

DRAFT

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Minutes
Executive Board of the California Educational Research Association
August, 2005

CERA Minutes: Phone Conference—August, 2005

Board Members Present: Phil Morse, Paul Tuss, Jim Parker, Tom Barrett

CERA Web-site

The training for maintaining the web-site was set for August 26th at 3:00 p.m.

Conference Registrations

Phil asked if anyone had registered on-line and Tom mentioned that he had received no e-mail notifications to that effect. Phil also indicated that someone had been asked for verification of conference registrations in order to register at the Hyatt. Phil said he would call to make sure this message was not continued.

Keynote Speaker

Jack O'Connell will probably be coming on Friday instead of Thursday. Peter Shragg is another candidate as is Carl Cohen(Kohn) and is a Superintendent who uses data and is a good speaker (Phil). Jim P. thought a good K-12 researcher would cover all our bases. Tom Barrett suggested someone in UC admissions might be interesting (e.g. Sam Agronow) but he may be busy with the CARE conference. Jim P. suggested someone in the area of EL since AYP is going to be an issue.

Scott Plodgin was suggested by Jim P. as someone who is a really good speaker. He really knows Ed. Policy. There has been a national survey effort (ETS) about high school reform. Paul T. said he could contact ETS (Lora Hawthorne is the ETS contact) —Peter Hart is the researcher. Grant Wiggins was mentioned as someone who could give some perspective on our selected response system. Rick DuFour was suggested by Tom Barrett although he is expensive. Charles Bracy was suggested by Jim P.

Hotels 2006

Paul has been visiting hotels in Napa, Yosemite (Peniya). and Monterey. Yosemite is \$110 rate. There is a transportation issue if we went to Yosemite. Paul's first choice is Monterey but the hotels are all expensive. The Hyatt would not consider it now because they have limited meeting space (they did it last time for CERA). The Portola Plaza (huge Atrium) and Marriott are other possibilities. Costs were \$139 and \$144 which is higher than we've been paying but they are good locations.

There is a Doubletree in Berkeley that is interesting. It has a \$110 room rate. Santa Barbara at the Fess Parker was about \$139 and yet it was high attendance. Paul's suggestion is to work harder on sponsors and not do the \$10 add-on. Or maybe increase CERA member cost by \$10. Paul said he'd send out a message to the larger Board (Monterey, Berkeley, Yosemite) and get their take. Jim P. mentioned Catalina as an interesting change of pace we might consider. Palm Springs was mentioned as was San Diego. Seascape at Santa Cruz was also mentioned by Paul and Phil mentioned Asilomar. Tom B. mentioned that many going to Asilomar prefer to stay in a motel and this could be a problem.

Vendor and Sponsors

Jim P. sent out a list of vendors recently. After going over the Excel sheet, assignments were confirmed for following up. Jim indicated that he would send out the updated sheet with assignments included. For the big companies, Phil suggested we should make personal contact with them. Phil mentioned the of his contacts was willing to go up to \$5,000. As a result, we may want to increase the levels of sponsorship. Paul suggested adding SPSS to the list.

New Test Director Workshops (Kent Hinton)

It's going full speed ahead through San Joaquin County Office. Phil asked Kent if they would consider the last session being held at CERA. Kent was going to go back and check with a couple of people. It would be an advantage for us to have more people exposed to the organization. Phil and Paul will contact Kent to get an answer.

ETS Star & Cahsee Workshops

Phil talked to Paul Hoaglund about CERA officers using the lunch setting to talk about CERA. It was decided that we would cover all of the workshops if possible to distribute CERA registration packets and plug the conference. Paul indicated that Dale Russell may be able to attend the Santa Clara workshop for us. All of the others appear to be covered.

Jim brought up the issue of how sponsors would be handled for CERA presentations. It was decided to address it when we get together to put the program together on October 14th.

The phone conference was concluded when no other items were advanced for discussion.