

NCME STRATEGIC PLAN

January 2027– December 2029

OUR MISSION

Advancing Measurement to Benefit Society

The National Council on Measurement in Education is a community of measurement scientists and practitioners who work together to advance theory and applications of educational measurement to benefit society.

OUR VISION

The Indispensable Organization for Educational Measurement

NCME is the indispensable organization for educational measurement in service of the public good. Our publications and events foster innovation while upholding the highest standards of scientific quality and professional integrity. Our community is inclusive, collegial, and professionally managed, providing meaningful engagement and career development at every stage. Our governance and resources sustain the vitality of educational measurement for generations to come.

OUR VALUES

What Guides Our Work



Measurement in
Service of Society



Scientific Integrity &
Independence



Fairness &
Transparency



Humility & Historical
Awareness



Commitment to
Professional
Standards



Community &
Professional
Stewardship



Development of
Measurement
Professionals



Philanthropy & Future
Investment

GOAL 1

Advance the Science and Influence of Educational Measurement

We aim to strengthen the quality, reach, and real-world influence of NCME scholarship.

NCME will continue to elevate the scientific foundations of educational measurement through its journals, conferences, and initiatives. By promoting transparency, innovation, and relevance, we seek to ensure that NCME's scholarship shapes the ways educational systems understand and support learning.

STRATEGIC PRIORITIES

Priority 1.1 • Disseminate scholarly research and academic publications

- Host at least two conferences annually and establish a searchable database of abstracts and NCME conference proceedings
- Maintain an active roster of impactful peer-reviewed journals
- Release open access volumes as part of the NCME book series at least biannually
- Co-publish testing and evaluation standards

Priority 1.2 • Strengthen partnerships within the research community

- Strengthen relationships with national and international research organizations
- Maintain an active list of national and international graduate programs in measurement as a starting point for more directly engaging with institutions of higher education

Priority 1.3 • Communicate publicly about the implications of our research

- Produce research-based artifacts that translate findings into practical advice for education stakeholders (e.g., Educator Notes)
- Develop and disseminate NCME Conference Reports that share themes, highlights, and key takeaways from our meetings and special convenings
- Identify the dissemination outlets where NCME communications belong outside our own channels

TARGETS FOR 2030

- ✓ Established database of conference abstracts across all NCME events
- ✓ NCME regularly publishes peer-reviewed conference proceedings
- ✓ Published revision of the *Standards for Educational and Psychological Testing*
- ✓ NCME is represented at a minimum of two partner conferences annually
- ✓ NCME content is hosted in at least two additional communication outlets with broad influence

GOAL 2

Support and Develop Measurement Professionals

We provide career-spanning professional learning and growth opportunities.

NCME will expand professional learning to meet the evolving needs of researchers and practitioners across settings. We will help both emerging and established professionals grow their expertise and impact.

STRATEGIC PRIORITIES

Priority 2.1 • Provide access to relevant year-round education opportunities

- Offer relevant and timely training courses (both in person and virtually), including offering upskilling opportunities related to leadership development and AI
- Maintain an active schedule of educational webinars
- Pilot moving NCME's instructional modules into an LMS for use in graduate coursework
- Explore the possibility of establishing a credentialing program

Priority 2.2 • Offer career navigation supports

- Create an NCME summer internship program
- Share career spotlights of different kinds of positions across the sectors of the field
- Maintain an active job board
- Offer increased access to mentoring opportunities
- Host networking events at all NCME events and meet-ups throughout the year

TARGETS FOR 2030

- Participation in training programs grows year-over-year
- NCME hosts at least 24 webinars annually
- Two virtual courses are available for purchase
- Host a pilot year of summer interns
- Offer at least three in-person networking opportunities annually

GOAL 3

Grow and Enrich a Vibrant Measurement Community

We seek to build a diverse, growing, and engaged community that finds exceptional value in NCME membership.

Our goal is to offer an inclusive and rewarding membership experience that connects professionals across roles, sectors, and career stages. We will enhance member services, strengthen communication, and broaden access so that more of the field can find a place in NCME.

STRATEGIC PRIORITIES

Priority 3.1 • Ensure exceptional value in membership

- Make the benefits of membership clear and compelling, including affordable membership options for students
- Survey members to find ways to strengthen the value of membership
- Create welcome materials for new members that include options for getting engaged in NCME activities
- Keep members up to date on NCME news and events through a monthly newsletter and regular email and social media updates
- Provide highly responsive member services

Priority 3.2 • Strengthen volunteer engagement

- Maintain an engaged Board, fully staffed committees, and active SIGIMIEs that develop and deliver high-quality programming
- Provide effective onboarding for volunteers and regular opportunities for peer engagement
- Recognize excellence in service and scholarship through awards and member communication channels
- Maintain the operational support that makes volunteer work effective

Priority 3.3 • Expand our reach

- Develop and lead initiatives to increase the diversity of the measurement field
- Incorporate a virtual participation option into the annual meeting to broaden access
- Pilot the inclusion of special content (e.g., conference sessions, webinars) for an expanded set of professionals and stakeholders (e.g., educators, content developers, district assessment coordinators, policy experts)
- Explore a membership option for institutions of higher education

TARGETS FOR 2030

- ✓ NCME offers expanded member benefits
- ✓ NCME offers volunteer support opportunities at least quarterly
- ✓ Membership will grow by 5% by 2030

GOAL 4

Deepen Partnerships and Public Engagement

We strive to expand NCME's influence through active collaboration and informed dialogue with allied organizations and the public.

NCME will translate measurement expertise into timely guidance for policy and practice. We will cultivate a trusted public voice, strengthen ties with allied organizations, and build the capacity to respond when assessment issues reach the public arena.

STRATEGIC PRIORITIES

Priority 4.1 • Serve as a trusted voice and partner on issues related to educational measurement

- Execute a public communications campaign to educate the public on what educational measurement is and why it is important
- Develop public-facing guidance on emerging issues, beginning with assessment literacy and the responsible use of AI in assessment
- Institutionalize the state TAC member database
- Document and maintain a map of NCME's partnerships with allied organizations, tracking their evolution over time

Priority 4.2 • Increase NCME's influence in public policy

- Strengthen our networked channels with federal advocacy organizations
- Pursue legal and advocacy avenues to protect members' interests consistent with our mission
- Engage policy expertise to support rapid-response efforts

TARGETS FOR 2030

- ✓ NCME receives a growing number of inquiries to engage publicly
- ✓ NCME has published public-facing guidance on at least two relevant issues
- ✓ NCME has the apparatus to produce policy responses in alignment with our mission

GOAL 5

Mobilize Philanthropy and Investment in Measurement Excellence

We intend to make NCME a trusted destination for charitable investment in the science and practice of educational measurement.

Through ongoing initiatives under the NCME Mission Fund and the creation of an NCME Endowment to support Measurement Excellence and Integrity for generations to come. These efforts will attract and steward philanthropic resources that advance scholarship, professional development, and the responsible use of measurement for the public good.

STRATEGIC PRIORITIES

Priority 5.1 • Steward philanthropic giving

- Adhere to the investment allocation policy to utilize investment distributions for the NCME Mission Fund
- Raise awareness of and contributions to the NCME Endowment for Measurement Excellence and Integrity (FMEI) to enable distributions in alignment with its intended purposes

TARGETS FOR 2030

- ✓ Raise \$250,000 for the NCME Endowment for Measurement Excellence and Integrity

GOAL 6**Ensure Organizational Stewardship and Sustainability**

We commit to sustaining a strong, well-governed, and financially secure organization capable of serving future generations of measurement professionals.

NCME will pursue sound governance, fiscal discipline, and operational excellence. By investing in modern systems, transparent processes, and leadership continuity, we will ensure NCME's long-term ability to fulfill its mission and uphold its values.

STRATEGIC PRIORITIES**Priority 6.1 • Maintain effective and transparent governance**

- Keep governing documents, policies, and the governance handbook current and accessible
- Create structures for continuity across Board, committee, and staff transitions

Priority 6.2 • Strengthen and diversify revenue

- Maintain a self-sustaining operating budget that contributes modestly to our investments each year
- Expand the operational revenue model to be more robust to disruption
- Establish a unified annual approach to corporate sponsorship

Priority 6.3 • Commit to operational excellence

- Invest in modern platforms that improve the member experience and staff efficiency
- Evaluate our association management company and other key service providers on a regular cycle to ensure quality, value, and continuity

TARGETS FOR 2030

- ✓ The governance handbook is updated annually
- ✓ All Committees are active and fully staffed by May 30th (annually)
- ✓ Operating reserves are maintained at or above the established threshold