

**California Educational Research Association  
Board Meeting**

**February 6-7, 2014**

**February 6, 2014**

There were 9 members of the Board present, representing a quorum of the Board.

Members in Attendance:

Wendell Callahan, Past-President

Shannon Coulter, President

Diana Wilmot, Vice President

Don Dixon, Treasurer

Rachel Perry, Secretary

Kate Esposito, Member-at-large

Alicia Henderson, Member-at-large

Paul Garcia, Member-at-large

JT Lawrence, Member-at-large

Paula Carroll, Executive Director

-----**President Shannon Coulter called the meeting to order at 9:05 a.m.**-----

**I. Welcome and Introductions**

President Coulter asked Paul Garcia and JT Lawrence, the newest CERA Board members to introduce themselves. All other Board members then introduced themselves.

**II. Review Board Agenda**

President Coulter asked Board members to review CERA's goals that were adopted in 2009. Don Dixon described his recent conversation with the President of the Washington Evaluation Research Association (WERA). Don believes that WERA has more of an external focus – improving the quality of educational research, etc. with a larger focus on the development of research and the dissemination of findings. Don characterized CERA as more “member-focused” and WERA as more “external focused.” President Coulter asked the Board members to think about the adopted goals over the course of the day as we discuss other matters of business and that we will return to this discussion during tomorrow's meeting.

The goals of the association are to:

1. Advance the knowledge and interests of those who are professionally involved in educational research, evaluation, assessment, and related field
2. Provide opportunities to share recent findings in educational research
3. Provide professional development and networking opportunities to members
4. Work cooperatively with other regional and national research organizations

**California Educational Research Association  
Board Meeting**

**February 6-7, 2014**

**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 December 5, 2013 Board meeting

**MOTION**

Accept the December 5, 2013 Board meeting minutes as amended by Rachel Perry. Rachel Perry added one item to the last section of the minutes "Photographer for Annual Conference" possibly filled by a new Board Historian position.

- First – Alicia
- Second – Kate
- All approved - Pass

**IV. President's Report**

- a. Annual Work Plan

- President Coulter has set April 9, 2014 as a virtual Executive Board meeting from 10:00 a.m. to 12:00 noon. To be in attendance includes Wendell, Shannon, Diana, Don, and Rachel.
- Summer Board meeting will be July 31 – August 1 at the Paradise Point Resort in San Diego. This is a meeting of the full board.
- An additional virtual meeting of the full board will be held on November 12, 2014.
- Full Board meeting will also occur the morning of December 3, 2014 to recap all conference activities and confirm roles and responsibilities.
- A CERA Business Meeting will also be held on December 3, 2014.

**ACTION**

- Shannon will revise the Annual Work Plan
- Rachel will send out e-mail invitations for all upcoming Board meetings to all Board members by February 14, 2014.

- i. Organizational Goals of CERA

- See discussion above.

- ii. Review/Discuss Conference Evaluation (Why people support CERA?)

- Rachel Perry summarized the results of the 127 conference attendees who completed the annual conference evaluation. Discussion was had on several topics and many

**California Educational Research Association  
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topics were referred to Committee for further action.

iii. Annual Conference: Theme/Speakers/Invited Presentations

- President Coulter has secured three keynote presenters so far: Deb Sigman from the CDE, Richard Mayer from UCSB who is a Professor of Psychology and an expert around deeper learning, and Stewart Donaldson from Claremont Graduate University who is a national expert around program evaluation. We need one more keynote presenter to round out our conference program.

**ACTION**

- Shannon will contact ASCA and CCSESA to inquire about possible keynote presenters in the area of curriculum and instruction. Making this connection will also encourage members from these partner organizations to attend CERA.
- Gene Wilhot was also mentioned as a good potential keynote speaker. Shannon and Paula will listen to his presentation at the upcoming CISC meeting in Monterey.
- Shannon delegated the conference theme to the Annual Conference Committee for additional consideration. Key words include: integrate, bundle, puzzle, connect, align.

b. CERA Long-term Vision and Indicators

- President Coulter updated the Board about the various 501(3)(c) documents and policies that any non-profit organization must have and must make publicly available in order to be in “good standing.”
- Wants CERA to develop indicators so that we can establish goals for improvement. Each Committee will also develop goals.

c. Executive Director Update of Goals/Activities

- Don Dixon has revised the “Consulting Agreement” between CERA and the Executive Director based on previous Board discussions about the goals, activities, and priorities of the Executive Director. (See “Consulting Agreement as amended February 6, 2014”.)
- The Board discussed the proposed “Consulting Agreement” and ways in which it might be revised and/or clarified to be more specific, including a future discussion about the need for an Executive Secretary.

**ACTION**

- Shannon directed Don to work with Paula to revise the responsibilities listed in the Consulting Agreement and bring back a revised Consulting Agreement to the Executive Board for their review and approval.

**California Educational Research Association  
Board Meeting**

**February 6-7, 2014**

**V. Discussion and Action Items**

a. Accept 2012 IRS Form 990

- This item will be brought to the next Executive Board meeting in April for review and approval.

b. Approve 2013-14 Annual Budget

President Coulter asked the Committees to review the proposed 2013-14 budget and consider the types of activities that will require financial support. Don will then revise with the budget with that information as well as revised information about the hotel contract, the mobile App contract, etc.

**No Action was taken on this item.**

c. Approve January 2014 Financial Report

- Don Dixon reviewed the January 2014 Treasurer's Report.
- **MOTION**  
Approve the January 2014 Treasurer's Report
  - First – Alicia Henderson
  - Second – JT Lawrence
  - All in favor - Pass

**LUNCH**

**VI. Approve New Board Member**

**MOTION**

Approve JT Lawrence as an at-large CERA Board member

- First – Don Dixon
- Second – Kate Esposito
- All in approval

**VII. Primary Committee Session #1: Action Plans for Annual Activities**

a. **Awards/Elections Committee** (Chair: Diana Wilmot)  
Board member recruitment for December 2014 election, Outstanding Paper Award, Lifetime

**California Educational Research Association  
Board Meeting**

**February 6-7, 2014**

Achievement Award. (Alicia Henderson)

- Outstanding Paper Award
- Lifetime Achievement Award  
Possible nominees include: Joe Wilhoft (Smarter Balanced), Deb Sigman (CDE), Mark Wilson (Berkeley), Trish Williams (State Board), Michael Fullen, Bob Marzano, Carol Dweck, Daniel Pink (author), Lydia Stack, Kenji Hakuta, Larry Cuban, John Hattie. Diana and Alicia will send short bio's to the CERA Board for their ranking of candidates before sending out the nominees to the CERA membership.
- Educational Leadership Award: This new award would be focused on contributions to assessment, research, and technology innovation. The award nominees would be nominated by CERA members and voted upon by the CERA Board.

b. **Development Committee** (Chair: Don Dixon)

Examining the different ways that CERA can do more outreach in terms of seeking grants in various areas. (Wendell Callahan, Kate Esposito). Idea is to establish two award programs - \$15,000 total; 2, \$5,000 awards and 2, \$2,500 awards.

c. **Annual Conference Committee** (Chair: Rachel Perry)

Everything related to the conference, including "Call for Papers", proposal submission, registration, Mobile App, logistics, hotel liaison, exhibitors, etc. (Paul Garcia, JT Lawrence, Paula Carroll)

**MOTION**

Discontinue subscription with Survey Methods effective immediately

- First – Diana Wilmot
- Second – Don Dixon
- All approved

**MOTION**

Upon successful negotiation of a contract that would provide CERA with a proposal submission and a registration platform to integrate more seamlessly with the Zerista Mobile App, not to exceed \$3,000, the Board authorizes execution of the contract and simultaneous elimination of the Constant Contact contract.

- First – JT Lawrence
- Second – Kate Esposito
- All approved

**California Educational Research Association  
Board Meeting**

**February 6-7, 2014**

**VIII. Primary Committee Updates/Discussion/Action**

- No action was taken.

**IX. Executive Board Session**

- a. Approve Executive Director Contract

**MOTION**

Approve contract and scope of work for the CERA Executive Director position

- First – Diana Wilmot
- Second – Don Dixon

- b. Amend the CERA Executive Director Contract

**MOTION**

Amend the CERA Executive Director contract to add five days.

- First – Diana Wilmot
- Second – Rachel Perry

- c. Approve “Trustworthy” Criteria for Nonprofit

President Coulter asked all Executive Board members to review the policies that are listed on the CERA Web site.

-----**President Coulter adjourned the meeting at 5:42 p.m.**-----



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Shannon Coulter, President  
Diana Wilmot, Vice President  
Don Dixon, Treasurer  
Rachel Perry, Secretary  
Kate Esposito, Member-at-large  
Alicia Henderson, Member-at-large  
Paul Garcia, Member-at-large  
JT Lawrence, Member-at-large  
Paula Carroll, Executive Director

-----**President Coulter called the meeting to order at 9:10 a.m.**-----

**I. Welcome**

**II. Secondary Committee Tasks**

President Coulter introduced the new Communication Committees focused on targeting communication with specific stakeholders groups:

- Stakeholder Group #1 – CERA paid members plus others
- Stakeholder Group #2 – College/University, statewide evaluation organizations, statewide policy groups like CTE, PTA, etc.
- Stakeholder Group #3 – CCSESA, ACSA
- Stakeholder Group #4 – Business partners including sponsors and exhibitors

**III. Secondary Committee Updates/Action**

Board members were assigned to committees and worked collaboratively to develop bullet point messages for their specific stakeholder group.

**IV. Identify Lifetime Achievement Award Nominees**

Vice President Wilmot, and Awards Committee Chair, read bios for each of the nominees identified by the Awards Committee in the February 6, 2014 meeting. Kenji Hakuta was identified as the 2014 Lifetime Achievement Award winner. Vice President Wilmot will contact Kenji Hakuta to congratulate him on the award and provide details of the annual conference.

**California Educational Research Association  
Board Meeting**

**February 6-7, 2014**

**V. Approve Conflict of Interest Policy**

President Coulter asked Board members to review the Conflict of Interest Policy taken from the Non-Profit Resource Center.

**MOTION**

Approve Conflict of Interest policy as presented by the Non-Profit Resource Center.

- First – Don Dixon
- Second – Wendell Callahan
- All approved.

President Coulter will send the Conflict of Interest form to all current CERA Board members for their review and electronic signature. Board members will electronically sign the Conflict of Interest form or sign a hard copy of the form and fax it to the CERA Secretary for archiving.

Secretary Perry will add approved by and date to the newly adopted Conflict of Interest policy. All CERA Board members must review and re-confirm annually at the December CERA Board meeting. New Board members must review and sign the Conflict of Interest form at the December CERA Board meeting, or no later than 30 days after their appointment to the CERA Board.

**VI. Review 2014 Annual Budget**

**MOTION**

Grant Executive Board authority to take appropriate and necessary action to increase revenue to meet or exceed anticipated expenses in 2014.

- First – JT Lawrence
- Second – Wendell Callahan
- All approved.

**MOTION**

Approve preliminary 2014 annual budget

- First – Diana Wilmot
- Second – JT Lawrence
- All approved.

-----President Coulter adjourned the meeting at 12:14 p.m.-----