

JCSEE

September 19-20, 2015

Saturday, September 19, 2015

I. Welcome and Introductions of Members

Dr. Barbara Howard, Chair of the Joint Committee on Standards for Educational Evaluation (JCSEE), opened the meeting with introductions. Those in attendance were Patty McDivitt, Don Klinger, Jennifer Merriman, Liz Hollingworth, Steve Henry, Paula Egelson, Brenda Stead, Leslie Eastman, Leslie Lukin, Lyn Shulha, Julie Morrison, Hazel Symonette, Kathy Tibbetts, and Brad Watts. Several new members, Jennifer Merriman (APA), Marsha Mays-Smith (Associate Member), Brad Watts (Western Michigan University) were welcomed.

Barbara provided an overview of the goals for the JCSEE and the goals for the annual meeting, including a need for a shorter standards development timeline. Barbara also reminded the members of the JCSEE of the importance of standards work and its contribution to the field of educational evaluation.

II. Approval of the September 2014 Annual Meeting Minutes

The past-Chair of the JCSEE, Don Yarbrough, has not yet sent the official minutes of the September 2014 annual meeting to the JCSEE. As a result, the minutes from the 2014 meeting could not be approved by the JCSEE. However, several members of the JCSEE mentioned that they had taken notes during the 2014 annual meeting. They offered to send the notes to Barbara for the purpose of providing a historical reference as to the events/decisions that took place at the September 2014 meeting chaired by Don Yarbrough.

III. Financial Report: Current Beginning Balance \$13,642.15 (November 2014-September 2015)

The past-Chair of the JCSEE, Don Yarbrough, has not yet provided the financial report for the previous year (November 2013- September 2014) to the JCSEE. Barbara did report, however, that she had received a certified check in the amount of \$13,642.15 from Don Yarbrough. This was deposited in a JCSEE Wells Fargo account. On behalf of the JCSEE, Barbara reported that she has made a request to the past-Chair to provide the JCSEE with the financial report from the years in which he was chair of the Joint Committee. Barbara also reported that she had made a request to the past-Chair for a financial audit. At this time, neither the financial report nor the financial audit has been provided to the Joint Committee.

In the absence of any further information regarding the financial status of the JCSEE and the sales history of the standards books, Barbara was asked by the JCSEE to contact the publishers, Sage and Corwin Press, to receive a detailed accounting of the actual sales of each of the standards books and the sales history. Barbara reported that the Classroom Assessment Standards are currently available on Kindle, and 70% of the revenue from the sales will go to the JCSEE. Barbara recommended that the standards also be made available through Kindle Select. The benefits include additional promotion from Kindle.

The financial report for the September 2015 meeting was presented.

Royalties from Sage = \$6,108.50

Kindle sales = just over \$83.00 (sold worldwide with direct deposit into the JCSEE account with each purchase)

Barbara reported that the major expenses for the upcoming year include maintenance of the website (\$187.29), ANSI dues (\$6,100), and the expenses involved in the annual meeting such as meeting room, food, and beverage expenses (estimated \$2000.00).

The current JCSEE funds are in a Wells Fargo account. Barbara reported that Appalachian State University is willing to serve as an administrator. There would be no indirect costs to the JCSEE. The university, however, would provide oversight on procedures for record keeping.

Motion

A motion to authorize the move of the Wells Fargo JCSEE account to Appalachian State University for the duration of Barbara's term as Chair (with separate accounting/financial code and contingent on confirmation that the funds can be transferred from Appalachian State to the next Chair) was made by Leslie Lukin. The motion was seconded by Kathy Tibbetts. The motion passed unanimously.

IV. Standards Development

Barbara discussed the need for developing and/or revising standards on a better, timelier schedule. This would involve the development of a strategic plan for standards development that coincides with the ANSI process.

The Program Evaluation Standards are due to expire in 2015.

Motion

A motion to renew the Program Evaluation Standards (3rd Ed), as written, for five years was made by Liz Hollingworth and seconded by Steve Henry. The motion passed unanimously.

V. Communication Platforms

A discussion concerning communication platforms and subsequent meetings took place. Barbara recommended that JCSEE meetings take place quarterly. One of the meetings would be the annual meeting. The other meetings would be held remotely through the use of web conferencing. Each web conference would last one hour or less. The current platform that has been used by the JCSEE is being updated and will no longer be available for use. Other options were discussed, including the use of a system currently used by Jennifer Merriman.

Motion

A motion to use Jennifer Merriman's web conferencing system was made by Brenda Stead and seconded by Kathy Tibbetts. The motion passed unanimously.

VI. Committee Work and the Establishment of Working Committees

The existing committee structure was discussed. It was decided that fewer committees, with more members in each committee, would be advantageous. It was also noted that the work of the Classroom Assessment Standards Task Force was completed, and, therefore, this task force is no longer operating.

Motion

A motion was made by Jennifer Merriman to restructure the committees and seconded by Paula Egelson. The motion passed unanimously.

The committees are as follows:

Executive Committee (Revisiting and revising *Principles*, membership, budget)

Resource Development Committee (Exploring new ventures/opportunities for revenue streams and connections)

Marketing and Dissemination Committee (Identifying markets/additional markets, promotion, translations, web site)

*Task Force on Teacher Evaluation

***Motion**

A motion to establish a task force to develop Pre-K-12 Teacher and Administrator Evaluation Standards was made by Steve Henry and seconded by Liz Hollingworth. The motion passed unanimously.

The Chair will ensure that the ANSI process will be followed, including but not limited to, the review of the literature; creation of a first draft in Year 1 of the standards statements; identification of reviewers; overseeing the review process; conducting national hearings. Barbara will send out a description of the role of the task force chair or co-chair and call for recommendations.

VII. Educational Evaluation in Saudia Arabia

A presentation was provided by Saleh Alshumrani, Saudi Education Reform Public Evaluation Commission (PEEC). PEEC has a five-year strategic plan to develop standards to guide assessments. A high-level project description and plan was provided to the JCSEE. The JCSEE will review the plan and see how it, or individual members, can best provide consulting services to PEEC.

VIII. Nomination and Elections

Executive Committee Membership

Nominations for executive committee members, Julie Morrison and Don Klinger, were made by Brenda Stead and seconded by Lyn Shula. The call for the election took place, and both Julie and Don were unanimously elected.

Vice Chair

Patty McDivitt nominated Don Klinger for vice chair, and Leslie Lukin seconded. The call for the election took place, and Don Klinger was unanimously elected as vice chair.

Sunday, September 20, 2015

I. Purchasing the Classroom Assessment Standards

A “how-to-order” demonstration of the process of purchasing the Classroom Assessment Standards through Amazon.com and Kindle was provided by Barbara. A discussion of Kindle Publishing and the sales of the Classroom Assessment Standards, including a discussion of access, pricing, promotion in support of Kindle sales, were provided.

II. Reports from the Committees

Resource Development Committee: Paula Egelson, Chair (members include Lyn Shula, Hazel Symonette, Brenda Stead, and Marsha Mays-Smith)

Paula provided a summary of the discussion that took place in the meeting of the Resource Development Committee.

The committee will explore the feasibility of creating an application that would function as a self-assessment. Teachers and other stakeholders would complete the application in order to compare their practices against the standards. This would promote awareness, application, and revenue. An App. would be developed to generate a report to track progress. Marsha Mays-Smith volunteered to develop the App. in collaboration with the Resource Development Committee.

The committee recommended that sponsoring organizations should be invoiced yearly. The committee also recommended that the Chair of the JCSEE send out a letter and invoice. In addition, there was discussion regarding whether or not organizations should pay a different amount, based upon size of the membership. Pros and cons of such an approach were discussed. The Resource Development Committee was charged by the JCSEE to investigate a tiered system based on the size of the organization’s membership.

Motion

A motion for a single, yearly fee of \$300 be charged to member organizations was made by Leslie Lukin and seconded by Jennifer Merriman. The motion passed unanimously.

Marketing and Dissemination Committee: Jennifer Merriman, Chair, (members include Patty McDivitt, Liz Hollingworth, Brad Watts)

Jennifer provided a summary of the discussion that took place in the meeting of the Marketing and Dissemination Committee.

Website: The committee reported on a review process for the existing Website. A survey, created by Liz Hollingworth, was sent to JCSEE members. The feedback from the JCSEE members will be reviewed by the Marketing and Dissemination Committee in December, and recommendations regarding possible website enhancements will then be provided to the Chair for follow-up discussion with the JCSEE.

Translations: The committee discussed the need for current and future translations and processes for authorizing translations. The information was presented to the JCSEE. The JCSEE felt it was extremely important that procedures and processes for translations follow international guidelines. At this time, the JCSEE also did not want to make a motion to authorize a Spanish translation. Rather, the JCSEE agreed to a motion to investigate, review, and identify the best processes for translations. The motion is as follows:

Motion

A motion was made to investigate review and identify the best processes for translation of the standards in any language. The motion was made by Leslie Lukin and seconded by Jennifer Merriman. The motion passed unanimously.

Executive Committee

The JCSEE discussed the role/tasks of the Executive Committee. Tasks will include updating the Governing Principles, By-Laws, and Operating Principles.

III. Future Meetings

It was proposed by Barbara and agreed-upon by the JCSEE that quarterly meetings should be held throughout the year, as follows:

September – Annual, in-person
December
March
June

More frequent meetings for committees to accomplish their work will also be held during the year. The next annual meeting is scheduled for September 23-24, 2016 in Washington DC.

IV. Thank You and Motion to Adjourn

Barbara gave a special thank you to the members of the Joint Committee whose term of service to the Joint Committee is ending. Those members included Leslie Lukin and Brenda Stead.

Motion

A motion to adjourn the September 2015 JCSEE annual meeting was made by Jennifer Merriman and seconded by Leslie Eastman. The motion passed unanimously.