

Action: Dr. Hendrickson will ask B. Leventhal to forward the contract for the venue to the NCME Staff for follow up.

Dr. Kristen Huff addressed the Publications Committee's recommendations regarding the appointment of Editors for JEM, the NCME Book Series and ITEMS. An Editor for the Book Series has been identified. The recommendations from the Committee for the JEM and ITEMS editors both resulted in a 'tie.' Dr. Patz and Dr. Wilson have approached the two tied nominees for JEM Editor about a 'Co-Editor' approach. The BOD supported this approach and if the nominees agree, the nomination for JEM Editor will be completed by the end of January.

The discussion about ITEMS raised a question regarding should there be a role for the EM:IP Editor in ITEMS. After some discussion, it was determined the appointment will follow the process currently outlined in the Handbook. Dr. Patz thanked the Board for the feedback provided on the candidates and expected to make an appointment shortly after the Board meeting.

Action: Dr. Patz will notify the Publications Committee of the final appointments for each opening so they can prepare announcements under his signature for the staff to distribute to all stakeholders.

The Board looked at the proposed Wiley iOS Apps for JEM and EM:IP designs and provided some feedback. The determination made was that approval for the designs rests with the editors.

Because of the complexity of the role, Dr. Hendrickson recommended that the Chair the Publications Committee be a two-year term. The current Chair is willing to remain in the role for the April 2016-April 2017 term. It was determined that since the BFC Chair is a model for the benefits of a two-year term, there is a precedent to make the change.

Action: Update the term of the Publications Committee Chair to reflect two-year appointments.

Dr. Won-Chan Lee raised some potential timing issues in the announcements of the winners of NCME's Career Achievement Award and the publication of the Annual Conference Program. Care must be taken so that the 'surprise' element of the naming of the winner at the Award Breakfast is ensured. There is also a need to provide Award Winner ribbons to each winner, and the presentations accepted for the Program, which also impacts the timing of announcements for all of NCME's Recognition programs.

Dr. Lee also asked if the winners will be invited to say Thank You during the presentation of their awards. After discussion, it was determined that it would be best not to add Thank You speeches to the script. Dr. Lee was encouraged to ask Award winners to use the new NCME Social Media platforms to express their gratitude.

Action: Dr. Lee and staff to coordinate the timing of the announcements to ensure all activities achieve desired goals.

Under "Old Business," Dr. Patz reported that the Summary Judgment requests in the legal case regarding Copyright Issues and the Education Measurement Standards are expected to be determined by the Judge in March. He also noted that the Amicus Brief requests didn't result in any organizations providing a Brief supporting NCME/APA/AERA's position.

The Board held an Executive Session to discuss the process for evaluation of the Management Company. No action was taken and the meeting was adjourned at approximately 5:00 p.m. pacific time.

Respectfully submitted,

Joe Casey, CAE
Executive Director