



## NCME Board Meeting Minutes

February 3 & 4, 2017

San Antonio, TX

### In attendance:

#### Officers & Board Members

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

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

#### Committee Chairs & Staff Members

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

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

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

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

The following corrections to the October meeting minutes were noted:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**NCME Initiatives – Classroom Assessment**

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

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

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

suggested to pull representatives from committees to see how they align with classroom assessment.

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

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

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

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

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

Issues still to be determined:

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

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

### **Training and Development**

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

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

Suggestions for future:

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

### **NCME Organizational Positions**

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

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

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

NEW TEXT:

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

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

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

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

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

Suggestions for working with AERA

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

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

Other

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

**NCME Governance – Handbook Revisions and Updates**

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

Handbook on Operations and Meetings – M. Shermis

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

Handbook on Administrative – R. Bennett

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

Handbook on Legal and Historical – R. Patz

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

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

**Administrative – President**

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

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

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

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

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

#### **President Elect Report – R. Bennett**

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

#### **Past President Report – R. Patz**

##### **Elections**

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

##### **Sponsorship**

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

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

#### **Friday, February 3, 2017**

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

##### Officers & Board Members

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

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

##### Committee Chairs & Staff Members

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

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

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

#### **Budget and Financial**

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

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

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

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

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

#### **Digital Presence Committee**

Current priorities:

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

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

#### **Publications**

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

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

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

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

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

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

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

The committee should research:

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

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

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

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

#### New Business

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

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

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

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

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



## NCME Board Meeting Minutes

April 27, 2017

San Antonio, TX

### In attendance:

#### Officers & Board Members

Richard Patz, Immediate Past President

Mark Wilson, President

Randy Bennett, Vice President

Rebecca Zwick, incoming 2017-18 Vice 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

Rose McCallin, incoming 2017-18 Board Member

#### Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee

Cathy Wendler, Fund Development Committee

Leslie Keng, Membership Committee

Sonya Powers, Membership Committee

Matthew Gaertner, Website Committee

Emily O'Connor Executive Director - Fernley & Fernley

Alissa Jackson, Administrative Coordinator – Fernley & Fernley

Vicki Scott, Client Services Manager – Fernley & Fernley

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

M. Wilson called the meeting to order at 4:10 p.m. central time. He welcomed the attendees to San Antonio and introduced the new board members in attendance.

The February Board meeting minutes were reviewed.

**MOTION:** A motion to approve the February 3 - 4 minutes with no changes was made, seconded and unanimously approved.

E. O'Connor reviewed the management report. Items of note:

- The initial MOU for the Classroom Assessment Conference with UKansas has been drafted and reviewed by UK's legal counsel.
- The call for newsletter editor closed recently.
- A new email address has been created for the distribution of emails: [president@ncme.org](mailto:president@ncme.org).
- Membership continues to decline.

### NCME Initiatives – Classroom Assessment

K. Huff led the conversation. N. Kingston joined the board meeting for this portion of the agenda.

- Task Force was extended to Jan 2018.
- A 5-year sustainability plan is forthcoming.

- The task force is looking for ways to infuse their mission and ideals into other committees.

N. Kingston and K. Huff discussed the upcoming Classroom Assessment Conference, to be held in September at the University of Kansas.

- Pre-conference sessions are no longer planned.
- There was a discussion about not asking the organizations that are already sponsoring the Annual Conference to also sponsor the special Conference, as this may take funding away from the Annual Conference.
- M. Shermis raised the point of long term planning should NCME plan to repeat this conference in future years. The board would have to set aside funding in the budget for the conference, and would need to invite Fernley to that conversation to discuss their role in the planning.

#### **International Test Commission (ITC)/International Association for Educational Assessment (IAEA)**

R. Bennett spoke about the possibility of and benefits related to joining ITC and/or IAEA.

R. Patz raised the idea of having a tier in the NCME membership for institutions.

Staff will investigate the costs of membership and the member benefits of each organization. Staff will share that research with the Executive Committee, and will sign NCME up for membership, if the Executive Committee confirms that this would be beneficial for NCME.

#### **Membership Committee Report**

Leslie Keng and Sonya Powers joined the board meeting to provide a Membership Committee report.

L. Keng summarized the existing survey and data analysis results, and reviewed the main survey results.

The board suggested that declining membership numbers could be due in part to technical difficulties experienced when joining or renewing online. E. O'Connor asked that any members experiencing difficulties to please notify headquarters so that staff can address and resolve these issues.

S. Powers discussed the engagement of a membership consultant. \$10,000 has been budgeted for this endeavor, and the Membership Committee has reviewed a proposal from TVD Associates. The committee has reservations because the case studies TVD has provided do not show a concrete percentage increase in membership. Fernley will provide suggestions for other membership consultants that the committee can research.

#### **Handbook Revisions and Updates**

M. Wilson asked if any board member had any edits or revisions to the most recent version of the Handbook, with the caveat that the Publications section is not yet complete, and will be discussed further at the Sunday board meeting. No Board members had any edits.

**MOTION:** A motion to accept the Handbook as updated was made, seconded, and unanimously approved.

#### **Mission Fund Committee Report**

C. Wendler described to the Board some of the difficulties that the committee has experienced the last year:

- The Committee wanted to solicit other groups for institutional donations, but was told not to approach any Annual Meeting sponsors.

- The Committee had planned to use funds to organize an offsite training session at the annual meeting, but was told by the BOD that there was not enough time to plan logistics.

C. Wendler reported that the committee would like more autonomy and the flexibility to determine how to apply the funds that they raise. However, the NCME Board believes that they should maintain oversight of the Committee activities.

There was discussion about what types of initiatives the committee should support – should their efforts be unique to the committee, or in line with the mission and goals of NCME?

The committee will develop a new strategic plan to guide their initiatives and actions.

#### **Digital Presence Committee Report**

L. Bay described the new committee composition: the Digital Presence Committee is the oversight committee, with Website and Social Media Committees becoming sub-committees under the Digital Presence. The committees are currently almost entirely staffed. In order to ensure continuity and momentum for the mission, the chairs will serve three year terms.

The Social Media Committee plans to focus on Facebook, LinkedIn, and Twitter for their social media outputs. The Board was encouraged to use these social media channels during the annual meeting.

L. Bay introduced M. Gaertner to discuss plans for a website redesign. Committee members will research different vendors to pursue for a new layout. M. Gaertner showcased a new design to the board, and they were very receptive.

The meeting was concluded for the day and will resume Sunday, April 30.

**Sunday, April 30, 2017**

President R. Bennett called the Board meeting to order at 4:05 pm with the following members in attendance:

**Officers & Board Members**

Mark Wilson, Immediate Past President  
Randy Bennett, President  
Rebecca Zwick, Vice President  
Luz Bay, Board Member  
Ye Tong, Board Member

Derek Briggs, Board Member  
Dale Whittington, Board Member  
Rose McCallin, Board Member  
Walter (Denny) Way, Board Member

**Committee Chairs & Staff Members**

Mark Shermis, Budget & Finance Committee Chair  
Charles DePascale, Planning Committee Chair  
April Zenisky, Planning Committee Chair  
Emily O'Connor, Executive Director - Fernley & Fernley

Alissa Jackson, Administrative Coordinator – Fernley & Fernley  
Vicki Scott, Client Services Manager – Fernley & Fernley

**2017-18 Priorities**

R. Bennett reviewed his 2017-18 priorities with the board.

- Holding one of the board meetings in Washington, DC, in order to get the policy community involved in matters important to NCME.
- Hosting NCME-branded seminars around timely and important topics, either alone or in collaboration with other organizations, such as NRC. D. Whittington mentioned that NAAD has reached out to her to discuss this type of collaboration in the past.
- Encouraging research and development around assessment for a positive impact on teaching and learning.
- Internationalizing NCME, including publishing an international journal, to be translated into one language to start. R. Bennett proposed launching this initiative with a Chinese journal, which would be a natural fit, considering the fact that NCME has a number of Chinese members to tap into.

**Publication Committee Report**

R. McCallin discussed the Publications portion of the Handbook. The existing section is a good start, but incomplete. She noted that due to the extensive information and guidelines publishing may need its own handbook.

R. McCallin noted that the committee will work on a version for board review.

M. Wilson suggested adding some more desk rejection rules to the publications section.

R. Bennett referred back to the Chinese journal and how the publication committee should contribute to these efforts.

### **Awards Committee Report**

W. Way reported for the Awards Committees:

- All of the awards committees have members for the 2017-18 committee year.
- There is a question about why the Communicating Education Award is no longer given.
- There was a suggestion for presenting a Media award, similar to AERA, in order to raise NCME's profile in the media.

### **Diversity Committee Report**

The group is drafting a Wikipage. The committee is also considering awarding scholarships for travel, in order to encourage a diverse audience to attend the NCME Annual Conference.

### **Graduate Student Issues Committee Report**

L. Bay reported from the committee:

- They were pleased with the electronic poster board session at the Annual Conference.
- They will request additional funding from the Board for the social that they host at the Annual Conference. With the meeting in New York City next year, they anticipate needing more funds to cover the higher cost.
- They would like to award the best poster, and then invite the winner to present at the following year's Annual Meeting

### **Standards and Test Use Committee Report**

D. Whittington reported:

- The video is complete, and was broadcast in the registration area at the Annual Conference. Closed captioning still needs to be added, and they have a vendor in mind to accomplish this.
- They have been discussing their rubric, reviewing resources that already exist, and will work with the Digital Presence Committee to promote it when complete.
- They are considering working on a Test Security position statement.
- The last year has gone really well and the conference theme was a success
- Mission fund and CATF had a meeting to ask for support for teachers' to attend conferences.
- They plan to gather in-person before the next board meeting, Fernley may have to help with planning, and they will need board approval, budget and proposal to come. Dale will send budget and proposal to Mark for discussion and possible approval.

## **Finance Report**

M. Shermis reported:

- 2018 budget construction will start late May.
- They will create an unbalanced budget and propose it to the board
- Stock market would/could affect NCME's Finances
- NCME will update the Handbook so that the financial policy will allow for flexibility to sustain a structural deficit.

## **2017 Annual Meeting Debrief**

The following observations were shared:

- The “call for help” for reviewers website capabilities for specifics on reviewers
- Rooms were filled, broad distribution of content. There was question about their paper formats and what they do and don’t want. There were no discussions for paper sessions
- Reduce complexities
- Add more time for more paper sessions
- Acceptance percentage higher than years before, by design
- The importance of the discussants and how they should be added
- The webinar was great; 15 attendees

## **2018 Meeting Planning**

- Better Push app use – accessibility
- Reach out for more diversity
- Jointly sponsored sessions
- Have an “other” category for sessions

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

AREA	ACTION FROM APRIL 2018 BOARD MEETINGS	RESPONSIBLE	BY
Special Conference on Classroom Assessment	Consider the potential impact to budget and staff resources should NCME continue this event in future years	Board	Ongoing
Membership in ITC and IAEA	Research membership costs and options, report back to Executive Committee, and proceed with officers' direction on NCME joining ITC and IAEA	NCME Staff	Done. Membership year starts October, so join process will start then.
Membership	Advise NCME HQ of any technical problems with online join or renew functions	Board	Ongoing
Membership	Provide Membership Committee of suggestions for membership growth consultant	NCME Staff	Done
Handbook	Proceed with updated version of NCME Handbook (with the exception of Publications section)	NCME Staff to post	Done
Board Meetings	Plan on Winter 2018 meeting to be held in Washington, DC	NCME Staff to research locations	September 2017
Seminars	Plan on NCME branded seminars in Washington, DC.	R. Bennett and Board	TBD
Journal	Launch initiative for international journal, starting with Chinese version	R. Bennett	Initial outreach started; discussion ongoing
Research	Encourage research and development around assessment	R. Bennett and Board	Ongoing
Publications	Work on updated text for Publications Section of Handbook for Board review	Publications Committee	September
Publications	Consider adding more desk rejection rules information for the Publication section of the Handbook	Publications Committee	September
Awards	Research options for Media Award	Awards Committee	2018
Graduate Student Issues	Consider increased funding for Annual Conference reception due to higher costs in NYC	Board	July (Budget development)
Annual Conference	Consider suggestions: <ul style="list-style-type: none"> <li>• Role of Discussants</li> <li>• Add more time for paper sessions</li> <li>• Reduce complexities of paper sessions</li> <li>• Improve App notifications and accessibility</li> <li>• Increase diversity</li> <li>• Consider jointly sponsored sessions</li> <li>• Add an "Other" category for sessions</li> </ul>	Board and Program Committee	2018



## NCME Board Meeting Minutes

July 27, 2017

Philadelphia, PA

### In attendance:

#### Officers & Board Members

Mark Wilson, Immediate Past President  
Randy Bennett, President  
Rebecca Zwick, Vice President  
Luz Bay, Board Member

Ye Tong, Board Member  
Dale Whittington, Board Member  
Walter (Denny) Way, Board Member  
Rose McCallin, Board Member

#### Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee  
Elizabeth Franks, Executive Director

Alissa Jackson, Administrative Coordinator

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

R. Bennett called the meeting to order. He welcomed the attendees to Philadelphia. All attendees introduced themselves and announced their role within NCME.

The April Board meeting minutes were reviewed. The Board had corrections:

- Page 2 – Under Membership Committee Report – **correct** the name to “Leslie Keng.”
- Page 5 - Under Awards Committee Report – second bullet, **correct** the spelling to “Education” Award.
- Page 5 - Standards and Test Use Committee Report – **remove** the fifth bullet: “Five Year plan: is NCME gathering representation from all aspects.”
- Page 6 – Finance Report – **correct/clarify** the 4<sup>th</sup> bullet to read: “NCME will update the Handbook so that the financial policy will allow for flexibility to sustain a structural deficit.”
- Page 6 - 2017 Annual Meeting Debrief. **Correct** the layout of the bullets so that the following are not indented:
  - reduce complexities
  - add more time for more paper sessions
- Page 7 – on the Action Items, **correct** “Plan on NCME branded seminars around the country” to “Plan on NCME branded seminars in Washington, DC.”

**MOTION:** A motion to approve the April 27 and 30 minutes with the changes noted was made, seconded and unanimously approved.

## **Executive Session**

At this time NCME staff was excused from the meeting, and the Board held Executive Session with Fernley & Fernley President/COO Trudie Bruner.

## **2018 Budget Development and Approval Process**

The meeting reconvened from Executive Session. Treasurer M. Shermis reviewed the budget development/proposal/approval process:

- The members of the Budget and Finance Committee have been assigned sections of the budget to estimate income and expense for 2018.
- Board members, Committee Liaisons, and Committee Chairs will submit budget requests.
- The Committee will continue to refine numbers and develop a full budget proposal for the Board for review at their September meeting.

The financial report, with 2018 preliminary budget proposal numbers and 2017 YTD numbers, had been distributed to the Board.

Some issues that have impacted income and expense in 2017 and could impact 2018:

- Membership numbers are declining – options to offset the decline: raise dues, or grow membership and increase retention rates. The Membership Committee is exploring options for a membership recruitment campaign (included in 2017 budget).
- The electronic poster boards were a successful innovation for the Annual Conference, but come at a higher cost.
- The abstract submission process is a high budget item; may have to research other options for 2019. Since the website committee is researching other website provider options, they can consider options for single sign in, and possibly a custom abstract submission portal. NCME can also research who does the abstract submission for AERA.
- Investment portfolio doing well and provides a cushion to sustain future (short term) losses
- For the 2018 Annual Conference, New York City location is a draw for attendees, but hotel and location costs could be cost prohibitive and impact attendance.
- It was agreed to discontinue the printed program book for the 2018 meeting, to reduce costs and waste. This change will be communicated clearly and frequently when marketing the conference, and attendees will be directed to utilize the mobile app, or print a PDF from the website. Printed and laminated versions will also be available at the registration desk, and informational signage will be visible throughout the meeting.
- It was suggested to open up the optional activities at the Conference – Fun Run and Yoga – to non members, as a way to promote the NCME and grow membership.

## **Membership**

- An issue was raised about NCME liability when connecting individuals via the Membership Committee mentoring program at the Annual Conference. A Legal Counsel memo outlining options for proceeding with this process was included in the packets. The Board discussed doing the networking online or via one large public forum as suggested by Legal.

- It was agreed to set up an NCME membership information desk at the September Special Conference on Classroom Assessment, offering non members the opportunity to join in October and get membership for 15 months (October 2017 – December 31, 2018).
- L. Bay will review the membership application to update the categories for type of employer. Suggestions from the Board:
  - Remove “industry”
  - Add “other”
  - Break out “college or university”
- When the list is finalized, the database will also be updated and the membership renewal will ask members to update all of their data, in order to build a more complete database.
- All of the committees will be added to the membership application and the website.

**Nominations and Elections** - Chair M. Wilson reported that the nominations been received and the process is on schedule.

### Sponsorship

M. Wilson reported that he had researched other sponsorship packages and included a sample brochure from the APA. The Board agreed to maintain the sponsorship level of \$4000 and offer a higher level of \$8000. The higher level sponsorship could include funding for diversity scholarships.

**MOTION:** A motion was made, seconded and unanimously approved to expand sponsorship to include an \$8000 category, and to allocate \$6000 in the budget for a diversity scholarship initiative.

M. Wilson plans to reach out to potential sponsors prior to the September Board meeting. He will advise them of the \$8,000 sponsorship option.

### Digital Presence - Website

- L. Bay reported that the committee is researching website providers, with a goal of restructuring the site with single sign in and all activities online – donations, nominations, elections, committees, board only communication, etc.
- NCME staff - will ensure that basic website updates are made, such as meeting dates and deadlines, newsletter posting, committee lists, etc.
- The website committee - will work with other committee chairs to continue to develop meaningful content for all of the sections.
- The following board members will review the content under the current website tabs, and send their recommended updates to L. Bay. She will pass the suggestions onto staff (for immediate updating), or the committee (for development or future planning):
 

<ul style="list-style-type: none"> <li>○ Publications – R. McCallin</li> <li>○ Annual Meeting – M. Wilson</li> <li>○ Students – Y. Tong</li> <li>○ Awards (under “About” tab) – D. Way</li> </ul>	<ul style="list-style-type: none"> <li>○ About Us – D. Whittington</li> <li>○ News – R. Bennett</li> <li>○ Resource Center – R. Bennett</li> <li>○ Board Only – L. Bay</li> <li>○ Members Only – D. Briggs</li> </ul>
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- The links on the archives page should all be digital.

#### **Digital Presence - Social Media**

- The committee would like to set up a YouTube or Vimeo channel for NCME, and a PayPal account for FB and Twitter “boosts” and advertising.
- NCME will reimburse Chair J. Lakin for her expenses incurred purchasing ads and boosts.

#### **Graduate student Issues**

- L. Bay will remind the committee that they are required to help find the Graduate students for other committees.

#### **Publications**

R. McCallin reported:

- There is a Wikipedia listing, but it should be expanded. Steve Benton is working on this.
- Edits to the Publications section of the Handbook were included in the Board books.
- There is a question about royalties on the work published in ITEMS on the website. R. Bennett will review the contract with publisher Wiley.
- The Board will propose to the Newsletter Chair that the newsletter be produced in a digital format, which will make it easier to follow links and click on headlines of interest. Current PDF format is a large document and not conducive to someone reading in entirety.
- Excerpts from the newsletter (President’s address) could be posted via social media.

#### **Awards**

D. Way reported:

- Deadline for award nominations is September 1 but it will be extended since so many professors are hard to reach before September (the school year).
- The committee will develop a proposal for a “Media Award,” recognizing someone in the media who has helped communicate the value of testing and reporting it effectively. A proposal, to include the value of the award (conference reg, monetary prize, travel costs, etc), will be presented to the Board at the September meeting.
- Headquarters will confirm that award payments are paid from the proper established funds.

#### **Annual Conference – Program Committee**

Chairs April Zenisky and Charles DePascale joined via teleconference and reported:

- Submission System is working well. Some people have noted they do not receive an email confirmation after they submit, but the system does automatically send one. The problem is that the confirmations may go to SPAM. This has to be a frequent reminder to submitters; to whitelist the email and also check SPAM.
- They are documenting information to share with the 2019 Chairs
- The Board offered the following suggestions for speakers and sessions at the Conference, which R. Bennett passed onto the program chairs.

- Salman Khan: D. Way will explore the possibility with his College Board colleagues who work with Mr. Khan.
- A debate on “Is it a two-way street; can summative assessment generate formatively useful information and can formative assessment generate information for consequential decision making?”  
This idea, suggested by Y. Tong, could be a tag-team debate, with two speakers on each team. Names mentioned by L. Bay and others included Lorrie Shepard, Stuart Kahl, Jim Popham, and Greg Cizek.
- A session on the use of tools that attempt to direct students to particular instructional content based on their summative test results. D. Whittington suggested EdCite and ILearn as examples of such tools. The session might include an overview of one or more tools and then a pluses/minuses critique by two discussants.

- Other suggestions for the program planning:
  - Continue to have discussants for paper sessions
  - Change the cycle for the Career Achievement Award – the winner should present the year following their award. This allows them more time to prepare their presentation, which is valuable since it covers “career achievement.”

### **Annual Conference - Training and Development Committee**

Chair Amanda Wolkowitz joined by telephone and reported:

- Submissions are on target
- Planning eight live webinars; three grad students will manage the process for recording
- Recorded webinars should be posted on the website, possibly in conjunction with ITEMS. Research options for offering continuing education credits for watching the complete webinar.
- To improve the onsite management process for the Training Sessions – ensure that instructors use the lists provided to them to track attendance at their sessions.

### **Fund Development Committee**

- R. Bennett reviewed the report included in the packets. The committee is developing a strategic plan; the Board noted that there is a plan laid out in the 2015 Handbook. R. Bennett will confirm if the committee is following this plan.
- It was noted that retaining a part time professional fundraiser could be worthwhile, but is not currently in the budget.

### **Standards and Test Use Committee (STUC)**

D. Whittington reported:

- They have developed a rubric to evaluate nominated educational items. If approved, the links to the information will be posted on the NCME website. The posting on the website will express NCME’s validation, not necessarily endorsement, of the information.

**MOTION:** A motion to approve the Standards and Test Use Committee (STUC) plan to identify, rate, and post educational links on the NCME website was

- On behalf of STUC, NCME Member Steve Ferrara is preparing a paper on Test Security Guidelines. The Committee will direct him to refer to the paper on this topic that was published in October 2012 and accessible via the NCME website.
- Liaisons D. Whittington, and R. Zwick will direct the STUC and the Committee on Informing Assessment Policy and Practice to work together on a plan to address Test Security Guidelines. They will form a task force consisting of a representative from STUC, a representative from the Committee on Informing Assessment Policy and Practice, and one to two Board members. They will be asked to develop a report in time for the September Board meeting.

### **Classroom Assessment Task Force**

Chair D. Whittington reported from the meeting held the previous day:

- The preliminary schedule for the September Special Conference on Classroom Assessment was included in the packets. Registration is open and linked from the NCME website. Response to call for presentations and registration has been positive.
- They will develop plans to showcase the Classroom Assessment video more prominently on the website.
- They want to send out and highlight President Messages over the past year which discussed classroom assessment.
- Strategic Initiatives were agreed upon by the Task Force. Each of the members has been assigned an initiative to prepare an action plan. These will be distributed at the next Board meeting.
- JEM Editors are working on a special issue focused on classroom assessment.

**MOTION:** A motion that the Task Force be extended for two years, until 2020, was made, seconded, and unanimously approved

The Task Force requested \$10,000 in the 2018 budget. The funds will cover costs of a face to face meeting to be held in summer 2018, and a program during the Annual Conference for New York City area educators to come to the Conference for the day, attend some NCME sessions, and participate in a luncheon program designed for them. Financial aid could also be available. D. Whittington will provide a more detailed proposal for the program at the Annual Conference for the Board at the September meeting.

It was noted that all plans for new or added sessions at the Conference will be subject to availability at the NCME headquarters hotel, which is still to be assigned by AERA. NCME staff will incorporate the requests for new events into the hotel requests.

The meeting adjourned for the day.

## **NCME Board Meeting Minutes**

**July 28, 2017**

**Philadelphia, PA**

President R. Bennett called the meeting to order at 8:45 AM. **In attendance:**

### Officers & Board Members

Mark Wilson, Immediate Past President

Ye Tong, Board Member

Randy Bennett, President

Dale Whittington, Board Member

Rebecca Zwick, Vice President

Walter (Denny) Way, Board Member

Luz Bay, Board Member

Rose McCallin, Board Member

### Committee Chairs & Staff Members

Mark Shermis, Budget & Finance Committee

Elizabeth Franks, Executive Director - Fernley & Fernley

Alissa Jackson, Administrative Coordinator – Fernley & Fernley

## **Take Greater Advantage of NCME's International Character - New Journal Proposal**

- R. Bennett reviewed the proposal for NCME to develop a series of foreign-language journals, which was included in the packets. The first version would be a Chinese version.
- One of the issues to be determined is the financial arrangements, including international payments, cost (if any) to members, subscription policy,
- The first step will be to negotiate a draft agreement with the Chinese co-sponsoring institution, Beijing Normal University. Simultaneously with that, a survey for NCME members will be done to determine their interest in an international journal series. D. Way agreed to draft a survey for staff to send.

**MOTION:** A motion was made, seconded, and unanimously approved to allocate \$16,000 in the 2018 budget and for Li Cai and Randy Bennett to negotiate a draft agreement for Board review for a Chinese language journal.

**Committee on Informing Assessment Policy and Practice** - R. Zwick reviewed the report included in the packets.

## **Influence the National Discourse on Testing and Measurement - Seminars in DC**

The Board will plan a seminar in DC, to be held on Wednesday, February 7, prior to the NCME winter Board meeting.

- To be held in the afternoon prior to the Board meeting, or over lunch – tentative 11:00 AM presentation, 12:00 Noon lunch, 12:30 PM Q & A
- Location TBD, suggestions:
  - DC Public Library (a DC library card holder can reserve a room)
  - George Washington University
- R. Bennett to reach out to potential speakers. Suggestions include:

- John Twing, Policymakers
- Michael Feuer, George Washington University
- Lynn Gangone, President/CEO of American Association of Colleges for Teacher Education (AACTE), Undersecretary of Education under President Obama
- Rick Hess, American Enterprise Institute
- Ask Judith Koenig for suggestions.
- Determine a topic which should appeal to the “policy” community Suggestions:
  - Teacher evaluation
  - ESA Impacting States
  - Misuses of test scores as part of poor policy decisions
  - Ask speaker for suggestions
- Determine costs and possible sponsorship, depending on speaker and location.
- Determine Invitees. NCME will develop a invite list of policy makers, including y staff from:
  - Department of Education
  - American Enterprise Institute
  - The Council of Chief State School Officers (CCSSO)
  - National School Boards Association (NSBA)
  - American Association of Colleges for Teacher Education (AACTE)

#### **Influence the National Discourse on Testing and Measurement - Communications Firm RFP**

- Staff had sent an RFP to four communications firms, seeking a vendor to prepare targeted versions of NCME policy statements.
- Only one proposal was submitted. Two firms declined, and Hager James suggested that NCME consider freelancers. R. Bennett had reached out to some of the suggested freelancers to determine interest.
- E. Franks shared the RFP, the one proposal received, and the list of firms with the board.

#### **Planning for 2018 Conference**

NCME meeting manager Nicolette Pelbano will visit the NCME headquarters hotel in New York, once the hotel is finalized with AERA. Nicolette will ask Program Chairs C. DePascale and A. Zenisky if they want to join her. If so, NCME will pay their travel costs.

- **MOTION:** There being no further business to come before the Board, a motion to adjourn the meeting was made, seconded, and unanimously approved.

Respectfully submitted,

Elizabeth B. Franks, Executive Director



**NCME Board Meeting Minutes**  
**September 14, 2017**  
**University of Kansas, Lawrence, KS**

**In attendance:**

**Officers & Board Members**

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

**Committee Chairs & Staff Members**

Mark Shermis, Budget & Finance Committee	
Rosemary Reshetar, Budget & Finance Committee	
Elizabeth Franks, Executive Director	
Sonya Powers (via phone, for Membership Committee report)	
April Zenisky (via phone, for Program Committee report)	
Nicolette Pelbano (via phone, for Program Committee report)	
Matt Gaertner (via phone, for Digital Presence Committee report)	
Andre Rupp, NCME ITEMS Editor (via phone, for Digital Presence Committee report)	
Brent McConnell, Higher Logic (via phone, for Digital Presence Committee report)	

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

R. Bennett called the meeting to order. He welcomed the attendees to the University of Kansas.

The Board had corrections to the July Board meeting minutes:

- *Page 2 – Under the “Membership” section, first bullet, last line, the reference to “networking” should be to “mentoring”*
- *Page 3 - Zwick, not Bennett, reviewed the “news” section on the Website (also see Action list)*
- *Page 3 – Add that D. Whittington will review the “About Us” page of the website*
- *Page 4 and throughout – Correct spelling: DePasquale should be De Pascale*
- *Page 4 – First bullet under “Annual Conference: Change “admission” to “submission”*
- *Page 6 – Under “Classroom Assessment Task Force” – correct the last bullet to refer to*

*singular "a special issue" (not plural issues)*

**MOTION: A motion to approve the July 24 and 25 minutes with the changes noted was made, seconded, and unanimously approved.**

**Review of July 2017 Action Items**

The following action item was corrected:

The action: *"Advise STUC Member Steve Ferrara to incorporate the paper on Test Security Guidelines that was published in October 2012 and is posted the NCME website"* was corrected to: *"Steve Ferrara is working with the Committee on Informing Assessment Policy and Practice (Judith Koenig, Chair) to finalize the test security guidelines."*

**ACTION: Make correction to July 2017 Action Item as noted.**

**Review Results of Partnership Development Survey**

Fernley & Fernley had sent an evaluation to 2016-2017 Board members and Committee Chairs. The results identified several areas for improvement, particularly in the areas of communication, timeliness, and responsiveness from the headquarters team.

E. Franks shared Fernley's commitment to improve in these and every area. She will serve as Executive Director for NCME.

**ACTION: The Directors asked that the survey questionnaire also be sent to the current Board, even those who were not on the Board last year.**

**Nominations and Elections**

M. Wilson reported on the slate of candidates to be presented for member vote:

- Vice President: Kristen Huff, Steve Sireci
- Representing Local Education Agency: Debbie Durrence, Joe O'Reilly
- At Large: Andrew Ho, Dan Lewis

The timeline/process will be similar to 2016/2017, with exact dates to be finalized:

- Early December – issue ballot and open voting
- Mid-December – 1st reminder to those that have not voted
- Early January – 2nd reminder to those that have not voted
- Mid January – 3rd reminder to those that have not voted
- Mid-late January – close elections

**Sponsorship**

M. Wilson reported that he will work with headquarters staff to reach out prospects for sponsorship in

the \$4000 category, and new \$8000 category. He had prepared information on the new category to share with potential sponsors.

### **Mission Fund**

The committee plans to have a more detailed Strategic Plan for review later this calendar year. It will be voted on at the Board's February 2018 meeting.

### **Membership**

Membership Chair Sonya Powers joined via conference call. She reported:

- The committee is pursuing their plan to secure a consultant to assist with a membership growth plan for NCME.
- They had developed an RFI and identified companies/consultants so they could see if they are interested in submitting proposals.
- During this process, S.Powers and E. Franks took advantage of an opportunity to hold a complimentary 15 minute consultation call with one of the potential firms – the Moery Company. The call did provide a good perspective on the membership outreach process and how a firm could assist NCME.
- From the call with The Moery Company:
  - They do not traditionally respond to RFP's, but they would be willing to discuss options with NCME based on this introductory phone call.
  - They would implement their process for \$12,500 , but they would consider customizing their proposal to NCME to meet the NCME budget (\$10,000).
  - Moery Company steps would include:
    1. Additional call to carefully design scope
    2. Proposal within one business day, with accompanying agreement
    3. Make contract adjustments and sign
    4. Launch project

The goal (with any vendor) is to have the membership project/campaign complete by the Annual Meeting (April 2018).

It was suggested that Membership Chairs reach out to all of the potential consulting companies for a similar discussion, to see if they are interested in partnering with NCME.

In order to determine the success of any membership retention/recruitment campaign, the committee should use the NCME financials to determine the cost for NCME to have a member (cost of benefits, administration, etc).

S. Powers reported that the committee will proceed with the new member mentor program at the Annual Meeting. It will be held with everyone meeting in the same public space.

### **Program Planning**

Program Chair April Zenisky and Meeting Manager Nicolette Pelbano joined the meeting via

telephone.

- Excellent response to the abstract submission process with number of submissions up over the previous year.
- It was suggested that the program include presentations on policy issues.
- The Program Committee requested \$2500 budget for a stipend to fund a doctoral student to assist with program development and communication with reviewers, prospective discussants, and submitting authors.
- Reviews are coming in with a deadline before the end of the month.

Regarding online submission process (Omnipress)

- There had been some reports of reviews being “lost” after submission. N. Pelbano from headquarters is working closely with Omnipress to determine what happened, correct the situation, identify any other lost reviews, and input the review text if lost.
- A. Zenisky confirmed that the staff support from N. Pelbano has been timely and responsive, but that going forward, it would be helpful for the Program Chairs to have more direct access to the online abstract submission program. A submission system that gives more access to Program Chairs is being considered as part of the website redevelopment process.

### **Training and Development**

The report was included in the packets. It was noted:

- Reviews are in process.
- Final selections will depend in part on the space available from the hotel during the workshop days (Thursday and Friday). This is still to be determined by AERA.
- The Training Sessions will include three live webinars; the Chairs are working with staff to determine the best options/vendors for this.

### **Annual Meeting**

There had been a suggestion to open up the yoga to non members, to facilitate networking and engage more non members with NCME activities. This may not be feasible due to space constrictions at the hotel (limited number of attendees) and yoga organizers see value in the intimate atmosphere of the smaller group.

There was also a suggestion to open up the Fun Run to non members. Staff will talk to organizer Brian French. It was suggested to pursue interesting and artistic t shirts for the run.

### **Recognition**

W. Way reported that the call for nominations has been extended until September 15. He noted that the following issues have been raised about the awards nomination process:

- For 2019, committee should brainstorm in advance for how to generate more participation in the nominations process.
- The Loyd Award Committee – The committee proposed to get back to the policy of two new members recruited every year, so for 2019 – two members of three year term.

W. Way reviewed the proposal for new Award: Excellence in Educational Measurement Journalism Award, which was included in the Board packets. After discussion, the Board agreed:

- Winner will be invited to give an address at the annual conference.
- If the winner is an NCME member, travel will not be covered. If the winner is not a member, NCME will cover travel.
- First award will be at the 2019 Annual Meeting.
- Process for promoting the award and securing nominations will commence after the 2018 Annual Meeting.
- A new committee will be formed, comprised of members who have interest in educational measurement journalism.
- Before the next Board meeting, W. Way will work with the Awards committee to tweak the description and details.

### **Publications Committee**

D. Briggs reported:

- The “Grievance Procedure” in the handbook needs greater clarity. The Publications Committee sent recommendations and they are seeking input from the editors.
- Call was issued for EMIP Editor nominations, but this method is not highly effective in generating response. Board members were asked to submit their suggestions for nominees, including people from the industry.
- There was good response to the survey on member interest in international journal. E. Franks will send the results to the Publications Committee.
- The Board wants the quarterly newsletter to transition to HTML format (currently PDF). One option is Constant Contact, which can be used for all NCME emails. Staff will research this and ensure ease of input, editing and customization.

### **Digital Presence Committee**

The following joined the meeting via teleconference:

Matt Gaertner, NCME Website Chair  
Andre Rupp, NCME ITEMS Editor  
Brent McConnell, Higher Logic

They reviewed a proposal, and included online demonstration, for a new website model for NCME. Total cost proposal is \$32,500 and would include:

- Improved graphics and flow
- Abstract submission process
- Members only section
- Integration with database
- LMS (Learning Management System) platform, to include ITEMS.

After the review, the Board noted that the abstract submission system may not be sufficient for NCME needs. The current process is turnkey and provides process for submission, confirmation, and reviews. Any new system has to operate as efficiently as the current system.

Higher Logic will submit a revised proposal to NCME.

#### **ITEMS Proof of Concept Proposal**

A. Rupp reviewed his proposal (included in the packets) for \$6500 to develop a concept on proof of concept module on scale reliability (to include video production and post production and integration, and \$800 for additional consulting calls with Commpartners.

D. Briggs shared a sample instructional video that is similar to a resource that A. Rupp is proposing. A. Rupp was asked to produce a plan for scaling up the development of the modules with fine tuned cost estimates. Plan to be final by the end of the year.

#### **NCME Board Meeting Minutes September 15, 2017 University of Kansas, Lawrence, KS**

##### **In attendance:**

###### **Officers & Board Members**

Mark Wilson, Immediate Past President  
Randy Bennett, President  
Rebecca Zwick, Vice President  
Luz Bay, Board Member  
Ye Tong, Board Member

Dale Whittington, Board Member  
Walter (Denny) Way, Board Member  
Derek Briggs, Board Member  
Rose McCallin, Board Member (via phone)

###### **Committee Chairs & Staff Members**

Mark Shermis, Budget & Finance Committee  
Rosemary Reshetar, Budget & Finance Committee  
Elizabeth Franks, Executive Director

President R. Bennett called the meeting to order at 8:30 AM.

#### **Educational Measurement 5/E**

There were two proposals included for Board review: one from Linda Cook and Mary Pitoniak and one from Wim Van der Linden.

Both proposals were well received by the Board. They agreed that it is important that NCME maintain editorial power and designate so in the final agreement.

The Board agreed they would like to teleconference with the editors to review their proposals and have the opportunity to ask questions and gain more insights. R. Bennett will contact them to set up teleconference meetings for each to present their proposals to the Board, after which the Board will discuss the proposals.

Issues the Board wants to address:

- Possibility of making it an e-book.
- Any vision that NCME has for the edition.

- Target audience.
- Option for standalone chapters

#### **Standards and Test Use Committee**

D. Whittington reported that the committee will meet on September 27. They are waiting for a graduate student to be added to the committee.

#### **Diversity Committee**

The Board reviewed the proposal distributed before the meeting, which outlined **The NCME Pipeline Initiative**, a plan to increase representation from underrepresented minorities in NCME and the field of educational measurement. The proposal includes travel grants of up to \$2000 to each of 3-5 African American, Latino, or Native American Ph.D. students, to defray the costs of travel, registration, and accommodations at the 2018 NCME annual meeting in New York City.

#### **2018 Budget Development and Approval Process**

The newest committee requests were incorporated into the budget proposal.

A motion to approve the budget with \$60,000 structural deficit was made, seconded, and unanimously approved.

**MOTION:** There being no further business to come before the Board, a motion to adjourn the meeting was made, seconded, and unanimously approved

Respectfully submitted,

Elizabeth B. Franks, Executive Director