

**California Educational Research Association
Board Meeting
February 5-6, 2015**

February 5, 2015

There were 11 members of the Board present, representing a quorum of the Board.

Members in Attendance:

Shannon Coulter, Past-President

Diana Wilmot, President

Rachel Perry, Vice President

Kristen Burmester, Secretary (*joined meeting at 11:30*)

Don Dixon, Treasurer

Paula Carroll, Executive Director

JT Lawrence, Member-at-Large

Alicia Henderson – Member-at-Large

Paul Garcia – Member-at-Large

Susan Green – Member-at-Large

Megan Kuhfeld – Graduate Student Representative

Stephanie Pengilly, Executive Assistant

President Diana Wilmot called the meeting to order at 9:00 a.m.

I. Welcome and Introductions

President Wilmot opened the meeting by thanking Past-President Shannon Coulter for his leadership and organization last year. Each Board Member was asked to introduce themselves and share their favorite Disneyland story.

II. Review Board Agenda

President Wilmot reviewed the goals of the organization and asked Board Members to keep the goals in mind over the course of the meeting.

The goals of the organization are:

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 associations

III. Don Dixon reviewed the February 4, 2015 Treasurer's Report

- Review of expenditures in various categories – \$186,000 total expenses
 - Does not include \$11,000 owed to Paula Carroll for last year
 - 20% allocated to Executive Director and Executive Assistant positions
- Review of account balances – \$84,000 capital
 - Less than last year, but not as large of a deficit as anticipated due to increase in sponsorship monies
- Projections – *subject to change*
 - Hope that conference attendees will be higher
 - Some confusion about where to put bills that are still coming in from last year's conference – accrues in 2014, paid in 2015
 - Board meeting expense – \$8,000-\$10,000 per meeting
Discussed holding 1 day Board meetings to cut expenses
- **MOTION** to approve Treasurer's Report with the expectation that there will be changes
 - First - Alicia Henderson
 - Second - JT Lawrence
 - All in Favor – PASS
- Don Dixon reviewed Travel Reimbursement Policy
 - Complete Reimbursement Form and email to him as 2 separate attachments with scanned receipts. Don to provide Reimbursement Form if anyone needs it.
 - Food receipts – per diem of \$65 – Don reminded members that if the Board covers meals, you cannot be reimbursed for that meal
 - Shannon asked the implications of paying members \$130 vs. using credit card for dinner - ***Don to explore***
 - Paula brought up the idea of using the CERA credit card to book flights and pay for conference expenses to earn miles - ***Don to explore use of card and benefits***

IV. Reviewed Organizational Milestones

President Wilmot asked Don Dixon to review the Organizational Milestones for a historical perspective of CERA.

Don asked past presidents what they see as their major accomplishments during their CERA presidencies.

- 2010
 - CERA had historical documents in boxes – Paula created electronic versions and went digital

- 2011
 - Roger updated website and added digital documents to website, including meeting minutes and presentations
 - Used incentives to drive members to visit sponsors – changed graphic departments for a more professional look
 - Record number of attendees and exhibitors at conference
- 2012
 - Conference in Monterey was not as successful as past events due to location
 - Started twitter feed to utilize technology for conference attendees
 - Utilized Constant Contact for more seamless system to communicate with members
- 2013
 - Added research newsletter, created membership director to increase numbers
 - Moved to mobile app and dramatically cut printing costs
 - Increased conference fees
 - Began using survey feature within Constant Contact
 - Reduced number of board meetings for full board
- 2014
 - Improved on newsletter
 - Implemented EventsForce for improved registration and seamless integration into Zerista and procedures have been documented for each step
 - Continued with mobile trend and completely eliminated printed program
- Looking towards 2015
 - Will continue to explore and grow sponsorship opportunities for exhibitors
 - No new platforms to be introduced this year

V. Conference Review and Evaluation

Rachel Perry summarized the results of the 65 out of 400 attendees who completed the conference evaluation

- Key points included:
 - Members were aware that the Wednesday workshops were included in the conference fee, but were not able to attend - ***Conference Committee to explore changing terminology so people realize it's a 2.5 day conference***
 - Best practices and assessment were the big topic
 - Who do people want to hear from in keynote:

National Experts – 55%	Practitioners – 42%
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 - The Mobile App – 2/3 rated good or very good

- Communication – type and frequency – members felt it was about right, not sending out too much and type is relevant - ***Improve Navigation and naming***
- Sponsors and Exhibitors
 - Game did not increase visits to tables - members would have visited the exhibits anyway
 - Would like more tables from research organizations – WestEd, Claremont Graduate Department, etc.
 - ***Explore the possibility of providing sponsors the opportunity to create focus groups***
- 17 people on Rachel’s list indicated they would be interest in volunteering/assisting with ways to improve CERA - ***Solicit volunteers from membership to support sub-committee efforts***

VI. Annual Work Plan

- Sub-Committees
 - President Wilmot has added sub-committee meetings to utilize at-large board members in more productive ways. President Wilmot assigned members to committees she thought they would be best suited.
 - Sub-committees are to schedule time to meet virtually or physically. Time should be structured to meet the goals of CERA. Members can be reimbursed if in-face meetings are more productive by submitting mileage to Don.
 - In addition, President Wilmot has added an accountability piece, scheduling a call with 1 sub-committee member or a written status update on the 2nd Saturday of each month
- A virtual Executive Board meeting is set for April 11, 2015 from 10am-12pm
- Summer Board meeting scheduled for July has been moved to **August 6-7** due to scheduling conflicts. ***Diana to confirm with Grace availability of Disneyland Hotel UNLESS meeting is going to be held at 2016 conference location***
- An Executive Board meeting is scheduled for October 2, 2015 at the Disneyland Hotel. This will be a 1-day only meeting.
- A full Board meeting will occur the morning of December 2, 2015 to review conference activities, roles and responsibilities.
- A CERA Business meeting will also be held December 2, 2015

VII. Organization Accountability Plan (*working draft*)

President Wilmot reviewed the roles and responsibilities of the Organization Accountability Plan and highlighted key points:

- Awards and Elections Committee (Rachel Perry chair):
 - Increase Classroom Innovation Grant submissions from 2 to 5

- Development/Strategic Planning Committee (Don Dixon chair):
 - Secure CDE strand at this year's conference
 - Needs Assessment due by 5/30 to assist in deciding on theme for conference to meet member needs
- Annual Conference Committee (Kristen Burmester chair):
 - Explore members paying to attend Wednesday workshops
 - Explore paying presenters for Wednesday workshops
- Outreach, Communication and Policy Committee (Shannon Coulter chair) -
 - Shannon to compile membership data over 3 year period by end of December
 - Utilize social networking

VIII. Approval of Board Minutes

Kristen Burmester reviewed the minutes from the December 6, 2014 Board Meeting.

- **MOTION** to accept the December 6, 2014 Board meeting minutes as presented by Kristen Burmester
 - First – Rachel Perry
 - Second – JT Lawrence
 - All in Favor – Pass

LUNCH BREAK – 12:00-1:00

VI. Sub-committee Session 1

Board Members broke into Sub-committees to review goals and deadlines of the Organizational Accountability Plan and begin strategizing

- Awards and Elections Committee -
 - Expected outcomes good, goals and deadlines reasonable
 - Goal 1: Suggested names for Lifetime Achievement Award
 - Patricia Gandara, Robert Marzano, Rick Stiggins, Gene Glass, Larry Cuban, Pedro Noguera, Richard Elmore, Sean Rearden, James Spillane, Russ Rumberger, Anthony Bryk, Stephen Raudenbush, Milbrey McLaughlin, Gary Orfield, Mark Wilson
 - President Wilmot sent out voting instructions and the top 3 candidates are Patricia Gandara, Mark Wilson & Richard Stiggins
 - President Wilmot sent out voting instructions and the Lifetime Achievement Award winner is **Mark Wilson**, runner-up is **Patricia Gandara**

- Development/Strategic Planning Committee
 - Overlap with Shannon’s committee?
 - Written confirmation that Luci Willits (Smarter Balanced) will be here for conference and Keric Ashley, Interim Deputy Superintendent of Public Instruction for keynote
 - Goals seemed reasonable
- Annual Conference Committee
 - Goals seem reasonable
 - Toured space and met with Disneyland rep – space looks good
 - Rachel guiding Stephanie and Kristin on each piece of conference – Zurista, EventsForce, etc.
 - Castle and Monorail rooms will be used from CDE presentations
- Outreach, Communication and Policy Committee
 - Committee spent their time on Needs Assessment, developed 10 questions and would like input from Development/Strategic Planning Committee. Questions focused on -
 - Demographics
 - Why people haven’t attended
 - Barriers on why members are not attending – how can we make it better
 - Conference input questions – topics, speakers, effectiveness questions re: conference and CERA
 - Future orientated questions
 - Strategized on how to survey members who regularly attend the conference, have never attended the conference and who attend intermittently
 - Discussed names for CDE strand - Keric Ashley, Michelle Center, Jessica Valdez, Eric Zilbert, Linda Hooper, Lily Roberts, Carrie Roberts, Jenny Singh
 - Several ideas were brought up for the conference -
 - Opening Wednesday with workshops in the morning and asking Tony Alfred to speak in the afternoon
 - Digital Library information and Interim Assessments
 - Having Smarter Balance starting and ending conference
 - How can we create an association with County offices? What are ways we can direct people to their County Office of Education as a resource? Marketing exhibitor tables to county offices - “Come see what your county office is doing”
 - *Need to explore implications further before taking action*

- Inviting special guests who are using state resources efficiently and ways to recognize districts with best practices
- Discussed the need to update the website to begin promoting conference and partnership with Claremont Graduate School

President Diana Wilmot adjourned the meeting at 4:03 p.m.

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Diana Wilmot, President

Rachel Perry, Vice President

Kristen Burmester, Secretary

Don Dixon, Treasurer

Paula Carroll, Executive Director

JT Lawrence, Member-at-Large

Paul Garcia – Member-at-Large

Susan Green – Member-at-Large

Megan Kuhfeld – Graduate Student Representative

Stephanie Pengilly, Executive Assistant

President Diana Wilmot called the meeting to order at 9:15 a.m.

I. Welcome

II. Discussion and Action Items

- Executive Assistant Contract

President Wilmot asked Board Members to review the Executive Assistant contract.

- **MOTION** to approve contract and scope of work for the CERA Executive Assistant

- First - Rachel Perry
- Second - JT Lawrence
- All in favor - Pass

- Executive Director Contract

President Wilmot asked Board Members to review the Executive Director contract

- **MOTION** to approve contract for the CERA Executive Director with the following amendments:
 - *Reduce contact from 20 days to 12 days*
 - *Remove training of Executive Assistant (Page 1, #3)*

 - First - Don Dixon
 - Second - Rachel Perry
 - All in favor - Pass

President Wilmot will put together list of clear deliverables, focusing on more high level planning, including CDE, strategic planning, networking, etc. President Wilmot to document how she expects days to be allocated per task and will work with Paula monthly to ensure time and goals are being met and kept in check.

- Non-profit Trustworthiness Criteria
Shannon reviewed the documentation required to maintain non-profit status, including approved minutes, budget, annual report, updated travel policy and Form 990 (*Per Don - Form 990 is on extension and will be filed in May*). Documents need to be visible on CERA website

- **MOTION** to adopt current new federal guidelines for per diem and mileage
 - First - JT Lawrence
 - Second - Don Dixon
 - All in Favor - Pass

III. Sub-committee Session 2

President Wilmot asked Board Members to break into Sub-committees with instructions on where to focus time:

- Development/Strategic Planning Committee - Meeting with Nazy Zargarpour to focus on sponsored webinar with Claremont
- Outreach Committee – Training with Stephanie on communication, utilizing constant contact, updating website, etc.
- Annual Conference Committee - Focus on big picture of organization, who are key notes in consideration (decide on that before theme?)
- Awards and Elections Committee - Specific activities to be conducted under each award including publicity, targeting individuals to solicit nominations, clarify what responsibilities are and standardizing and documenting awards process

IV. Sub-committee Action Plans

- Development/Strategic Planning Committee
Nazy proposed collaboration between CERA and Claremont Graduate University to develop webinars for members to access, work with graduate students and Shannon. Promote through ADA with weekly blasts on evaluation topics. Shannon to work with Stephanie on marketing and publicity

- **MOTION** to redirect \$5,000 from research grant to collaboration with Claremont Graduate University webinars
 - First - Shannon Coulter
 - Second - Don Dixon
 - All in Favor - Pass

- Conference Committee
Would like to restructure conference to offer more on Wednesday and less on Friday since CSBA overlaps with the CERA conference - ***Need to check with Grace on room availability***

Schedule could look like -

- Sessions begin 10am Wednesday, lunch on their own, CDE session Wednesday afternoon
 - Ideally, members would fly in Wednesday morning - ***Need to check Wednesday morning flight schedule***
 - Aiming for 200 people Wed
 - Need to be strategic planning other Wednesday sessions to appeal to wide audience
 - Exhibitors open by 3pm and opening plenary 4:30-5:30 - This will address Exhibitors concern that there was not enough dedicated Exhibit Hall time
 - Thursday would remain relatively unchanged, shortening afternoon sessions to end around 4:00/4:30
 - In lieu of Presidential Reception Thursday, have “Happiest Hour” sponsored by exhibitors
 - Friday would begin with continental breakfast, breakout sessions from 10:15-11:45, closing to include raffle, passing of gavel, leave by noon with box lunch - ***Need to find strong keynote speaker for Friday***
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- Outreach Committee
Shannon reviewed Constant Contact with Stephanie including how to edit and structure emails and timeline on when messages go out. Will utilize Joinme.com for website training

- Development Committee
 - **MOTION** to authorize Development Committee to spend up to \$300 to incentivize members to complete the Needs Assessment Survey
 - First - Rachel Perry
 - Second - JT Lawrence
 - All in Favor - Pass

Need to add to Rachel's Motion Document

- Needs Assessment
 - Shared with everyone and feedback requested

President Diana Wilmot adjourned the meeting at 12:05 p.m.