

*To be
Revised
is noted*

**Minutes
Executive Board of the California Educational Research Association
January 30, 2004
Pasadena Hilton Hotel, Pasadena, CA**

Younghee Jang, President of the Board, called the meeting to order at 9:15 am.

A quorum of the members was present:

Younghee Jang	Randi Hagen	Kate Esposito
Jim Stack	Jim Parker	Ebrahim Maddahian
Phil Morse (attended in the afternoon)		Paul Tuss

Absent:

Juan Sanchez

Treasurer's Report

Former Treasurer/ Secretary Randi Hagen submitted a Treasurer's report:

- The monthly balances between December 2002 and December 2003 fluctuated between \$28,000 and \$68,000 (expenses for the 2002 and 2003 conferences were both paid in the 2003 calendar year).
- The current CERA balance, in December 2003 is \$36,909.
- Still to be paid are some late, but minor, conference expenses.
- Donations for the 2003 Conference were \$1,000 from Scantron, a ??? donation from NCS Pearson, \$1500 from ETS, \$500 from Riverside Publishing and \$300 from Pacific Metrics. CTA made no donation due to a change in policy.
- Currently, there are 275 CERA members, 246 of whom attended last calendar year's annual conference in San Francisco (November 2003). There was a discussion as to how many members would attend this year's conference with all the budget cuts in the state (the 2002 conference drew about 275 people).

2004 Conference Planning

Board members expressed satisfaction with last year's conference in San Francisco, and Past President Jim Stack and his San Francisco Unified staff were roundly thanked for all the hard work they put in to help make this a successful conference.

A. Conference/Membership Fees for 2004

After reviewing the fund balance in the CERA account, and assessing the state of the economy, it was agreed that we would not raise conference or member fees this year---they would remain the same as in 2003.

B. Conference Themes for 2004

Jim Stack reminded the Board of the themes of the last few years:

2000: Assessment Policy and Instruction
2001: High Stakes Accountability
2002: NCLB: Challenges for California
2003: "High Stakes" and "Scientifically Valid" Assessment and Research Issues in NCLB Legislation

Discussion took place as to what should be the theme for 2004. After some discussion for the theme, it was suggested that the CERA members should be consulted as to what they would like for the 2004 theme.

Rather than give CERA members an open-ended choice, it was thought that it would be best if we offered limited choices to them and asked them to vote for their choice (or write in any other). The following potential themes were suggested for inclusion on a questionnaire to be sent out to members:

- a. Opportunities to Learn: Equity, Access and Achievement
- b. Using Research to Empower Educators
- c. The Achievement Gap and Culturally Responsive Education
- d. Who's Listening: Getting our Research Message Out to Legislators and the Public
- e. The Future of NCLB and High Stakes Accountability
- f. The Budget Crisis: Impact on Education in California
- g. The Role of Technology and Data Driven Decision Making
- h. Using Formative Assessments to Improve Instruction
- i. Aligning Standards, Tests, and Instruction

Board member Paul Tuss volunteered to put the questionnaire together and (after review by the Board) send it out to members via the CERA listserv.

C. Exhibitors in the 2004 Conference?

Discussion took place as to whether to include, for the first time, a formal place for exhibitors in the Conference, such as a room or areas where exhibitors could present their products to CERA members. In the past CERA has elicited funds from a few sponsors, but has not had a full-blown program for exhibitors.

Though there was no formal vote, all Board members expressed interest in having exhibitors at the 2004 conference. After a tour of the Pasadena Hilton Hotel (below) it was decided that we could put about 22-30 exhibitors in the California Room (52' x 80'), with each having approximately a 10' x 10' space. After some discussion of what the proper fee should be, it was decided that each exhibitor would pay \$400 for a space that size (on a first come, first served basis). This \$400 fee would include one free registration for primary exhibitor (any additional persons attending the conference for each exhibitor would have to pay an additional conference fee).

Board members brainstormed to create a list of potential exhibitors (a work in progress), which includes:

- ETS
- CTB ^{ea}
- NCS ^{Pierson}
- Harcourt
- Riverside Press
- Scantron
- Cardiff (TeleForm)
- EduSoft
- Lightspan
- Schoolwise Press (SARCs)
- Just 5 Clicks
- LARS (Longitudinal Assessment Reporting System)
- Pulliam (IDMS)
- SPSS
- SAS (Statistical Analysis Software)
- Tetra Data
- Pacific Metric
- Sanford Systems
- OARS (On-Line Assessment Reporting System; Little Red Schoolhouse)
- Cognos
- Load Star Management Research
- ARC
- Teachscape

- TeachNet
- Lesson Labs
- EDS
- John Martois (P.E. reporting)
- LACOE (P.E. reporting)
- Edu Expert
- Visual Tutor Company
- Plato
- Waterford (Open Court)
- E Scholar
- SAGE Press
- Corwin Press
- NWREL
- ~~True~~Leaf Solutions, Inc.

Educational Data System

Publications

Board member Ebrahim Maddahian and Kate Esposito volunteered to coordinate the exhibitor solicitation, room placement, and what the AERA charges for exhibitors. Randi Hagen and Paul Tuss offered to provide Ebrahim with a list of addresses for past sponsors and organizations that had attended CERA that might be interested in exhibiting at the 2004 conference.

D. Conference Venue

President Younghee Jang presented the Pasadena Hilton as the hotel that would be holding the 2004 Conference. During a tour of the hotel she informed the Board that it would hold up to 9 breakout sessions at any one time and have larger rooms for the bigger sessions that included all members. As usual, all CERA session rooms would be free of charge to CERA if we booked a minimum amount of hotel rooms for conference attendees, per the contract.

E. Conference Announcement and Registration packet

Some time was spent editing last year's conference announcement and registration forms. Jim Stack agreed to make the changes in order to produce this year's conference announcement and registration packet. After changes are made the new CERA registration form will be put on the CERA website. This website has been operated by Past President Chris Westphal and his staff. It was suggested that the new Secretary/Treasurer, Jim Parker, should have the website's business address changed to his own, for billing purposes. Jim Stack noted that Microsoft has a new product called "SharePoint" that may make posting materials to the web much easier, and less reliant on experts. Jim will check into this and report back to the Board at a future meeting.

F. Possible Speakers

The Board spent time thinking of possible speakers for this year's conference. It was agreed that the speakers chosen would be dependent on the theme chosen. It was also agreed that the questionnaire sent to CERA members would elicit from them other possible speakers. The list generated by the Board to date:

- Jamal Abedi
- Lorie Shepard
- Richard Shavelson
- ~~James~~ ~~James~~ Banks????
- Jennie Oaks
- Bob Linn
- Gerald Bracey
- Larry Cuban
- Roy Romer
- Someone from the federal government or another to speak to NCLB
- Claude Steele

- Thurnstrom "There's no Excuse: Closing the Gap"
- Steve Krashen

Stephen
Board members were asked to continue to think about possible persons to invite as speakers.

F. Lifetime Achievement Award

The Board considered persons for the CERA Lifetime Achievement Award. The list generated by the Board to date:

- Ted Alexander (LASUD)
- Jim Fulton (CDE)
- Joan Herman (UCLA/CRESST)
- Bob Ferrett (Past President of CERA)
- Mardel Kolls (Past President of CERA)
- Richard Shavelson
- Ed Haertel
- David Ragosa
- Bill Padilla
- Jamal Abedi
- Linda Darling-Thomas *Hammond*

G. Discussion of Possible CERA Awards

The possibility of CERA handing out other awards was discussed, including:

- A program evaluation award
- Research put into practice award
- Graduate students award

No determination was made to make any of these awards.

Business Cards for CERA Board Members

There was a discussion of whether CERA Board members should have CERA business cards. It was suggested that such cards would help in soliciting funds from exhibitors or sponsors. With this in mind, Randi Hagen made the following motion:

"I move that we use CERA funds to buy business cards for all CERA Board members and Executive Officers." Jim Stack seconded the motion. The vote to approve was unanimous, 8-0.

Secretary/Treasurer Jim Parker was asked to find quotes for these business cards and procure them.

The next meeting was set tentatively for Friday, March 26, 2004. President Younghee Jang will find a time and place for that meeting and inform all Board members.

The meeting was adjourned at 2:40 p.m.