

NCME Board Meeting Minutes

WebEX/Conference Call, January 20, 2011

In attendance:

Board Members

Wayne Camara

Linda Cook

Kadriye Ercikan

Michael Rodriguez

Bruno Zumbo

Susan Loomis

Terry Ackerman

Sherry Rose-Bond

Deborah Harris

Others

Plumer Lovelace

Drew Nelesen

Jennifer Kobrin

Rosemary Reshetar (in partial attendance)

Cheryl Cardell (in partial attendance)

Jerry Melican (in partial attendance)

Meeting began at 11:20 a.m.

Sponsorship

Wayne Camara went over the NCME sponsorship list, and thanked the Board members for helping to get sponsorships.

Linda Cook contacted AIR, AICPA, Caveon, and CTB. Sherry Rose-Bond sent letters to Gallup, Educational Records Bureau, (one other organization) and hasn't heard back yet. Michael Rodriguez got a response from Questar; they originally declined but may reconsider. Kadriye Ercikan contacted Measured Progress and NBME and hasn't heard back from them. Susan Loomis contacted Westat and HumRRO and hasn't heard back from them. Deborah Harris contacted Metritech (no response), CTB (said yes), and NBME (no response at the time of the call, subsequently said yes).

ACTION ITEM: Wayne asked Board members to follow-up again the week after next (the first week in February)

Wayne suggested that next year we should begin soliciting sponsorships earlier. We need to make the sponsorships more attractive so that organizations are more likely to respond. Many people do not distinguish between NCME and AERA Division D, so we are competing to get sponsorships.

ACTION ITEM: Wayne will ask Ann Fitzpatrick if someone on the Budget and Finance Committee can be designated to coordinate the sponsorships.

Wayne proposed hosting a social event at the annual meeting with individuals from the sponsoring organizations to learn about the value added from sponsorships and what can be improved.

Linda mentioned the effort to establish an NCME foundation, and the idea of putting together a development committee with responsibility for planning fundraising efforts for NCME. This sponsorship effort may be folded into that effort. Wayne added that if we want to expand our opportunities, we have to bring in income.

Approval of Minutes from the Fall 2010 Board Meeting

Kadriye made motion to approve minutes from Fall Board Meeting. Sherry seconded the motion. None were opposed.

2011 NCME Annual Meeting

Drew Nelesen provided information and photos of the Westin New Orleans which will serve as the NCME Headquarters Hotel for the 2011 annual meeting. The meeting rooms are located on the 3rd and 12th floor. There are only 3 elevators and this may be a concern. Wayne asked Drew to be prepared to have signage directing people to other elevators in other wings of the hotel. There is an entrance through the mall at the 3rd floor.

The Breakfast meeting and Presidential Address will be held at the Sheraton. There are 8 elevators.

Wayne wants to create illusion that Breakfast and Business meeting are separate events, and asked Drew to place the stadium seating right near the door.

Drew is now working on hotel reservations for Board members and will send out confirmations in February.

ACTION ITEM: Wayne asked Drew to send out the date, time, and location of NCME-wide activities that are not in the program. Drew will put together the VIP meeting list and send out.

ACTION ITEM: Plumer requested that Board members send any requests for committee meeting space to Drew.

Elections/Nominations Committee

Wayne reported to the Board that over the past few years, the nominations committee has done the work of the elections committee, and that the elections committee has had nothing to do. In the past, the elections committee's main task was to count ballots. Now, TRG handles this.

Therefore, Wayne proposed combining the two committees and renaming it the **Nominations and Elections Committee**. The proposed change to NCME Handbook with composition and duties of the Election and Nominations Committee was provided.

Wayne makes motion to sunset the elections committee and rename the nominations committee to the Nominations and Elections Committee; Kadriye seconds motion. All are in favor; motion passes.

NCME Handbook

Jennifer Kobrin informed the Board that the NCME handbook is being updated. She asked Board members and committee chairs to send her updated materials. Wayne would like the handbook to have the most recent materials. Committee chairs will be asked to review their timeline and materials, update, and send to Jennifer by early March. The entire handbook will be posted on the web very soon. It will be a living document.

Publishing Committee

Susan and Bruno Zumbo were asked to provide an update on the editorial support for JEM, EM:IP, and Web Editor. Susan and Bruno asked to defer this topic to a future Board meeting because they had not had a chance to meet and discuss this.

Bruno reported that he will present a motion to the Board in April regarding alternative approaches for editorial support. He indicated that this is a very sensitive and complicated issue. Wayne would like to grandfather in current editors and continue to follow the current policy until their term ends.

Bruno had a conference call meeting with Mark Gierl, Susan, and Linda regarding staffing issues for the publications committee and edited book series. He may have something to report to the Board in April.

Wayne mentioned that the contract with Wiley-Blackwell is in progress, and he updated the Board on a proposal to update the Handbook on Test Development. In the past, the authors signed over all royalties to NCME. Over past several years, we have seen about \$25k in revenue from that book. The book is up for revision. Tom Haladyna wants to do the revision and would like to republish the handbook and again, sign over all royalties to NCME. Tom requests that we do not switch publishers

(Rutledge). NCME would have no involvement in the actual revision. Tom would like NCME to pay for him to attend the NCME conference to meet with a subset of his editorial advisory board. Linda, Wayne and Terry Ackerman approved this in an Executive meeting.

Budget and Finance Committee

Jerry Melican reported on the NCME budget. As of December 2010, our assets were about 1.2 million. Our investments did very well this year. The projected net income was 88k, and we came in at 82k; our forecast was within 7%. We were 4% off in estimated income. The budget includes the editorial support for one of the editors.

The Budget and Finance committee has been doing a lot of work regarding our insurance. During this last quarter, NCME no longer had automobile insurance, so this has been re-instated. The committee is investigating whether NCME needs insurance with regard to the Test Standards (in the case of a lawsuit). Ann Fitzpatrick is getting recommendations regarding levels of insurance.

Sherry asked why NCME needs an automobile insurance policy. Jerry said that many Board members drive to meetings, or drive for NCME business. We don't have any insurance coverage for flying. Plumer added that if a person drives for NCME business, he/she should not use their personal automobile insurance.

NCME's 75th Anniversary

Linda updated the Board on the formation of the 75th Anniversary committee. Linda called for volunteers for the committee and took everyone who volunteered. Neil Kingston is chairing the committee. The committee's charge is to design, plan, and oversee the 75th anniversary celebration. There are a series of events that will take place beginning at the 2012 conference. This whole year will be a year of planning with as much publicity as possible. We want to use this opportunity to increase the visibility of NCME and increase our membership.

Linda reported on some of the committee's milestones: At the 2011 meeting we will start with some "save the date" publicity and talk about the committee and its plans. An outline of the structure of the year of celebration will be presented to the Board at its April meeting. The committee will get feedback from Board members and others and will come back to the summer Board meeting to present a proposal for the event with associated cost estimates. Linda showed the Board the logos that TRG designed. The committee is now voting on which color logo to use.

AERA Contract

Terry and Plumer provided an update on the contract with AERA. Terry and Plumer took the last contract and made a series of changes. These changes were sent to AERA, who replied with some revisions to the contract. Terry and Plumer went back through the revisions and shared with a few past-presidents. Now the contract resides with AERA. It was sent 2-3 weeks ago. We are extremely close, and have come a long way.

Terry thinks it is exciting because we started with a wish list that was compiled over a 3-4 year period; and all of the items on the wish list are now incorporated into the contract. The current contract is almost completely different from those in the past.

Ad Hoc Committee for Improvement of Annual Conference

Linda, Rosemary Reshetar and Cheryl Cardell presented the results of a survey of NCME members on the annual conference. The ad hoc committee that oversaw the survey included the past, present, and future program chairs and training and professional development chairs.

Wayne thanked Rosemary, Cheryl and Linda for this effort.

Linda said that the ad hoc committee would like to get reactions to the survey results, which will inform the committee's recommendations for the 2012 and future annual meetings. The committee's charge was to evaluate the overall quality of the NCME annual meeting and make recommendations for improving the process and program. There were 466 respondents. Highlights from the survey results are below:

Satisfaction with program presentations – most NCME members are satisfied with the content, format, and quality of presentations. Coordinated paper sessions were most preferable. Poster sessions are not as preferable (as an attendee).

(Susan commented on the format of the results and noted that this needs to be improved. Linda said this will be changed before results are posted on the web.)

The survey results suggest that NCME members are interested in getting away from the traditional paper sessions. NCME members also would value more sessions focusing on practical relevance, and more opportunities for networking and socializing.

The committee recommends: consideration of a plenary session; increasing the number of coordinated and invited sessions (debates, current issues, moderated roundtables); increasing the balance between applied and theoretical papers, and increasing networking and social opportunities.

Sherry suggested putting an indicator in the program to identify whether a session is considered theoretical or applied. Linda said that we can also provide information in the program about "strands" of similar topics.

Wayne commented on the validity/quality of the reviews, and asked whether there is anything we can do to improve this. Would it be possible to have some reviews that are not completely blind?

Submission and Review process – from the reviewer perspective, respondents were satisfied with the proposal review process. Respondents indicated that the optimal number of proposals was 1-5; and that the match of proposals to expertise and interest was sufficient.

From the proposal submitter perspective, suggestions for improving process included: improving the qualifications/expertise of reviewers; improving the feedback provided by reviewers; developing a grievance process; and changing the rating scale.

Deborah Harris mentioned that when she was program chair she looked at reviewer agreement in 2000 or 2001 and it was quite high.

Linda suggested that we could put a model review online; and/or have a campaign to stress the importance of the reviews. The committee will need to come back to the Board with some plan to improve the quality of the reviews.

Sherry noted that since we're dealing with volunteers for proposal reviews, if we establish criteria to increase the quality of the reviews, this may reduce the pool of volunteers. Linda agreed and added that this has happened with AERA. She suggested finding a way to recognize and thank reviewers.

Terry said that NCME members need to know about the survey and the efforts to collect feedback and improve the program. It is really important for members to know that we're listening to their suggestions. Linda said that we can publish an article in newsletter, and put it on the NCME website. It may be most effective to publish multiple, small articles. The next step is to decide how to get the information out and engage people to make changes.

Annual Meeting Breakfast – the survey results indicated that less than 50% attended the breakfast meeting. A schedule conflict was the most common reason for not attending. Several Board members commented that it will be very difficult to change the atmosphere of the breakfast to help some who do not feel welcome feel more comfortable. Recommendations from committee include publicizing the breakfast, considering a keynote speaker, finding ways to help members feel more welcome, and reducing the cost (finding sponsors).

Joint Reception – the survey results indicated that less than 50% of the respondents typically attend. Recommendations from committee include making sure the space for the reception is large, providing some seating and tables, and providing entertainment that does not interfere with socializing.

Mentoring activities – the survey respondents suggested having small group or one-on-one activities; having some larger group formats such as training sessions for presenting and job fairs, preparation for finding a job. The committee recommends trying to enhance small group mentoring, including opportunities to interact in small group settings, and consider offering more practical sessions.

Professional Development & Training – 39% of respondents indicated that they attended training sessions in the past 5 years.

Suggestions from committee include: experimenting with training sessions during the annual meeting; adding some sessions with new content; offering training at times other than the annual meeting; and offering training courses via the web.

Professional Development – EM:IP was mentioned several times as a good professional development tool.

The next steps of the ad hoc committee is to work with the 2012 program committee to identify high priority areas for improvement; develop a plan for implementing improvements and present to Board in April; and implementing the approved changes for the 2012 meeting.

Other Business

Wayne reported that this year, the NCME Presidential reception will be combined with the College Board reception.

Terry reported on his effort in putting together a blue ribbon group to discuss alternatives to having our annual meeting in conjunction with AERA. Terry will chair a small committee to look at the issues, implications, etc. Over the next year the committee will work closely with TRG and put together facts, costs/benefits, and will present to the Board for consideration. We do not want to jeopardize our good relationship with AERA.

Wayne adjourned the meeting at 1:57 p.m.

Respectfully submitted,

Jennifer L. Kobrin

NCME Recording Secretary