



**NCME Board Meeting Minutes  
April 13, 2018  
Westin New York Times Square  
New York, NY**

In attendance:

**Officers & Board Members**

- Randy Bennett, President
- Rebecca Zwick, Vice President
- Mark Wilson, Past President
- Ye Tong, Board Member
- Dale Whittington, Board Member
- Walter (Denny) Way, Board Member
- Rose McCallin, Board Member
- Derek Briggs, Board Member

**Guests**

- Stephen Sireci, Incoming Vice President
- Debbie Durrence, Incoming Director
- Andrew Ho, Incoming Director
- Patty Leeman, The Moery Company
- Mary Pitoniak, Editor, Educational Measurement 5E

**Committee Chairs & Staff Members**

- Mark Shermis, Budget & Finance Committee
- Elizabeth Franks, Executive Director
- Shari DaCosta, Administrative Coordinator
- Vicki Scott, Management Liaison, Fernley & Fernley
- Rosemary Reshetar, Incoming Budget & Finance Chair
- Sonya Powers, Membership Chair
- Cathy Wendler, Mission Fund Development Chair
- Chad Buckendahl, Incoming Mission Fund Development Chair
- William Lorie, Publications Committee Chair

**Via Telephone for their reports:**

- Leslie Keng, Membership Committee

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

President R. Bennett called the meeting to order.

The Board made the following edits to the February, 2018 Meeting Minutes:

- Page 1 - Correct the name to Howard Everson (not Charles) in the list of attendees.
- Page 4 – Sponsors – correct the contact name for Questar to Steve Lazer.
- Page 5 – International Journal – Correct action item to say that R. Bennett and L. Cai will research publishers for the new International Journal.
- Page 5 – There will not be an RFP process for a publisher of the journal. The Editorial Board and Editors will research and make a decision about a publisher.
- Page 5 – Under International Organization Membership, correct AERA to IAEA.
- Page 5 – Under International Organization Membership, clarify that the member rates for meetings only extends to IAEA meetings, not ITC.
- Page 5 – Educational Measurement 5E – the publication options are for open access or not.
- Page 5 – E. Franks just received royalty reports, so she will report on book income for EM 4E.
- Page 6 – Clarify that developing a succession plan for Editor of JEM means finding a new Editor for JEM.
- Page 6 - Add the name of Lawrence Rudner as the Editor of the PARE online Journal in the discussion on page 6 of the minutes.
- Action Items – clarify that the original NCME position papers themselves would not be submitted to the Outreach and Partnership Committee, but rather the “plain language” versions prepared by Richard Colvin.

**MOTION:** A motion to approve the minutes with these changes was made, seconded, and unanimously approved.

### **Financial Update**

Chair M. Shermis reported:

- The Board had approved the 2018 Budget with a structural deficit since dues would not cover all operational costs.
- NCME had invested in a consultant to research issues impacting member recruitment and retention and ideas for increasing both.
- It was discovered that meeting costs at the Westin were extraordinarily high, specifically in AV. The reasons had been outlined to the Executive Committee and included the fact that the Westin is a union property, the meeting was held over a weekend, and events on Thursday were held at two hotels.
- Given the higher AV costs and the slow member renewals (almost half of members still to renew) M. Shermis suggested that the Board approve a revision to the anticipated deficit and increase it by \$150,000.

**MOTION:** A motion to approve the revised structural deficit was made, seconded, and unanimously approved.

### **Membership**

Chair S. Powers reported:

- 104 participants signed up for the NCME mentoring mentor/mentee program here at the meeting.
- SIG Survey: 334 people responded to the Special Interest Group (SIG) survey. Suggested next step is to select a few SIG's to set up. The plan is to have a forum for the SIG's to

network via the new website (coming June 2018).

- Following the research from the consultants at The Moery Company, who researched member feedback on the value of NCME membership, the Membership Committee would like to follow up members who have expressed dissatisfaction with their membership value, to determine how NCME can improve.

### **Report from The Moery Company**

At this time the Board welcomed consultant Patty Leeman from the Moery Company, the firm that had been engaged to research NCME membership issues and opportunities. She reviewed the slide presentation and will share it with the Board. Highlights of the research:

General trends in organization management:

- It takes seven contacts to get a renewal or new contact; NCME needs to find multiple messages to hit one key selling point for each individual.
- Renewal rates average 70% for most associations.

NCME as compared to other organizations serving some of the same professionals:

- NCME is smaller, but more financially stable than larger organizations in the field.
- Dues are in alignment w/ competitors, not too high or low.

Suggestions for NCME to more effectively reach new members and retain members:

- Make the mission statement more specific.
- Promote the conference as a benefit; it is one of the organization's selling points, and an important source of income, yet is not clearly listed as a member benefit.
- More communication on value of membership.
- Improve follow up to unpaid members.
- Benefits to promote: Conference, Journals, and opportunities for grad students.
- Consider autopay for multiple year membership, even without discount.
- Confirm process with AERA (who handles the meeting registration), about how they confirm that only NCME members in good standing get the NCME member registration rate.
- Explore options with AERA registration for giving members with dues unpaid (or people not members), an easy way to join/renew while they are registering.
- Increase opportunities to engage prospective and current members, including webinars, international webinars , social media

The Board thanked Ms. Leeman and the Membership Committee for this valuable information.

It was agreed that it is important to recruit and engage graduate students, and deliver the benefits that retain them.

**MOTION:** A motion was made, seconded, and unanimously approved to offer new student members one full year of membership at no cost, with sponsorship by a professor who is a current member.

**ACTION:** NCME Membership Committee to develop proposals for the Board on how to recruit and retain more members, based on report from The Moery Company.

### **Other Business – Role of NCME in Enforcing the Joint Standards**

R. Bennett reported on outreach from a member requesting NCME assistance in enforcing Joint Standards. It was agreed that NCME should not play a role in enforcing the Joint Enforcement Standards in individual members' school districts. NCME developing position statements is the best role for NCME.

### **Other Business – Joint Standards Litigation**

M. Wilson reported that the next step on the Voluntary Standards Development Organizations (AERA/NCME/APA) copyright litigation is a court date in May, 2018.

### **International Outreach**

R. Bennett reported on the MOU for the Chinese language Journal:

- NCME Legal Counsel recommends adding an arbitration clause, and reducing the term to two years.
- Next step to find publisher; two options are Routledge and BePress.

### **Position Papers: Current Status**

R. Bennett reported:

- Test Security and Use of College Admissions Tests are open for comments.
- Theory of Action was approved by the Board via email and will be posted for 30 day comment period.

### **Mission Fund Committee**

Chair C. Wendler and incoming Chair C. Buckendahl joined the meeting to review the committee's proposal for the Mission Fund Awards process, which was included in the Board packets.

**MOTION:** A motion was made, seconded, and unanimously approved to approve the Mission Fund Committee's proposal for grant awards, with the stipulation that the awards be coordinated with the Diversity and Testing Issues Committee for their scholarships, and the Immediate Past President for the Sponsorship program. The Board or Executive Committee will approve the RFP when complete.

**ACTION:** Mission Fund Committee to finalize proposal by the end of June, in time for review at the July Board meeting.

### **Archives Committee**

R. McCallin is the new liaison for committee. Chair G. Melican has recruited two new members and they are coordinating efforts with the Digital Presence Committee.

### **Publications**

Chair W. Lorie joined the Board and reviewed his reports, including reports from the Publishers on review time, which were included in the Board books. In addition to issues already discussed, he noted:

- JEM editor search will begin in June or July; Board has indicated preference for one editor.
- Committee is finalizing composition, and will secure an incoming Chair for when W. Lorie's

term expires in 2019.

- Goal is to have HTML interactive newsletter by the September issue.
- Need to address lengthy decision times for EM:IP and JEM.
- Addresses used to reach reviewers may not be up to date; headquarters can provide updated addresses for NCME members upon request (as they do for Journal mailings).
- The new ITEMS module just unveiled to members has been well received. Editor A. Rupp will work on building more modules.

**ACTION:** W. Lorie to communicate Board concerns about how long it takes to review manuscripts.

**ACTION:** E. Franks to post the approved Handbooks, and the newly approved Publications Handbook, on the Members only section of the website.

**ACTION:** E. Franks to post a downloadable version of the newsletter on the website (in addition to the FlipBook version currently posted).

Educational Measurement 5E Co-Editor Mary Pitoniak joined the Board for an update. She reported that the Editorial Board is meeting here at the Annual Meeting, and they are seeking a Publisher for the 5E.

#### **Executive Session**

The Board went into Executive Session and staff was excused from the meeting.

Respectfully submitted,

Elizabeth B. Franks