

**Minutes**  
**Executive Board of the California Educational Research Association**  
**Long Beach, Westin Hotel—March 4, 2005**

Phil Morse, President of the Board, called the meeting to order at 9:05 a.m.

A quorum of the Board members was present:

Phil Morse    Paul Tuss    Jim Parker    Tom Barrett    Juan Sanchez  
Bob Carlson    Chun-wu Li    Ebrahim Maddahian

Absent: Younghee Jang    Kate Esposito

Others Present: Jim Stack

The minutes from the February 2nd phone conference were distributed and approved.

**Debriefing November, 2004 CERA Conference**

Jim Parker shared the responses from the few 2004 CERA attendees who completed an evaluation form noting that there were positive comments regarding the keynote speakers. The money lost on excessive food orders-especially on Friday-was pointed to as an area that needs to be improved for the 2005 conference. With over \$4000 consumed by unused meals, board members discussed ways to improve. Although much time was spent working out the best estimates for meals, including subtracting 30% from the number indicated by registrants for Friday's lunch, there was still a substantial overestimate. Only 80 meals were served at lunch on day two suggesting that next year we probably need to estimate far fewer meals for Friday.

Jim Stack offered to go back to previous conference records to determine if estimates were as far off at the San Francisco conference in 2003. It was also suggested that if we are able to implement on-line registration via the new Website, better estimates of meals may be possible. Another suggestion was to take a poll of Thursday's attendees asking who would be staying for Friday's lunch. Jim Parker suggested that we might try to arrange in advance with a charity to see if any unused meals could be contributed since the excess was consumed by hotel employees in 2004.

Additional conference feedback from Phil Morse indicated that there were some presenters who didn't register for the conference although Jim Parker noted that it was only a few. Nevertheless, it was suggested that a strong e-mail be sent to presenters next year who fail to register.

One evaluation indicated that the sessions tended not to be too useful to that particular attendee, which led to a discussion of how we could have greater balance between sessions useful to practitioners versus academicians. It was noted that each year there have been fewer and fewer presentation submissions. Even though we accepted all of

them there were still typically only two presenters per session. Phil noted that only a few short years ago approximately 10% of the submissions were rejected. It was concluded that without more papers submitted we'll continue have little control over the quality of the conference content.

It was suggested that part of the problem with not getting an abundance of papers submitted is that communication with universities may be lacking. Although Schools of Education get the CERA newsletter, Eb offered the suggestion that it would be better if the call for papers could be posted on bulletin boards and/or in school newspapers.

### **Who Are Our Constituents and How Can We Better Serve Them?**

The list includes K-12 testing directors, evaluators (including organizations like the RAND Corporation), university professors and graduate students. Phil suggested that we may want to have a strand for academic presentations vs. applied presentations more geared toward K-12 practitioners. Although Paul pointed out that we tend to group papers this way, it was acknowledged that we could be more specific. It was noted that some of the vendors at the 2004 conference did presentations. Although we want to avoid "commercials", Jim Stack commented that vendor presentations tended to be coupled with presenters from school districts that were using their services/products. The format used in 2004 utilizing vendor booths tended to work well in keeping advertisements separate from the general presentation sessions. Jim Stack offered that he heard good comments about the vendors. They also pay \$400 to CERA for the privilege of setting up a booth at the conference which is a welcome source of revenue.

Juan Sanchez offered his perception that many graduate students probably don't get the information about the CERA conference. Although university professors strongly encourage graduate students to attend AERA, there is no similar thrust for CERA. Some ideas offered to change that included having the graduate schools send an e-mail out to faculty who could then share with their graduate students. Also, AERA might be a possible resource for helping promote the CERA conference throughout California. By having a competition to have papers selected for presentation at AERA for both professors and graduate students, it could encourage more paper submissions.

To get graduate schools to take more of an interest in CERA, a stronger academic strand needs to be encouraged. By having poster sessions and/or discussion round-tables along the lines of AERA, more university people may be attracted to CERA. Other ideas included having something along the lines of a "fireside chat" involving graduate students and practitioners; making specific requests for graduate students to submit papers with a possible competition which would cover registration costs for winners; and making sure that information about CERA gets out to universities in the spring. Jim Parker suggested that posters could be printed inexpensively and placed on campuses to get the word out. Another suggestion involved having registrants identify themselves as being affiliated with a university on the registration forms so that information of special interest could be directed toward this group. Phil Morse suggested that different versions of the CERA newsletter could be tailored to special interest groups.

It was decided that Jim Parker would work on the poster idea while Jim Stack would investigate the idea of customizing the CERA newsletter. Juan volunteered to explore the idea of getting information out via college listserves and that Kate may want to help with this as well.

### **Website Recommendations**

After revisiting some of the options for Website development and hosting, it was concluded that it would be advisable to have a commercial vendor like StartLogic do the hosting. The price is reasonable and we would not be dependent on the goodwill of a no-fee host who could later decide to withdraw the offer. Phil suggested using Belinda de la Libertad to develop the Webpage at an estimated cost of around \$500 (sample WebPages were distributed to the board members by Phil).

It was reiterated that key components need to include on-line registration and credit card payment options and we would need to be trained in how to maintain the site since we do not want to be dependent on Belinda each time we want to put something else up on the site.

A motion was made to use StartLogic as the host and to retain Belinda de la Libertad's services to develop the site and provide staff development to CERA board members regarding how to maintain the site. After further discussion, it was moved and seconded to use StartLogic as the web host and Belinda for development not to exceed \$1000 for the first two years. The motion passed with a unanimous vote of the members present. Paul Tuss volunteered to continue his involvement and Chun-Wu Li also volunteered to help. It was noted that it is reasonable to expect the site to be up and running within a month.

### **Conference Planning**

#### Conference Theme

Paul Tuss shared responses from the 38 respondents to his e-mail regarding conference themes and possible keynote speakers. After discussing possible themes, it was agreed to vote on four as follows:

- (1) High School and Beyond, (2) Bridging the Gap between Theory and Practice, (3) NCLB-Pro and Con, and (4) Teaching Reading: Theory and Practice. Of the four, theme # 1—High School and Beyond-- received the most votes. A motion was made and seconded to have High School and Beyond as our theme for 2005 with the other three as sub-strands for the conference. The vote was unanimous in favor of the motion.

#### Keynote Speakers

It was agreed that Phil Morse would pursue Charles Reed of CSU-Long Beach to be a keynote speaker. In addition, Phil will speak with Gino Flores to help recruit State Superintendent Jack O'Connell to be a keynoter. Other possibilities included getting someone from the committee considering alternatives to CAHSEE for Special Education; Peter Schrag, a newspaper columnist for the Sacramento Bee, Carl Cohn (former Long

Beach USD Superintendent), and Sylvia Rousseau (Los Angeles Unified School District Local Area Superintendent).

Lifetime Achievement Award

After discussing several possibilities including Peter Schrag, Joan Hermann of CRESST and UCLA, William Padia of the California Department of Education, Ed Haertel of Stanford, Larry Cuban, and another journalist, it was decided that William Padia would be the best candidate. It was moved and seconded to select Bill Padia for the 2005 CERA Lifetime Achievement Award. The vote was unanimous in favor of the motion.

CERA Newsletter – We need to have something in time for AERA. Also, there was discussion of having another newsletter with a focus on universities, and one with focus on grad students. Jim Parker has a list of e-mail addresses.

Major organizations to contact: CTB, Harcourt, ETS, Riverside, NCS Pearson.

Next Meeting in August/September (probably have in So. Cal since most are from the southland)

Following Tom's departure for an early meeting, board members walked over to "Parker's Lighthouse" for lunch. At lunch, the possibility of a "New Testing Directors' Institute" was discussed. Although it was difficult to conduct a focused discussion in the restaurant, it was concluded that we would continue the planning for a possible institute, with final approval by the board at a later time. The topic of grant opportunities was also discussed. Jim Parker suggested considering applying for a National Science Foundation grant. Phil Morse spoke of a discussion he had had with Stephanie Schneider, Testing and Evaluation Coordinator for the Orange County Office of Education. She was working on a grant proposal and suggested the possibility of including CERA as a portion of her grant, with the purpose of training new assessment professionals. Board members recommended further association with Dr. Schneider, pending full board approval later.

Upon return to the hotel, the board toured the Long Beach Marriott. The board meeting concluded at about 4:00 p.m.

**Respectfully submitted:** Tom Barrett  
**Edited:** Phil Morse