

Minutes
Executive Board of the California Educational Research Association
June 10th and 17th Phone Conferences

CERA Conference Call June 10th, 2005

In attendance:

Tom Barrett
Bob Carlson (left at 4:10)
Kate Esposito
Chun-Wu Li
Ebrahim Maddahian
Phil Morse
Jim Parker
Juan Sanchez (left at 4:00)
Paul Tuss

Absent:

Jim Stack; Younghee Jang

The meeting was called to order by Phil Morse with a quorum of officers present.

Website Update & Officer Training Decisions

It was agreed that Belinda de la Libertad would go over the new CERA website first before the other agenda items because there was a lot to cover. She went through each item on the navigation bar.

It was suggested that pictures of the officers could be put on the website. If it is done, file needs to be in either GIF or JPG.

One of the navigational items was a “bulletin board” site for CERA members to use for discussion. The bulletin board administrator would be different than the website administrator because of time constraints. The bulletin board administrator would have the capability of sending a group message using this site. Board members thought this would be a useful option. It was suggested that Belinda change the “Officer section” to “Board section”.

Next came a discussion of CERA on-line conference registration and proposal submission. With on-line registration, it would cut down on the number of checks that the Treasurer would have to process. Also, the treasurer can receive email notification of registrants. A Pay Pal account could be set up to handle the on-line payments with funds sent directly to our CERA bank account. Pay Pal costs are 2.9% plus \$.30 per transaction. Proposals could be submitted via the website as well as registering on-line. These options are not operational yet.

It was suggested that more than one Board member should manage the website. For example, the home page would have one person overseeing it and others could be assigned duties to maintain other web pages. It was mentioned that changes should probably go through one person who has overall responsibility for the site.

There was discussion of extending Belinda's contract so she can finish website development and do training. Training could be done via conference call with Board members using their own computers. This could take several hours per session and will be set up at a later date.

Belinda has two hours left on her original contract and that will not be enough time to finish all that needs to be done. A motion was made and seconded to extend her contract by \$400 (8 hours at \$50.00 per hour). The motion carried unanimously.

Belinda has not yet submitted her invoice for work completed so far and Tom asked her to submit her invoice to him to pay her current contract.

Treasurer's Report

Tom Barrett proceeded to give the Treasurer's report. Bank balance is \$8,712.40 plus a \$20,000 CD for a total of \$28,712.40 (not including CD interest). Expenses from January 1 through June 10, 2005 were \$5,500.00. There are about \$300-\$400 of expenses that still need to come to Tom to be paid.

A motion was made and seconded to approve the Treasurer's report. Motion carried unanimously to approve report. Tom agreed to e-mail a hard-copy of the report to Board members on Monday.

CERA Sponsorship/Donations

Jim said he thinks it a good idea for all board members to help solicit donations from organizations that have given in the past. He suggested that each member take 5-10 names of organizations and try to get donations from them. A list will be sent to board members.

Advertising fees for CERA conference were \$400 in 2004. Discussion followed whether or not to raise fees or charge per table or space used. All were in agreement to leave the fee at \$400. Another idea presented was that we could charge for advertising space in the conference program.

Since several members had to leave the conference call, it was agreed to set another conference call for Friday, June 17 at 3:00 pm.

CERA Conference Call June 17th, 2005

Board Members Present: Phil Morse, Paul Tuss, Jim Parker, Kate Esposito, Ebrahim Maddahian, Bob Carlson, Chun-wu Li, Tom Barrett

Absent: Jim Stack, Juan Sanchez, Younghee Jang

Since there was a quorum of board members present, the meeting was called to order by Phil Morse at 3:00 p.m. PST.

Treasurer's Report

Phil expressed his appreciation to Tom Barrett for the Treasurer's Report e-mailed to board members following the June 10th phone conference and invited other comments from board members. There were no questions regarding the items contained in the report.

Website Update & Officer Training Decisions

The Board all commended Phil on the website tour conducted by Belinda and on her detailed summary that was e-mailed to the Board. Bob Carlson suggested that there be a "hit counter" for the site. It was agreed to check with Belinda about this. The posting of contact information for those in the directory was discussed. It was suggested that perhaps members could be asked if they are willing to have their information posted. Kate pointed out that contact information is currently in the abstracts and if we are going to give members the option we should give the option to those in the abstracts also.

The directory currently has e-mail addresses but Bob asked if there have been complaints before.

The suggestion about putting up job listings was discussed. The sentiment was to minimize the impact on Board members by having the document posted as is (perhaps a PDF) with a disclaimer that the content has not been reviewed or approved by the Board. Bob suggested that there could be a link in the member directory where information could be found if a particular member has a job opening. This would require even less effort by the Board. There should also be an expiration date posted. Jim suggested that it be posted for a couple of months and maybe there could be an automatic deletion after the expiration date. The disclaimer about the information raised the question about the risk of postings trying to get personal information. Jim suggested that it would be desirable to have several categories of jobs under which they could be posted. Kate suggested that there could be links to universities' job opportunities sites. The possibility of posting resumes on the site was suggested by Eb and discussed by the Board. It is important that any impact on the Board be minimized. Phil will discuss this with Belinda about how this might be done and report back to the Board.

Bob suggested that perhaps there could be a binder of resumes at the conference.

Update on Conference Preparations

The Hotel has a couple of contact persons who Phil has met with and things are going well. There is no word from CSU on the invited keynoter. Phil spoke with Gino Flores asking him to make sure Jack O'Connell has CERA on his calendar. Gino Flores and Peter Shragg were mentioned as backups if Jack can't make it. Phil raised the issue of whether it is appropriate to offer an honorarium to public officials like Jack and Gino. Phil will contact Gino to get his input. It may be that offering to cover expenses would be all that should be offered.

In cases where presentation proposals are rejected, these applicants might be offered a poster session.. Bob thought that poster sessions might be seen in a bad light as a consolation prize. Kate indicated that they could be notified that they were "selected for a poster session" without saying their proposal was rejected which could diffuse a possible negative reaction.

Phil suggested having someone from CSU do a presentation about effective use of EAP results.

Kate spoke with the associate dean and indicated that CSU will contact schools of education to promote the conference.

Vendor presentation were discussed with pros and cons highlighted. Eb suggested that we do a disclaimer that we're not endorsing anyone. Jim suggested that there could be a presentation on a common topic where each vendor would do a short presentation one-after-the-other. Phil asked for a small subcommittee to explore how vendor presentations might be approached at CERA including how we should approach asking for sponsorship (how will they benefit in terms of recognition and advertising). Posting of sponsors on the web will be one excellent benefit. Kate, Phil, and Li volunteered to be on the subcommittee. Kate indicated that there should be something about sponsorship in the vendor packet that could go out in July.

Jim e-mailed the Board a list of vendors from the past and suggested that each Board member contact four or five to sign up as sponsors. Eb thought it best that we contact those who we have a relationship with and this could be most effective. Phil concurred that if we know the companies and the people we'll be more likely to get to the right person.

Phil is working with the Harbor Commission to get a free Harbor Tour which could accommodate 100 – 125 people. It was not clear how the 125 would be given priority- perhaps based on order of registration.

Phil suggested that we explore getting a banner(s) for hanging behind the podium and a smaller one to put on the podium. It could be used each year and probably wouldn't cost too much.

Vendor Cost Structure

The amount was agreed on to be \$400. Invitations to the vendors should be sent out ASAP. It needs to go to the appropriate person. Eb will work on getting the vendor invitations out and Jim P. will get a listserv setup for Eb to use to send out the information. They can be e-mailed out by the end of July.

Assessment/Evaluation Institute at CERA

Several topics for breakout sessions at CERA were discussed:

1. Assessment 101 (it was suggested that Karen Grier be recruited to do this session based on LACOE's assessment coordinator/director "Rookie Camp")
2. Logistical considerations surrounding State testing to include materials ordering, PreID preparation and submission, organizing site coordinator trainings, insuring high participation rates, etc.. (Phil is willing to do this session)
3. How to Work with State Contractors (Paul Hoaglund suggested a panel which might include Dale Russell who was a former STAR director -(ETS, CTB, etc)
4. How to Effectively Present Assessment Results (addressing different audiences, appropriate use of graphics, etc) (it was suggested that Charles Milligan, superintendent of Fontana Unified, be approached to do this session focusing on the Board) It was suggested that it could also include how to present to school sites.
5. Use of Test Results and Other Data in Program Evaluation (this could include information about the newly proposed growth scales) (Eb volunteered to recruit from LAUSD's evaluation staff for this session which could include observation data that they've been collecting in LAUSD)
6. How to Access Data from various web-sites such as DataQuest, Postsecondary Education, NCES, etc.

It was suggested that Certificates of Completion could be presented at the Friday lunch. Kate suggested that perhaps participants could receive continuing education credit for completing the institute. Phil suggested giving free registration to the conference for those who present sessions. Phil will summarize these and other possibilities and report back to the Board.

Phil then described the lunch hour overview of the topics to be covered at the institute during the five posttest ETS workshops in August. This is something that Paul Hoaglund of ETS offered to include in the workshops. There would need to be a CERA board member present at each workshop and several members volunteered to attend. Jim and Phil could cover LACOE and San Diego. Jim suggested that he could possibly go to Kern County and Li could possibly go to LACOE. Sacramento could be covered by Bob Carlson. It was suggested that the time for the lunch session may be too short and that it might detract from the CERA institute itself. Phil reminded the group that ETS has been very supportive of CERA and this would be an opportunity to collaborate with them.

Phil volunteered to summarize what the content of the overview might look like and share with the Board.

Phil then asked that someone share the work of the Task Force on Growth Measures. Jim Parker then briefly summarized the options that are being considered.

Dates/Timelines for Upcoming Board Meetings and Activities

The August dates for the ETS Posttest Workshops were given. September 23rd will be the deadline for presentation proposals but Phil suggested that it be extended to September 30. Friday, October 14th was decided for the pre-conference Board meeting at the Long Beach Hyatt. This is also the deadline for conference registration although we usually accept registrations after that date. The deadline hotel registrations is on October 25th. The conference flyer should go out in late July or early August. The overview of the conference and conference schedule as well the abstracts should be drafted during the week of October 17th.

October 28th will be the deadline for having a draft of the CERA Program ready with finalization by November 4th. November 7th to the 11th will be for printing and assembling of the program binders.

Phil suggested that the calendar be put up on the website. Paul Tuss volunteered to get the calendar up on the web. Phil suggested a Board meeting after the conference ends on Friday to debrief.

A motion was made by Kate and seconded by Jim Parker to end the meeting.