



**NCME Board Meeting Minutes  
October 28, 2015  
Washington, DC**

**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)  
Matt Johnson, Program Committee Co-Chair (Via Teleconference)  
Rose McCallin, Publications Committee Chair (Via Teleconference)  
Joe Casey, Executive Director - Fernley & Fernley  
Monica Mobley, Director of Meetings Services - Fernley & Fernley

NCME President Dr. Rich Patz called the meeting to order at 9:03 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.

With an edit to add the words 'to support the nomination' to Dr. Kristen Huff's motion regarding the NCME President's appointment of Dr. Howard Everson as the next editor of JEM, the board approved the Minutes of the July 9, 2015 Board of Directors meeting. The final/approved draft of the minutes will reflect the change. The format of the document with the callouts was well received. Dr. Laurie Wise suggested adding page numbers to minutes and the board book documents.

**Motion: Dr. Dale Whittington moved to approve the minutes of the July 9, 2015 NCME Board of Directors Meeting with corrections. Motion was seconded and approved by the board**

The board reviewed the status of the action items noted in the July 9 minutes. Some of the action items are further addressed in the Committee Reports. Only one Action Item remained open from the July meeting, the appointment of a social media task force. An effort to address this was initiated and the task force was further addressed at the October 28 meeting. The board agreed there's a need for a broader digital presence that would include social media. Dr. Luz Bay and Dr. Cindy Walker agreed to co-chair a task force consisting of representatives from the Website, Outreach & Partnerships, Membership and Publications committees.

**Action: Dr. Luz Bay and Dr. Cindy Walker were named to co-chair a Task Force on NCME's Digital Presence. The specific charge and make-up of the Task Force participants will be finalized before the next Board Meeting.**

President Rich Patz spoke to the status of appointments noted in the action items list, which in addition to Dr. Howard Everson taking on the Editorship for JEM, included Holmes Finch extending his Editorship of ITEMS through the fall of 2016 and the still open calls for a new ITEMS Editor and Book Series Editor.

Executive Director Joe Casey provided brief updates on other action items, noting that the video from the June 22 presentation at the CCSSO NCSA has been posted on the NCME Website's Mission Fund page; the Archives Committee has facilitated the prioritization of the NCME physical and digital files received from TRG; and the Annual Meeting Committee has provided the necessary details to develop a conference planning timeline as part of the effort to create an Annual Conference Specific Guidebook. Formatting of the documents prepared by the Committee into a new publication is still TBD. The Committee will also be tasked with helping to determine what sessions need to be recorded and how those recordings will be distributed/shared for future Annual Conferences.

**Action: Staff will coordinate a plan for recording and distributing sessions at future conferences with the Annual Meeting Committee to meet budget and archival requirements.**

A very brief update on some of the challenges that were only recently resolved with the transition of the NCME Bank accounts with the help of Dr. Mark Shermis and Dr. Anne Fitzpatrick were acknowledged. The first "Management Packet" was discussed and Board Members were encouraged to provide feedback.

President-Elect Mark Wilson raised the question of how best to strategically establish NCME's 'voice' in educating stakeholders and influencing policy on education testing and measurement. The discussion touched on accountability and how NCME might bring value to the dialog about teacher evaluation and other controversial issues. There were diverse opinions on NCME's position in addressing controversial topics and it was agreed that the initiatives to coordinate NCME's Digital Presence and the revision of the *ABC's of Testing* are the best platforms to facilitate a role for NCME.

President Rich Patz reported that a meeting was set for Thursday, October 29 for discussions with AERA's staff leadership as well as Dr. Mark Wilson, Joe Casey and Monica Mobley to continue the discussions that Dr. Patz, Dr. Laurie Wise, Dr. Mark Wilson and the NCME staff have been having with AERA about the relationship. Dr. Patz provided a brief update on the status of the proposed 2017-2019 Annual Meeting Contract negotiations and Dr. Wilson shared his goal to better define opportunities for collaboration with AERA-D, as well as AERA -H.

Fund Development Committee Chair Dr. Linda Hargrove joined the meeting by teleconference at 10:15 a.m. Dr. Patz and Dr. Hargrove provided updates on the Mission Fund accomplishments to date in support of the transition, and spoke to upcoming activities, including the fall 2015 solicitation efforts. Specific letters to prior donors and all NCME members were sent; and a request to support the Mission Fund was included in the 2016 membership renewal notices. Dr. Hargrove also reported that the NCME Website offers the ability to donate online has been added to the NCME website.

Dr. Laurie Wise asked if there were specific goals to increase participation by NCME's 1707 members as of October 2015. Dr. Hargrove reported that increased participation is a goal, and emphasis will be placed on encouraging smaller donations by more donors to build a sense of community.

Dr. Cindy Walker suggested that a larger impact would be made by seeking outside foundation support for the Mission Fund's work, citing the Gates Foundation's interest in education and in measurement. Others agreed that larger foundations that support academic endeavors would be potential sources of funds for the work of the Mission Fund. Dr. Mark Shermis suggested that successful grant solicitation is a unique profession and asked if support for a development officer role is available. Dr. Hargrove stated that this area has been explored and that a consultant was involved in the creation of the Mission Fund. She agreed that additional guidance is needed to go after support from Foundations. Dr. Patz suggested that NCME needs to showcase internal support for the Mission Fund to be successful in persuading external donors.

Dr. Laurie Wise suggested that messaging to NCME members to differentiate what the Mission Fund is doing from what NCME engages in could help drive donations for the Fund and serve the purpose of explaining where NCME's needs are for increased dues to support increasing costs.

Dr. Mark Shermis cautioned that the current structure of the Mission Fund does place it within NCME. Any communication needs to be clear about overcoming a perception that the Fund isn't just an extension of the NCME to enable NCME to do more if it had more resources. There needs to be a clear distinction to be successful.

Dr. Rich Patz agreed that the emphasis must be on the 'social good' that the Fund does to make a broader impact on education measurement. He suggested that a 'signature cause' would likely motivate donors to contribute.

The Mission Fund's support specific for Graduate Students was revisited. Dr. Patz cautioned not to let the Fund become distracted in finding a specific cause for Graduate Students, but rather consider the broader needs for education measurement and what can be accomplished.

Dr. Dale Whittington suggested creating 'Institutes' whereby a program targeted to education directors on education measurement could have an impact.

Dr. Laurie Wise noted that the Membership Committee is seeking funding for a Mentor initiative that potentially could be an activity for the Mission Fund.

Dr. Mark Wilson agreed and suggested that if the focus remains on Graduate Students, that it would best to reach out to Brian Leventhal, Joni Lukin and Tzur Karelitz to explore how the Mission Fund can best engage and support Graduate Students.

Dr. Hargrove agreed to bring the board's ideas to the Committee and Dr. Mark Shermis noted that there will be education efforts to differentiate the Fund at the 2016 Annual Conference.

**Motion: Dr. Laurie Wise made a motion to approve the proposed Gift Acceptance Policy in the board book. The motion was seconded and approved.**

Dr. Hargrove thanked the board for their support and recommendations. She concluded by asking for recommendations to replace resigned Committee Member Ida Lawrence, who was set to take over as Chair at the end of Linda's term. Dr. Hargrove left the meeting at 10:35 a.m.

Following a BREAK, the meeting reconvened at 10:55 a.m.

Budget & Finance Committee Chair Mark Shermis reviewed the process followed to prepare the 2016 Budget Outline in the Board packet, thanking the Committee and staff for its research and recommendations.

Dr. Shermis reported that the Committee was tasked by President Rich Patz to provide a Financial Outlook for NCME through 2016-2018 and recommend ways to reduce the projected \$66,000+ deficit in the proposed 2016 Budget Outline. He suggested that the expense projections were based on best estimates and reduction of expenses was unlikely, so emphasis on generating additional revenues and perhaps considering an exception to the NCME Policy on not using portfolio income for operating expenses were the better paths to a balanced budget for 2016.

A document providing Alternative Scenarios for revenue through increases in Membership Fees and Conference Registration Fees was reviewed. After discussion, a modified implementation of Scenario #5 in the document, which called for dues increases of \$20 in 2017 and Conference Registration Fees of \$30 in 2016, was adopted. The BFC was tasked with modifying these increases to have a lesser impact on costs for students. The agreed to scenario #5 and modifications will be incorporated into the 2016 Budget Outline.

Requests from Committees for the 2016 Budget were reviewed. The investment in the Literacy Assessment as a multi-year effort was clarified. Given the four proposals recommended for initial implementation, the 2016 outlay is anticipated to be \$15,000. It was also reported that the anticipated investment in modifying the website structure to facilitate the requests of the Archives Committee are expected to be less than the \$5,000 requested. As these requests are considered special projects and eligible for funding under the policy governing the investment portfolio, the list of Committee requests with the modifications noted would amount to less than the anticipated earnings on the portfolio. The requests were accepted for presentation with the budget approval vote.

The meeting was temporarily adjourned for the lunch break and a tour of the Renaissance meeting facilities was provided.

When the meeting resumed, Committee Reports were presented. President-elect Mark Wilson briefly spoke to the reports provided by the Membership, Website and Archives Committees. Other than the funding support for the Membership Committee and a request for guidance on adding Committee volunteers by the Website Committee, none of these Committees requested Board Action. Please see the reports for further details.

Past President Laurie Wise provided an update on the Elections Committee Report noting that past elections haven't had a good representation of members participating. It was recommended to shift the election period to run from December 1, 2015 through mid-January 2016 as it's expected that members will be more engaged following the holiday season. The staff was tasked with identifying an e-voting platform to secure the integrity of the votes and facilitate participation.

**Action: The NCME election will be conducted from December 1, 2015 to January 15, 2016. Staff will facilitate electronic voting with mechanisms to ensure the integrity of the voting by members-only and one vote per member.**

Next, Dr. Wise provided an update on the solicitation of 2016 Sponsorships. As of 10/28, six sponsors had pledged or paid \$21,500. In 2014, NCME earned \$61,500 in sponsorships. The sponsorship list was briefly reviewed and additional updates/contacts were provided by board members. A second solicitation letter was scheduled to go out following the board meeting with the additional sponsor information provided.

**Action: Staff will send a follow up letter to sponsors that did not respond to the initial request and an initial solicitation to new sponsor contacts.**

Dr. Amy Hendricks reported that the Outreach & Partnership Committee requested meeting minutes from 2001 and 2012-2015. These documents are in the boxes sent from TRG and must be retrieved by the staff. Dr. Hendricks also noted that the OPC was requesting closure on its request to send copies of the 2014 Standards to other organizations made at the July BOD meeting. It was determined that there is sufficient money in the 2015 budget to support the OPC initiative. The number of Standards needed will be ordered and the draft letter supplied by the Committee will be sent under the signature of NCME President Rich Patz. The letters and Standards should be sent before the end of 2015.

**Action: Staff will secure the copies of the 2014 Standards needed and distribute them with the letters to the organizations identified by the OPC before the end of 2015.**

A discussion involving the mission of the Diversity Committee took place. The question was raised as to the intended meaning of Diversity. The current Chair has a background in special needs, though there are other Diversity issues that could be addressed by NCME. The Executive Committee will address the governance of the Committee on its next call and the mission will be addressed at the January 2016 BOD meeting.

**Action: The Executive Committee will address the Mission and Governance of the Diversity Committee on its next call.**

An NCME representative to the Joint Committee on Standards for Educational Evaluation (JCSEE) is needed to replace the outgoing representative. An appointment is needed before the next JCSEE meeting in December. Several names were suggested for the President's Consideration.

**Action: The NCME President will appoint a new JCSEE representative by December 2015.**

Dr. Cindy Walker, Dr. Amy Hendricks, Dr. Dale Whittington and Dr. Luz Bay spoke to the Literacy Assessment proposals received and the review provided by the NCME Committees. The merits of the proposals and the rationale for the recommendations were discussed. The Board affirmed the recommendation to award initial funding for four sub-modules to four entities if they agree to continue under the plan proposed. One proposal was deemed to be a good fit down the road, but not at present. It was determined that the plan discussed in July to initially award \$15,000 to fund the project was the best approach and an additional sub-module proposal at no cost was also accepted. The worthy proposal for a later point in the project will also be contacted to explain NCME's plan. The accepted proposals will be given a deadline of March 1, 2015 to complete their storyboards.

**Action: Dr. Cindy Walker will draft award and decline letters. Staff will create an MOU to address the awarding of the funding.**

At 3:00 p.m. eastern, Publications Committee Chair Rose McCallin joined the meeting via teleconference. The Committee Report addressed the nomination of Editors and how things evolved that numerous openings came about in the same timeframe, placing additional challenges in filling these important roles. While the new JEM Editor was named and an extension of the term for the ITEMS Editor addressed immediate needs, the next ITEMS Editor and the Book Series still need to be addressed.

Dr. McCallin noted that the calls introduced several new prospective contributors, though she encouraged the board members to recommend colleagues and asked for ideas to identify additional candidates. Dr. McCallin also noted that based on the experience in orienting Dr. Everson, more orientation and support for new Editors is needed.

It was suggested that NCME's Committee may be a source of referrals. Luz Bay also suggested reaching out to past editors and considering past nominees that weren't selected.

Next, Dr. McCallin addressed the request by Wiley for NCME to participate in their Online Access APC program. The Committee reviewed the proposal provided by Wiley and recommended that NCME consider participation only if NCME can negotiate a tiered system for contributing authors whose institutions don't support APC and to ensure that additional revenues generated by the APC be incorporated into the royalties received.

Dr. Patz thanked Dr. McCallin and the Committee for their work and the recommendations. Prior to Dr. McCallin exiting the meeting, Dr. Kristin Huff also expressed her appreciation for Dr. McCallin's contributions.

At 3:30 p.m. eastern, 2016 NCME Annual Conference Program Chairs Andrew Ho and Matt Johnson joined the meeting by teleconference. They reported that there were fewer 2016 Coordinated Sessions than were proposed in 2015 and 70% of the submissions were accepted. They said that Individual Abstract proposal submissions and were down by 10% and they are considering moving to eight Parallel Sessions instead of nine for 2016.

Plans for Invited Sessions include a NEAP Session; presentations by 2015 and 2016 Award Winners; and a Panel Session jointly sponsored by the Education Writers Association.

Names for potential Keynote speakers were mentioned, and the Program Chairs and Board Members were encouraged to use their connections and influence to identify a Keynote with name recognition. President-Elect Mark Wilson encouraged the Chairs to 'be enthusiastic' in their pursuit of Joint Sessions with AERA Divisions. Drs. Ho and Johnson left the meeting at 4:14 p.m.

Before Dr. Won-Chan Lee addressed NCME's Awards & Recognition Committee report, the Board turned its attention to recognition for the volunteers that contribute to NCME's Editorial vehicles and Annual Conference review panels. Some recommendations to acknowledge these contributors were to add a scroll to the Annual Breakfast Meeting projection screens, and to identify contributors in a Spotlight Feature in the NCME newsletter.

Dr. Lee reported that all 2016 Award Winners were identified and NCME's President, the Committee Chairs and the staff were in the process of notifying the winners and nominators. Reports and ratings from each Award program are in the board book.

Dr. Lee requested guidance from the board regarding a request from the Career Award Committee on carry-over of nominees from past years. Board members were encouraged to review the report section that outlines the need and the process the Career Award Committee followed in naming the 2016 winner and its recommendation for a future Committee to establish a policy on the best way to carry nominations forward.

Topics addressed in the General Discussion included:

1. An update on the Copyright Issues Regarding the Education Measurement Standards – Dr. Patz reported that both sides have requested a "Summary Judgment" and await a ruling on those motions. There has also been dialog with other organizations interested in submitting Amicus Briefs as the ruling in the litigation will impact many standards-issuing organizations. Finally, legal fees continue to diminish the Management Fund, which could impact plans for future editions.
2. It was suggested that additional discounted training sessions be offered for Graduate Students at the 2016 Annual Conference.
3. A vote to approve the proposed 2016 Budget was held.

**Budget Approval Motion: The NCME board approves the 2016 Operating Budget as proposed by the budget and finance committee with input from officers and committee chairs, with the following modifications. Expenses of \$628K are approved. Income of \$562K will be supplemented by an increase of conference registration fees of approximately \$30 (generating an expected additional \$36K), effective for the 2016 Annual Meeting. The remaining deficit of approximately \$30K is hereby authorized to be covered by the reserve fund and/or interest from the reserve fund on a one-time basis, as a permitted exception to NCME's Policy to Not Use Investment Portfolio Proceeds for Operational Expenses. Furthermore, an increase of dues of approximately \$25 for regular members is authorized for 2017. Budget and Finance Committee is instructed to refine the 2016 budget and 2017 plans accordingly.**  
**This motion was made by Laurie Wise, seconded and unanimously approved.**

**Motion: Dr. Dale Whittington motioned to adjourn the NCME 2015 Fall Board Meeting at 4:44 p.m. eastern. Motion was seconded and unanimously approved.**

Respectfully submitted,

Joe Casey, CAE  
Executive Director