



**NCME Board Meeting Minutes  
February 3 & 4, 2017  
San Antonio, TX**

**In attendance:**

Officers & Board Members

Richard Patz, Immediate Past President  
Mark Wilson, President  
Randy Bennett, President-Elect  
Luz Bay, Board Member  
Kristen Huff, Board Member

Won-Chan Lee, Board Member  
Dale Whittington, Board Member  
Derek Briggs, Board Member  
Walter (Denny) Way, Board Member

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee Chair  
Lydia Liu & Billy Skorupski, 2017 Program Co-Chairs  
(via teleconference)  
Cynthia Walker, Assessment Literacy Chair (via  
teleconference)  
Elizabeth Franks, Interim Executive Director - Fernley  
& Fernley

Astrid Schrier, Meeting Manager – Fernley & Fernley  
Vicki Scott, Client Services Manager – Fernley &  
Fernley

**Welcome; agenda; approval of Minutes; review of action items**

M. Wilson called the meeting to order at 8:50 a.m. Central time. He welcomed the attendees to the San Antonio Marriott RiverCenter, site of the upcoming 2017 NCME Annual Meeting.

The following corrections to the October meeting minutes were noted:

**Delete this line from page 1:** *K. Huff's action item from July was updated to better define NCME's opportunities to influence the Peer Review process and prepare NCME members to participate in Peer Reviews.*

**On page 3, amend the section** on Opt-out and other Organization Position Opportunities by adding the word "policy." **NEW TEXT:** *It was suggested that a clear definition of what constitutes a position be established. One definition: "A position is a short, simple, direct policy statement above and beyond the research NCME publishes in its journals."*

**On page 6, amend the section** on Standards Management Committee by replacing "volunteer member" with "a member of the Executive Committee." So, **NEW TEXT** reads: *APA and AERA are represented by staff executives while NCME's structure requires involvement of a member of the Executive Committee.*

**MOTION:** A motion to approve the October 20–21 minutes with the corrections listed was made, seconded and unanimously approved.

M. Wilson reviewed the action items from the October 20-21, 2016 Board meeting, and discussed:

- The 2016 President Address video must be edited to incorporate the slides and links. No action to date. Staff will see if they have resources to assist in this effort and have it posted on the website.
- Future Presidential addresses should be recorded, with the intent to post.
- Future Presidential addresses should also be submitted to the EMIP for publications.
- Staff had notified JCSEE to update their NCME current liaison to Catherine Taylor, but it was noted that she is retiring in March of this year.
- Regarding the action to prepare flyers for the breakfast listing award winners with bio and photo – it was noted that this incurs an expense (color copies) and also impacts the “surprise” element of announcing the winners as they are awarded. It was agreed to research options for preparing a sign or some other way to showcase the award winners while maintaining the surprise of their announcement.

It was noted that there are some areas for improvement with the NCME website. It was agreed:

- Identify the specific issues having a negative impact on member experience.
- Determine the needs and functionality of the current library and search function.
- Identify website improvements that will help prospects and new members learn about NCME.

The action item about NCME’s participation on the ITC or the IAEA will be added to the April Board meeting agenda.

**Staffing Update** - V. Scott reported that they were finalizing background check on a strong candidate to serve as NCME Executive Director. When finalized, V. Scott will report to M. Wilson and then the full board.

**NCME Initiatives – Assessment Literacy** - C. Walker joined the Board via teleconference to discuss.

The Board previewed the Assessment Literacy video. The video is designed for teachers and parents, to demonstrate the value of assessment in the classroom. It will be one component of a large initiative.

C. Walker and D. Whittington shared with the Board a rubric to be utilized for evaluating NCME educational resources, including this video.

The Board agreed on the following feedback to the committee, as they finalize the video:

- 1) See if music and voice be changed
- 2) Add page at the end explaining that this is a resource for classroom assessment. Note that NCME is a resource for more info like this and include the NCME website address.
- 3) Add other links for more information and resources (Note – need to gather the links and names of other resources; one suggestion was the link to the article that Derek Briggs shared, plus “Inside the Black Box” and PDK resources).
- 4) Add narrator text explaining NCME.
- 5) Reduce time for transition slides.
- 6) Consider parent group Facebook pages to screen and eventually post the video.

#### **NCME Initiatives – Classroom Assessment**

K. Huff and D. Whittington acknowledged the good work of the Task Force.

The final Task Force charter was included in the packets. It was agreed:

- Continue as a Task Force for at least another year. K. Huff will work with M. Wilson on a five year plan for the Task Force initiatives.
- Classroom assessment must serve all NCME members and be infused in all NCME committees;

- suggested to pull representatives from committees to see how they align with classroom assessment.
- Make the following changes to the proposed charter (3<sup>rd</sup> and 4<sup>th</sup> paragraphs of the “Vision”):
  - *NCME will make recommendations for how educational assessment ought to be addressed in **in-service and** pre-service educator programs and how measurement professionals are trained in educational assessment.*
  - *The charge to the Task Force is to identify goals and objectives ~~that begin to~~ **and move** NCME in the direction of this vision.*

**MOTION:** A motion to approve the Charter with these two edits was made, seconded, and unanimously approved.

Information on the NCME 2017 Special Conference on Classroom Assessment and Large-Scale Psychometrics was included in the packets:

- Call for Proposals - for information
- Draft letter to affiliate organizations re: September conference – for information
- Draft Invitational letter to AACTE and CAEP – for information

K. Huff and D. Whittington will reach out to University of Kansas to develop a Memo of Understanding to clarify the financial arrangement and responsibilities between University of Kansas and NCME. The event will be branded as and NCME event and targeted towards all classroom assessments (not exclusive to teachers).

Issues still to be determined:

- Sponsor opportunities, including potential for exhibits – ensure that the sponsorships for Fall and Spring meetings complement each other.
- Timing for Board meeting
- Topics for pre-conference day.

A description for the Volume to be proposed for the NCME Book Series was included in the Board packets for information. As per the Classroom Assessment Task Force Charter, the editors anticipate submitting a book proposal to the NCME Book Series Editors by May 15, 2017. It will be suggested to the authors that chapters should also be submitted to the Journal.

### **Training and Development**

The Board discussed recording a session to be later utilized as a webinar. The Training Committee will be asked to select a session, and the Digital Presence Committee will work with them.

L. Bay has a camera that works well for FaceBook Live. They should submit a proposal, including suggested presenters, for the Executive Committee meeting in March.

Suggestions for future:

- Offer discounts for students to register for Training Sessions in 2018
- Add training session speaker names to the registration form (see if this can be done for 2017)

### **NCME Organizational Positions**

The revised NCME Position Statement on Student Participation in State Assessment, which addressed member feedback, was included in the packets, along with letters announcing the position statement to members and to individuals who submitted comments.

**MOTION:** A motion to accept the Position Statement was made, seconded, and unanimously approved.

The document with the NCME Principles and Procedures for Adopting Public Policy Positions statement was included in the packets. The Board edited the last section of the statement, on submission and dissemination.

**NEW TEXT:**

- Any formal positions to be adopted by the Board will be:
  - Referred to the Outreach and Partnership Committee for possible joint dissemination with a like-minded partner organization
  - Posted on the NCME website as a draft position for member comment for up to a 30-day period
    - After that period, the Board Committee on Informing Assessment Policy and Practices will review member comments, make any changes as it may see fit, and submit to the Board for approval. post for the membership the general categories of comment that were received
- Dissemination of the final statement will follow the process outlined below:
  - Post for the membership the statement plus the general categories of comment that were received, and how they were responded to.
  - Referred to the Committee on Informing Assessment Policy and Practice Outreach Committee for suggestions regarding dissemination
  - Referred to Fernley and Fernley for creating and disseminating a press release to be sent, as appropriate, to:
    - Education media
    - Education organizations
    - US ED and White House education staff
    - US Senate and House education staff
    - State education departments
    - NCME membership
    - Posted on the NCME webpage and disseminated via NCME social media
    - Used as the basis for additional communication pieces drafted, as appropriate, for target audiences designated by the NCME Board. Each piece would be written in the language of and to appeal to a particular audience (e.g., parents, policy makers). Pieces would be drafted by the committee on Informing Assessment Policy and Practice, Fernley and Fernley, or by others commissioned by NCME.

**2017 Annual Meeting** - Program Co-Chairs Ou Lydia Liu and William Skorupski joined via teleconference.

Acceptance letters have been sent. Staff will notify when the program schedule is complete.

Based on some of the issues encountered in 2017, the Board submitted suggestions for 2018

- During the call for proposals, ask submitters to:
  - Indicate if they have a preference for oral presentation or e-Board.
  - Put the email address where acceptance letters will come from on their whitelists, since some emails were blocked.
  - Postpone booking travel until they are advised of acceptance and timeslot.
- Add strands to the App (2017)
- Make App available as early as possible so that attendees can use it to plan for the Meeting (2017).
- Look into possibilities to incorporate with AERA App.

Suggestions for working with AERA

- Identify areas of mutual interest with AERA; determine if sessions are aligned.

- Work with AERA Division D Chair to identify significant sessions of common interest.
- Plan light reception after Joint Awards Session – Executive Committee will review the cost.
- L. Liu will draft letters of recommendation for students.

#### Other

- Yoga morning session is planned; K. Huff is seeking options for yoga mats, including possible sponsors.
- Staff should ensure that wifi is effective during the meeting,
- M. Wilson’s Presidential address will be recorded.

### **NCME Governance – Handbook Revisions and Updates**

The work groups should continue their work and submit the final versions of the Handbooks for the April Board meeting.

#### Handbook on Operations and Meetings – M. Shermis

- M. Shermis will review and make updates to the Review and Approval Process.
- For document retention, add that annual membership data should be kept in perpetuity.
- The name of the publisher should be updated from Blackwell to Wiley.
- The section on budget preparation needs universal language, with no reference to specific years.
- The committee will determine if the Investment Policy should be amended.
- Financial Policy should include reference to action required when reserves go above.
- Regarding the meeting planning guides, the 2017 Program Chairs confirmed that they did not use the informational forms. The Board should determine what materials the Chairs need to prepare for and carry out their responsibilities.

#### Handbook on Administrative – R. Bennett

- There are some policies that the Board has to ensure they are following – including conflict of interest and committee chair and co-chair appointments.
- Ensure that the Board orientation addresses the role of co-chairs.
- Update the org chart, committee lists, and job descriptions.
- Update committee composition for Graduate Student Committee.
- Update the process for President to delegate Editor and Committee appointments.
- Be consistent in title for Vice President.
- Clarify the elections process.

#### Handbook on Legal and Historical – R. Patz

- Ensure that the list of Past Presidents is up to date.
- Consider adding classroom assessment to the Mission.
- Add gender identity to the Mission.

Work Groups can submit all of their edits and comments to headquarters, who will compile them all. Updated versions will be submitted to the Board for approval at their April meeting.

### **Administrative – President**

**Mission Fund** - The Board reviewed the Committee’s proposal for a workshop for K-12 Educators, to take place in San Antonio with a budget request of \$7,200. The request was not approved at this time.

M. Wilson will report back to the committee with the following feedback and direction:

- Need to clarify their purpose.
- Should be generating income and plan to finance their activities out of the earned interest.

- Need to develop a plan to work with initiatives that complement the NCME Mission.
- Need to develop a strategy for securing large donations.
- Consider hiring a retired member to reach out to potential donors.

The Mission Development Fund Committee should plan on a 45 minute presentation at the April Board meeting, outlining their plans for sustainability.

**President Elect Report – R. Bennett**

**Membership** - The committee is reviewing the membership drive proposal from TVD Associates. TVD also supplied references from former clients, and that has been shared with the committee, who should follow up for more specific feedback.

**Past President Report – R. Patz**

**Elections**

- Elections were completed in January and all candidates have been notified.
- Participation was similar to previous years.
- Orientation for Directors will be held in April in San Antonio.

**Sponsorship**

- 16 sponsors have committed to the \$4000 level.
- R. Patz shared some sponsorship formats from other associations; NCME will explore new sponsorship options for the future.

The meeting was concluded for the day and will resume Friday, February 3.

**Friday, February 3, 2017**

President M. Wilson called the Board meeting to order at 8:50 a.m. with same members in attendance:

Officers & Board Members

Richard Patz, Immediate Past President  
 Mark Wilson, President  
 Randy Bennett, President-Elect  
 Luz Bay, Board Member  
 Kristen Huff, Board Member

Won-Chan Lee, Board Member  
 Dale Whittington, Board Member  
 Derek Briggs, Board Member  
 Walter (Denny) Way, Board Member

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee Chair  
 Elizabeth Franks, Executive Director - Fernley & Fernley

Astrid Schrier, Meeting Manager – Fernley & Fernley  
 Vicki Scott, Client Services Manager – Fernley & Fernley

M. Wilson shared with the Board the federal ruling that Public.Resource.Org (Public Resource) infringed upon the copyright of educational standards developed by the American Educational Research Association (AERA), the American Psychological Association (APA) and the National Council on Measurement in Education (NCME). This will be announced via the NCME website.

**Budget and Financial**

M. Shermis reviewed the December 31 financials included in the packets.

**MOTION:** A motion was made, seconded and unanimously approved to approve use of interest income to cover year end operational shortfall in the amount of approximately \$54,000.

The issue of declining membership dues income was addressed. The Board requested membership reports that track membership year over year by category of membership. The Membership Committee should work with the consultant to identify opportunities for membership growth.

**Diversity Committee** – has identified incoming Chair.

**Graduate Student Issues Committee** – confirmed for \$1000 or \$1500 for the budget going forward.

### **Digital Presence Committee**

Current priorities:

- Develop social media guidelines
- Determine responsibilities for staff and volunteers
- Consider PayPal account to pay for advertising
- Keeping NCME social media current
- Add links to JEM articles
- Link to logins to publications in members' only section
- Email members with the Journal Table of Contents

**Standards and Test Use** - D. Whittington had distributed the measurement rubric to the Board and encouraged their response via Google docs.

### **Publications**

Grievance Policy - The Publications Committee will be directed to research other Grievance Policies, including EMIP, JEM, AAAS, AMA to help determine determine:

- Definition of Desk Review and Full Review
- How to judge "substantive quality"
- Clarify Guideline for Submissions
- Clarify reasons for objections
- Keep Guidelines separate from Grievance Process
- Maintain editorial independence

The committee should submit to the Executive Committee first, and plan to report to the Board in April.

Webinars – Determine pricing for webinars, whether an exclusive benefit of membership or not.

**Recognition Programs** - W. Lee reviewed a proposal to streamline the awards presentation process, in which the Chair will present the awards at two minutes each award, and 12 -15 minutes for a PowerPoint presentation. The goal is to enhance attendance and stay on schedule.

The Annual Awards Committee submitted two proposals included in the Board packets.

- A past winner cannot apply within 5 years of the previous award.
- Create different awards for service and scholarship

The committee should research:

- The background of current awards classification.
- Potential for mentorship award.
- Potential for changing “technical” to “service.”

The committee should come back to the Board in April for a proposal for changing the Call for Awards which is sent out in September.

There was also a suggestion to change the name of the “Annual Award” to a more descriptive name.

**Contracts Update** - Educational Measurement, 4/E – M. Wilson reported that ACE has confirmed that NCME can proceed with a reprint of Educational Measurement. The Executive Committee will develop a plan and timetable to publish.

**New Business**

- Attendees will have the opportunity to purchase the printed program for the Annual Meeting. It will be provided for purchase only.
- Staff will work with committees to schedule their meetings during the Annual Meeting.
- Staff will secure Board hotel reservations and send confirmations.

There being no further business to come before the Board, the meeting was adjourned.

AREA	ACTION FROM FEB 2017 BOARD MEETINGS	RESPONSIBLE	BY
Board Minutes	Make corrections to October minutes and reissue	E. Franks	DONE
Meeting/Website	Report on options for editing and posting R. Patz President’s address	NCME Staff	R. Patz has edited and staff has followed up re posting.
Meeting/Website	Develop process to record and post future Presidential addresses	NCME Staff	April 2017 – Forward
Meeting/Publications	Submit Presidential addresses to EMIP for publication	NCME Presidents	April 2017 – Forward
Meeting/Awards	Develop suggestions for promoting award winners without high cost and while maintaining “surprise” element	NCME Staff to make suggestions	March 2017
Website	Develop a list of specific issues of website quality and effectiveness	Committee	March 2017
Website	Determine needs and functionality of current library and search	Committee	March 2017
Website	Determine how website can effectively reach prospective and new members	Committee	March 2017
Board	Add Action item and NCME Participation on the ITC or IAFA to the April BOD agenda	Staff with President	April 2017
Assessment Literacy Video	Share feedback from Board with video production company – see page 2 of Feb 3 minutes	C. Walker	DONE
Classroom Assessment	Update charter with BOD feedback – see page 3 of Feb 3 minutes	K. Huff	
Classroom Assessment	Work on five year plan for Task Force	K. Huff M. Wilson	

<b>AREA</b>	<b>ACTION FROM FEB 2017 BOARD MEETINGS</b>	<b>RESPONSIBLE</b>	<b>BY</b>
Classroom Assessment	Consider representatives from other committees to ensure that all committees incorporate classroom assessment	Task Force	
September 2017 Special Meeting on Classroom Assessment	Work with Neal Kingston to develop MOU outlining financial and task responsibilities between University of Kansas and NCME	K. Huff and staff	Drafted March 2017
September 2017 Special Meeting on Classroom Assessment	Plan NCME Board meeting within the conference dates	Staff with R. Bennett	In progress
September 2017 Special Conference on Classroom Assessment	Develop ideas for sponsorship	Staff with K. Huff	
September 2017 Special Conference on Classroom Assessment	Send letters submitted by Task Force to other related associations, asking them to promote the Call for Sessions and the program.	Staff	DONE
Classroom Assessment NCME Book Series	Encourage authors to submit chapters to Journal	Task Force	
Training and Development	Select a training session for recording, to be presented later as an NCME webinar. Submit proposal to Executive Committee	Training and Development Committee	March
Training and Development	Add speaker information to Training session info on registration	Staff	DONE
Training and Development	Consider discounts for students for future training sessions	Training and Development Committee	2018 Planning
Organizational Positions	Post approved position statement Student Participation in State Assessment on public page of website	Staff	DONE
Organizational Positions	Send emails to members, people who submitted comments, and related associations of final Position Statement on Student Participation in State Assessment.	Staff	DONE
Organizational Positions	Make Board updates to NCME Principles and Procedures for Adopting Policy Positions and post on members only page – see page 4 of Feb 3 minutes	Staff	DONE
2017 Annual Meeting	Notify Board when final program schedule is ready	Staff	DONE
2017 Annual Meeting	Add strands to Mobile Meeting App	Program Chairs to advise staff	April, 2017
2017 Annual Meeting	Make Mobile Meeting App available as early as possible	Staff	April, 2017
2017 Annual Meeting	Plan light reception after Joint Awards Session	Staff with Committee	April, 2017
2017 Annual Meeting	Draft letters of recommendation for students	L. Liu	March, 2017
2017 Annual Meeting	Seek out sponsorship or other options for yoga mats for morning yoga	K. Huff	DONE
2017 Annual Meeting	Ensure quality control for wifi accessibility and speed at hotel during Meeting	Staff	April, 2017
2017 Annual Meeting	Record Mark Wilson's President's address and plan to post	Staff	April, 2017

<b>AREA</b>	<b>ACTION FROM FEB 2017 BOARD MEETINGS</b>	<b>RESPONSIBLE</b>	<b>BY</b>
2017 Annual Meeting	Plan to print limited number of program books and make them available for purchase. Those not purchasing book can use electronic version. Add purchase option to registration and go back to those already registered to provide the option.	Staff	DONE
2017 Annual Meeting	Work with committees to schedule meetings	Staff	DONE
2017 Annual Meeting	Secure Board hotel reservations	Staff	DONE
2018 Annual Meeting	During call for papers, ask for type of presentation preference, suggest whitelisting the notification email, and encourage submitters to make travel plans after they know schedule	Staff	Summer 2017
2018 Annual Meeting	Research possibility of incorporating with AERA Mobile Meeting App	Staff	Fall 2017
2018 Annual Meeting	Identify areas for working with AERA on session alignment	Meeting Program Committee	Fall 2017
NCME Handbooks	See notes about updates on page 5 of Feb 3 minutes	Handbook Work Groups	March, 2017
NCME Handbooks	Send all updates to NCME HQ for compilation	Handbook Work Groups	March, 2017
Fund Development	Advise Fund Development Committee that their request for funding to hold a session in April in San Antonio is not approved at this time; request that they plan on a 45 minute presentation to the Board in April. See pages 5 and 6 of the Feb 2 minutes	M. Wilson	DONE
Sponsorship	Work on expanding sponsorship options and models for 2018	M. Wilson and staff	Summer 2017
Budget and Finance	Use interest income to cover 12/31/16 Year end operational shortfall	Staff to implement	DONE
Standards and Test Use	Review measurement rubric shared by D. Whittington and respond via Google Docs	Board members	DONE
Publications	Research other grievance policies and report back to the board in April	Publications Committee	April, 2017
Publications	Develop proposal for webinars, including potential fee or inclusion as member benefit	Publications Committee	April, 2017
Publications	Develop plan for reprinting Educational Measurement	Executive Committee	April, 2017
Awards and Recognition	Confirm timing and process for award presentation during Annual Meeting	W. Lee, M. Wilson and staff	April, 2017
Awards and Recognition	Consider name change for "Annual Award"	Committee	2018
Awards and Recognition	Develop proposal for revised Awards and criteria for 2018	Committee	April, 2017