

## **Minutes of the NCME Board of Directors**

**October 3 and 4, 2003  
Washington, DC**

### **FRIDAY MEETING, OCTOBER 3**

#### **Attending**

Suzanne Lane, President; David Frisbie, Vice President; and directors: Douglas Becker; Jeri Benson; Duncan MacQuarrie; Wayne Camara; Mark Reckase. Also attending, Gerald Sroufe, NCME Central Office Liaison, Barbara Leitham, administrative assistant.

Attending for portions of the meeting: Robert Smith, Phoebe Stevenson, and Linda Dziobek.

#### **WELCOME, REVIEW OF AGENDA, AND APPROVAL OF MINUTES**

President Lane welcomed the members of the NCME Board of Directors and, with Gerald Sroufe, went over the proposed agenda. It was noted that there was a meeting at NCES and a reception with the AERA Grants Board and dissertation fellows scheduled. The minutes of the April, 2003 minutes were approved with corrections in the names of three members.

#### **ADMINISTRATIVE AREA – Suzanne Lane**

*Next Meeting.* President Lane announced the NCME April Board meeting will occur from 4:30-7:30 on April 12, 2004 and April 15, 2004, at the NCME Annual Meeting in San Diego.

*Annual Meeting.* The report of the co-chairs of the 2003 Annual Meeting report, Dan Eigner and Linda Cook, was presented. Robert Smith, AERA's director of meetings participated in the discussion focusing on improvements for the upcoming annual meeting. Smith advised that the meeting rooms to be utilized in San Diego will be in close proximity, unlike Chicago. For the 2004 meeting, it is anticipated that four rooms will be assigned to NCME that will hold approximately 200, 165, 125, and 100 individuals. Smith also mentioned that the exhibit hall in San Diego will be larger, and there was considerable discussion about ways to enhance the NCME exhibit booth. President Lane requested the booth be placed in the front of the hall. Sroufe indicated that the Central Office will be responsible for sending the necessary materials needed for the booth (e.g., copies of JEM, EM, Newsletter, application forms, JEM CD, applications forms for JEM CD, and a paper directory of current membership.) In addition, it was also recommended that "treats" be in the booth in order to attract individuals to stay to talk. Ed Roeber will supervise booth activity again this year.

President Lane suggested that program materials for AERA and NCME emphasize that it is possible to register for two conferences --and required if one plans to attend both meetings.

Robert Smith advised that he will contact David Anderson regarding preparations for the 2004 NCME Fun Run.

Requests for joint publishing of the program were not accepted because of the potential of inadvertently favoring one session over another. For example, rather than publish Division D highlights in the program, it was recommended that Carol Parke be encouraged to place NCME highlights on the webpages of Division D and NATD.

President Lane will contact Rick Stiggins regarding the classroom assessment awards and committee involvement, and will invite him to the April meeting of the Board of Directors to discuss the criteria for the awards and his plans with regard to the future of the recognition program. Lane will also discuss forms and/or brochures that might be provided at the NCME annual breakfast to highlight the program and acknowledge its recipients.

President Lane also advised that Forms/Brochures should be developed to highlight the recipients and be placed on the tables at the Breakfast.

It was mentioned that AERA is celebrating the 40<sup>th</sup> anniversary of NAEP, and President Lane agreed to contact Carol Parke and Sue Brookhart regarding highlighting the NAEP sessions in the newsletter and webpage. Janet Baldwin is a contact person who will identify sessions to be highlighted.

Highlights for the 2004 meeting were presented, and President Lane reported that Division D's program chair requested that a joint Division D and NCME program be printed. However, it was decided that NCME will have its own program so as to maintain organizational identity and to avoid offending other Divisions and Sigs.

The Educational Measurement and Resource Bank (1987) was discussed and the Board decided not to revise the Bank.

An agenda item for the April Board meeting was determined concerning the possibility of having an online annual meeting program for the 2005 meeting. The savings involved may be near \$7,000.

*Nomination of Officers.* The slate for NCME Board positions was presented: for Vice President: James Impara and Carole Perlman; for Board Member at Large: James Carlson and Linda Cook; and for Board Member from a University: Terry Ackerman and Barbara Dodd. Following consideration of the merits of holding the election prior to January, a motion was passed to post ballots to members in November, rather than wait until January. President Lane will send letters of appreciation to the members of the nominating committee.

*Policy and Procedures Handbook.* The revision of NCME's Policies and Practices Handbook was discussed. It was determined that Board members will revise their sections and email them to President Lane by January 15<sup>th</sup>. President Lane will revise the

remaining sections, and it was hoped that a draft will be available for review by the Board by the end of February.

*Joint Committee on Testing Practices.* A memo from Mike Kolen, NCME representative to the JCTP give advance notice that the Board might be required to review changes being proposed by the APA and, subsequently, undertake a new review and vote of approval. David Frisbie remarked that he never really fully appreciated the need for JCTP given the degree of redundancy between NCME and JCTP. It was determined that President Lane would invite at least one representative of JCTP to each April Board meeting, and it was determined that President Lane will invite Mike Kolen and Greg Cizek to the April Board Meeting to discuss the role of NCME in JCTP as well as JCTP's Strategic Planning program. .

In considering the JCTP Strategic Planning program the Board raised a number of questions, including need for additional information on the purpose for inviting other organizations to join JCTP; the difficulties and benefits of developing the resource list envisioned, that might include codes on ethics and testing practices, standards, and guidelines for translations. It was noted that it would be difficult for JCTP to publish timely "white papers" given the large number of organizations that would need to agree on the final product, including some testing companies represented by NATD.

President Lane will notify Mike Kolen of the Board discussion. President Lane also will obtain information about NCME's relationship with the International Test Commission and present her findings at the meeting in April.

Don Yarbough was reappointed as the NCME representative to JCSEE.

#### AERA MANAGEMENT AND INFORMATION SYSTEMS – Phoebe Stevenson

Phoebe Stevenson reported that AERA is changing to an on-line membership services system in which members can update address information and renew journals on-line, as well as join on-line. She mentioned that the same system could be put in place for NCME by early December. Jeri Bensen voiced concern over security issues and was assured by Stevenson that the system is secure and not available to telemarketers. Questions of cost were raised and it was learned that the initial start up would involve: \$1200 setup; a monthly fee of \$100; an e-commerce set up of \$350 and an e-commerce transaction charge estimated to be 25 cents per transaction. The data conversion is estimated also at \$1,200. The NCME Board of Directors approved of having the same online system for NCME that will be used by AERA.

Electronic submission and procession of annual meeting proposals was also discussed. AERA has switched to All-Academics as a provider for this service and it is too soon to report on its success. Stevenson indicated that she will have a much better feel for the new system in April and that she will be happy to meet with the Board at that time and present an evaluation and cost-estimates. President Lane will contact the 2003 Division D chair to obtain an additional first hand experience with the new system.

#### ADMINISTRATIVE OFFICER REPORT – Gerald Sroufe

Jerry Sroufe reported that the JEM CD-Rom is now available. The cost is \$85 for individuals and \$250 for institutions. Doug Becker of the publications committee will ensure that the order form for the JEM CD-Rom will be distributed on the listserv and posted on the website.

Sroufe also announced that Robert Lerner was nominated to be Commissioner of Education Statistics. Also discussed was AERA's statement opposing the wholesale elimination of background variables on NAEP.

#### MEMBERSHIP AND RECOGNITION – Wayne Camara

The Annual Breakfast Questionnaire was reviewed and Wayne Camara will incorporate changes proposed by Board and others. Among the changes was a suggestion by Jeri Bensen to list the committees in alphabetical order. It was decided that President Lane will make an announcement at the Breakfast Meeting about the limited number of openings for committee per year. She will also include a statement in the Handbook indicating that a general principle is for members to serve on only one committee at a time.

Camara led the discussion on awards and committees. He advised that he will be submitting a new Awards section for the Handbook. In addition, the Special Project section in the Handbook will be reviewed and may be relocated. Several motions were introduced and approved regarding the structure of the awards committees:

A motion was approved for the Awards committee to have 6 committee members with 3 year staggered terms.

A motion was passed for the Membership committee to have 9 committee members with 3 year staggered terms.

A motion was approved reflecting the desirability for chairs to have served as a member of the committee, with the exceptions of the Publications, Election, Nomination, and Training and Program committees.

Sroufe advised he will contact Mrs. Millman about transferring the funds to NCME for the Millman award as requested by Mrs. Millman.

Camara advised he will prepare a draft for the April Board meeting regarding the need to clarify the focus of Diversity Issues in Measurement Committee. In addition, he will also propose a standardized rating scale for all the award committees at the meeting. It was determined that the Board needs to develop criteria for establishing NCME awards.

Camara introduced the proposed Alicia Schmitt Cascallar Award, its purpose being to provide junior scholars who are presenters at the Annual Meeting with \$500 for travel

expenses. Discussion followed, and additional information will be gathered prior to making a decision about proceeding with this award.

The Membership Committee will be responsible for contacting individuals who do not renew their membership with NCME, working from information provided by the Central Office.

#### STANDARDS AND TESTING – Sharif Shakrani

Sharif Shakrani was unable to participate in the meeting. President Lane said she will contact him regarding the three committees within this area: (1) Standards and Test Use, (2) International Measurement Issues, and (3) Graduate Student Issues. A discussion regarding the No-Host cocktail Hour ensued, and it was decided that Shakrani needs to inform the Graduate Student Issues Committee that the cost of the reception must be completely covered by sponsors and that NCME will not be able to cover any of the costs. The policy of offering an initial free drink is to be discontinued.

#### ON-LINE JOURNALS – Linda Dziobek

Linda Dziobek participated in the discussion of moving EM:IP on-line and indicated that about \$3500 would be saved, per issue in printing and mailing costs. However, the Board decided that the EM:IP should continue to be a printed journal and that a marketing plan is needed to increase subscriptions. After some discussion regarding pros and cons of switching the NCME newsletter to an on-line only version, a motion was passed to make the newsletter available only on the web as of the June 2004 issue. The conversion will be announced in the December 2003 and March 2004 issues, which will still be in paper. Doug Becker will inform Sue Brookhart about this decision.

### SATURDAY MEETING, OCTOBER 3

#### Attending

Suzanne Lane, President; Linda Crocker, Past-President; David Frisbie, Vice President; and directors: Douglas Becker; Jeri Benson; Duncan MacQuarrie; Wayne Camara; Mark Reckase. Also attending, Gerald Sroufe, NCME Central Office Liaison; Felice Levine, NCME Executive Director and Barbara Leitham, administrative assistant.

#### OUTREACH—Mark Reckase

The Board approved a motion to increase the Outreach and Partnership Committee to 9 members with 3 year staggered terms.

There was a much discussion concerning the three targeted organizations: NCSL, AASA, and NASSP. Mark Reckase emphasized that the intent of NCME's interaction with these groups is to inform and collaborate, not to recruit. It was agreed that Reckase will coordinate two mailings with the Central Office to the approximately 100 board members and officers from the three organizations. The first mailing is to include a cover letter, NCME membership application form, and the September 2003 Newsletter. The second

mailing will contain a cover letter and NCME highlights. Following a suggestion by President Lane, it was agreed that Outreach symposium speakers would be invited to the Presidential Reception and will have an informal meeting with some members of the board and the committee chair. Breakfast and Meeting Registration fees will be waived for the guest speakers. Reckase agreed to identify the exact needs for the travel expenses. David Frisbie noted that the relationship between the groups and NCME was one of mutual benefit, and that they should be encouraged to send their own materials to the Board and the Outreach Committee. The Outreach Committee will initiate this exchange by requesting that information be sent to the NCME Board and members of the Outreach Committee. President Lane will ask Carol Parke to schedule the Outreach session on Wednesday afternoon, if accepted, so participants can attend the presidential reception.

*Recruitment.* The Recruitment Committee's was encouraged to submit the final version Career Brochure for publication. Linda Crocker remarked that the total Board does not have to be called for approval, and it was decided that President Lane and Reckase will review the brochure for approval. Reckase also noted that it was time to think about distribution of the brochure, and Crocker suggested that universities that offer training could disseminate the publication. It was also suggested that the brochure could be on the web as a PDF file.

A lengthy discussion ensued regarding the need for the federal government to fund graduate students and post docs in measurement. A motion was approved in which President Lane will appoint an ad hoc committee with the charge to develop a document proposing federal support for training in educational assessment and measurement, and look for opportunity to introduce the idea in the Higher Education Act or as a technical amendment to NCLB.

#### PUBLICATIONS – Doug Becker

Doug Becker presented the Publications report and introduced a discussion of the NCME website. Because of difficulty in allocating costs, the Central Office was requested to submit a breakdown of the expenses. Becker will contact David Miller regarding the amount needed to support the website.

The Board stated that Jeri Benson should receive a plaque at the 2004 meeting for her service as editor of EM:IP; and that Doug Becker should receive a plaque for his services as editor of the Newsletter.

A motion was passed appointing Mike Kolen as the editor of JEM. David Frisbie recused himself from the vote. President Lane will contact Kolen regarding the editorship and also send letters of appreciation to all of the nominees.

#### EXECUTIVE DIRECTOR'S REPORT – Felice Levine

Felice Levine issued a briefing on JSTOR, and the Board approved a motion to include JEM in JSTOR, voicing its appreciation of Levine's initiative to put the matter forward.

Levine mentioned that JEM and EM:IP might have wider appeal with different publishers – because of their marketing strength -- and promised feedback to the Board in April. In order to generate more revenue, Doug Becker will review past issues of the journals to identify potential advertisers, and then forward the list to the Central Office, who will then send current rate sheets to the advertisers.

*Revenue Enhancement.* The Board engaged in a lengthy discussion of strategies for revenue enhancement. In April the Board will evaluate a proposal for having paid advertisements for positions available posted on the website. Also, the Central Office will add a section on “Additional Contributions to NCME” on all renewal and membership application forms as they are reprinted. The membership Committee will send NCME brochures and applications for distribution at the CCSSO conference in 2004 as a means of membership recruitment.

After a discussion of registration fees for the Annual Meeting, a motion was passed to raise the fees. The following pre-registration fees were approved: NCME member, \$60; Student NCME member, \$30; Nonmember, \$90; Fitness Run, \$20. On-site fees will be: NCME member, \$75; Student NCME member \$35; Nonmember, \$100. The Fitness Run, will be \$20. The NCME breakfast fee will remain unchanged.

The 2004 budget was reviewed. It is a deficit budget, but the line- by- line review also revealed some inconsistencies and ambiguities that could not be resolved on the spot. Levine proposed that a list of the items in question be developed and that Central Office staff investigate each and report back to the Board with explanations and any revisions in the budget.

*NCME/AERA Contract.* The current five-year contract with AERA for management services expires in June, 2005. The Board agreed to begin a period of information gathering in advance of discussion of various alternative models at the April meeting. Some of the options that were considered include: (1) NCME operating as an independent entity, perhaps with some services contracted out; (2) affiliation with a university or another organization; (3) a contract with a commercial management firm; or (4) continuation with AERA. President Lane asked about the possibility of an extension of the present contract while exploration of issues continues, and Levine said it was possible. It was agreed that the Central Office will provide President Lane and Frisbie with the RFP for the last contract renewal, and the two will obtain information regarding NCME’s administrative needs. Meanwhile, Levine and Sroufe will work to re-examine the contract from AERA’s perspective. It is hoped that a preliminary recommendation will be possible to the AERA Council at its January meeting. (The AERA Board will be informed of the need to reconsider the contract at its October, 2003, meeting.)

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The Board of Directors also participated in a luncheon program at NCES featuring a presentation by Dr. Grover Whitehurst, Director of the Institute of Education Sciences, and attended a reception in honor of the AERA dissertation fellows hosted by the AERA Grants Board..

