

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

## SATURDAY, SEPTEMBER 23, 2017

**Meeting called to order at 9:10 a.m.**

Participants: Barbara Howard, chair; Elizabeth Foster, Learning Forward; Patricia McDivitt, American Counseling; Jennifer Merriman, American Psychological Association; Brad Watts, The Evaluation Center; Katie Winn, University Council for Educational Administration; Sandra Sellick, Canadian Evaluation Society; Julie Morrison, National Association of School Psychologists; Paula Egelson, Consortium for Research on Educational Assessment and Teaching Effectiveness; Hazel Symonette, member at large; Stephen Henry, American Educational Research Association; Katherine Tibbetts, American Evaluation Association

### WELCOME

- Introductions
- Sharing use and promotion of standards by member organizations
- Review of agenda (see attached)

### CHAIR'S REPORT

Review and approval of minutes from 2016 meeting. Motion by BH to approve as submitted Moved by Steve Harvey; Seconded Julie Morrison;

**Discussion:** Corrections

1. list participation by organization (except for at-large members)
2. On page 5 delete reference Brenda Stead providing CES update, the update was provided by Sandra Sellick on behalf of CES

**Decision:** unanimously approved with corrections.

### REVISION OF PERSONNEL EVALUATION STANDARDS:

Task force recommends the Personnel Evaluation Standards be revised to reflect current issues in K-12 educator evaluation rather than rewritten.

**Discussion:** As the task force worked on this, they saw that the existing standards are so thorough it would be hard to break from them.

- Years earlier discussions by JCSEE (shared by Stephen Harvey) rejected the idea of doing standards exclusively for teacher evaluation as being too controversial.
- One reason to rewrite was to break contract with Sage so we could publish elsewhere and hopefully increase sales and revenues.

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

- Another consideration is possible renaming of the standard to be clear these are broadly relevant (not just for Personnel directors).
- An option would be to halt the ongoing Personnel Evaluation Standards revision and approve as is for another 5 years.
  - If we do this, we need to be able to be nimble in response to changes in the field.
  - For example, we could develop a process to produce and publish position papers to respond to emerging issues in a timely manner while publishing standards that have a longer “shelf-life.”

**Motion:** Stephen Henry – move to table discussion until after discussion of mission

(Note: this topic was not revisited after the Mission discussion and no recommendations were made to the Task Force)

FINANCIAL REPORT: SEE REPORT ATTACHED

## **Discussion:**

- Recommend we revise website – was unable to redo website using volunteer or low-cost student services; recommend this still be done
- Note, ANSI did not ultimately agree to reduce the membership fee
- Had sought a grant from Spencer Foundation to support writing Teacher Evaluation Standards but were not funded
- Noted: we do not have a host organization at this time (was intended to be Appalachian State but changes in leadership and finances at the University precluded this).
- Times are different and level of support available from any organization is unlikely to match what we’ve had historically. Need to rethink how we operate.
- Noted, 15% increase in meeting charges by hotel despite dropping the Sunday box lunch.
- Discussion of charges for website hosting (no changes made to site) – after reduction of about \$300, we paid about \$260 (compared to \$40 per year at GoDaddy); importance of website in our future is likely to be an issue.
- Larger issue is income – promoting standards to increase sales, exploring other sources of revenue.

## MISSION STATEMENT

We have slightly different versions of our mission statement in different documents and need/want a single, official version. Between meetings, Committee Members were asked to provide a draft mission statement for consideration.

**Motion** by Barbara Howard to adopt revised mission statement to stand as the sole mission statement for JCSEE. So moved by Jennifer Merriman and seconded by Julie Morrison

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

## *Discussion:*

- Group reviewed proposed statements and existing statements, identified those they liked best and their rationale for their selections
- A statement that was a composite from several sources was identified:

*The JCSEE mission is to develop and promote standards for conducting high-quality evaluations.*

**Vote:** Passed by unanimous vote

## STRATEGIZING OUR MISSION: HOW DO WE ATTAIN OUR GOALS?

### *Discussion of Goals:*

After initial brainstorming, a set of goals was put forward to be prioritized (see list below)

1. Reorganize and restructure JCSEE to be more focused, functional, and sustainable. (10 votes)  
Notes: Hold quarterly Executive Committee meetings. Have a work plan with deadline commitments. Put on a name on responsibilities.
2. Increase viability of JCSEE. (6 votes)
3. Increase engagement of members of JCSEE and Task Force throughout the year. (5 votes)
4. Three-year strategic plan. (3 votes) (subsumed under #1 above)
5. Be the most recognized source for evaluation standards within the next five years. (4 votes)
6. Conduct ongoing, systematic review of Standards. (3 votes)  
Notes: this is a core, ongoing role of JCSEE, may ask member groups to poll member organizations about need for revision based on their connection to the different sets of standards.

Final Goals (three-to-five year goals):

1. Increase viability of the JCSEE through restructuring to improve focus, function, and sustainability through increased revenue and decreased expenses.
  - 1.1. Develop a three-year strategic plan
  - 1.2. Increase engagement of members of JCSEE and Task Forces. throughout the year with evidence of completion of tasks.
2. Increase awareness and impact of JCSEE as the source for evaluation standards in North America. As measured by:
  - Increase in citations of the Standards (need to gather baseline data)
  - Increase in requests to use Standards (need to document)
  - Increase in website hits (need to build in a website analytics tool to measure hits, duration, and paths)

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

**Motion:** By Brad Watts to adopt the final list of goals. Seconded by Julie Morrison

**Vote:** Passed by unanimous vote

## **Strategizing to Achieve Goals:**

1. Increase viability of the JCSEE through restructuring to improve focus, function, and sustainability through increased revenue and decreased expenses.
  - 1.1. Establish a stable host organization
    - 1.1.1. Send out an RFP/RFI
  - 1.2. Develop a three-year strategic plan
    - 1.2.1. Develop a marketing plan
    - 1.2.2. Establish a structure to collect membership fees.
    - 1.2.3. Revisit membership fees (consider a tiered system and ways to reduce meeting costs)
    - 1.2.4. Re-engage members who have left and recruit new member organizations
    - 1.2.5. Above requires website updates to communicate JCSEE is an active, viable, relevant organization
  - 1.3. Increase engagement of members of JCSEE and Task Forces. throughout the year with evidence of completion of tasks.
    - 1.3.1. More distributed leadership
    - 1.3.2. Develop a schedule for meetings of the Joint Committee and Executive Committee for the next year
    - 1.3.3. Identify specific deliverables for the next year
2. Increase awareness and impact of JCSEE as the source for evaluation standards in North America.
  - 2.1. Website updates to communicate JCSEE is an active, viable, relevant organization
  - 2.2. Establish a social media presence
  - 2.3. Consistent check of metrics (citations, requests, website hits)
  - 2.4. Position papers on timely topics and white papers on application of standards (promote through relevant member organizations)
  - 2.5. Presentations at conferences (preferably high visibility presentations [invited, presidential strand, etc.])
  - 2.6. Map uses – e.g., in college courses, by organizations
  - 2.7. List of organizations that have adopted the Standards (e.g., CDC and UNICEF)

## RESTRUCTURING OUR ORGANIZATION

Julie Morrison introduced a proposed organizational chart that would make roles and responsibilities clearer with the goal of increasing our efficiency and productivity

### **Discussion:**

- Make it clear that the Chair and Vice Chair are members of the Executive Committee

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

- Will we require everyone on the JCSEE have a working role? (question not answered, needs further discussion)
- Do we continue to identify groups who don't pay their membership fees as members (some places have legal requirements that prohibit them paying the dues)? (question not answered, needs further discussion)
- Do we drop groups who do not participate in the annual meeting? Maybe keep them on and use tiered membership structure as they are consumers of our products? (question not answered, needs further discussion)
- Discussion of pros and cons of having the Fiscal Coordinator, Secretary, Communications Coordinator, Membership Coordinator, and Task Force Chairs (and only those) be members of the Executive Committee along with the Chair and Vice Chair– (question not answered, needs further discussion)

**Decision:** Julie Morrison to submit an updated organizational chart that reflects the discussion (see attached)

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

SUNDAY, SEPTEMBER 24, 2017

Meeting called to order at 8:30

Participants: Barbara Howard, chair; Elizabeth Foster, Learning Forward; Patricia McDivitt, American Counseling; Brad Watts, The Evaluation Center; Katie Winn, University Council for Educational Administration; Sandra Sellick, Canadian Evaluation Society; Julie Morrison, National Association of School Psychologists; Paula Egelson, Consortium for Research on Educational Assessment and Teaching Effectiveness; Hazel Symonette, member at large; Stephen Henry, American Educational Research Association; Katherine Tibbetts, American Evaluation Association

## RESTRUCTURING OUR ORGANIZATION (CONTINUED)

**Discussion:** Composition of Executive Committee (EC)

- Role of EC: an advisory capacity to the chair and vice chair, decision making per our bylaws (Article VI)
- Structure: 5 members: Chair, Vice Chair, 3 elected from the membership (Steve just completed 1<sup>st</sup> year of 3-year term), Other duties as needed by workplan. Responsibility of EC: work on ByLaws, etc. already a role of the EC (no vote needed)
- Roles: Chair may make appointments to roles. Actual roles (e.g., fiscal coordinator, secretary, etc.) to be determined based on needs; at this point urgent need to attend to fiscal matters and communications (web-design, website shouldn't have host organization branding)

**Discussion:** Operational Issues

- Stephen Henry volunteered to explore design options for website (we have a mock-up from last year's meeting).
- Paula Egelson volunteered to communicate with publishers and exploring options
- Paula Egelson to explore locations (and costs) for next meeting location (Cincinnati would be a strong possibility if the University of Cincinnati becomes our host organization [see below]); continue with weekend meetings (all day Saturday, half-day Sunday)

## HOSTING

It is clear we need back-office support from a hosting organization.

The University of Cincinnati Evaluation Services Center interested in hosting JCSEE (in the College of Education, Criminal Justice, Human Services, and Information Technology [<http://cech.uc.edu>] IF their role is limited to fiscal coordination, website design/maintenance, student connections.

Motion: by Katherine Tibbetts to authorize Julie Morrison to negotiate draft terms for a Memorandum of Agreement between JCSEE and UC-ESC for hosting. Draft terms go to JCSEE Executive Committee for

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

initial review and recommendations. Final MOA go to full membership for ratification (assuming the MOA is recommended by the Executive Committee). Seconded by Brad Watts

## **Discussion:**

- Pros and cons of accepting Cincinnati offer vs. RFP process:
  - RFP process might reveal that other organizations would view hosting JCSEE as a benefit and might be willing to invest more in making JCSEE into a thriving organization.
  - RFP process would take several months
  - Cincinnati is strongly interested in making this commitment (some terms still to be negotiated)
  - If JCSEE were hosted by a professional association, we would need to be vigilant to be independent of that association and present the appearance of independence.
- How urgently do we need to move?
  - Stephen Henry – thinks we have a year to complete a transition
  - Paula Egelson– arrangements with Cincinnati might take 6 months, need to be sure we have a good match between our needs and the host organization
- How would an MOA with Cincinnati work with the restructuring plan?
  - To be determined

**Vote:** Passed by unanimous vote with one abstention

## ELECTION OF OFFICERS

### *CHAIR*

**Chair:** Brad Watts nominated as chair and agreed to accept nomination

**Motion:** to nominate Brad Watts for Chair by Barbara Howard, Seconded by Paula Egelson.

**Motion:** to nominate Julie Morrison as Chair by Brad Watts, Seconded by Hazel Symonette

**Motion:** to close nominations by Sandra Sellick, Seconded by Hazel Symonette

**Vote:** Brad Watts elected Chair by unanimous vote

### *VICE CHAIR*

**Motion:** to nominate Julie Morrison as Vice Chair by Brad Watts, Seconded by Stephen Henry

**Motion:** to appoint Julie Morrison as Vice Chair by acclamation by Stephen Henry, Seconded by Hazel Symonette

**Vote:** Julie Morrison elected Vice Chair by acclamation

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

## *EXECUTIVE COMMITTEE MEMBERSHIP:*

### *Nominees for Executive Committee:*

- Katherine Tibbetts for 3 years, (Motion made by Stephen Henry and Seconded by Hazel Symonette)
- Stephen Henry continues (will be in second year three-year term);
- Barbara Howard for 1 year (Motion made by Brad Watts and Seconded by Sandra Sellick)

**Motion:** to appoint by acclamation made by Sandra Sellick and seconded by Hazel Symonette

**Vote:** Members approved by acclamation

## DISCUSSION OF ANSI MEMBERSHIP

**Motion:** to terminate ANSI membership by Stephen Henry, seconded by Patricia McDivitt

### *Discussion:*

- ANSI provided “legitimacy” to standards development process although we largely determine the process (ANSI has some requirements we needed to incorporate; they audited that we adhered to our process; and certified that we followed our process)
- Current membership expires in 11/2017
- Fees are not affordable given our current revenue stream
- Pro: ensures we follow rigorous procedures
- If we don’t renew, we need to remove ANSI reference from our website before November (Barbara Howard will ensure this is done if needed)
- Following Federal Law will result in rigorous process without ANSI certification:  
(<https://www.ftc.gov/enforcement/statutes/standards-development-organization-act-2004>).

(5) Technical standards are written by hundreds of nonprofit voluntary consensus standards bodies in a non-exclusionary fashion, using thousands of volunteers from the private and public sectors, and are developed under the standards development principles set out in Circular Number A–119, as revised February 18, 1998, of the Office of Management and Budget, including principles that require openness, balance, transparency, consensus, and due process. Such principles provide for-

- (A) notice to all parties known to be affected by the particular standards development activity,
- (B) the opportunity to participate in standards development or modification,
- (C) balancing interests so that standards development activities are not dominated by any single group of interested persons,
- (D) readily available access to essential information regarding proposed and final standards,

# JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION: MEETING NOTES

SEPTEMBER 23RD AND 24TH, 2017: ALEXANDRIA, VA

- (E) the requirement that substantial agreement be reached on all material points after the consideration of all views and objections, and
- (F) the right to express a position, to have it considered, and to appeal an adverse decision.

**Call to Question:** Shall we terminate membership in ANSI when our current membership period expires?

**Vote:** Unanimous approval to terminate ANSI

## CONCLUSION & NEXT STEPS

- Virtual meeting of the full Committee:
  - 4/10/2018, 1:00-2:00 Eastern
- Virtual meetings of the Executive Committee from 3:00-4:00 Eastern on Tuesdays:
  - 11/23/17
  - 02/20/18
  - 06/05/18
- Next full, face-to-face meeting: 9/22-9/23/2018 (likely in Cincinnati)

**Motion:** to adjourn by Katie Winn and seconded by Patricia McDivitt

**Meeting Adjourned at 11:00 a.m.**

**THE JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION**  
**Saturday, September 23 – Sunday, September 24, 2017**

Alexandria, Virginia

**SATURDAY, SEPTEMBER 23, 2017**

<b>TIME</b>	<b>TOPIC</b>	<b>FACILITATOR</b>
9:00 AM – 9:45 AM	WELCOME INTRODUCTIONS SHARING WORK ON STANDARDS BY MEMBER ORGANIZATIONS	B. HOWARD
9:45AM – 10:30 AM	CHAIR’S REPORT	B. HOWARD
10:30 AM – 10:45 AM	MORNING BREAK WITH SNACKS	
10:45 AM – 12:00 NOON	EXAMINING THE MISSION OF OUR ORGANIZATION (Vote)	B. WATTS
12 NOON – 12:30 PM	LUNCH IN ROOM	
12:30 PM – 3:00 PM	STRATEGIZING OUR MISSION: <i>HOW DO WE ATTAIN OUR GOALS?</i> (Vote)	B. HOWARD
3: 00 PM – 3:15 PM	AFTERNOON BREAK WITH SNACKS	
3:15 PM – 4:45 PM	RESTRUCTURING OUR ORGANIZATION (Vote)	J. MORRISON
4:45 PM – 5:00 PM	CONCLUSION	B. HOWARD, B. WATTS, J. MORRISON

**SUNDAY, SEPTEMBER 24, 2017**

9:00 AM – 9:15 AM	OVERVIEW OF THE DAY	B. HOWARD
9:15 AM – 9:45 AM	DEBRIEF OF SATURDAY’S SESSION	B. HOWARD
10:45 AM	15 minute MORNING BREAK WITH SNACKS	
11:00 AM – 11:20 AM	VOTING FOR CHAIR, VICE CHAIR AND EXECUTIVE COMMITTEE	B. HOWARD
11:20 AM - 11:45 AM	DISCUSSION ON ANSI MEMBERSHIP (Vote)	
11:30 AM – 12 NOON	CONCLUSION/NEXT STEPS ADJOURNMENT AT NOON	B. HOWARD

JCSEE Financial Report  
September 2016 – September 2017

---

Beginning Balance (September 2016)	\$15,677.28	
Current Available Balance (September 2017)	11,172.98	
<hr/>		
Total Deposits (income)	\$ 8,964.08	
Total EXPENSES:		\$13,468.38

---

**Itemized Income**

Membership Dues	\$3000.00
Royalties	5,964.08

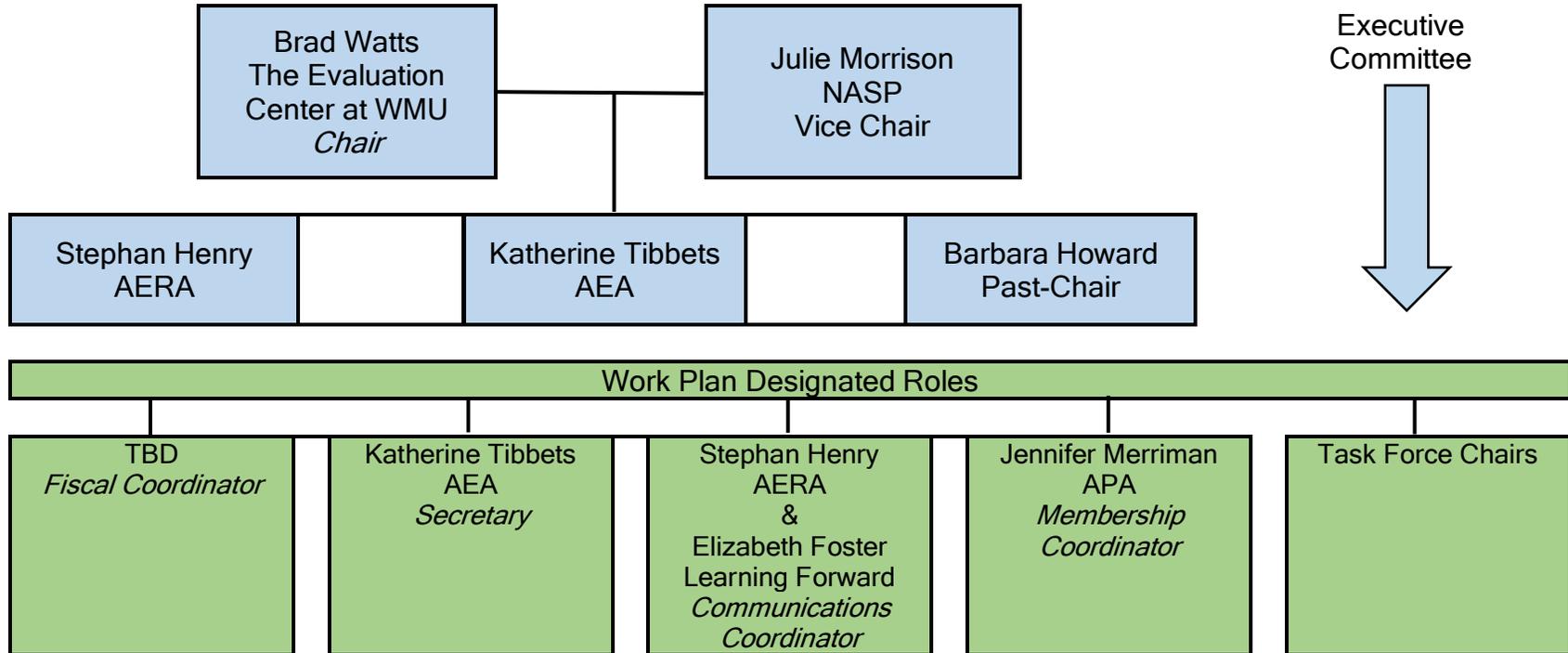
---

**Itemized Expenses:**

ANSI Dues	6,835.00
Annual Meeting (2016)	2,485.68
Annual Meeting (2017)	2,882.04
Incorporation Fees	620.00
Internet Fees	260.67
Bank fees/services (includes \$16 wire transfer fees for each Canadian deposit)	166.01
Administrative support @ \$30/hr	195.00
Office Supplies for Annual Meeting (2016)	24.66

# Restructuring the JCSEE Organizational Structure

September 2017



## Duties and Responsibilities

### *Chair*

- A. Serving as principal elected officer
- B. Presiding at meetings
- C. Preparing an agenda of projects and assigning priorities with the advice of the Executive Committee
- D. Establishing task forces and designating a Task Force Chair
- E. Delegating particular functions or duties to JCSEE members
- F. Oversight for the duties and responsibilities of the Executive Committee
- G. Performing other tasks necessary to administer the duties of this office, or designated by the JCSEE
- H. Contracting with publishers

### *Vice Chair*

- A. Serving as Chair in the event of the Chair's absence or resignation and performing all duties related thereto
- B. Performing other duties as specified by the Chair or by the JCSEE

### *Fiscal Coordinator (at the Hosting Organization)*

- A. Managing the JCSEE funds, maintain fiscal records, and provide for audits of the use of the funds
- B. Overseeing the request for sponsoring organizational dues by each JCSEE representation to their organization
- C. Following up with sponsoring organizations who have not fulfilled their financial obligations to JCSEE
- D. The hosting organization will consider providing temporary in-kind resources to sustain the work of the JCSEE during brief periods if revenues from book royalties and sponsoring organization dues are insufficient
- E. The hosting organization will honor and protect the JCSEE's need for independence (from the hosting organization) in its mission of formulating and developing evaluation Standards. The hosting organization must be committed to serving the public interest, possess accounting capabilities, be free from the control or domination of special interest groups, have equal allegiance to all segments of the constituency for evaluation Standards, and possess a high degree of credibility.

### *Secretary*

- A. Documenting and disseminating minutes from the Annual meeting

### *Communications Coordinators*

- A. Coordinating website overhaul to improve functionality

