

NCME Executive Board Meeting Minutes

October 28-29, 2009

Members Present:

Terry Ackerman
Mark Reckase
Wayne Camara
Todd Rogers
Susan Loomis
Sherry Rose-Bond
Michael Rodriguez
Lawrence Rudner

Guest:

Gerald Melican
Natalia E. Pane, Executive Director, NAEP Education Statistics Services Institute, AIR
John Easton, Director of the Institute of Education Sciences (IES)
Judy Wurtzel, Deputy Assistant Secretary, Office of Planning, Evaluation and Policy Development
John Tanner, Strategic Initiative Director, Center for Innovative Measures

Call to Order

Terry Ackerman called the meeting to order at 8:30 am on Wednesday, October 28, 2009.

Talking Points for Board Meeting Guests

Dr. Ackerman provided the Board with an overview of the day's agenda. Dr. Ackerman explained that the first presenter on the agenda, Becky Smerdon, Principal Research Scientist, VP and Deputy Director, U.S. Education and Workforce had a family emergency and was not able to attend the meeting. However, Dr. Smerdon had recommended a highly qualified individual to take her place. Dr. Natalia E. Pane, Executive Director, NAEP Education Statistics Services Institute, AIR, was scheduled to present in Dr. Smerdon's absence.

Dr. Ackerman explained that each presenter was given a list of questions to help provide focus for their discussion. Dr. Ackerman described the purpose of the morning's agenda as a step toward establishing NCME as the seminal resource for policy makers and legislators in Washington D.C. Information from individual presenters would help shape the strategy for NCME's legislative outreach policy and provide the Executive Board with critical insight into the current political administration's plans for the future.

The Board talked briefly about the possibility of creating an Ad Hoc Task Force that would be given the charge to review the information presented by the guest speakers, determine logical next steps and present their recommendations to the Board.

NCME Executive Board Meeting Minutes October 28-29, 2009

Dr. Lawrence Rudner suggested that NCME consider including a more proactive stance by identifying important topics and then approaching local elected officials to offer an opinion. Dr. Rudner explained that the visit to Washington D.C. could be more effective if the Board arrived one day earlier and used that time to schedule meetings on the hill.

Dr. Ackerman introduced the first speaker of the day, Dr. Natalia E. Pane.

Dr. Natalia E. Pane, Executive Director, NAEP Education Statistics Services Institute, AIR

Dr. Pane explained that Dr. Becky Smerdon had recommended her as a substitute speaker because she had spent her first ten years working closely within the Policy Office of the Department of Education doing strategic planning across departments. Afterwards Dr. Pane worked for the National Assessment of Educational Progress [NAEP].

Dr. Pane explained that she did not know anything about NCME prior to attending a conference last year. Dr. Pane praised the quality of the program that she attended. In preparation for meeting with the NCME Board, Dr. Pane completed a series of interviews with people to find out what they thought about the association. A reputation for quality came up as a theme for several people that Dr. Pane spoke to. Effective communication within the measurement community was also brought up frequently. Additional topics mentioned with some consistency were the quality of the conference and the newsletter. Dr. Pane emphasized that, based on her experience; it was unusual to have an association membership that read the newsletter.

Dr. Pane summarized her interviews by describing NCME as having a strong community and doing many effective activities within that community. Dr. Pane explained that this was both a strength and a weakness. According to Dr. Pane, NCME's solid membership base allowed the organization to take a relax position on such initiatives as expanding it's national presence.

Dr. Pane reviewed the names of NCME members that were noted for important contributions to the industry. She concluded that NCME had a respectable number of people who were connected to nationally recognized initiatives.

John Easton, Director of the Institute of Education Sciences (IES)

Dr. Ackerman introduced John Easton, Director of the Institute of Education Sciences. Dr. Easton responded to a set of meeting objectives provided by Dr. Ackerman, that included helping NCME better understand the role that the organization can play in becoming a resource for the Institute of Educational Sciences.

NCME Executive Board Meeting Minutes October 28-29, 2009

Judy Wurtzel is Deputy Assistant Secretary, Office of Planning, Evaluation and Policy Development

Dr. Ackerman contacted Judy Wurtzel, Deputy Assistant Secretary, Office of Planning, Evaluation and Policy Development by telephone and allowed her to join the Board meeting remotely. Dr. Wurtzel discussed the strategies that her office used to locate and select subject matter experts where needed. Dr. Wurtzel addressed the importance of participation in review committees and advisory committees as points of connection with her department.

John Tanner, Strategic Initiative Director, Center for Innovative Measures

Dr. Ackerman introduced John Tanner, Strategic Initiative Director, Center for Innovative Measures. Dr. Tanner provided an overview of projects and initiatives currently underway at the Center for Innovative Measures. Dr. Tanner offered several strategies for improving the relationship between NCME and the Center for Innovative Measures. Within the context of each project, Dr. Tanner outlined a way in which NCME could provide a valuable resource.

Board Debrief

After the conclusion of the final presenter, the Dr. Ackerman facilitated a discussion to determine “next steps.” Discussion topics included 1) use of the annual conference to generate dialogue around policy topics, 2) additional effort in the creation of position statements and white papers and 3) development of systems to better determine what individual NCME members are involved in. Additionally, the topic how to best represent the diversity of the membership was brought up. There was some caution raised regarding the importance of being mindful of NCME members who may already be involved in projects with various government entities.

AERA – Gerald Sroufe

Dr. Ackerman introduced Dr. Gerald Sroufe, Senior Advisor & Director of Government Relations for the American Educational Research Association [AERA]. Dr. Sroufe walked the Board through the evolution of the NCME / AERA relationship. The Board listened first hand to the considerations that were made in setting NCME on a course to become a self-managed association.

Additionally, Dr. Sroufe provided an overview on several AERA projects that he felt maintained the organization’s credibility on the national stages. Support materials were circulated to each Board member.

NCME Executive Board Meeting Minutes October 28-29, 2009

Approval of July, 2009 Board Meeting Minutes

Dr. Ackerman requested approval of the July, 2009 Board minutes. Dr. Todd Rogers made a motion to approve the minutes with not corrections. Dr. Kadriye Ercikan seconded the motion. A vote was taken. The vote was unanimous.

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
- Program Committee
- Outreach Committee
- Standards and Test Use Committee
- Test Standards Management Committee
- Award for Career Contributions to Educational Measurement; Brad Hanson Award; NCME Annual Awards Committee
- Graduate Student Issues Committee

NCME Representatives to the Joint Committee for Education Evaluation

Dr. Ackerman asked the Board to consider the report submitted by the Joint Committee for Education Evaluation. The report provided a description of JCEE activities and requested financial reimbursement for 2010 travel and ancillary expenses.

The Board took this opportunity to talk in general about committee liaisons and the inherent fact that travel is normally involved. The observation of the Board was that it was unnecessary to require Committee Representatives to request Board approval for each, individual trip.

The Board concluded that the President should have the ability to authorize such expenditures and Board approval was not needed. Dr. Ackerman approved the expense.

Meeting Adjourned

Dr. Ackerman adjourned the October 28, 2009 Board meeting.

NCME Executive Board Meeting Minutes

October 28-29, 2009

Call to Order

Dr. Terry Ackerman called the meeting to order at 8:30 am on Thursday, October 29, 2009. The first topic on the agenda was a report from the Finance Committee.

Finance Committee Report / Operating Reserve Policy

Dr. Gerald Melican provided a report from the Finance Committee. Dr. Melican began with a report on the association's finances. Based on NCME's finance policy, the Finance Committee had recently given authorization to JB Hanauer to invest \$33,000 of the approximate \$100,000 originally held in a money market account. According to Dr. Melican, as of 9/30/2009 the association had total assets of \$966,000.

The question of whether or not the total amount was invested in the same investment product was raised. In response, Dr. Melican provided an estimated summary of how the assets were distributed. Dr. Melican explained that roughly \$617,000 is invested with JB Hanauer. \$100,000 is invested in a CD that comes due in January. NCME has two (2) certificates of deposits, each for the amount of \$75,000 at an annual interest rate of 2.5%. The remaining funds are kept in the association's checking account and used to manage monthly expenses.

The Board spent some time discussing the policies and procedures associated with the organization's investments. Dr. Melican talked briefly about the interaction between JB Hanauer and the Finance Committee. Plumer Lovelace took the opportunity to praise NCME's effort at creating financial procedures that represented association best practices and emphasized oversight shared by multiple Finance Committee members.

Mr. Lovelace suggested that in keeping with the association's emphasis on best practices, the Board should make a point to visit The Rees Group office at least once every 1-2 years in order to maintain a physical connection with the management company. The same could be said for visiting the journal publisher, Wiley-Blackwell. Dr. Ackerman commented on the need to invite Dianne Benson to a Board meeting so that she could be introduced in-person to the people that she interacts with regularly on the telephone.

Dr. Melican walked the Board through the NCME year-to-date budget and pointed out major trends and observations along the way. Dr. Melican explained that over the last few years the association's revenues have remained steady, while there's been a gradual increase in expenses. Although this observation did not require any immediate attention, it Dr. Melican pointed out that it was something to continue to monitor.

NCME Executive Board Meeting Minutes October 28-29, 2009

Additionally, the net revenue from the conference was lower than past years. However, expenses were less as well. Dr. Melican attributed the expense savings to the organization's transition to The Rees Group and the availability of a dedicated Meeting Planner.

After a lengthy discussion about the need to create and have access to more data related to the budget, conference attendance and membership, the Board discussed the 2010 budget proposal. Dr. Melican discussed several line items, such as the conference budget and membership dues. He explained the Finance Committee's rationale for each projection.

Dr. Todd Rogers made a motion to accept the budget for 2010. Dr. Sherry Rose-Bond seconded the motion. A vote was taken. The vote was unanimous.

Proposal for NCME Board Meeting / NCME Committee Audit

Dr. Wayne Camara shared his proposal to extend the Board meeting by one day in order to invite several key committee chairs to the meeting. Dr. Camara explained his concern that many Board liaisons have no physical contact with the committee chairs that they oversee. Dr. Camara felt confident that this type of orientation would both bridge relationships and offer an opportunity to get committees started constructively.

After some consideration the Board's recommendation was to shift the idea of the combined meeting to the NCME summer Board meeting.

Dr. Todd Rogers made a motion to fund any expenditures associated with the expanded Board meeting. Dr. Sherry Rose-Bond amended the motion to include the language, "and to continue as a one year trial." Dr. Michael Rodriguez seconded the motion.

Dr. Camara provided the Board with an update on his effort to generate an accurate list of committee members and chairs. To accomplish this, Dr. Camara has contact all existing committee chairs and requests the names of their committee members. This information has now been compiled into an Excel spreadsheet.

EMIP Editor

Dr. Ackerman introduced the Publication Report. The report provided an update on the EMIP journal production schedule. The issue brought before the Board was the remaining page budget of 46 pages. As part of the report, Dr. Sue Brookhart, Editor of EMIP, indicated that 46 pages was slightly lower than anticipated for the Winter issue. Dr. Brookhart requested Board support for any page overage that might occur. The Board indicated their full support for any expense incurred by the Winter issue.

NCME Executive Board Meeting Minutes October 28-29, 2009

Diversity Issues and Testing Committee

Membership Renewals

The Board discussed the challenge of membership growth for the association. The discussion focused on ways to increase the retention of existing members. A number of ideas were generated. Additionally, there was discussion about better ways to make use of the Membership Committee.

NCME Strategic Plan

Dr. Michael Rodriguez and Dr. Sherry Rose-Bond distributed the final version of the organization's strategic plan. Dr. Rodriguez and Dr. Rose-Bond were given the task of taking the Board discussion notes regarding revisions to the strategic plan and the creating a 1-page summary. The goal was to create something accessible by the general membership. The Board was pleased with the results.

Joint Reception / Division D. - Live Music Update

Dr. Ackerman provided an update on the annual collaboration between NCME and AERA's Division D. As Dr. Ackerman explained, a proposal has been submitted to AERA to allow live music at the event.

The Board took some time discussing the purpose of the reception and whether or not live music was conducive to that purpose. Plumer Lovelace also raised the issue of liability for the

Adjourn

Dr. Ackerman adjourned the meeting.