



**NCME Board Meeting Minutes
July 27, 2017
Philadelphia, PA**

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
Rose McCallin, Board Member

Committee Chairs & Staff Members

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

Alissa Jackson, Administrative Coordinator

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

R. Bennett called the meeting to order. He welcomed the attendees to Philadelphia. All attendees introduced themselves and announced their role within NCME.

The April Board meeting minutes were reviewed. The Board had corrections:

- Page 2 – Under Membership Committee Report – **correct** the name to “Leslie Keng.”
- Page 5 - Under Awards Committee Report – second bullet, **correct** the spelling to “Education” Award.
- Page 5 - Standards and Test Use Committee Report – **remove** the fifth bullet: “Five Year plan: is NCME gathering representation from all aspects.”
- Page 6 – Finance Report – **correct/clarify** the 4th bullet to read: “NCME will update the Handbook so that the financial policy will allow for flexibility to sustain a structural deficit.”
- Page 6 - 2017 Annual Meeting Debrief. **Correct** the layout of the bullets so that the following are not indented:
 - reduce complexities
 - add more time for more paper sessions
- Page 7 – on the Action Items, **correct** “Plan on NCME branded seminars around the country” to “Plan on NCME branded seminars in Washington, DC.”

MOTION: A motion to approve the April 27 and 30 minutes with the changes noted was made, seconded and unanimously approved.

Executive Session

At this time NCME staff was excused from the meeting, and the Board held Executive Session with Fernley & Fernley President/COO Trudie Bruner.

2018 Budget Development and Approval Process

The meeting reconvened from Executive Session. Treasurer M. Shermis reviewed the budget development/proposal/approval process:

- The members of the Budget and Finance Committee have been assigned sections of the budget to estimate income and expense for 2018.
- Board members, Committee Liaisons, and Committee Chairs will submit budget requests.
- The Committee will continue to refine numbers and develop a full budget proposal for the Board for review at their September meeting.

The financial report, with 2018 preliminary budget proposal numbers and 2017 YTD numbers, had been distributed to the Board.

Some issues that have impacted income and expense in 2017 and could impact 2018:

- Membership numbers are declining – options to offset the decline: raise dues, or grow membership and increase retention rates. The Membership Committee is exploring options for a membership recruitment campaign (included in 2017 budget).
- The electronic poster boards were a successful innovation for the Annual Conference, but come at a higher cost.
- The abstract submission process is a high budget item; may have to research other options for 2019. Since the website committee is researching other website provider options, they can consider options for single sign in, and possibly a custom abstract submission portal. NCME can also research who does the abstract submission for AERA.
- Investment portfolio doing well and provides a cushion to sustain future (short term) losses
- For the 2018 Annual Conference, New York City location is a draw for attendees, but hotel and location costs could be cost prohibitive and impact attendance.
- It was agreed to discontinue the printed program book for the 2018 meeting, to reduce costs and waste. This change will be communicated clearly and frequently when marketing the conference, and attendees will be directed to utilize the mobile app, or print a PDF from the website. Printed and laminated versions will also be available at the registration desk, and informational signage will be visible throughout the meeting.
- It was suggested to open up the optional activities at the Conference – Fun Run and Yoga – to non members, as a way to promote the NCME and grow membership.

Membership

- An issue was raised about NCME liability when connecting individuals via the Membership Committee mentoring program at the Annual Conference. A Legal Counsel memo outlining options for proceeding with this process was included in the packets. The Board discussed doing the networking online or via one large public forum as suggested by Legal.

- It was agreed to set up an NCME membership information desk at the September Special Conference on Classroom Assessment, offering non members the opportunity to join in October and get membership for 15 months (October 2017 – December 31, 2018).
- L. Bay will review the membership application to update the categories for type of employer. Suggestions from the Board:
 - Remove “industry”
 - Add “other”
 - Break out “college or university”
- When the list is finalized, the database will also be updated and the membership renewal will ask members to update all of their data, in order to build a more complete database.
- All of the committees will be added to the membership application and the website.

Nominations and Elections - Chair M. Wilson reported that the nominations been received and the process is on schedule.

Sponsorship

M. Wilson reported that he had researched other sponsorship packages and included a sample brochure from the APA. The Board agreed to maintain the sponsorship level of \$4000 and offer a higher level of \$8000. The higher level sponsorship could include funding for diversity scholarships.

MOTION: A motion was made, seconded and unanimously approved to expand sponsorship to include an \$8000 category, and to allocate \$6000 in the budget for a diversity scholarship initiative.

M. Wilson plans to reach out to potential sponsors prior to the September Board meeting. He will advise them of the \$8,000 sponsorship option.

Digital Presence - Website

- L. Bay reported that the committee is researching website providers, with a goal of restructuring the site with single sign in and all activities online – donations, nominations, elections, committees, board only communication, etc.
- NCME staff - will ensure that basic website updates are made, such as meeting dates and deadlines, newsletter posting, committee lists, etc.
- The website committee - will work with other committee chairs to continue to develop meaningful content for all of the sections.
- The following board members will review the content under the current website tabs, and send their recommended updates to L. Bay She will pass the suggestions onto staff (for immediate updating), or the committee (for development or future planning):

| | |
|---|---|
| <ul style="list-style-type: none"> ○ Publications – R. McCallin ○ Annual Meeting – M. Wilson ○ Students – Y. Tong ○ Awards (under “About” tab) – D. Way | <ul style="list-style-type: none"> ○ About Us – D. Whittington ○ News – R. Bennett ○ Resource Center – R. Bennett ○ Board Only – L. Bay ○ Members Only – D. Briggs |
|---|---|

- The links on the archives page should all be digital.

Digital Presence - Social Media

- The committee would like to set up a YouTube or Vimeo channel for NCME, and a PayPal account for FB and Twitter “boosts” and advertising.
- NCME will reimburse Chair J. Lakin for her expenses incurred purchasing ads and boosts.

Graduate student Issues

- L. Bay will remind the committee that they are required to help find the Graduate students for other committees.

Publications

R. McCallin reported:

- There is a Wikipedia listing, but it should be expanded. Steve Benton is working on this.
- Edits to the Publications section of the Handbook were included in the Board books.
- There is a question about royalties on the work published in ITEMS on the website. R. Bennett will review the contract with publisher Wiley.
- The Board will propose to the Newsletter Chair that the newsletter be produced in a digital format, which will make it easier to follow links and click on headlines of interest. Current PDF format is a large document and not conducive to someone reading in entirety.
- Excerpts from the newsletter (President’s address) could be posted via social media.

Awards

D. Way reported:

- Deadline for award nominations is September 1 but it will be extended since so many professors are hard to reach before September (the school year).
- The committee will develop a proposal for a “Media Award,” recognizing someone in the media who has helped communicate the value of testing and reporting it effectively. A proposal, to include the value of the award (conference reg, monetary prize, travel costs, etc), will be presented to the Board at the September meeting.
- Headquarters will confirm that award payments are paid from the proper established funds.

Annual Conference – Program Committee

Chairs April Zenisky and Charles DePascale joined via teleconference and reported:

- Submission System is working well. Some people have noted they do not receive an email confirmation after they submit, but the system does automatically send one. The problem is that the confirmations may go to SPAM. This has to be a frequent reminder to submitters; to whitelist the email and also check SPAM.
- They are documenting information to share with the 2019 Chairs
- The Board offered the following suggestions for speakers and sessions at the Conference, which R. Bennett passed onto the program chairs.

- Salman Khan: D. Way will explore the possibility with his College Board colleagues who work with Mr. Khan.
- A debate on “Is it a two-way street; can summative assessment generate formatively useful information and can formative assessment generate information for consequential decision making?”
This idea, suggested by Y. Tong, could be a tag-team debate, with two speakers on each team. Names mentioned by L. Bay and others included Lorrie Shepard, Stuart Kahl, Jim Popham, and Greg Cizek.
- A session on the use of tools that attempt to direct students to particular instructional content based on their summative test results. D. Whittington suggested EdCite and ILearn as examples of such tools. The session might include an overview of one or more tools and then a pluses/minuses critique by two discussants.
- Other suggestions for the program planning:
 - Continue to have discussants for paper sessions
 - Change the cycle for the Career Achievement Award – the winner should present the year following their award. This allows them more time to prepare their presentation, which is valuable since it covers “career achievement.”

Annual Conference - Training and Development Committee

Chair Amanda Wolkowitz joined by telephone and reported:

- Submissions are on target
- Planning eight live webinars; three grad students will manage the process for recording
- Recorded webinars should be posted on the website, possibly in conjunction with ITEMS. Research options for offering continuing education credits for watching the complete webinar.
- To improve the onsite management process for the Training Sessions – ensure that instructors use the lists provided to them to track attendance at their sessions.

Fund Development Committee

- R. Bennett reviewed the report included in the packets. The committee is developing a strategic plan; the Board noted that there is a plan laid out in the 2015 Handbook. R. Bennett will confirm if the committee is following this plan.
- It was noted that retaining a part time professional fundraiser could be worthwhile, but is not currently in the budget.

Standards and Test Use Committee (STUC)

D. Whittington reported:

- They have developed a rubric to evaluate nominated educational items. If approved, the links to the information will be posted on the NCME website. The posting on the website will express NCME’s validation, not necessarily endorsement, of the information.

MOTION: A motion to approve the Standards and Test Use Committee (STUC) plan to identify, rate, and post educational links on the NCME website was

- On behalf of STUC, NCME Member Steve Ferrara is preparing a paper on Test Security Guidelines. The Committee will direct him to refer to the paper on this topic that was published in October 2012 and accessible via the NCME website.
- Liaisons D. Whittington, and R. Zwick will direct the STUC and the Committee on Informing Assessment Policy and Practice to work together on a plan to address Test Security Guidelines. They will form a task force consisting of a representative from STUC, a representative from the Committee on Informing Assessment Policy and Practice, and one to two Board members. They will be asked to develop a report in time for the September Board meeting.

Classroom Assessment Task Force

Chair D. Whittington reported from the meeting held the previous day:

- The preliminary schedule for the September Special Conference on Classroom Assessment was included in the packets. Registration is open and linked from the NCME website. Response to call for presentations and registration has been positive.
- They will develop plans to showcase the Classroom Assessment video more prominently on the website.
- They want to send out and highlight President Messages over the past year which discussed classroom assessment.
- Strategic Initiatives were agreed upon by the Task Force. Each of the members has been assigned an initiative to prepare an action plan. These will be distributed at the next Board meeting.
- JEM Editors are working on a special issue focused on classroom assessment.

MOTION: A motion that the Task Force be extended for two years, until 2020, was made, seconded, and unanimously approved

The Task Force requested \$10,000 in the 2018 budget. The funds will cover costs of a face to face meeting to be held in summer 2018, and a program during the Annual Conference for New York City area educators to come to the Conference for the day, attend some NCME sessions, and participate in a luncheon program designed for them. Financial aid could also be available. D. Whittington will provide a more detailed proposal for the program at the Annual Conference for the Board at the September meeting.

It was noted that all plans for new or added sessions at the Conference will be subject to availability at the NCME headquarters hotel, which is still to be assigned by AERA. NCME staff will incorporate the requests for new events into the hotel requests.

The meeting adjourned for the day.

NCME Board Meeting Minutes
July 28, 2017
Philadelphia, PA

President R. Bennett called the meeting to order at 8:45 AM. **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
Rose McCallin, Board Member

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee
Elizabeth Franks, Executive Director - Fernley & Fernley
Alissa Jackson, Administrative Coordinator – Fernley & Fernley

Take Greater Advantage of NCME's International Character - New Journal Proposal

- R. Bennett reviewed the proposal for NCME to develop a series of foreign-language journals, which was included in the packets. The first version would be a Chinese version.
- One of the issues to be determined is the financial arrangements, including international payments, cost (if any) to members, subscription policy,
- The first step will be to negotiate a draft agreement with the Chinese co-sponsoring institution, Beijing Normal University. Simultaneously with that, a survey for NCME members will be done to determine their interest in an international journal series. D. Way agreed to draft a survey for staff to send.

MOTION: A motion was made, seconded, and unanimously approved to allocate \$16,000 in the 2018 budget and for Li Cai and Randy Bennett to negotiate a draft agreement for Board review for a Chinese language journal.

Committee on Informing Assessment Policy and Practice - R. Zwick reviewed the report included in the packets.

Influence the National Discourse on Testing and Measurement - Seminars in DC

The Board will plan a seminar in DC, to be held on Wednesday, February 7, prior to the NCME winter Board meeting.

- To be held in the afternoon prior to the Board meeting, or over lunch – tentative 11:00 AM presentation, 12:00 Noon lunch, 12:30 PM Q & A
- Location TBD, suggestions:
 - DC Public Library (a DC library card holder can reserve a room)
 - George Washington University
- R. Bennett to reach out to potential speakers. Suggestions include:

- John Twing, Policymakers
- Michael Feuer, George Washington University
- Lynn Gangone, President/CEO of American Association of Colleges for Teacher Education (AACTE), Undersecretary of Education under President Obama
- Rick Hess, American Enterprise Institute
- Ask Judith Koenig for suggestions.
- Determine a topic which should appeal to the “policy” community Suggestions:
 - Teacher evaluation
 - ESA Impacting States
 - Misuses of test scores as part of poor policy decisions
 - Ask speaker for suggestions
- Determine costs and possible sponsorship, depending on speaker and location.
- Determine Invitees. NCME will develop a invite list of policy makers, including y staff from:
 - Department of Education
 - American Enterprise Institute
 - The Council of Chief State School Officers (CCSSO)
 - National School Boards Association (NSBA)
 - American Association of Colleges for Teacher Education (AACTE)

Influence the National Discourse on Testing and Measurement - Communications Firm RFP

- Staff had sent an RFP to four communications firms, seeking a vendor to prepare targeted versions of NCME policy statements.
- Only one proposal was submitted. Two firms declined, and Hager James suggested that NCME consider freelancers. R. Bennett had reached out to some of the suggested freelancers to determine interest.
- E. Franks shared the RFP, the one proposal received, and the list of firms with the board.

Planning for 2018 Conference

NCME meeting manager Nicolette Pelbano will visit the NCME headquarters hotel in New York, once the hotel is finalized with AERA. Nicolette will ask Program Chairs C. DePascale and A. Zenisky if they want to join her. If so, NCME will pay their travel costs.

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