



**Minutes
Of the Executive Board Meeting
Of the California Educational Research Association
December 5th , 2014**

On December 5th, 2014 a regular meeting of the Executive Board was held at Paradise Point Resort in San Diego for the purpose of debriefing the 2014 Annual Conference and for transacting all proper business of the corporation at such time and with such contents as required by the bylaws of the corporation.

There were 9 members present representing a quorum of the Executive Board:

Shannon Coulter, Past President
Diana Wilmot, President
Rachel Perry, Vice President
Kristen Burmester, Secretary
Donald Dixon, Treasurer
JT, Lawrence At-Large Member
Paul Garcia, At-Large Member
Susan Green, At-Large Member
Alicia Henderson, At-Large Member
Paula Carroll, Executive
Megan, Graduate Student Representative

-----Meeting called to order 2:16pm by President Diana Wilmot-----

Introduction of New Members – Diana Wilmot

Kristen Burmester was elected as Secretary to the CERA Board.
Susan Green was elected as a new at-large member to the CERA Board
Megan was appointed as the new Graduate Student Representative to the CERA Board.

MOTION to accept nominations. Nominations first and second. All confirmed.
Introductions of current board members.

Next year's conference

- Dec 2nd-4th at Disneyland Resort

Conference De-Brief – Rachel Perry

- **Wednesday Workshops (formerly known as Pre-Conference Sessions)**
 - Rebranded pre-conference sessions as workshops.
 - All abstract submissions were accepted (9 submitted for 9 available slots).
 - 91 attendants total, attendees per session ranged from 24 attendees in largest to a couple with 2 or fewer.
 - Considerations for next year include: (a) Reinstigate sessions with pairing across disciplines (i.e., with CDE) was favorable, (b) Reduce to 5 workshops, and (c) Ensure sessions have non-competing groups/topics.
- **Other events**
 - President's reception on Wedn was very well-attended. Sponsorships benefit from this. Good to have a break of 30min to 60mins after workshops before reception.
 - As is typical of years past, many competing sponsors held dinners on Thurs.
 - Unlike prior year, a past presidents (or prior board) dinner was not held this year.
- **Registration process (online and onsite)**
 - Eventsforce registration process worked well for typical attendees; Support folks could register multiple attendees; Edits/updates to registration were easy. As expected, common issue with forgotten passwords.
 - Integration with Paypal made registration payment easier/better, however Don Dixon noted some problems.
 - Data and querying in Eventsforce is helpful. Consider altering some data fields for next year.
 - Eventsforce was also for proposal submission. Very easy. No complaints. Easy for reviewers to review. Scheduling of sessions was simplified in the system too.
 - Very helpful that the registration and mobile app provider are linked.
 - Cost of Eventsforce: \$2,000
 - Take-away: Continue usage for next year; Make revisions based on lessons learned.
- **Mobile App (adoption and usage)**
 - 69% invited-attendees logged in to Zerista mobile app. Last year's proportion was similar.
 - Helpful that the folks at the registration desk reminded folks to download and login to the app.

- Some folks requested full printed program. This is likely because the descriptions hadn't been populated earlier on the app. Add descriptions earlier next year.
 - Zerista customer service is fabulous. Responsive and immediate.
 - Cost of Zerista: \$3,000
 - Take-away: Continue usage for next year
- ***Session Attendance***
 - Four sessions were held. Sessions 1 and 2 had approximately 185 attendees. Sessions 3 and 4 had slightly less at approximately 150 each. The luncheon keynote likely helped increase the 4th session attendance. Headcounts per room are available for further analysis.
 - Noted that CDE sessions had highest attendance.
 - Question posed: If 360 attendees were registered and 180-150 were in sessions, where were the rest? Speculation that they were rotating in breaks, meeting with sponsors or presenters (networking), and some folks are one-day attendees
 - Adequate usage of room spaces. CDE sessions saw highest attendance. Flexibility to move sessions (e.g., CDE session to Garden room was helpful). Exec suites were decently attended for their spacing. Royal rooms were often small. It was noted that Kenji's big space was odd in ballroom.
 - Some folks were hoping to smaller meeting spaces for having conversations on small group discussions on specialized *topics*.
- ***Sponsor sessions***
 - Some sponsors noted that sessions were poorly or not attended. Shannon communicated with NWEA that CERA's Board is trying to determine what works best (noted that while NWEA's first session was less well attended than their later session, which was well-attended).
 - Considerations for next year: CERA's Board should provide sponsors with better guidance and messaging that can ensure the sponsorship is worthwhile to the sponsor, including (a) Clear communication to sponsor and attendees that sessions are not for sales pitches but are a presentation of new work/initiatives (b) Request having the presenters name and a title on the app listing for the session (Rachel Perry noted that this is a limitation of Eventsforce as a presenter can only be listed if the presenter is registered in the system); (c) Consider requesting a short article/white paper to highlight the sponsor between annual conferences; (d) Perhaps remove the color coding of sponsor

sessions to folks might have reduced attendance. Consider removing coloring.

- **Exhibitors sessions**
 - Some exhibitors did not like being in the cavern and wanted to be in the walkways to be seen by attendees. While often the person manning the exhibit is not the person paying for the service, CERA Board would like to ensure exhibitors feel it is worthwhile.
 - Considerations for next year include: (a) Add dedicated Exhibitor Time (with refreshments); (b) Provide a single individual as exhibitor contact; (c) Provide a registration location with clear signage for exhibitors to reduce those who arrive without being greeted; (d) Provide program announcements during the conference.
- **Annual Conference Retention**
 - Considerations for next year include Take a look at year to year match to investigate why only 30% returned from last year
- **Keynote speakers**
 - Good
- **Facilities & Food**
 - Good facilities, weather, food, and staff
- **Tech**
 - Staff was kind, responsive, not too many hitches
 - Considerations for next year: Determine the balance of “bring your own” and rented/hosted technology, including how they integrate

Treasurer's Interim Report – Don Dixon

- **Income and Expenses**
 - Income: Sponsor, exhibitor is up. Attendee numbers were down
 - Expenses: Owe hotel \$50k via invoice, non-hotel is \$65k (possibly overestimate) for printing, supplies, etc. Speaker costs were low. Roughly \$30K more for non-conference expenses.
 - Leave \$90k remaining. By end of year we will have \$70k left. Might need to offset costs due to new expenses

Conference Evaluation –Diana Wilmot

- Rachel Perry will be taking the lead.
 - Add some questions to survey to: (a) get a feel for location and date of future meetings; (b) ask about likelihood of participant attending in the future; (c) ask if they've attended in the past (to gauge return).
 - Add to the strategic plan an action item to address the CERA Board's expectations are for yearly return of attendees. Noted that expected attendance should be more than the current 30% return.
 - Consider connecting with those who came last year, but not this year.

- Consider send more messages to current and past folks, outreach to those who should be in our pool but might not know such as charters, privates, principals – ask questions not only their role but how long in these roles.

Next action steps – Diana Wilmot

- ***Next Board Meeting***

- Feb 5-6th 2015. Meeting starts 9am on Thurs (if this doesn't work Jan 29-30 is the backup, the second weekend in Feb is not being considered).
- Diana Wilmot has asked if Joe Wilhoft might be able to attend the next board meeting to help with strategy for next year's conference

-----Adjourned at 3:17pm by President Diana Wilmot-----