

**California Educational Research Association
Board Meeting**

July 31 – August 1, 2014

July 31, 2014

Members in Attendance:

Wendell Callahan, Past-President
Shannon Coulter, President
Diana Wilmot, Vice President
Don Dixon, Treasurer (Don joined the meeting after lunch)
Rachel Perry, Secretary
Kate Esposito, Member-at-large
Alicia Henderson, Member-at-large
Paul Garcia, Member-at-large
Paula Carroll, Executive Director

Members Absent:

JT Lawrence, Member-at-large

-----**President Shannon Coulter called the meeting to order at 9:07 a.m.**-----

I. Welcome, Introductions, and Announcements

Diana just started a new position at a private school where her children attend. She will continue to serve on the CERA Board of Directors. Kate will be taking a sabbatical in fall 2014.

II. Review Board Agenda

President Coulter asked the group to review the agenda, specifically focusing on the organizational mission and goals that we will consider as a group during the meeting tomorrow.

III. Consent Agenda

The following items will be considered together and adopted with one motion. If discussion is requested, the item will be removed from the consent agenda and considered separately.

- a. Minutes from the February 6-7, 2014 Board meeting

MOTION

Accept the February 6 – 7, 2014 Board meeting minutes.

- First – Paul Garcia
- Second – Diana Wilmot
- No discussion; Motion passed unanimously

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IV. President's Report

a. Update on CERA's Long-Term Vision and Indicators

Executive Director Paula Carroll has been doing some research on other organizations and associations to provide guidance and models for CERA's work in this area. Some of the research focuses on good business practices, polices, and procedures while others focus on the requirements of CERA as a registered non-profit organization.

President Coulter reviewed the progress being made on each of the goals – see handout titled "CERA Score Card."

- CERA has been successful at inviting at least five special "invited" presentations. The CDE Assessment Fellows presentation will be tied to the "CDE Strand."
- President Coulter is working hard to solicit more sponsorships for this year's conference. This goal is on track for the number of sponsorships and the dollar amount. In fact, the dollar amount may exceed expectations. This year, the sponsorship levels were dramatically changed, offering sponsors more options and including an ala carte menu of options. President Coulter reports that the new structure simplified his work with sponsors, and allows an entry level and other options.
 - **ACTION** – By the October meeting of the Executive Board, develop exhibitor/sponsorship packets and add personal note from CERA thanking each organization, giving them a timeline for events, and a contact name and information for them. (Wendell as lead; Paula and Shannon)
- President Coulter has completed the other fiscal management goal of contacting 50 new donors; two have committed already to sponsoring this year's conference.
- A committee is also engaged in work around travel grants, research grants, and classroom innovation grants.

b. Update on Annual Conference

- i. Annual Workplan Changes (Wendell Callahan)

Wendell is looking at various examples and models for CERA to follow. More discussion will take place this afternoon with the Executive Board.

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ii. Communication Results

President Coulter shared the “open rates” for CERA e-mail messages. CERA has about 12,000 contacts through the various lists in 2014. The number of contacts has increased dramatically since 2012. The “open rate” is slightly lower, but the number of opens is nearly 2,000; an increase of nearly 1,600 from 2012.

iii. Assessment Matters

Planning is underway for the fall 2014 edition of the “Assessment Matters” newsletter.

iv. Awards/Elections Committee Update (Diana Wilmot)

One at-large position, Secretary, and Treasurer will be open at the 2014 annual conference. Several people are interested in at-large Board positions as well as the Secretary position. Interested members should complete a “Statement of Interest” form and submit to CERA by October 1, 2014. Diana will have the ballot ready on November 1, 2014. Some discussion about adding a “committee focus” to the at-large member position so that the various at-large positions specialize in particular roles.

Diana will also e-mail a call for “Outstanding Paper” submissions. Some discussion ensued about strategies for expanding outreach for nominations for the Outstanding Paper award; submissions have been very light over the past two years. Maybe change from “Outstanding Paper” to “Outstanding Paper/Presentation” to encourage a broader solicitation of topics and/or presentations from CERA members outside of IHEs. Diana and Alicia will discuss options during their Committee time and will report out in the larger group this afternoon.

Lifetime Achievement Award recipient, Kenji Hakuta is confirmed for the CERA conference and he would like a presentation slot during the conference program.

v. Development Committee (Wendell Callahan)

See Committee Report included as part of the Board packet.

vi. Annual Conference Committee (Rachel Perry)

See Committee Report included as part of the Board packet.

There was discussion about the rating categories and the rating criteria. In 2014 three categories were used: Relevance/Appropriateness, Quality, Overall. Reviewers were able to score each category on a two-point scale (no/yes). There was some discussion

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about moving to a three-point scale for Relevance/Appropriateness for Audience
(most/some/not very many) and for Quality (strong/good/poor).

V. Discussion and Action Items

- a. Treasurer's Report
This item was moved to Friday, August 1, 2014.
- b. Quarterly Financial Report
This item was moved to Friday, August 1, 2014.

LUNCH

VI. Primary Committee Session #1: Action Items for Annual Activities

- a. Awards/Election Committee
- b. Development Committee
- c. Annual Conference Committee
- d. Sponsors/Exhibitors

All committees were given two hours to work in their small groups.

VII. Primary Committee Session #1: Committee Status Report/Discussion/Action

- a. Awards/Election Committee

Outstanding Paper criteria and guidelines are on the CERA Web site with a deadline of August 21, 2014. Application should be sent to Diana. Diana will do an e-mail blast to the entire membership and also to the top 20 rated abstracts. Diana, Alicia, and Kate will do the final review of all submission for this award. Shannon will share the rubric that was used last year. Another category about "overall quality" should be added to the rubric. Wendell will also send Diana the rubric that they are using for the grant recipients.

CERA Statement of Interest was revised to add a category about skills/interests and institutional affiliation. Statements of interest forms for CERA Board positions are due on October 1, 2014. Diana will send an e-mail blast out to the entire membership and will continue recruitment. Diana will also add a statement that indicates the nominations will be forwarded to the Board for approval prior to development of the ballot and that interested individuals must

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be current members of CERA to be included on the ballot.

The Educational Leadership award may have five categories: IHE professional of the year, assessment administrator of the year, superintendent of the year, educational services professional of the year, researcher of the year (early career, promising). The committee brainstormed criteria for the various awards. Nominations will be submitted electronically and be due no later than October 1, 2014. One winner per award. Each awardee will receive free conference registration in the year of their award. Nominees do not need to be CERA members to be nominated or selected.

MOTION

Approve for the set of awards described above an amount not to exceed \$1,500 to cover awards, plaques, and other fees associated with conference attendance.

- First – Don
- Second – Alicia
- All approved – motion passed

b. Development Committee

Established a process for grant review will meet in September by phone and will have selections ready for October Board meeting. Criteria for the research grant and the classroom innovation grant have been developed.

c. Annual Conference Committee

Committee decided to maintain the conference schedule that has been used in the past. The committee also walked the site to evaluate the size and set-ups for rooms. Room set-ups were decided for each of the break out rooms and rooms were assigned to the invited speaker strand and the CDE topic. The committee also reviewed all other on-site responsibilities related to registration, signage, etc. Work will continue away from this meeting to review submitted abstract ratings and build the conference program. A draft program will be submitted to the Board by August 29, 2014.

ACTION – Be sure to edit session descriptions. Victoria Baum Dixon will be asked to edit the session descriptions as she did last year (Don will ask her).

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d. Sponsors/Exhibitors

No further information was provided beyond the update earlier in the day provided by President Coulter. See attached information from the agenda.

-----**President Shannon Coulter excused At-Large Board Members at 4:00 p.m.**-----

VIII. Executive Board Business

a. Annual Report

The annual report will be broken into seven sections.

- i. Board Members (Wendell)
- ii. Acknowledgements and Thank You (Wendell)
- iii. Goals, Action, and Achievements (Paula/Shannon/Rachel to provide quote from conference evaluations about what CERA does for you)
- iv. Financial (Don)
- v. Message to Members to Share our Work with other Organizations (Shannon)
- vi. Sponsors and Exhibitors (Wendell)

-----**President Shannon Coulter adjourned the meeting at 5:02 p.m.**-----

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August 1, 2014

-----President Shannon Coulter convened the meeting at 9:12 a.m.-----

I. Welcome

President Coulter discussed his vision for the morning – bring coherence to some of the activities that CERA is involved with, expanding our work, creating a long-term vision, etc. CERA does a lot of activities but they aren't under any particular umbrella and there often seems to be no rhyme or reason to some of the activities, purposes aren't well articulated, etc. We want to leave a legacy for future Board members and also to organize and prioritize our current and future work. Wendell also underscored the need for an organizational vision and the need to institutionalize the various activities and embed them into the fabric of the organization.

II. Re-Visioning: What does CERA stand for and what are we trying to accomplish?

Extensive discussion ensued about what we are and who we want to be as an organization. Members felt it critical that CERA maintain close ties with the CDE and continue to explore ways for CERA to support the CDE's research agenda.

Keys to the discussion from the Executive Director (please refer to the Powerpoint presentation included as part of the agenda packet):

- The educators we serve today are different from those CERA served when it was first established over 90 years ago.
- There are a number of critical issues facing educators in the next three to five years.
- To create a new vision, CERA needs to anticipate the changes facing educators in the next three to five years.

For today, the goal is to determine the process of developing a strategic plan (i.e. multi-year vision), who will be involved, and in what timeframe will the work occur. Brainstorming of members included the following thoughts:

- Who are we leading and to where?
- Who are our members and what do they need and want from CERA as a professional association?

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- How do we best serve the needs of those diverse groups and help support the establishment of partnerships between IHEs and K-12?
- Network of educational assessment experts and others.
- Provide incentive to conduct research and get public dissemination of findings.
- Provide a venue for the development and sharing of research and best practices.
- Provides a good bridge from theory to practice.
- Right now we represent practitioners, yet the IHE research that is being submitted to the CERA conference is highly academic and less relevant to our audience of K-12 practitioners.

Future ideas:

- Support IHEs in partnering with K-12 schools and districts.
- Supporting the search for funding of these partnerships.
- Organize via network structure (i.e. Special Interest Groups or SIGs) much like AERA or AEA .
- Greater involvement of membership.
- Providing interactive ways to communicate (listserv).

Five Steps to a Strategic Plan

1. Getting Ready
 - a. Purpose
 - b. Values
 - c. Business

2. Articulating the Mission and Vision

3. Assessing the Situation
 - a. Need a database of quality information for decision making
 - b. Develop and prioritize a critical list of activities

4. Developing Strategies, Goals, and Objectives

5. Completing the Written Plan
 - a. Serve as a guide for the organization for the next three to five years
 - b. Adopt as a Board and dissemination to our membership

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- c. Use the plan to develop an “operating plan” with action steps, etc. that could also be used as the annual work plan

Process to Develop a Strategic Plan

1. Determine CERA’s primary stakeholder groups
 - a. District administrators
 - b. Educational research organizations (i.e. RAND, CRESST, WestEd)
 - c. IHEs
 - d. Testing and accountability professionals (K-12)
 - e. Researchers (K-12)
 - f. University Research Centers
 - g. Educational Foundations
 - h. Statewide advocacy organizations (i.e. EdTrust West)
 - i. Early childhood education
 - j. CDE
 - k. Assessment professionals and psychometricians
 - l. Professionals working with specific student populations (ELs, SWD, alternative education)
 - m. Other statewide educational professional associations (e.g., ACSA, CCSESA)
 - n. Teachers
 - o. Parents
 - p. Students
 - q. Educational support organizations (i.e. student information systems, student assessment providers, textbook publishers, technology providers, data analysis programs, administration support services, accountability, etc.)

ACTION – Paula will organize the groups above under broader umbrellas and then ask Board members to identify at least two groups that they would like to be responsible for gathering input to guide our planning.

2. Identify major issues in education concerning these groups in the next three to five years
3. Determine what input from the memberships in our primary focus areas is needed to help guide our planning

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ACTION – Paula, Shannon, Rachel to identify some areas for input and try out the questions in the regional groups that Shannon and Rachel convene in early fall. This information will help guide a potential survey for CERA members at this year’s annual conference.

4. Agree on process and responsibility to gather input

III. Executive Director Report of Activities

The Executive Director has made a set of recommendations for CERA’s future work and many of those recommendations were discussed in the previous agenda item.

IV. Next Steps

This item was not covered.

V. Next Board Meeting: CERA Development (Three-Year Planning)

Thursday, October 9, 2014
12:00 p.m. – 5:00 p.m.
Executive Board

Friday, October 10, 2014
9:00 a.m. – 4:00 p.m.
Board of Directors

VI. Treasurer’s Report

MOTION

- First – Alicia
- Second – Wendell
- Report was approved unanimously.

-----**President Shannon Coulter adjourned the meeting at 12:16 p.m.** -----