



NCME Board Meeting Minutes
January 19, 2016
Monterey, CA

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)
Matthew Johnson, Program Committee Co-Chair (Via Teleconference)
Xin Li, Training & Development Chair (Via Teleconference)
Terry Ackerman, Annual Conference Committee Chair (Via Teleconference)
Brian Leventhal Graduate Student Issues Committee Chair (Via Teleconference)
Monica Mobley, Director of Meetings Services - Fernley & Fernley (Via Teleconference)
Joe Casey, Executive Director - Fernley & Fernley

NCME President Dr. Rich Patz called the meeting to order at 9:02 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.

Mark Wilson made a motion to approve the Minutes of the October 28, 2015 Board of Directors meeting

Motion: M. Wilson moved to approve the minutes of the October 28, 2015 NCME Board of Directors Meeting. Motion was seconded and approved by the board.

The board reviewed the status of the action items noted in the October 28 minutes. Some of the action items are further addressed in the Committee Reports. The open action item for the staff to coordinate a plan for recording and distributing sessions at NCME Annual conferences was discussed. Issues such as the Conference AV Budget, editing, where to host, revenue potential, Continuing Education credits and how frequently the recordings will be used were addressed.

Executive Director Joe Casey noted that the Meetings team met with the NCME's preferred AV vendor to discuss his experience and recommendations regarding what's needed. A review of the extensive video captured in 2015 with the prior program chairs resulted in an overwhelming task to identify sessions to post online that wasn't completed. J. Casey proposed that specific sessions be identified to be recorded in 2016 and a plan for their use be determined before the AV contractor is engaged. He suggested that the Annual Meeting Committee could be a resource to confirm a plan that meets budget and archival requirements and asked for the board's feedback on who would 'own' this decision. After deliberating, the board recommended that the Annual Meeting Committee's role could be to establish a policy to guide the selection of sessions to capture (e.g. number of sessions to record, annual spend, etc.). The responsibility to identify the recorded sessions would rest with the Program Chairs. And, given the amount of editing needed, that no plans will be made to record training sessions. Existing recordings of Training Sessions will be evaluated to determine how/where to post. Future training sessions that merit capturing will likely be audio recordings with the presentation slide deck providing the visual element.

Action: J. Casey to send file of 2015 Presidential Address to L. Wise and to set a call with Terry Ackerman to discuss establishing a policy. A. Hendrickson to send files of recorded Training Sessions from prior conferences and a copy of the 2011 recommendation on the issue prior to the next BOD meeting.

President Rich Patz said the action item for the Executive Committee to review the committee charter of the Diversity & Testing was the topic of two EC meetings, but no resolution was reached. The discussion of next steps was to be addressed later in the agenda.

A broader review of existing Committees as well as their Committee Charters and identifying potential committee members followed. A report showing 200+ individuals who self-identified through the join/renew process was addressed. Committee Liaisons were asked to work with their committee chairs to review and establish a clear charter for each NCME Committee to update the NCME Handbook and to use the listing to aid in the completion of Committee Rosters by the end of February. Staff will draft a 'starter' message to initiate the work for the Liaisons, and the Liaisons will serve as the last editors of the information to be incorporated into the Handbook revision.

R. Patz also reported that a nominee for the NCME representative to the Joint Committee on Standards for Educational Evaluation (JCSEE) was identified and asked, but the nominee has not yet accepted. Alternative options still need to be identified if the nominee doesn't accept.

Action: The NCME Board Committee Liaisons will work with their committee chairs to review and establish a clear charter for each NCME Committee to update the NCME Handbook; and to complete Committee Rosters by the end of February 2016.

Revision of the NCME Handbook was discussed. The Executive Director provided an outline on how the 2016 Update could be approached, segmenting elements within the document by purpose and frequency of review. The responsibility for content update and how the Handbook is accessed were also addressed. There was general agreement with the approach of segmenting the Handbook into three areas covering Historical & Legal Governance; Administrative Governance and Operational Governance, with some minor changes to the listing in the Outline. With the input on the Committees content from the Liaisons, the staff was charged with updating the content of the Handbook for consistency and currency; and to complete the revision and make the resource available by the Annual Conference. Staff was also directed to post the existing Handbook as soon as possible to the Members Only area of the website.

Action: Staff will update the content of the Handbook for consistency and currency according to the segmentation outline presented. Staff will make the resource available by the 2016 Annual Conference. Staff will post the existing Handbook as soon as possible to the Members Only area of the NCME website.

President-Elect Mark Wilson led a discussion of how best to strategically establish NCME's 'voice' in educating stakeholders and influencing policy on education testing and measurement. He suggested NCME needs to "Work at chalk face" to drive understanding and use of tests to overcome the perceptions of teachers about testing that are fueling controversy. Dr. Wilson suggested that the discussions to hold an NCME Fall Conference might best be leveraged to target "Collaboration with Practitioners" and engage other organizations in creating content.

It was agreed this is a strategic approach, despite some potential conflicts with existing fall events. The audience needs to differ from the Annual Conference target audience; and it was suggested that the collaboration could begin with NCME representatives attending other events to begin promoting Assessment Literacy, leading to an NCME-hosted event on this topic in 2017.

Action: Identify Collaborative Partners for an initiative on Assessment Literacy and participate in 2016 Conferences where this issue can be introduced/addressed, with a goal of establishing an NCME hosted Conference on Assessment Literacy in the fall of 2017.

Co-Chair Cindy Walker led an update report on the NCME Assessment Literacy Project. Calls were held with each of the awardees participating and the agreements were finalized and provided to each. In clarifying the Vision/Expectation for what the output of the modules might become, there were some questions raised by the awardees about consistency in the overall production and what format the storyboards need to follow (live video, animation, etc.) needed to follow. The Project Co-chairs provided guidance, while looking to the awardees to recommend what they felt would work best for the target audience of Parents/Teachers and policy makers. To address the consistency, the storyboards will be provided to one production vendor. The awardees will offer suggested vendors and possible participating school districts the NCME may select. The co-chairs and staff will work to identify the vendors to request proposals from and get pricing once the storyboards have been completed.

Action: Secure storyboards; identify Production Company; and enlist help of Awardees in creating the content of the initial modules before the agreements end in April 2016.

The Task Force named to review and make recommendations regarding NCME's Digital Presence elected to narrow the focus to Social Media platforms and provided both a new name – Social Media Task Force and the following charge: ***To have NCME use social media to further its mission and support its goals. Specifically, to lead the effort in opening and using social media accounts and recommending guidelines for such activities.***

The Task Force recommended establishing a LinkedIn Company Page, a Facebook Page and a closed 'NCME Members Only' Facebook Group before the 2016 Annual Conference.

Motion: Mark Wilson moved that NCME establish a LinkedIn Company Page, a Facebook Page and a closed 'NCME Members Only' Facebook Group before the 2016 Annual Conference. The Motion was seconded and approved.

Action: Cindy Walker and Luz Bay to work with staff to establish the needed Social Media accounts before the 2016 Annual Conference.

President Rich Patz, President-Elect Mark Wilson and Executive Director Joe Casey gave brief updates on the letter to ACE regarding demand to publish *Educational Measurement, 4th Edition* and discussions with AERA's staff leadership about the relationship. Dr. Patz provided a brief update on the status of the proposed 2017-2019 Annual Meeting Contract negotiations, which still have not resulted in an agreement as of 1/19/2016. The letter to ACE is being directed to their Legal Counsel and President and will be sent by the office during the week of 1/25/16. AERA relations appear to be good, including some flexibility in the Conflicts NCME agreed to avoid in 2016 and increased participation by NCME in the AERA Centennial celebrations. The agreement is most likely a victim of the workload of the NCME staff in preparation/execution of the Centennial.

Action: Staff to send ACE Demand Letter; secure an NCME table for the Centennial Awards Luncheon; and continue to pursue the 2017-2019 Conference agreement.

At 1:00 p.m. pacific, 2016 NCME Annual Conference Program Chairs Andrew Ho and Matt Johnson, as well as Training & Development Chair Xin Li, GSIC Chair Brian Leventhal, Annual Meeting Committee Chair Terry Ackerman and NCME Meeting Manager Monica Mobley joined the meeting by teleconference. The Program Chairs reported that the 2016 Program is set, with seven parallel sessions, but no 2016 Keynote due to limitations in available slots because of AERA Centennial Commitments. Sessions presented by Award Winners will be listed in the printed Program, so timing issues regarding the public announcements about awards must be considered. The hashtag **#ncme2016** has been established for promoting and communicating about the Conference.

Training & Development Chair Xin Li reported that 18 Training Session have been scheduled for 2016. There was one conflict with an AERA session that's been resolved and one request to change a presenter/topic that's been addressed.

It was determined that Training Sessions will not be recorded in 2016, so that was reported to all during the Training & Development Chair's report. The Program Chairs were asked to help prioritize which sessions to record in Washington, DC and their recommendation was to record invited sessions, the NCME EWA / Journalist Session and the Breakfast event. It was the position of the Program Chairs to

“Lower the bar to increase the flow” and that all previously recorded sessions should be made available via YouTube.

Action: Finalize a plan to post 2015 recorded sessions and make accessible via the NCME Website. Establish a policy and plan for recording 2016 Content.

GSIC Chair Brian Leventhal said that two electronic board sessions featuring 25 ‘e-boards’ (total of 50) will be presented in 2016. He stated that the Committee is currently recruiting discussants and requested help from Board members. He also spoke about the need for support to secure the location for the NCME/AERA-D joint reception.

Action: B. Leventhal to send list of discussants needed to A. Hendrickson who will then share with the BOD members to help identify discussants.

Action: Staff will assist in securing the venue for the Graduate Student joint reception so that the students don't need to pay deposit out of their own funds.

Annual Meeting Committee Chair Terry Ackerman shared that the Committee is initiating a review and update of the planning documents created for an ‘Annual Conference Guidebook’ and is exploring publishing options with the staff. He said the Committee is also beginning work on the 2016 Conference Survey.

Action: Establish a plan to transition the Annual Meeting Survey responsibility to the NCME Staff for 2017.

Meeting Manager Monica Mobley reported on the meeting the staff held with CMI-AV, the preferred Audio Visual vendor NCME has been using, to get the vendor’s perspective on the event and recording needs. M. Mobley also established a contact for NCME at the host hotel and continues to work with and OmniPress to ensure the layout output for the Program is being readied to post on the NCME website. She also reported on the ongoing work the AERA meetings team and noted that the Conflict Resolution issues are being addressed. She noted that AERA staff has been very cooperative.

The participants of the teleconference to discuss the 2016 Annual Conference exited the call at 1:47 p.m.

Action: M. Mobley to work with R. Patz to finalize plans for The Presidents’ Reception. Staff will support planning for all invited events during the 2016 Annual Conference.

Fund Development Committee Chair Dr. Linda Hargrove joined the meeting by teleconference at 1:45 p.m. Dr. Patz and Dr. Hargrove provided updates on the Mission Fund accomplishments, including the fall 2015 solicitation efforts, which attracted 54 donors who contributed over \$4,700 as of 1/4/2016. Dr. Hargrove noted that commitments for book royalties being donated will increase this total and answered questions about the Committee’s plans to increase participation by members and increase the contribution levels. One idea being considered is a “Coffee” or some Annual Conference event that will enable FDC Members to informally meet with potential donors and explain why support benefits Education Measurement.

The FDC presented a proposal to the Board for the Mission Fund's support for Graduate Students 'grants' to refund the costs of Training Sessions at the 2016 Annual Conference. Dr. Patz agreed to support the request and called for a motion and vote to approve the program.

Motion: L. Wise moved to approve Mission Fund support up to \$9,000 for Graduate Student participation in Training Sessions at the 2016 Annual Conference. Motion was seconded and approved.

Action: Staff will support the FDC in the creation of an efficient process to provide funding to Graduate Students to offset registration costs for Training Sessions at the 2016 Annual Conference.

Dr. Hargrove thanked the board for their support and left the meeting at 2:03 p.m.

Budget & Finance Committee Chair Mark Shermis provided an update on the adjustments made by the BFC following the October 2015 board meeting to update the proposed scenario to close the projected 2016 deficit. Dr. Shermis reported the modification to the increases suggested in the scenario resulted in Conference Registration increases for members of \$30 and student/emeritus of \$15 starting in 2016. Annual Dues for 2017, starting with renewals to be sent during late 2016, would provide an additional \$25 for members and student/emeritus increases of \$10.

Dr. Patz called for a motion to approve the 2016 Budget Outline in the Board packet.

Motion: C. Walker moved to approve the 2016 NCME Budget (v.7 dated 1/6/2016) as presented in the board materials for the 1/19/2016 meeting. Seconded and approved.

Dr. Shermis next provided an update on the NCME investment portfolio. The BFC and Executive Director met with NCME's Investment Advisor in late November 2015 to review NCME's holdings and establish a strategy for the holdings. The conservative approach NCME has taken has sustained its holdings as the markets have declined in early 2016. As of now, there are excess funds in the accounts above the investment policy thresholds and the BFC will be making adjustments to the holdings based on market opportunities and withholding some assets to fund NCME initiatives. The portfolio held \$1.3 million on 1/19/2016 and an additional \$150,000 in a cash account. The Committee advised moving \$60,000 to fund initiatives which the Executive Committee approved in early 2016.

President-elect Mark Wilson addressed the reports provided by the Membership and Website Committees and asked the Executive Director to give an update on the Archives Committee. Dr. Wilson noted that Membership Committee again requested that the \$500 approved in the summer of 2015 be provided to support a mentoring activity during the 2016 Annual Conference, which would pair Mentors with Graduate Students for lunch or coffee.

Action: Staff will acquire up to \$550 worth of Visa Gift Cards to provide to Graduate Students through the Membership Committee mentor program during the 2016 Annual Conference.

The Membership Committee also requested to be consulted on the purchase of the new Mobile Display the staff will acquire prior to the 2016 Annual Conference and the ribbons to be distributed to NCME attendees participating in the 2016 Annual Conference.

Finally, after review and deliberation, the Membership Committee recommended to the NCME Board that the Associate Member Category should be eliminated as recommended in 2011 and all current Associate members be made Active Members. Staff will communicate the changes to the 43 current Associate Members and will modify the membership applications/online references to the option to join as an associate.

Motion: L. Wise moved to eliminate the Associate Membership Category effective immediately and to recognize those members with all the benefits and privileges of the Active Member category. Motion was seconded and approved.

Action: Staff will communicate the changes to the 43 current Associate Members and update their member records to reflect the change. Further, staff will modify the NCME membership applications and any online references to the option to join as an Associate.

The Website Committee reported it is undergoing a review of the NCME Website expected to be completed by April. Please see their report for further details.

Executive Director Joe Casey reported that the Archives Committee has been active in assisting the staff in determining what materials sent by The Reese Group needed to be kept in off-site storage at additional expense, and in helping to define NCME's Digital Archives needs. Committee Members Linda Cook and Gerald Melican will be visiting the Fernley & Fernley office in February to assist in the final determinations regarding items to be stored offsite at additional cost.

Past President Laurie Wise provided an update on the 2016 Elections, which attracted 627 participants, which was 48.3% of the eligible voters. President Rich Patz contacted, thanked and congratulated all the candidates and he announced the winners, Vice President - Randy Bennett, ETS; At-Large Board Member Derek Briggs, University of Colorado; Testing Company Board Member Walter (Denny) Way, Pearson.

Action: Staff will reach out to the winning candidates to ensure their participation at the upcoming Conference and Board Meetings.

Next, Dr. Wise provided an update on the solicitation of 2016 Sponsorships. As of 1/19, eleven sponsors had pledged or paid \$34,000. Dr. Wise distributed a list of the 17 additional past/expected sponsors that have not replied yet. He asked the Board Members to review and update the contacts, as well as reach out to colleagues they know at the companies on the list, or other potentials sponsors, then notify him.

Action: Board Members to review and update the contacts at the listed sponsor prospect companies and send any updates to Dr. Wise. Board members were also asked to reach out to colleagues they know at the companies on the list, or other potentials sponsors, then notify Dr. Wise for follow up.

Dr. Amy Hendricks reported that the Outreach & Partnership Committee met its goal to send copies of the 2014 Standards to selected organizations to further use of and visibility of the Standards before the end of 2015. In addition, the OPC surveyed past NCME presidents and reviewed past board minutes dating back to 2000 to inform a Strategic Plan for outreach. The findings showed that effective collaboration with other organizations has only occurred when a specific issue, or specific initiative, is involved. A list of past collaborating organizations was provided and the board was asked to identify other organizations that may be a good fit for outreach approaches.

Also, the OPC has a strong desire to assist NCME in forming strategic partnerships, but is frustrated by both the length and uncertainty of NCME's approval processes and the lack of tools to quickly act on opportunities. The Committee Chair cited the experience of informing members about the peer review process and the delay in getting information to members.

Action: Update the OPC on the decisions to initiate Social Media Platforms to assist in sharing information/opportunities for outreach and partnership.

Additional discussion involving the charter of the Diversity Committee took place. The Handbook section outlining the duties of the Committee confirmed the Chair's recommendation in her report that the focus should be on diversity in testing, but also speaks to diversity in the make-up of the governing board and committees in the organization. For now, the Committee's work will focus on Diversity in Testing and the execution of its Symposium planned for the 2016 Conference. A suggestion by Dr. Mark Wilson to analyze the make-up of the current committees and ensure diversity of practice setting and other diversity matters are addressed in the appointment of new Committee participants will be pursued.

Action: Staff will run a report detailing demographic information of NCME's current Committees to analyze and use in populating the new Committees for 2016 and in the future.

Next, Dr. Hendrickson next shared some of the struggles reported by the Standards and Test Use Committee Chair in identifying participants and in defining its role and ways to contribute. This began a discussion on the Charter and role for the Standards and Test Use Committee and expanded into the Conflict of Interest issue surrounding the Peer Review process. The interpretation of the published standards deters professionals from Testing Companies from participating. Dr. Huff would like to see participating in the Peer Review process be more prestigious, and encourage more NCME participation - perhaps a requirement that reviewers must be members in good standing.

Finally, Dr. Hendrickson noted that the GSIC report speaks to the challenge the students have in securing a venue for the joint reception with AERA-D because of the deposit required.

Action: Dr. Hendrickson will ask B. Leventhal to forward the contract for the venue to the NCME Staff for follow up.

Dr. Kristen Huff addressed the Publications Committee's recommendations regarding the appointment of Editors for JEM, the NCME Book Series and ITEMS. An Editor for the Book Series has been identified. The recommendations from the Committee for the JEM and ITEMS editors both resulted in a 'tie.' Dr. Patz and Dr. Wilson have approached the two tied nominees for JEM Editor about a 'Co-Editor' approach. The BOD supported this approach and if the nominees agree, the nomination for JEM Editor will be completed by the end of January.

The discussion about ITEMS raised a question regarding should there be a role for the EM:IP Editor in ITEMS. After some discussion, it was determined the appointment will follow the process currently outlined in the Handbook. Dr. Patz thanked the Board for the feedback provided on the candidates and expected to make an appointment shortly after the Board meeting.

Action: Dr. Patz will notify the Publications Committee of the final appointments for each opening so they can prepare announcements under his signature for the staff to distribute to all stakeholders.

The Board looked at the proposed Wiley iOS Apps for JEM and EM:IP designs and provided some feedback. The determination made was that approval for the designs rests with the editors.

Because of the complexity of the role, Dr. Hendrickson recommended that the Chair the Publications Committee be a two-year term. The current Chair is willing to remain in the role for the April 2016-April 2017 term. It was determined that since the BFC Chair is a model for the benefits of a two-year term, there is a precedent to make the change.

Action: Update the term of the Publications Committee Chair to reflect two-year appointments.

Dr. Won-Chan Lee raised some potential timing issues in the announcements of the winners of NCME's Career Achievement Award and the publication of the Annual Conference Program. Care must be taken so that the 'surprise' element of the naming of the winner at the Award Breakfast is ensured. There is also a need to provide Award Winner ribbons to each winner, and the presentations accepted for the Program, which also impacts the timing of announcements for all of NCME's Recognition programs.

Dr. Lee also asked if the winners will be invited to say Thank You during the presentation of their awards. After discussion, it was determined that it would be best not to add Thank You speeches to the script. Dr. Lee was encouraged to ask Award winners to use the new NCME Social Media platforms to express their gratitude.

Action: Dr. Lee and staff to coordinate the timing of the announcements to ensure all activities achieve desired goals.

Under "Old Business," Dr. Patz reported that the Summary Judgment requests in the legal case regarding Copyright Issues and the Education Measurement Standards are expected to be determined by the Judge in March. He also noted that the Amicus Brief requests didn't result in any organizations providing a Brief supporting NCME/APA/AERA's position.

The Board held an Executive Session to discuss the process for evaluation of the Management Company. No action was taken and the meeting was adjourned at approximately 5:00 p.m. pacific time.

Respectfully submitted,

Joe Casey, CAE
Executive Director



**NCME Board Meeting Minutes
April 8, 2016
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

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee Chair
Terry Ackerman, Annual Conference Committee Chair
Rose McCallin, Publications Committee Chair
April Zenisky, Website Committee Chair

Joe Casey, Executive Director - Fernley & Fernley
André Brousseau, Administrative Coordinator - Fernley & Fernley

Others Present

Randy Bennett, 2016-17 NCME President-Elect
Vicki Scott, Director of Membership Services - Fernley & Fernley

Not Attending

Dale Whittington, Board Member

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

NCME President Dr. Rich Patz called the meeting to order at 4:07 p.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.

Motion: M. Wilson moved to approve the minutes of the January 19, 2016 NCME Board of Directors Meeting. Motion was seconded and approved by the board.

J. Casey reviewed actions items from the previous meeting. The first item will carry over as the efforts to send Laurie a file with his Presidential Address proved problematic.

Action: Staff will secure a video of the L. Wise 2015 Presidential Address on a DVD.

A policy has not yet been set on recording materials at NCME meetings. A plan for the 2016 Conference was set and the staff arranged to record invited sessions and make the recordings available online.

L. Bay mentioned that a colleague suggested that he volunteered to serve but didn't appear on the list of potential Committee volunteers. Staff will explore if there is a disconnect between the data collected and the report generated regarding the Committees.

J. Casey reported that the NCME Handbook was made available in the Members Only section of the website.

M. Wilson said that he is currently working on identifying Collaborative Partners for the initiative on Assessment Literacy. He believes that NCME's 'voice' is best demonstrated by focusing on the classroom.

L. Bay reported that social media accounts have been established and have been successful.

Annual Meeting Committee Update

T. Ackerman reported that the Annual Meeting Committee is working on updating the Annual Meeting Guide with lessons learned in planning and executing the 2016 Annual Meeting. The Committee is also updating the Annual Meeting evaluation survey, with the goal of sending it out within a week of the end of the 2016 Annual Meeting.

Action: Staff will support the Committee's efforts to distribute Annual Meeting evaluation survey within a week of the end of the Annual Meeting.

Mr. Ackerman asked the Board of Directors if they wanted the Annual Meeting Committee to have a role in evaluating the management company's performance regarding the Annual Meeting. R. Patz responded that the Annual Meeting Committee's input in evaluating the management company in the context of the Annual Meeting would be welcome. V. Scott noted that the management company team would benefit from information and feedback regarding performance in areas such as customer service at the Annual Meeting.

Action: Staff will provide suggested survey questions to the Annual Meeting Committee regarding NCME member/staff customer service interactions and overall performance.

L. Wise reminded the Board of Directors that evaluations such as this are important for continuing the constructive partnership between NCME and the management company.

T. Ackerman reported that Susan Loomis will take over as Chair of the Annual Meeting Committee for 2016-17 as he begins a sabbatical. He will remain a member of the Committee.

Website/Social Media Taskforce Update

L. Bay reported that implementation of a social media presence for NCME has been successful. Dr. Bay reported that there is an NCME Facebook Closed Group with 321 members, and the membership is growing daily. The Group has facilitated the formation and implementation of multiple ideas, including:

- Theta Hat Hat raffle
- Acquiring volunteers for the NCME Booth on the AERA Show Floor
- Showcasing the activities of the NCME Annual Meeting in 'real time.'

There was discussion regarding whether or not members of the Facebook Closed Group need to be NCME members. K. Huff noted that she is comfortable letting non-members of NCME be part of the Facebook Closed Group, suggesting that there should also be reminders posted on the Group wall about the value of NCME membership.

L. Bay mentioned that she was concerned about "trolling" on NCME's Facebook page, though the power of the platform has done more good than harm. Dr. Bay reported that notable posts on the public NCME Facebook page include:

- Announcement of the 2016 NCME Career Contribution Award
- Link to the obituary of Mary Lyn Bourque
- Announcement of the NCME Booth at the AERA Show
- Interview with Mark Reckase
- Initial announcement of the Theta Hat Hat raffle
- Link to the Glossary of Important Assessment Terms (from the NCME website)
- Announcement of the launch of the NCME LinkedIn Page

R. Patz noted that items from the Newsletter would be great for posts on the Facebook pages. L. Bay noted that she reserves simpler messages for posts on LinkedIn.

Dr. Bay reported that the Taskforce prepared guidelines for social media engagements and was finished its appointed task. Her recommendation for maintaining NCME's social media outlets is that it should be a standing committee's responsibility. A. Zenisky noted that the Website Management Committee charter could be expanded and its membership reorganized to facilitate social media activities.

Motion: L. Wise moved that the Website Management Committee be reformed to include social media in a new committee with the proposed name of Digital Presence Committee. The motion was seconded and further discussion ensued. No vote was cast.

R. Patz noted that there is need for further discussion regarding the adoption of specific social media policies and guidelines and the burden on volunteers.

J. Casey stated that the Social Media Platforms have restrictions on setting up anonymous accounts, which limits the options for interacting with them. Personal accounts were used to establish the NCME Pages and Groups and there was agreement that asking the staff to use their personal accounts for roles in managing the platforms wasn't desirable.

L. Wise offered to amend his motion to address the issues involving monitoring and setting guidelines in transitioning the NCME's social media presence to fall under the responsibility of the Website Management Committee with the newly proposed name of the Digital Presence Committee. There was a consensus that the social media management issues need better clarity and the motion was tabled.

Assessment Literacy Initiative

C. Walker reported that story boards from the awardees have been uploaded to a Dropbox for review by the volunteers. The goal was set to have all of the story boards reviewed by April 18th, 2016. Potential videographers have been identified for production of the modules/videos.

Action: Staff will secure price quotes from vendors to produce the story boards into videos.

It was noted that the production timeline will be dependent on the production company.

Publications Committee Update

K. Huff referenced the proposal for a three year term for the Publications Committee Chair in the board meeting materials. She noted that it was based on a three-year rotation followed by the Budget & Finance Committee.

R. McCallin reported that several editorial appointments have been confirmed over the past year, and that one more opening in the NCME's editorial positions is coming up in 2016.

Action: The process for finding a new Website Content Editor will have to begin as soon as possible; the current editor is in place until November 1, 2016.

Dr. McCallin also reported on data supplied by Wiley for NCME's journals: the annual royalty amount that is due to NCME from Wiley is down 6%, as there was a decline in subscription revenue. Dr. McCallin said that on a positive note, production time for JEM is quicker by approximately 35%, while EM:IP production time is also down by approximately 18%. Smaller print runs were also reported – the number of journals published Y-T-D in 2016 is down by 12% from 2015.

R. Patz asked about the interaction between the Editors and the Publications Committee. R. McCallin noted that there was a disconnect between the Editors and the Publications Committee. Dr. McCallin is addressing this issue with the editors and the committee. The plan is to move forward with regular meetings and more communication to improve on-boarding and facilitate greater success for the Editors.

Recognition & Awards Update

W. Lee reported that he would like for a letter from the incoming President to go to all NCME Awards Committee Chairs. A discussion ensued about what is sent to current, outgoing and incoming Committee Chairs.

Action: Staff will ensure that a letter from the outgoing President is sent to all current committee chairs and from the incoming President to the new committee chairs.

W. Lee reported that everything for the Awards presentations at Sunday's Breakfast & Annual Business Meeting is ready to go.

There was discussion regarding the Jason Millman Award Committee. It was noted that requiring three recommendation letters from candidates for the Award may limit the number of applicants, as it increases the difficulty of applying. For 2016, there were only two applications for the Jason Millman Award. R. Patz mentioned that reaching out to faculty could be an effective means by which to market the Award to more applicants. W. Lee noted that he would like to see promotion of award applications on NCME's new social media platforms as a way to encourage more nominees.

L. Bay stated that each of the 2016 award winners will be recognized on the Facebook public page, as well as the LinkedIn page.

Review & Approve Handbook Updates

J. Casey reported that he has followed up on the direction approved in Monterey to reorganize and make the information in the handbook more concise, consistent, and accessible. He noted that the prior versions of the Handbook will still be accessible.

L. Wise suggested that the historical information in the Handbook can serve as a "bridge" to the Archives.

Action: Staff will place prior version of the Handbook in the Archives section of the NCME website.

J. Casey reported that the new Handbook is segmented into three sections: Operations & Meetings Governance, Administrative Governance, and Historical & Legal Governance. He noted that the proposed iteration includes information designed to be helpful for committee chairs, with reminders and due dates throughout the annual cycle.

R. Patz suggested that the board address the proposed annual calendar at the next board meeting through discussion, review, and approval. L. Wise suggested that the annual calendar could be restructured to be segmented by the parties responsible and by each activity.

J. Casey reported that all NCME policies were captured into single concise document and asked if all board members were aware of NCME's Conflict of Interest policy. This is important to be aware of as the auditors will require Board Members to attest to having received a copy of the policy as part of their approval of the 2015 Form 990 filing.

R. Patz suggested a table of contents listing of policies, and creation of a potential policy on policies.

Meeting adjourns

Motion: L. Wise moved to adjourn at 7:05 p.m. ET. Motion was seconded and the meeting adjourned.



NCME Board Meeting Minutes

April 11, 2016
Washington, DC

In attendance:

Officers & Board Members

Mark Wilson, President
Randy Bennett, President-Elect
Richard Patz, Immediate Past President
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
Susan Loomis, Annual Conference Committee Chair
Sonya Powers, Membership Chair
Lydia Liu, Annual Conference Program Co-Chair
Billy Skorupski, Annual Conference Program Co-Chair

Joe Casey, Executive Director - Fernley & Fernley
André Brousseau, Administrative Coordinator - Fernley & Fernley
Monica Mobley, Meeting Planner - Fernley & Fernley

Others Present

Terry Ackerman, Past Annual Conference Committee Chair
J. Lakin, Past Membership Chair
Vicki Scott, Director of Membership Services - Fernley & Fernley
Ki Matlock, Guest

Welcome; agenda approval

NCME President Dr. Mark Wilson called the meeting to order at 4:16 p.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.

2016-17 Priorities & Meeting Dates

President M. Wilson noted that in the past, NCME has worked on Standards and that NCME's Assessment & Literacy Initiative is another signature opportunity for the organization to have a voice in the testing arena. Dr. Wilson suggested that NCME's Mission and Vision Statements suggest that the organization should be more active in influencing the public discourse on education measurement issues. He would like to see the NCME begin focusing on other initiatives to gain more stature on issues within the field. Dr. Wilson proposed a taskforce led by K. Huff and D. Whittington to address Classroom Assessment and suggested formalizing a process for NCME to adopt organizational positions.

K. Huff reported that there was a discussion at the Winter NCME BOD Meeting about pulling together a task force on the Classroom Assessment issue that would not be limited to only Board members. Dr. Huff advised that she would include Board members, others within NCME, as well as other organizations like AERA. Dr. Huff said that she has provided names of those who might be effective on such a task force to M. Wilson.

Dr. Huff further suggested that she supports Dr. Wilson's goal is to institute fall conferences with specific focal areas and topics. She advocated that NCME have a broader reach with other organizations, councils and associations for these events.

M. Wilson asked the Board for their thoughts on what NCME should focus on regarding what teachers should know about standards of assessment. Dr. Wilson offered his opinion that current curriculums preparing future teachers do not go far enough. Dr. Wilson stressed the importance in addressing this so that teachers can be more informed and educated about measurement and testing. Dr. Wilson reported that it may be more realistic to plan for the first Fall conference to take place in 2017 and the focus will be on plan-building; while the second conference (in 2018) will be focused on influencing and implementation.

M. Shermis suggested building a budget for the Conferences. R. Bennett noted that philanthropic foundations would be interested and may be a source of funding support for an assessment literacy Conference.

M. Wilson cautioned that NCME is not currently recognized as the national expert in measurement in education as suggested in the NCME Vision Statement. Dr. Wilson challenged the board to consider if NCME is not living up to this goal.

R. Bennett agreed that this is a pivotal moment in the national conversations about assessment and testing. Dr. Bennett stated that NCME can "either sit back and let the conversation happen, or NCME can influence it."

K. Huff noted that the Educational Writers Association has asked NCME to provide resources from its database. D. Briggs agreed that this would be beneficial, but cautioned that there should be training provided so that spokespersons from NCME can be knowledgeable of how to speak to the media.

R. Patz recommended that NCME develop a list of individuals who can serve as experts in specific areas of the field that can be provided through the Central Office.

M. Wilson asked all to check their calendars for times to meet as a board. He suggested that the summer Board meeting in Philadelphia be set to take place July 19th and 20th. Members of the Board would travel on Monday the 18th, and meet on Tuesday and Wednesday.

The Board next determined that the fall meeting would take place in Berkeley, CA on Thursday October 6th and Friday the 7th, with travel to Berkeley on October 5th.

The winter Board meeting will take place in February at the hotel designated as NCME's 2017 Conference Hotel in San Antonio, TX if arrangements can be made. The dates will be Thursday, February 2nd and Friday the 3rd.

2016 Annual Meeting Debrief

There was general consensus that the 2016 Annual Meeting went well. M. Wilson said that the Annual Meeting Committee and Program/Training Chairs were finalizing the survey and the Board will receive a comprehensive Annual Meeting report when the survey closes. M. Mobley and J. Casey were asked for their thoughts and both reported that the Annual Meeting went quite well from the staff's perspective. Both suggested that the staff felt welcomed by the NCME members and that there was great cooperation with NCME's leadership. M. Mobley also noted that her interactions and partnership with her counterparts at AERA went well.

Several board members provided their observations. W. Lee reported that the Graduate Student Issues Committee had difficulty garnering discussants for poster sessions and noted that perhaps discussants should be listed in the program. K. Huff responded that in previous years, the process for recruiting discussants occurred earlier in the annual cycle and that they were featured in the program. L. Bay added that the Graduate Student Issues Committee is considering new plans for attracting discussants.

W. Lee suggested that the mentors who participated in the Membership Committee's new mentoring program could be recognized in the program as well.

Action: L. Bay will work with new Graduate Student Issues Committee chair to draft an email to garner discussants for 2017. It was determined that the email will be sent under M. Wilson's signature.

D. Briggs suggested that one or more large-scale plenary sessions for all attendees might bring increased commonality and value for attendees.

L. Liu suggested that partnering with higher education organizations could enable NCME to reach larger goals for the 2017 annual meeting. K. Huff felt that one of the reasons the 2016 program was so successful was because there were more invited sessions crafted by the program chairs.

M. Wilson noted that it would be beneficial to have the current program chairs call in to the future Board meetings throughout the coming year.

Budget & Finance Update

M. Shermis reported that the organization's 2016 operating budget is approximately \$600,000.00, with a projected deficit of approximately \$47,000.00. The Board approved a motion when it passed the 2016 budget that enables the organization to address this deficit using interest monies from the investment portfolio, which currently holds \$1.4 Million in assets.

Dr. Shermis also reported that NCME is undergoing an audit for the 2015 fiscal year, and he does not anticipate any issues with the audit. He reminded the Board Members that NCME has a Conflict of Interest policy and encouraged the Board members to become familiar with the policy as they'll be asked to sign-off on a form attesting to that fact when NCME files the 2015 IRS Form 990.

Next, Dr. Shermis reminded the Board that the role of the Board Members is to be good stewards of NCME's monies. He said the Budget & Finance Committee has the same role, and monitors the NCME Investment portfolio, meeting quarterly with the Investment Advisor to monitor performance and make adjustments. He said that the investment firm does make occasional changes to the investments based on the NCME's Investment Policy guidelines, which are different than what one might expect for managing individual investments. NCME's outlook is for the long-term, while individuals must plan for an expected retirement age.

Fourth, Dr. Shermis reported that there are two new members for the Budget & Finance Committee, Thanos Patelis of the Center for Assessment and Rosemary Reshetar of the College Board.

Finally, Dr. Shermis reported that all NCME Committees should determine their plans and submit their budgetary requirements by the July BOD Meeting. He shared that with a Conference Registration Fee in 2016 and a dues increase for 2017, the Committee is hoping for no significant budgetary increases for 2017 as the NCME's current guidelines specify that our reserve should be at about two times the annual operating budget and NCME is already looking at using reserves to cover the projected 2016 deficit.

Action: Board Liaisons should reach out to committees to discuss goals and plan for their preliminary committee budgets to be submitted by July.

R. Patz asked how well NCME did with registrations at 2016 Annual Meeting. J. Casey noted that 2016's advance registration trended slightly below 2015, so it's probable that even with the increased fees, the Conference might perform at a little less than budget for expected income.

There was discussion regarding the introduction of the Mobile App for the 2016 Annual Conference and the question was asked if (hypothetically) requiring registrants to pay \$5 to get the printed might instead of relying on the App might be a way to help NCME save costs. Those who want a printed program would pay the additional fee and receive a ticket for the physical program, while others would simply use the app to forego printing costs.

BREAK

Committee Updates

Archives

J. Casey reported that two members of the Archives Committee visited the Central Office to review physical documents and materials sent by TRG at the transition. The volunteers recommended the scanning of some archival records, which was deferred until after the Annual Meeting.

A stated objective of the Committee was to capture presentations from NCME Annual Conferences and a Digital Publishing Platform where both presentations and recordings could be hosted was created in response. All 2016 invited sessions were recorded and can be housed in the DPP. Unfortunately, the platform was also intended to be an online exchange for the papers presented, but presenters received a communication that made this optional, so not all presentations were captured in the platform. There was also a disconnect in securing releases for those sessions to be recorded, which had been requested by the executive director. R. Patz asked if there was a release for individuals who were recorded and the answer was no. D. Briggs and D. Whittington agreed that NCME needs to be proactive in securing a recording release and that some presenters did become concerned about the lack of a release. The recordings were withheld from being posted to the DPP until the release issue is addressed.

Graduate Student Issues

L. Bay reported that the Graduate Student Issues Committee had a very nice graduate student reception with a great turnout. Dr. Bay noted that the Committee would like to grow the event again, making it an even bigger event in 2017. Dr. Bay said that food was the largest cost for the 2016 Graduate Student Reception, followed by the cost of the drinks. The Committee planned for 50 attendees, and welcomed about 150 attendees at the reception.

The Committee plans to compile information and experiential testimonies from NCME members who had been in internships. And the GSIC would also like their own Facebook closed group under an NCME umbrella. L. Bay noted that this would have to wait until the NCME Board approves a comprehensive social media policy.

Membership

S. Powers and J. Lakin reported that the Membership Committee introduced a new mentorship program just prior to the Conference and 39 mentees signed up along with 25 mentors. The program provided \$20.00 gift cards to mentees, and the Membership Committee thanked the staff for helping secure a space for Mentors/Mentees to meet. The Committee recommends planning to replicate the mentoring space for the 2017 Annual Meeting and extend it for two days for three to four hours each day. J. Lakin said it was a bit of a challenge to distribute the gift cards, so the Committee suggests providing refreshments and longer slots in the rooms, rather than providing gift cards to mentees. J. Lakin also reported that the NCME member stickers for the badges, which helped differentiate NCME Attendees from AERA Attendees, were popular and that the Membership Committee will plan to get more of them for the future.

The Committee Chairs asked about initiating auto-renewals for membership dues. J. Casey shared that a number associations have pursued auto renewals and the industry statistics indicate they're not well used when offered; in most cases groups report that less than 10% of members sign up. Additional considerations such as costs incurred due to changes to the cards (e.g. canceled cards) the groups have on file; spending limits being reached during the holidays when members are being

asked to renew; and the complications of managing PCI Compliance issues, which requires additional software investments, all made creating these systems less attractive than the groups expected. There was also a discussion regarding a potential “life-time” membership, which presents a nice cash flow in the year the lifetime member joins, but impairs cash flow in subsequent years.

Finally, J. Lakin reported that there was positive feedback about the new booth the NCME purchased for the exhibit hall.

The Chairs were thanked for their reporting and asked if they have any plans to reach out to the 2015 members that did not renew.

Action: J. Lakin will look into a lapsed member survey and will connect with J. Casey to move forward with it.

Publications

K. Huff reported that there was a good meeting chaired by R. McCallin and attended by President M. Wilson; D. Briggs, who will be the new Board liaison; NCME’s Wiley Contact Elizabeth Matson; and the Committee. One of the main outcomes was a need for more interaction with the current Editors and more support from the Publications Committee with on-boarding new Editors.

Action: R. McCallin will address strategies for more engagement between the Publications Committee and the NCME Editors.

Standards & Test Use

D. Whittington reported that the Standards & Test Use Committee has been focusing on the Assessment Literacy Project, with the goal of finalizing review of the story boards by the Committee by April 18th, 2016.

M. Wilson asked that the Board to see the story boards as well so that they can have input and oversight consistent with a Level 2 Review as outlined in the NCME Handbook. D Whittington noted that the story boards have been reviewed by several committees, yet welcomes the review by the NCME Board.

Action: J. Casey will send the Dropbox link to the story boards out to the Board. The Board will review and consider a Level 2 endorsement.

D. Whittington believes there will be a good pool of applicants to take part in the videos. She noted the importance that the videos need to speak clearly to non-measurement individuals and the target audience still needs to be readily identified. D. Way suggested that there should be humor injected into the videos so that they are more engaging to audiences.

D. Whittington reported that there are four new members to the STUC Committee for 2016-17.

Training & Professional Development

R. Patz reported that the training sessions at the Annual Meeting were successful and that Training & Development Chair Xin Li did an admirable job on behalf of NCME. She promised to meet with the incoming Chair to share best practices/lessons learned in planning this year's Training Sessions.

Committee Staffing & Soliciting Volunteers

J. Casey reported that the committee rosters for 2016-2017 aren't completed, but all of the chairs are currently working towards filling each of the unfilled roles in the committees. He noted that there is a Student role called for in the Training & Professional Development Committee listing, but it appears that role was not filled in 2015-16.

Action: The Graduate Student Issues Committee will be asked to help identify a Student to fill the student role on the Training and Professional Development Committee for 2016-17.

Budget & Finance Committee Chair M. Shermis agreed to stay on (at least through 2018) to ensure a successor is identified and that there is a smooth transition.

R. Patz noted that there are presently two openings on the Fund Development Committee. He suggested a comprehensive discussion about the FDC should take place at the next Board Meeting, noting that the Fund Development Committee needs to find success before it can move from its current state.

M. Wilson agreed, reporting that the Fund Development Committee solicited approximately \$5,000.00 in total contributions in the past year. He expressed concern about the way the reporting of the recent campaign minimized the amount collected in the past year by focusing on the total raised since inception. Dr. Wilson also expressed concern about the lack of clarity he perceived from the Fund Development Committee meeting held on 4/10 about its plans to improve its success in the coming year. He noted that in his experience, to raise larger sums requires the commitment and expertise that a development officer might bring to the organization.

M. Shermis said that he invited a colleague to address the FDC and that very issue was discussed. He said the FDC was somewhat disappointed to learn how much of an investment it would require for a part-time development officer to raise even the amount required to cover his or her costs for raising funds on behalf of the FDC.

Action: Staff will add a discussion about the future of the FDC to the agenda for the summer 2016 BOD Meeting.

R. Patz observed that there may not be a purpose for the Election Committee now that balloting is done electronically. He suggested that the function served by the Elections can be funneled into the work of the Nominations Committee in 2016-17 and it's his recommendation that there should be a singular committee. There was no vote to modify the Committee Structure.

K. Huff expressed concerns that some volunteers are taking on more than one role within committees and other NCME commitments. L. Bay agreed that there are many NCME members who

want to serve in roles and may be left out when one individual serves in more than one capacity. There was discussion that a policy addressing this should be added to the Handbook.

Action: Staff will add information to the Handbook outlining the appointment process for NCME Committees which specifies that Volunteers must serve in only one capacity at a time. The information will address how any vacancies created by this restriction will be filled.

J. Casey reported that the Archives Committee has some challenges in staffing committee roles because all of the members, except one, are outgoing as of the end of the 2016 Annual Meeting. One option is to have the digital aspects of the Committee's work fall to the new Digital Presence Committee, while the physical archives documents could fall under the purview of the Board. M. Wilson asked if there is a policy about what should be archived on the website. J. Casey said that there is a document retention policy. R. Patz suggested that there should be an additional policy for web archives. J. Casey said that many organizations include provisions for digital documents in their retention policies.

M. Wilson recommended that the Archives Committee should remain in place until such a web policy is created.

W. Way asked if there was a resource for the association management company to find examples of a web archive policy. J. Casey responded that Fernley & Fernley has examples from other clients, as well as the industry that it can suggest.

W. Lee asked what will happen with the NCME papers that were uploaded to the digital publishing platform. J. Casey responded that the platform was pursued so that content /presentations can be maintained and be accessed in future years.

There is a vacancy for a faculty role on the Graduate Student Issues Committee. J. Casey noted that Ki Matlock has attended the NCME Board Meetings as a guest the past two years. He proposed that her interest in NCME and her enthusiasm will be a beneficial addition to the GSIC.

R. Patz said that as past president, he was asked to initiate an evaluation of the association management company. By the summer Board meeting, there should be a tool in place for an evaluation discussion.

M. Wilson asked that the full draft of the Handbook revisions be made available for review by the Board as soon as possible. The expectation is that the board will have completed its review and the Handbook will be made available to all NCME volunteers before the next Board meeting.

R. Bennett asked the Board to consider and forward recommendations for the 2018 Annual Meeting Program Chairs.

Motion: R. Patz moved to adjourn the meeting. This was seconded and approved.

Meeting was adjourned at 7:03 p.m. ET.



NCME Board Meeting Minutes

July 19-20, 2016

Philadelphia, PA

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

Walter (Denny) Way

Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee Chair

Vicki Scott, Director of Membership Services - Fernley & Fernley

Joe Casey, Executive Director - Fernley & Fernley

André Brousseau, Associate Director - Fernley & Fernley

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

J. Casey presented the minutes and action items from the April 8, 2016 and the April 11, 2016 Board meetings.

Action: HQ will add the Presidential Addresses from Laurie Wise and R. Patz to the Archives section of the website.

M. Wilson called for a motion to approve the minutes from the April 8, 2016 Board meeting.

Motion: R. Patz moved to approve the minutes from the April 8, 2016 Board meeting. This was seconded, and approved

J. Casey presented the action items from the April 11, 2016 meeting. L. Bay noted that there was no update for the Graduate Student Issues Committee (GSIC) discussant email because the GSIC Chair had to step down. Brian Leventhal will be taking on the chair position again.

Action: L. Bay will continue plans for GSIC discussant email.

K. Huff and D. Briggs reported that Rose McCallin has been active in her outreach with Editors and the

Publications Committee.

M. Wilson reported that there is still discussion to determine where the video shoots will take place for the Assessment Literacy storyboard videos production. D. Whittington reported that their committee is researching the approval process for shoot sites.

M. Wilson called for a motion to approve the minutes from the April 11, 2016 Board meeting.

Motion: R. Patz moved to approve the minutes from the April 11, 2016 Board meeting. This was seconded, and approved.

NCME Initiatives (Part 1)

- 1. Assessment Literacy**
- 2. Classroom Assessment**

Assessment Literacy

D. Whittington reported that all of the Assessment Literacy storyboards were reviewed, however, just one was deemed ready to proceed to production. However, because there are several resources that are already accessible that might meet the need, NCME could provide an online resource that highlights the collective resources in one consolidated location.

K. Huff reported that there are several states which have collaborated with measurement institutions and companies to create effective content. In her opinion, NCME's membership is not the ideal demographic to write storyboards for this project. She told the Board that there are professionals who have the skill set to craft compelling stories to relate the story that NCME is trying to tell.

D. Whittington responded that it is important for writers to understand the content, as well as how to disseminate the content, thus bringing the need for "two kinds of experts". In her opinion this process should be a collaboration of two types of expertise.

D. Way spoke about a former goal to highlight videos through YouTube, and noted that with NCME potentially taking on a more policy-related role, this direction could be positive for reaching the goals of the project.

K. Huff noted that while there is high-quality content out there, NCME is committed to creating a module.

R. Patz emphasized the importance of NCME's role as an authority on Assessment Literacy. He believes that after the first project is completed, NCME should see how the output is received and determine how to move forward from there.

D. Whittington stated it is important for legislators, children, educators, and parents to gain knowledge of measurement. R. Patz reminded the Board that the projects should not be over-generalized. M. Wilson noted that if the first project is done well, then that could serve as impetus for better proposals in the future.

J. Casey reported that the project timeline completion date is September, with shoots in August. M. Wilson suggested that it will be good to have a product for further discussion in October.

Classroom Assessment

K. Huff and D. Whittington presented a PowerPoint on the NCME Initiative: Promoting Coherence between Large-

scale and Classroom Assessment.

K. Huff reported that by the end of July, the task force will review the initiatives and goals if needed. The efforts identified will be approved by the Executive Committee, and there will be an update by the October meeting.

K. Huff said the goal is to broaden the expertise within the NCME membership to have a greater balance of research/theory, classroom/large-scale, and she would like NCME to have an impact on the curriculum for educators regarding educational assessment.

For further information, please see the PowerPoint presentation.

K. Huff reported that NCME will provide more balance through the journals and meetings for the membership. She stated the data that are available have greatly increased and changed with the transition from paper/pencil to digital platforms, and that the types of research and hypotheses has been greatly impacted.

D. Whittington spoke about the development of weekly and benchmark goals, but questioned how much progress has been made in preparing this type of information in a palatable package for educators.

R. Patz said that the objective of this kind of research is to positively impact education. M. Wilson noted the importance of NCME's influence on labels and certain terminology, especially in relation to other disciplines within education.

M. Shermis reminded that Board that measurement education is dictated by state laws and standards. He noted that if NCME wants to have an influence, it should make its case for what assessment training would be, would look like, and how it should be taught to teachers; all at the state level.

Action: K. Huff volunteered to connect with a colleague who has worked with the New York Department of Education and the Washington, DC Department of Education to determine how to approach working within the state level, and to formulate a plan for moving forward together.

K. Huff reviewed the steps for completing Goal 1. She reported that there will be new types of training sessions that will be at different times. R. Bennett noted that there is much work and research around process analysis, as well as the implications that certain practices have on students. He reported that there is a large amount of collaboration among disciplines.

K. Huff suggested a plenary session for the 2017 Annual Meeting that would serve to set the tone for the conference and reinforce the theme. The goal is to showcase NCME's position and its impact on classroom assessment and raise awareness of it within the NCME membership. Who would present the address is still TBD.

Another session will focus on how educational technology data impacts classroom assessment. There is collaboration on a formative assessment systems theory with regard to the classroom by SRI and ACT.

K. Huff said that holding a slot for someone in the field who works with teachers in the classroom and can speak about what the influx of ed-tech data means on the day-to-day basis would be important. She continued that it would be beneficial to have someone from an ed-tech organization who can speak to current research and data, as well as what is needed to further the field. She recommended that M. Wilson and R. Bennett could serve as discussants. D. Briggs noted a colleague of his who is familiar with education assessment in the classroom, could serve as a potential speaker. He said the Center for Assessment had a colloquium regarding the advancement of

technology within the classroom.

D. Whittington said that psychometric challenges around constructs needs to be better researched. R. Patz said that NCME should focus on what data and information is important.

M. Wilson pointed out that given the discussion, there is the apparent need for these initiatives to go beyond one year. J. Casey reported that the last strategic plan for NCME was ten years ago and suggested that this discussion could lend itself to the beginnings of a new strategic plan.

D. Whittington said that NCME could partner with AERA Divisions C, H, and K moving forward.

K. Huff noted that the taskforce is interested in hosting a small conference aligned with the 2017 Conference theme. A Northeastern group expressed interest in co-hosting a small conference with NCME.

M. Shermis noted that NCME can afford such a conference, though NCME would have to do so carefully. He agreed that coordinating with an already-existing conference would be a more feasible route to go. He reminded the Board that the timing should be considered for this potential new conference, given the limitations of professionals who attend the Annual Meeting. This new conference could potentially be a competing event for the Annual Meeting. He recommended that because of this, maybe planning for another year would be more suitable for NCME attendees. D. Whittington suggested that it would behoove NCME to partner with a University to potentially offer credit for attendance.

M. Shermis noted that Rich Stiggins has a learning institute and could serve as a resource and potential speaker for this type of event. He suggested Dr. Stiggins could also relay a suitable target audience for this sort of conference.

Action: M. Shermis will reach out to Rich Stiggins to determine if he can highlight a suitable audience for this potential conference.

L. Bay noted that larger companies could sponsor attendees to come to this type of meeting. D. Whittington said that if this conference is targeting teachers, the best time for the conference would be outside of the school year due to the concerns with pulling teachers away from the classroom.

Goal 2

Publishing and Dissemination

K. Huff reported that NCME would seek sponsorship for special issues of the journals. NCME would also research publications consumed by policy-makers, who might serve as potential collaborators. She recommended that a portion of the NCME website could be dedicated to online resources that are publicly available regarding assessment, and the connection would serve as a notification that NCME agrees with the findings of the resources.

R. Patz re-emphasized the importance for consistency in terminology. K. Huff feels that Editors of the journals would be open to special issues. R. Bennett noted that “definitions” would make a valuable a special issue subject.

K. Huff and D. Whittington expressed that the following goals might be beyond the scope of this taskforce:

- Synchronization of Assessment Literacy initiative
- Approaching NRC / BOTA about sponsoring a committee and publication on this topic
- Refocusing the Brenda Loyd Dissertation Award on work that better reflects her legacy

R. Bennett noted that Brian Clauser as editor of the NCME Book Series could be open to the development of a new title on this issue for the series.

W. Lee expressed concern that changes to the Loyd Award might be a challenge as there's already a small pool of nominations for the awards each year. M. Wilson suggested that perhaps the Awards are not competitive enough, though the culture of the NCME membership is not a highly competitive one. W. Lee added that making the qualifications even more specific could further limit the number of proposals.

R. Bennett observed that dissertations related to the specific qualifications of the Brenda Loyd award are more common outside of the United States.

K. Huff recommended that an ad hoc committee may be needed for many of these goals. She mentioned that it would also be helpful to have guidelines for how many people should be on the committee, adding that NCME not be so insular, approaching those close to NCME (but not necessarily members) to be advisors and serve as representatives to the development and progress of goals for these committees.

Action: K. Huff will take questions from the last slide and create a Google doc for sharing and follow up.

R. Bennett stressed that the outcomes are part of domain practice, not just general practice. He said there are principles from measurement that make sense in the classroom assessment context.

NCME Initiatives (Part 2)

1. Opt-out and other Organization Position Opportunities

M. Wilson reminded the Board that NCME should aim to live up to its Mission to Advance the science and practice of measurement in education by striving to become a recognized authority in the field. He believes NCME must have a say in the direction of the field, and that it should take a stance within certain debates.

R. Bennett emphasized that the work started in at this meeting will lead to an "NCME Position", as well as a set of NCME Guidelines for positions on certain issues.

K. Huff reminded the Board that should NCME begin taking positions, that there must be sustainability around the practice so that NCME can continue the practice, rather than start something, put resources behind it, but then stop.

L. Bay noted the importance of the marketing behind this sort of practice. D. Way suggested that there needs to be a focus on what NCME's membership specializes in.

R. Bennett said that with Opt-Out, there is a classic conflict between the notion of individual rights and the collective good. Opt-out is an organized effort to refuse to take standardized tests and other state-mandated exams. In his opinion, Opt-out can distort results. He also noted that Opt-out presents an opportunity for NCME to take a policy-related position.

For detailed information, please see R. Bennett's PowerPoint presentation.

R. Bennett continued, stating that due to the demographic statistics, Opt-out has become a Civil Rights issue. He noted that a number of organizations have issued policy statements regarding Opt-out. He challenged the board to

consider if there is a policy statement that NCME could, or should, release in relation to Opt-out, and if there is subject matter expertise within NCME to competently advise on the issue.

D. Briggs noted that Opt-out is a nuanced issue and that it cannot be broken down simply. He stated that much of the frustration is being taken out on state tests, citing surveys that have attempted to quantify how much time is allocated on instruction in preparing for tests, and taking the tests. He emphasized the importance of attempting to highlight the reasons students are opting out.

M. Shermis stated that many of the people opting out of the tests do not perceive any benefit from actually taking tests. R. Bennett added that it is important to make a distinction to whom the policy statements are directed: policy-makers, parents, etc.

D. Whittington said that while NCME may “oppose” Opt-out, it needs to provide a detailed clarification as to why it believes things are the way they are, because Opt-out is a result of several other factors.

D. Briggs suggested that the statement needs to be linked back to what makes a quality test, and that these tests have certain base criteria that are important. D. Whittington pointed out that not all state tests are up to par in the design of test questions.

D. Briggs continued that if a certain process of test design is followed, then it can provide valuable information about performance. He said that Opt-out can skew the quality of assessment performance based on various demographics.

K. Huff noted the importance of acknowledging the real concerns for those people who are opting out. She said that there can be a lack of trust in assessments and that a majority of the complaints referenced the rigor of the actual test, and that students were not prepared for the rigor of taking the test.

R. Bennett continued with his report, discussing the factors that led to the rise of Opt-out.

R. Patz asked, given the various positions that different groups are taking, what is the role of NCME? He noted that ACT published a very strong statement regarding Opt-out. D. Briggs suggested that NCME should position its message in a way that asks “Why should parents opt in?”

R. Bennett asked if the preparation for standardized tests is causing teachers to instruct differently than they would if they did not have to provide instruction to pass a test?

M. Wilson shared that one of the difficulties for the argument to opt-in is that what is perceived to be for the good of everyone is not always good for the individual. J. Casey reminded the Board to begin with the end in mind and consider what the desired outcome for releasing a statement would be.

D. Briggs suggested that if the end goal is to bring more people to understand the Standards, then the Standards need to be publically accessible.

M. Wilson recommended that there could be a town hall style session for membership at the Annual Meeting, as well as a draft position open for comment from the membership.

R. Bennett offered that the length of testing window can cause parents to feel that testing can go on for much longer than is desired.

R. Bennett suggested that responsibility falls largely on testing companies to begin turning words and rhetoric into deeds. Making tests worth preparing for is of great importance, and the focus of the preparation needs to shift from passing the test to the addressing the Standards. He added that tests must be more engaging, with more actionable results, and he concluded that the issues around opt-out weren't so much about the tests themselves, but rather the use of tests.

D. Briggs offered that there could be opportunities to highlight the potential negative outcomes that stem from opting out of the tests. R. Patz noted that the states are important stakeholders as well, as each can have their own sanctions and opt-out policies.

M. Wilson believes that NCME is positioned to release a statement on Opt-out. R. Patz added that the Board will learn as this initiative progresses, observing that NCME is likely not fully aware of what hurdles may present themselves.

Action: R. Bennett will take the "energy" and points made during the discussion to create a draft policy position on Opt-out. He will work with M. Wilson to create an Ad Hoc committee to undertake this task.

K. Huff recommended that the Outreach and Partnerships Committee would be a good starting place to identify contributors.

Strategy and Reports by Area

Administrative – President

1. Handbook Update

J. Casey reported on the status of the Handbook. At the Monterey meeting in January, the board approved a reorganization of the Handbook into three sections on Administrative, Operations & Meetings and Historical & Legal Governance. Emphasis was placed on frequency of review/updating as to the content of each, (for example J. Casey stated that the Articles of Incorporation will remain unchanged forever, and bylaws are infrequently changed, however he suggested that NCME the by-laws are due for update).

Other documents should be periodically reviewed (for example J. Casey noted that it might be beneficial to assign review dates to the various policies within the Handbook, so that the policies can be reviewed in the future). Still other documents require frequent update and review (for example, the NCME budget and a calendar of activities for the conference require annual updates).

Action: The Board was asked to review the Conflict of Interest policy, as the Board Members will be required to sign that they have received and read it to facilitate the filing of the IRS Form 990 for 2015.

Documents within each of the Handbooks were reviewed on screen. This generated several questions.

M. Shermis provided some insight as to how to read through the financial information.

J. Casey reviewed the Annual Calendar in the Operations & Meetings Handbook to provide a framework of the work that is done throughout the year. The timeline contains working items from the Board, Committees, and Staff.

Action: Certain items within the calendar, including the selection of Invited Sessions for the Annual Meeting, need to be hyperlinked and easily-referenced online.

J. Casey reminded the Board that the Handbook in its current state is a working document and that it is not in its final stage. The Board will play a significant role in approving the content and how they would like the final Handbook(s) to look.

Several observations and suggestions were made regarding the contents of the Handbook documents. Regarding the Administrative Handbook:

The following changes were requested for the Organizational Chart

Action: For the organizational chart, staff will add the names of the volunteer Chairs of each Committee and ensure that the elements in the chart are properly aligned.

Action: The Diversity Issues in Testing committee will be edited to read Diversity Issues **in** Testing, not Diversity Issues **&** Testing.

Action: Staff will make ampersands or “+” signs consistent on organizational chart.

Regarding the Orientation information: L. Bay asked if there was a formal procedure for the transition between outgoing and incoming Committee Chairs, especially Annual Meeting Program Chairs and Training Session Chairs. J. Casey responded that there is an orientation session scheduled at each Annual Meeting for all incoming volunteers and pointed to the materials in the Handbook that were used in 2016. He also noted that specific to the Annual Meeting Program Chairs and Training Session Chairs, there are funds approved in the budget for a formal orientation during each Annual Meeting, though those meetings didn't occur in 2015 or 2016.

Another highlighted change was the merging of the Elections and Nominations Committee. R. Patz reported that Wim van der Linden and Suzanne Lane agreed to serve. The 2017 election will be further addressed at the October Board meeting.

M. Shermis reported that Rosemary Reshetar has agreed to become the presumptive Budget and Finance Committee Chair.

J. Casey noted that significant work is needed regarding the Digital Presence Committee that was proposed to replace the Website Management Committee. The proposal presented in April was never acted on by the board; the current chair has been appointed to serve as a 2018 Program Co-chair and is rotating out; and there are no current volunteers on the roster. J. Casey was asked to contact April Zenisky to ask for recommendations regarding a new chair and additional details on a charter for the committee.

Action: J. Casey to contact A. Zenisky to discuss the outstanding issues and report to the EC at its next meeting.

K. Huff noted that the Publications Committee terms were updated to reflect the model of the Budget and Finance Committee

There was a brief discussion about the information found in the existing Handbook regarding the Committee on Informing Assessment Policy and Practice. K. Huff noted that the committee included herself and Scott

Marion as co-chairs, however no committee members were ever identified. K. Huff and J. Casey shared the opinion that the Committee not be included in the updated Handbook.

D. Whittington suggested that the text for Standards & Test Use Committee be updated and to consider addressing some of the work of the Committee on Informing Assessment Policy and Practice in the text.

Action: Update text for Standards & Test Use Committee in the Administrative Handbook Committee description.

D. Whittington asked what the formal process was to establish a standing committee. J. Casey answered that no provisions exist in the bylaws, so the Board has the authority to name, modify and/or disband Committees.

Action: L. Bay will share charter from Social Media Taskforce with K. Huff.

J. Casey reviewed the Board Orientation documents within the Handbook. R. Patz expressed concern that the Administrative Handbook is too large, and not easily navigable.

D. Way suggested that removing the roster and the PowerPoint Board Orientation presentation documents would significantly decrease the size of the Administrative Handbook.

M. Wilson requested that the Board members continue to review the draft Handbooks, with the purpose of improving the working document moving forward.

M. Wilson also suggested that there should be a Committee Portal for document sharing on the website. J. Casey reported to the Board that Committee documents are housed in the Board Portal and on an internal network. They are distributed through the staff.

M. Wilson reiterated to the Board to review the working Handbook documents located in the Board Portal and suggested that he and Joe Casey will work through assignments for each board member.

Action: M. Wilson and J. Casey will assign review tasks for each Board member to the Handbook content.

Budget & Finance

1. Building the 2016-2017 Budget

M. Shermis thanked J. Casey and Fernley & Fernley for their stewardship of the NCME finances and for their efficiency. He spoke about the 2015 Audit conducted by RKG. He noted that the association ended the 2015 year in a deficit, which was remedied by using monies from the portfolio. M. Shermis reminded the Board that the monies within the portfolio are not to be used for operational expenses per the Handbook; however there are circumstances which necessitate the use of portfolio funds which the Board did agree to do last October when the deficit was projected. Technically, portfolio funds are earmarked only for initiatives but as good stewards of the organization the board made a prudent call for 2015 and may need to do so again.

He continued that as reported in the April Board Meetings, the auditors require verification that the Board members review the Form 990 filing and agree that they are both aware of, and in compliance with, NCME's Conflict of Interest Policy.

M. Shermis distributed a document for signature to the 2015-2016 Board members present to confirm their awareness of these requirements which they signed and returned. The document also addressed NCME's Retention Policy. J. Casey noted that NCME does not have a Whistleblower Policy, which is strongly encouraged by

the IRS, and that will need to be addressed in the future.

J. Casey reminded the Board that the 990 filing was distributed with the Board book and is available in the Portal.

M. Shermis requested a motion to approve the Audit Report as presented.

Motion: M. Wilson moved to accept the 2015 Audit. This motion was seconded and approved.

M. Shermis introduced the outline for the 2017 NCME Annual Budget, to be reviewed and finalized by October. He noted that the primary challenge for the upcoming year will be regarding revenue.

M. Shermis cited a decrease in membership numbers, and therefore revenues, YTD. He also expressed concerns that there are certain cities that present a large draw for the Annual Meeting for attendees while others hinder attendance. NCME's challenge in being tied to AERA is having no control over the Annual Meeting location.

San Antonio isn't as popular as Chicago or Washington, DC, so a projected decrease in attendance will impact revenue for the 2017 Annual Meeting. In the first draft of the next budget, the overall projected deficit for 2017 is \$76,612.43, and that includes incorporating a dues increase. Facing lower attendance will have a big impact on the bottom line.

L. Bay said if the goal is increasing revenues, there should be a focus on attracting potential attendees from outside of the testing companies. D. Way, L. Bay, and R. Bennett noted that because of the busy time of year, and declining professional development budgets, some testing companies would be unable to send representatives.

R. Patz reminded the Board of the importance of doing things that members find valuable, and suggested incorporating more contemporary marketing tactics in promoting NCME and the Conference. K. Huff recommended increasing the paper acceptance rate as way to increase attendance.

J. Casey reported that the Membership Committee has discussed plans to reach out to non-renewing members and non-member Conference attendees to boost membership and help decrease the losses from non-renewals.

D. Whittington suggested reaching out to school districts which are local to Annual Meeting communities to attract Annual Meeting attendees and potential new members.

Action: Board Liaisons need to remind their Committees to send in their 2017 budget requests by the end of the July.

R. Bennett asked about the status of the printed programs at the Annual Meeting. It was noted that because the app was well received in 2016, NCME could apply an up-charge for the paper program, and print fewer paper programs to save on costs.

D. Briggs suggested that any potential saved resources could be applied towards making a more user-friendly Annual Meeting interface, including the paper repository.

R. Patz noted the lessons learned in 2016 and suggested that moving forward, the repository will be required for all paper submissions, and the discussants will be able to retrieve the papers from the repository.

R. Bennett suggested that there are other options for managing NCME's Investment Portfolio that may reduce the amount of fees NCME is currently paying the investment advisor at RBC.

Action: The Budget & Finance Committee will look into other options for portfolio management to potentially reduce fees.

R. Bennett inquired about the President's Fund, and if it could be cut to limit expenses. M. Shermis noted that historically the fund was used for ad hoc initiatives, as well as speakers for the Annual Meeting, which makes it variable and a challenge to predict. R. Bennett suggested that every year, the incoming President could propose the amount of money that he or she would like to use for the year to implement initiatives. The proposed fund would have to go to the Board to be approved. Then, the approved amount would be taken from the reserve fund and tracked on the balance sheet rather than the reporting on the operating budget.

Action: J. Casey and M. Shermis will discuss how to properly allocate the President's Fund moving forward.

Committee Reports

- Program
 - M. Wilson reported that the Program Co-Chairs have sent out the 2017 Call for Proposals. If anyone has any ideas for Invited Sessions, please send them to M. Wilson. Invited sessions and invited speakers are still being actively discussed; and the chairs are planning two invited sessions on classroom assessment. One session will be on assessment for higher education, and one will be for policy. The number of plenary sessions has not yet been decided.
- Training & Professional Development
 - Sun-Joo Cho has also begun exploring the possibilities for invited sessions. L. Bay suggested a training session about the peer review process. NCME members showed a lot of interest in learning about the subject when a call for Peer Reviewers was forwarded earlier this year.

Action: K. Huff volunteered to reach out to the US Department of Education to determine if they would be able to provide speakers to facilitate such training.

- Annual Meeting
 - Updates of the Planning Guide documents regarding the Annual Meeting have been completed. Andrew Ho and Matt Johnson have provided several suggestions for the next Annual Meeting Program Co-chairs, which Billy Skorupski and Lydia Liu are taking under advisement.

Administrative – President Elect

- Committee Reports
 - Membership
 - R. Bennett reported that the Committee is working with the staff on securing mailing lists to survey non-renewing members and send them solicitations with incentives in attempt to get them to renew. The Committee is also planning to continue the NC Mentoring program introduced in Washington, DC in 2017.
 - Website/Digital/Social Media
 - To be addressed with the Publications Committee report. This area needs the most guidance.
 - Archive
 - The Committee is continuing to work with Fernley & Fernley on creating a more concise and intuitive website archive search function.

Administrative – Past President

- Committee Reports
 - Nominations & Elections
 - R. Patz reported that the Committee is in place and has convened to begin the 2016 Election process.

Action: Nominations will be gathered and a slate of candidates will be presented as soon as possible.

- Sponsorships
 - R. Patz has taken on the task of soliciting sponsorships for the 2017 Annual Meeting.
 - R. Patz will follow up with J. Casey to begin the outreach process.

Action: R. Patz will follow up with J. Casey to begin the Sponsorship outreach process.

- Publications
 - Committee Report
 - D. Briggs reported that his training with Wiley was helpful when he became the Editor of EM:IP. It gave him an opportunity to understand how to adjust the templates for responses that authors receive, and it also helped him learn about all of the different services that Wiley can provide.

K. Huff asked who funds the Wiley training session Derek experienced. J. Casey responded that he contacted Elizabeth Matson at Wiley and she reported that it took place before she joined the company, so there is no record of such a program being funded by the company in her experience. K. Huff suggested that it would be valuable for NCME Editors to attend the Wiley training and recommended that it be funded through NCME.

K. Huff noted that Rose McCallin could work with Wiley to advocate for a virtual training session to save on costs. R. Patz stated that if there is anything NCME could do to better support Editors, then NCME should do it. Perhaps there could be a meeting of NCME Editors convening in Boston in conjunction with the Wiley training.

Next, K. Huff raised the issue of how to best manage the NCME website content. The term for the current Website Content Editor ends in October. The challenge is that NCME's digital footprint has grown so there is more content to monitor than what is on the website. The current description for the Website Content Editor is outdated and K. Huff said that the description needs to be adjusted to reflect the new approach of a Digital Presence Committee. There was a discussion as to whether or not the Website Content Editor should be directly responsible for generating and soliciting new content, or simply aggregating content generated by NCME's Committees.

K. Huff noted that there is the option for Website Content Editors to take on an Associate Website Content Editor, though the current Website Content Editor did not take advantage of that.

L. Bay recommended that there should be a Committee in charge of what is featured and what represents NCME positions on the website. R. Patz noted that there should be a marketing element applied to the practices of the Website Content Editor, with a mind to include items that would be valuable and exciting to

NCME members.

R. Bennett asked if there should be any external content on NCME's website. For example, information regarding political platforms and other potential member interests. L. Bay pointed out that similar to this question, NCME's social media platforms feature links to existing content rather than creating brand new content. She expressed concerns over associations between NCME and the content that is shared. R. Bennett expressed the need for guidelines for what content to share, and R. Patz noted that the Editor should present an annual editorial plan to the Board, per the job description. L. Bay asked if there was a mechanism for anyone to provide submissions to the website. K. Huff noted that while the Committees produce content, there has been no strategic cohesion in transmitting the content to the Website Content Editor.

Action: R. Bennett will begin the foundation for the Digital Presence Committee by appointing a Chair and working with the Chair to fill the Committee roster.

Professional

1. Committee Reports

- Outreach & Partnerships
 - L. Bay reported that the Outreach & Partnerships Committee is seeking approval from the Board to begin a Wikipedia page for NCME. She noted that one of the caveats is that the page can be edited by anyone and once it is up, it can't be taken down.

K. Huff asked who would be monitoring the page. L. Bay responded that the Outreach and Partnerships Committee will monitor it in perpetuity. K. Huff would like to know their specific monitoring plan, and would like to ensure that the Website Content Editor(s) and the Digital Presence Committee is directly involved, once those roles are formally in place.

There was general agreement by the Board to approve the Committee's creation of an NCME Wikipedia page, though no vote was cast.

- Diversity Issues and Testing

L. Bay asked about demographic data, and J. Casey responded that while we ask for the data on membership and renewal applications, members do not typically provide it.

K. Huff observed that there seems to be a shortage of psychometrists, especially of diverse backgrounds. The question was raised if NCME should attend other conferences in similar fields to attract membership. M. Wilson agreed that NCME should certainly pursue any ideas to bring about more diversity within NCME for both demographics and skill sets.

Action: M. Wilson asked that the Committee formulate a plan to bring about more diversity and report back to the Board.

- Graduate Student Issues

L. Bay reported that the GSIC would like to have their own Facebook group. She asked if the Board should permit them to open their own Facebook group with the social media guidelines suggested by the Social Media Task Force that was

discharged after completing its task in April. M. Wilson agreed that if the group were to receive the current social media guidelines and if L. Bay were to be an active part of the group, then that would be suitable. R. Patz said that the Board is supportive, though it should not be an official NCME-sanctioned activity.

R. Patz noted that because there is a fair amount of social media activity going on by non-members, NCME can post more intentional links and ads through Facebook. He suggested that with very small costs for ads, the process should not have to go through a committee and then be recommended to the Board; it should just be done.

Standards

1. Committee Reports

- Standards and Test Use

D. Whittington reported that the Committee has reviewed the story boards and approved one for production. The Committee has identified a videographer (Milk Crate Productions) and initiated site selection for a classroom setting for the video. M. Wilson asked that the Committee thoughtfully evaluate the scope of the storyboards projects so that they are more manageable and that the Board could determine how best to assist the project.

Recognition

1. Committee Reports

- W. Lee reported that email announcements for 2017 Award nominations has been sent and the website has been updated. Due to the quickly approaching deadline, W. Lee recommended that the deadline be extended for nominations.

W. Lee noted that the J. Millman Award Committee members said that they will have challenges securing applications. W. Lee reported that September 1 would be a better deadline for next year. M. Wilson agreed that it would make sense for all of the awards to have a later deadline in September.

W. Lee reported that some Committee Chairs are reporting challenges in some volunteers' participation with some current committee members not responding. J. Casey recommended that W. Lee, as the Board Liaison, consider reaching out to the Committee members to add some gravitas and urgency. Additionally, J. Casey said that polling the Committee members as to how and when they can best be reached might increase responses.

K. Huff expressed concern over the small number of applications. There was some discussion that practitioners in the field can be quite humble and that there are few self-nominations. It was suggested that personal outreach to department chairs, professors, deans, etc. might increase the submissions. Perhaps submitting only the abstract or curriculum vita, as well as requiring just one letter of recommendation from a professor would yield more submissions. R. Patz agreed that if there was something that is easier to submit, then submissions may rise and that the committee can request additional information as needed as the process continues forward.

M. Shermis noted that there could be a correlation between the drop in membership and the drop in awards submissions/nominations. D. Whittington suggested that with increased recruitment for these awards within universities, NCME could see increased membership

and more engagement.

W. Lee observed that with increased visibility, the prestige of the awards could be raised. M. Wilson stated that remarks by the awards winners could help increase the awareness, as would public gratitude expressed to the winners' professors, loved ones, and colleagues. K. Huff agreed. D. Briggs also agreed, noting that it's especially important for the winner of the Career Award to have time for remarks. R. Bennett observed that the Career Award Winner session often competes with other sessions, so time at the Breakfast might be beneficial.

M. Shermis pointed out that a downside to giving everyone more time to speak, would be that the event would take longer.

D. Way asked if NCME's meeting planner could do an analysis to determine exactly how much time would be needed.

W. Lee asked if there was a policy for presenters/discussants who did not show up for their sessions. M. Wilson tabled the discussion for another time.

Mission Fund

R. Patz reported that the effort has struggled throughout the year. He noted that there were several questions around the fund: What is it for? What efforts are worthy of support from the Mission Fund? How should the funds be raised?

In the first year, the Mission Fund raised approximately \$37,000, which was short of its \$50,000 goal. In the past year, the fund-raising was not as successful, raising less than \$10,000. Of note, the NCME membership is a small group to raise donations from and the Fund Development Committee elected to support Graduate Student participation in Training Sessions at the Conference as their project for 2016.

R. Patz noted that there is little momentum around fund-raising, and the alternatives suggested to extend the mission of NCME overlap with already present activities. One of the intentions was to provide a means to memorialize colleagues that passed on. K. Huff stated that the message from the Committee about the idea of donating money in honor of someone else did not stand out, and therefore the Committee missed an opportunity to highlight donations could be made for that purpose. She said she would be in support of petitioning large endowments and organizations for potential donations to the Mission Fund. She does not support petitioning the membership for donations to the Mission Fund as NCME's volunteer donate so much time to the organization.

M. Shermis suggested that rather than spending donations to the Mission Fund as they are collected, perhaps collecting over time for a larger goal could bring about great potential to garner funds through philanthropic trusts and larger groups. This could build to a large holding that would allow NCME to operate off of the interest.

J. Casey reported that there were 67 donations to the Mission fund from 6/1/2015 to 7/20/2016.

R. Patz agreed that meaningful monies should be raised through foundations, and that if there is not a viable plan to raise \$50,000 by October 2016, then NCME may not be well-positioned to continue the Mission Fund.

M. Wilson noted that small honorary contribution amounts would be suitable, though the bulk of the funds should be from external sources. K. Huff said that she is not supportive of a mailing campaign to membership, but that if NCME wanted to raise awareness through the Newsletter, or as a capital campaign for a specific project, she would support it.

Action: M. Wilson to contact Cathy Wendler to report on the board discussion and explore a path forward.

AERA Relationship Update

2017-19 Annual contract

- J. Casey reported that the contract with AERA is still being worked out. There is a new meeting manager at AERA, who has done a site-visit in San Antonio. They will provide their recommendation for hotels soon. There was some language in the contract regarding the non-compete slots and food/drink minimums that the NCME meeting planners wanted to address before finally signing the contract. There was also concern about the 20% increase in fees from NCME to AERA in the first year of the contract.
- There was discussion about a requested non-compete slot being for the AERA President's Address rather than for the Awards Luncheon.
- M. Wilson noted that a more detailed definition for "non-compete" would be helpful.
- J. Casey confirmed that NCME would agree to one non-compete with preference for the President's Session. M. Wilson noted that NCME will still commit to one table at the AERA Awards Lunch.
- M. Shermis reported that the full increase is reflected in the 2017 draft budget.

Other Business

Management Company Evaluation

- R. Patz reported that a survey has gone out to all NCME volunteers to aid in the formal evaluation of the management company.
- J. Casey reviewed the dates for the next Board meeting. It is in Berkeley, CA on October 20-21. One of the priorities will be for the new NCME Meeting Planner to have further details for the 2017 Annual Meeting. A meeting room in on campus will likely be more cost-effective than at the hotel. The Faculty Club on Berkeley campus is a lodging option as well. The Board agreed to a one day and one half day, format.
- K. Huff recommended that there be a timeslot for New Business on future agendas. This was agreed to by the board.

New Business

L. Bay discussed her video interview with Mark Reckase. She said that it was quite informative and would be helpful for younger people within the field. The interview is posted on the NCME Facebook page..

K. Huff asked about the need for recruitment efforts and noted that when NCME pursued those efforts in the 2000s, there was a shortage in psychometrists. She asked to what extent this was still true, and asked how to evaluate and address the various skill sets that psychometrists have today versus a decade ago.

She suggested a survey to membership, or to large companies within the field, to determine what skill sets are required nowadays. R. Patz suggested it would be good to analyze if membership grew with the introduction of the No Child Left Behind legislation.

J. Casey congratulated the Board for their direction of the Board meeting, and commended them as great stewards of NCME's resources.

M. Wilson called for the adjournment of the meeting at 11:55 a.m.



NCME Board Meeting Minutes

October 20-21, 2016

Berkeley, CA

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)

Sonya Powers, Membership Committee Chair (via teleconference)

Joe Casey, Executive Director - Fernley & Fernley

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

M. Wilson called the meeting to order at 8:50 a.m. Pacific time. He welcomed the attendees to the University; reviewed the agenda; and called for a motion to approve the minutes from the July Board meeting.

Motion: D. Briggs moved to approve the minutes from the July 19-20, 2016 Board meeting. The motion was seconded and approved.

J. Casey presented the action items from the 19-20, 2016 Board meeting.

Action: Staff will endeavor to provide context when listing the action items for review at the end of the minutes documents so that action items and follow up are clear during the review.

Action: R. Patz Presidential Address recording from the 2016 Annual Meeting will be edited to capture the slides and the links to the recording will be made more visible on the NCME website/archives.

Action: K. Huff will initiate development of a peer review symposium to bring together those who have been reviewers and those who've gone through the review process. It will focus on measurement only aspects of peer review and will include state-level perspectives, with the goal of identifying both what the process has been and what it should be. NCME members and the Center for Assessment will be consulted, and the format could be a debate session.

NCME Initiatives (Part 1)

1. **Assessment Literacy**
2. **Classroom Assessment**

Assessment Literacy

J. Casey gave a brief overview of the status of the development of the Assessment Literacy video and showed a preview of a draft of the opening segment provided by the videographer. D. Whittington solicited questions and feedback on the effort to share with C. Walker and the work group. Several suggestions were made.

Action: D. Whittington will provide the feedback from the review to the workgroup developing the Assessment Literacy video and update the board on the delivery date of a final video for approval.

There was a brief discussion about next steps once the video is completed with regard to NCME's efforts on Assessment Literacy. D. Whittington reported that the Standards & Test Use Committee is conducting a review of available resources that could be aggregated and made available via links from the NCME website. There was also some sentiment that NCME should continue to invest in developing such resources in concert with the prioritization/adoption of positions. Where to link external resources from in the current NCME website structure led the board to look at the Glossary of Terms as a logical approach.

R. Patz emphasized the importance of NCME's role as an authority on Assessment Literacy. The board agreed that after the first project is completed, NCME should see how the output is received and determine how to move forward from there.

Action: Staff will update the title of the Glossary of Terms page of the NCME Website to include the word 'Terms'.

Classroom Assessment

K. Huff and D. Whittington applauded the efforts of the volunteers assembled to further the NCME's initiative to promote the linkages between Large-scale and Classroom Assessment. These leaders reviewed the draft charter for the working group and the board members provided feedback on the draft.

Action: K. Huff captured the feedback from the review and will revise and distribute an updated draft to the workgroup and the board.

An identified goal for the initiative is to present relevant content on Classroom Assessment at the 2017 Annual Meeting. A discussion with the Program Co-chairs has led to a panel being assembled for a session on key aspects. The board discussed the make-up of the panel and the value someone from a technology company would add. Whether that panelist is from 'inside the family' or a more objective representative is TBD. The capacity for additional content will depend on how many rooms/timeslots are available and the staff is working with AERA to finalize that information.

Another exciting effort under way is planning for a fall 2017 conference at the University of Kansas on Classroom Assessment. N. Kingston is coordinating/hosting the program and planning details were included in the board

book, including dates and budget considerations. Potential approaches for sponsorship from larger organizations/technology companies were reviewed. K. Huff emphasized that sponsors will look for scalability and sustainability in any proposal requesting funding.

D. Whittington spoke to Objective 1.3 in the plan to establish strategic partnerships with specific intentions. D. Way noted the importance of bringing the State-level perspective to the EdTPA evaluation system referenced. The board members evaluated which of the suggested strategic partnerships listed would have the greatest impact. There was some agreement that the American Association of Colleges for Teacher Education (AACTE) and EARLI SIG 1, Assessment and Evaluation would be good partners for NCME in this initiative. The reasons efforts in this area were also discussed to facilitate NCME's success in its initiative.

The workgroup is also exploring a title for the NCME Book Series to follow up on the Annual Meeting Session topics being planned for 2017. The role of the board and the role of the Book Series editorial board was briefly discussed and a fleshed out plan will be brought to the January 2017 BOD meeting.

Action: K. Huff and D. Whittington will follow up with the stakeholders and report on the best path forward on an NCME Book Series title on Classroom Assessment.

Another activity being explored is a Special Issue of an NCME Journal related to the 2017 Annual Meeting session(s). This approach could be expanded to Special Issues in other journals in the field as collaboration partners are engaged, extending this important work into 2018.

For further information, please see the PowerPoint presentation prepared for the BOD meeting and distributed by K. Huff and D. Whittington.

NCME Initiatives (Part 2)

1. Opt-out and other Organization Position Opportunities

R. Bennett presented a process for establishing organizational positions that generated good discussions of the value of NCME doing so, and outlining specific steps to move this initiative forward. Questions addressed included: *Is a 30 day review/comment period the right amount of time? How would NCME proceed if the majority of members disagreed with taking a position? What if things change after a position is adopted and the conditions suggest NCME would no longer support the approved position?*

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."

A board member asked if holding positions would add value or detract from NCME's value to members? It was noted that only select positions should be adopted and also suggested that if members are asked for feedback that the NCME follow up to address the feedback.

What is the role of the Outreach & Partnership Committee in fostering positions and debates? It was suggested that the OPC could serve as a 'filter' to determine if proposed positions will be brought to the board. If so, the charter for the committee needs to be updated.

There was further discussion that NCME needs to have influence on policy related to education measurement at both the state and federal levels. It was noted that there is an upcoming event at the White House and NCME isn't invited. It was also noted that NCME's journal *Education Measurement: Issues and Practice* was created to address

policy issues in practice.

Motion: D. Whittington moved to accept the philosophy, process and procedure proposed in the board book for NCME to adopt select positions on education measurement issues. The motion was seconded and approved by a majority vote.

Next, the board discussed the draft position on 'Opt-Out' that was presented. After some discussion about the order of the paragraphs, it was agreed that the original document would be presented to the membership for review for up to 30 days followed by consideration/adoption by the board as an organizational position of the NCME.

Motion: D. Way moved to adopt the ***National Council for Measurement in Education (NCME) Position Statement on Student Participation in State Assessment*** as drafted/presented in the 10/20-21/2016 BOD Book, upon completion of the comment period. If there are changes, NCME's Executive Committee will consider and accept or will revisit with the full board. If no changes are needed, the statement is adopted as presented. The motion was seconded and approved by a unanimous vote.

Action: R. Bennett will prepare materials for placement on the NCME webpage related to the Procedure for Positions and the Opt Out Position

NCME's President will respond to any comments provided during the comment period and upon completion of the Comment Period, if no significant changes are required, the document will be distributed to the organizations cited in the statement and then released as NCME's organizational position on the issues.

Other Organizational Positions

K. Huff and D. Briggs led a discussion examining the pros and cons of education measurement in teacher evaluations. In favor of using test scores, the emphasis for recommending doing so was based on prioritizing the Students rather than the adults. K. Huff argued in favor of using test scores:

- Use test scores as one factor in a multiple measures educator evaluation system
- Perhaps not include as a fixed weight in evaluations - allow for flexibility at some level within the system (like in MA)
- Continue to do research to improve & demystify metrics
- Principals can predict high value-added teachers - measures are not the result of a random process

Arguing against using test scores in teacher evaluations, D. Briggs noted in the tails of the distribution (i.e., at the extremes), there is a correlation between testing and teacher performance, but there isn't enough evidence to support using test scores for the majority of teachers. This makes him agnostic on the matter, and therefore he would be inclined to not recommend that NCME take a position on the issue.

See the Power Point Presentations for full details.

NCME Program Chairs Report

L. Liu and W. Skorupski reported that 461 individual papers and 63 coordinated sessions were received, reviewed, categorized for content keywords, and tentatively assigned to review panels. Additional lessons learned regarding the Abstracts process will be shared with future co-chairs.

In consultation with M. Wilson and the Training and GSIC Chairs, the co-chairs decided to have a joint award session to include 2017 award winners and winners from 2016 who didn't get to present. The plan is to provide a

'poster-like' session with a light reception afterwards to attract attendees. The co-chairs would like to see the session recorded and posted on the NCME website.

Efforts are under way to increase the use of the Electronic Board sessions so that more good proposals can be accepted for the 2017 Annual Meeting sessions. They will be looking into the papers in rejected Co-ordinated sessions to see if there are interesting papers that could be invited to participate as individual presentations.

Invited sessions being considered include

- (a) A session on international student learning outcomes assessment in higher education.
- (b) The National Association of Assessment Directors has been approached about a session on both classroom and large-scale assessment issues.
- (c) K. Huff is also helping plan a session on the impact of educational technology on classroom and large scale assessment.
- (d) A session honoring Ben Wright.
- (e) A session sponsored by the Diversity Issues in Testing Committee.

And, there are considerations for increasing participation of junior faculty/researchers and graduate students if they can be easily identified from their proposals.

Both Co-Chairs believe that the quality of the sessions, and increased promotion, will be the keys to attracting higher attendance for the 2017 Annual Meeting.

NCME Membership Chair Report

S. Powers reported that the success of the NCMEtor program introduced at the 2016 Annual Meeting added a lot of value and provided a needed networking opportunity. Lessons learned in 2016 will be used to 'tweak' the program in 2017 (e.g. there's no need to distribute the \$25 gift cards).

The Committee executed an incentivized Membership Drive to attract non-NCME Member conference attendees and those who neglected to renew in 2016. To date, (through 10/20/2016) the effort attracted approximately 37 joins/rejoins.

Among efforts/ideas to grow membership the Committee is currently addressing:

- Data Hygiene: Ensuring the reliability of contact information and deletion of duplicate records so that efforts can be targeted for specific messages;
- Focusing on member value and adding educational/professional development opportunities outside of the Annual Conference (e.g. webinars and recorded sessions posted online);
- A member-get-a-member campaign that incentivizes current members to ask friends/colleagues to join; and
- "Casting a wider net" to attract non-traditional professions (e.g. not psychometricians) by providing education content on Data Forensics, Data Mining and Data Visualization, which may appeal to computer science professionals and those in adjacent fields. The Classroom Assessment Initiative is also seen as contributing to this.

The Committee was asked to work with staff to dive deeper into NCME's membership data to generate reports on International Counts, trends for the past three years and a year over year comparison to October 2015.

Action: S. Powers and J. Casey will explore if the data requested can be secured and reports generated for International Counts, trends for the past three years and a year over year comparison to October 2015 in the next Membership Report document.

R. Patz recommended that NCME advertise on Facebook to attract new members. This issue was raised at prior meetings and no ads were placed. This led to a broader discussion about growing membership strategically. The Committee and staff agree that NCME can do a better job using the Social Media platforms to attract members.

Fund Development Committee/Mission Fund

The Committee's interest in securing funding from external philanthropic organizations was addressed. K. Huff noted that such requests must demonstrate both scalability and sustainability. After some discussion about the report, it was suggested that the Committee focus its energy on supporting an activity tied the fall 2017 Conference at KU rather than rush to host an activity in San Antonio.

Standards Management Committee

M. Wilson reported that he attended the meeting of the three sponsoring organizations in September. APA and AERA are represented by staff executives while NCME's structure requires involvement of a member of the Executive Committee.

Handbook Update

Assignments and the process for the review/update of the NCME Handbook were briefly discussed. The assignments were outlined in the document in the board book, and each team will have the autonomy to manage its review, invite subject matter experts and complete its assignment by the winter BOD Meeting.

NCME 2017 Budget

M. Shermis provided the background on the development of NCME's 2017 Budget and the recommendations provided by the Committee to close the projected deficit:

- Reduce the fees for managing NCME's Investment Portfolio;
- Replace one face-to-face BOD meeting (fall meeting) with a virtual meeting to reduce travel costs; and
- Replace electronic poster boards with a traditional poster session at the Annual Meeting.

There was a discussion about these recommendations and whether it would be better to approve a deficit budget to account for investments into activities to grow NCME.

The board supported the BFC recommendation to pursue other options for the management of the portfolio to bring costs down and referred the issue back to the Committee for follow up.

Action: M. Shermis and J. Casey will work with the committee to finalize an action plan for NCME's investment portfolio to reduce expenses.
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It was suggested that increased use of electronic boards at the Annual Meeting could translate to higher acceptance of proposals, which may encourage more attendees to register and would bring the "cost per use" down.

The conversation shifted to the role of membership dues in the projected deficit and the need to invest in activities to grow NCME membership. J. Casey noted that while the Membership Committee has taken steps to reach out to past members and non-member conference attendees, a deeper understanding of NCME's value and how to reach potential members is needed. The board agreed to explore working with a membership consultant to create and execute a plan to better understand membership drivers, improve retention and

reach out to prospective members to join NCME.

Motion: R. Patz moved to authorize the National Council for Measurement in Education (NCME) to operate at a deficit of up to \$40,000 for the fiscal year 2017. In addition, the NCME will spend up to \$10,000 to work with a professional membership consultant to create and execute a membership growth initiative. The motion was seconded and approved by a unanimous vote.

Administrative – President

Training & Development Committee

The request of the Training Chair to record invited Training Sessions initiated a discussion about costs, feedback from prior surveys about recordings and whether a live-stream of sessions via a platform that works well on Facebook would be used. L. Bay offered to look further into the live-stream platform if that option is pursued. Staff will endeavor to locate the past Annual Meeting Survey report that addressed recordings.

Annual Meeting Committee

The board reviewed the list of recommendations made by the Annual Meetings Committee in their July report. There was general agreement with the Committee's recommendation to delineate between Invited Speakers/Keynotes and apply the same distinction for anyone invited to participate in a debate. It was also suggested that a question be added to the 2017 Annual Meeting survey about the visibility of NCME's sponsors.

Action: The Annual Meeting Committee will be asked to update the 2017 Annual Meeting survey to ask attendees about the visibility of NCME's sponsors at the event.

Administrative – President Elect

- Committee Reports
 - Archive
 - The Committee is continuing to work with Fernley & Fernley on creating a more concise and intuitive website archive search function with a goal of having all materials identified and posted by the April 2017 Annual Meeting.

Administrative – Past President

- Committee Reports
 - Nominations & Elections
 - R. Patz reported that the Committee has identified a slate for the election and the staff is currently collecting the bios and photos for the ballot.
 - Sponsorships
 - Soliciting sponsorships for the 2017 Annual Meeting is underway. Additional prospective sponsors are being culled from the membership roster.

Administrative by Liaison

- Committee Reports
 - Publications
 - D. Briggs shared a proposal for ITEMS to have its own identity with a Web interface modeled on the Khan Academy platform. The goal would be to showcase both the classical quality of ITEMS and the newness of delivering modules on a digital platform. This approach would feature invited modules rather than the current submission/review format.
 - There was consideration/discussion as to whether contributors would receive stipends or payments for their contributions. It was agreed that honoraria for editors similar to NCME's other vehicles would be appropriate, but not for all

contributors as they are often compensated/incentivized to publish by the organizations that employ them.

- The concept was described as “this is assessment literacy” and ways to leverage other NCME efforts to educate/inform assessment literacy were invoked.
- Questions about who owns the Intellectual Property were asked. (It depends on the contract with the publisher of each vehicle). The board also discussed what would be the best path to deliver digital content. J. Casey emphasized that given the experience with the searchable library, expectations and specifications need to be very clear.
- The board supported the concept and asked that the ITEMS Editor to create a ‘Proof of Concept’ proposal to further the discussion. The board asked for subjects such as free content and content made available with a CE component for a cost be addressed in the Proof of Concept.

Action: D. Briggs will ask ITEMS Editor A. Rupp to prepare a Proof of Concept proposal to explore NCME’s investment into an online platform for ITEMS Modules.

Professional

1. Committee Reports

- Outreach & Partnerships
 - L. Bay reported that the Outreach & Partnerships Committee initiated a Wikipedia page for NCME and the terms link back to the NCME Website Glossary. The page continues to evolve.
- Diversity Issues and Testing

L. Bay briefly reviewed the proposed session for the 2017 Annual Meeting, which was generally appreciated by the Board.
- Graduate Student Issues

L. Bay reported that the GSIC did a good job in organizing the call for and reviews of the GSIC Electronic Board Session for the 2017 Annual Meeting. The Committee intends to accept 50 presenters for two separate 90 minute sessions for 2017.

The plan to identify discussants for the sessions needs to be better organized. The GSIC intends to use Social Media to recruit discussants.

Follow up on the GSIC’s interest in setting up a Facebook group was a challenge as the Chair isn’t a Facebook user. A page, instead of a group, was originally established, but that has been corrected.

GSIC is again requesting \$1,000 from NCME and AERA Division D. to support a reception event in San Antonio.

Standards

1. Committee Reports

- Standards and Test Use

D. Whittington reported that the work of the Committee has focused on Assessment Literacy efforts as reported earlier in the meeting.

It was noted that the JCSEE needs to update its website to reflect NCME’s current liaison.

Action: Staff will contact JCSEE to request the update to list Catherine Taylor as NCME's current liaison. .

Recognition

1. Committee Reports

- W. Lee reported that there were more nominations for the 2017 Awards than the committees received in 2016. The extended deadline seemed to help, as did additional announcements about the call. Extending the deadline to September going forward is recommended.
- Awards & Recognition received a proposal to provide an online application and review process for the 2018 Awards from OmniPress, the vendor that builds and houses the Abstracts Management system. Cost to develop the forms and conduct reviews via the existing platform were estimated at \$3,945. Staff was asked to research if the \$600 per form would be a one-time charge or annual expense.

Update: Staff confirmed that the cost is an ongoing/annual expense. A meeting with a vendor who may provide an alternative approach has been set for the week of 10/31/16.

- Ideas for promoting nominations for awards were discussed. In addition to the ideas outlined in the document in the Board Book, the Board suggested adding a promotion for nominations to the Conference App; asking each Award's Committee to prepare a bio of each Award's namesake to better showcase the individual's contributions to NCME for younger professionals who may not be aware of them; and pairing award nominators who's proposal was accepted with aspiring nominators to promote mentoring of what a successful nomination includes.

Action: Each Award Committee will prepare a bio (with photo if available) to add to the NCME website description of each award. These bios will also be made available at the Annual Awards Breakfast.

Website/Digital/Social Media

L. Bay presented a proposal to the BoD to establish a Digital Presence Committee as a standing committee of NCME. Under the umbrella of the Digital Presence Committee will be the Website Management Committee and the Social Media Committee.

Please see the proposal for details on the Charge/Make up of the Committee and Subcommittees and potential participants.

Action: Board members were asked to review the list of participants recommended and add additional recommendations (please send names to L Bay) to populate the Digital Presence Committee and sub-committees.

There was additional discussion about the role of the Website Editor in the context of other NCME vehicles (e.g. journals, book series and newsletter) and the potential need for compensation for the amount of work these volunteers are/will be asked to do on behalf of NCME. It was noted that the current Website Editor hasn't requested any funding.

Discussion also addressed the searchable library and the functionality of the NCME website platform. While the platform does provide the capacity to search for posted content, the ability to contribute and document share is not as robust as expected. Examples of other platforms that integrate with NCME's iMIS database were briefly reviewed. Additional specifications about the functionality required will help initiate discussions

about changing platforms/ investing in new functionality if warranted.

Action: A clear scope of work/specifications for functionality will be created to further the dialog about whether additional investment in the existing platform or a move to a new platform is needed. Staff will work with the new DPC leadership to prepare/present something to the NCME BOD at the winter 2017 meeting.

Contracts Update

- J. Casey reported that the replacement contract for publishing NCME's journals with Wiley has been negotiated and is currently being reviewed by NCME's Legal Counsel. It was briefly discussed if an RFP was issued to identify other potential publishing partners. While that was not done, it was generally agreed that Wiley has been a good publishing partner for NCME and exploring a continued partnership was prudent given the resources available.

Update: Staff confirmed that the request to increase the royalties in the new agreement was accepted. In exchange for an additional two-year commitment to partner with Wiley, the 2017 Royalty alone will add nearly \$53,000 (an 83.5% increase in year one) revenue, which will offset the projected deficit for 2017. The contract is currently being reviewed by Legal Council and is expected to be executed before the current agreement expires in January 2017.

- Legal Counsel is also reviewing the efforts to publish ***Education Measurement (4th Edition)*** independent of the American Council on Education. The Demand period has passed per the prior agreement and a new agreement will be created for NCME to be the publisher of the title.

Other Business

New Business

L. Bay reported that colleagues that volunteered to serve on their membership application/renewal are not showing up on the lists of potential volunteers that we distributed.

Action: Staff will research why the individuals L. Bay identified weren't on the distributed lists.

Appointments of new Committee volunteers for 2017-2018 need to be made in January 2017. Liaisons are asked to better coordinate with Committee Chairs to recruit members and populate Committee rosters. It was noted that Committee Chairs are generally asking colleagues and peers they know, rather than using the spreadsheets of willing volunteers to fill committee rosters. It was also suggested that if 'the ask' is made by NCME's Board Members, it would carry more gravitas for the individual and may lead to better engagement.

Action: Liaisons are asked to better coordinate with Committee Chairs to recruit members and populate Committee rosters by January 2017.

There was a brief discussion about NCME's participation in the International Test Commission (ITC). It was noted that NCME's interest is Education Measurement, which is only a component of ITC's work. The merits of NCME's participation in ITC or the International Association for Educational Assessment (IAEA) were briefly discussed and there was some interest in cross-promoting offerings and membership with both groups. A discussion about this will be added to the agenda for the next Board meeting.

Action: Add a discussion about NCME's participation in ITC or the International Association for Educational Assessment (IAEA) to the winter 2017 BOD agenda.

Management Company Evaluation

- R. Patz distributed the report on the survey sent to all NCME volunteers to aid in the formal evaluation of the management company.
- Board members and the Executive Director were invited to provide comments about the report and the survey tool. It was agreed that a separate tool for Board Members and other volunteers should be used in the future as some questions asked of board members weren't relevant to Committee Chairs (e.g. monthly management reports/financial reporting).
- J. Casey was asked to leave while the board further reviewed and discussed the evaluation. A report was prepared and shared with the management company regarding the review.

Please see the evaluation report for details.

M. Wilson called for the adjournment of the meeting at 12:15 p.m. Pacific Time.