

JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION  
ANNUAL MEETING – SEPTEMBER 14 AND 15, 2019 – ALEXANDRIA VIRGINIA

MEETING CALLED TO ORDER by Bradley Watts, 9:15 a.m. on 9/14/2019

AGENDA: See Attachment A

PRESENT:

(Name, Sponsoring Organization: activities to promote the standards)

Bradley (Brad) Watts, The Evaluation Center (TEC): presentation at CES with Lori Wingate (how participants use the standards); twitter; turned the Standards statements into a checklist

Julie Morrison, National Association of School Psychologists (NASP): promotion in NASP newsletter

Juan DeBrot, National Council on Measurement in Evaluation (NCME): promotion at NCME Board of Directors meeting next week

Stephan Henry, American Educational Research Association (AERA): scheduling hearings on Standards in conjunction with AERA conferences whenever we have new products

Katherine (Kathy) Tibbetts, American Evaluation Association (AEA): CREA session with Hazel, will present at Hawai'i-Pacific Evaluation Association (H-PEA) next week and at AEA in November, implicit in work on the task force to update the AEA Guiding Principles, used in current grad level evaluation course

Jennifer Merriman, American Psychological Association (APA): looking at use of standards in ed tech

Paula Egleston, Consortium for Research on Educational Accountability and Teacher Effectiveness (CREATE): will share standards at the CREATE conference in October

Hazel Symonette, member at-large: CREA session with Kathy, will present at AEA in November, implicit in work as a member of the AEA task force for the new Evaluator Competencies

Marla Steinberg, Canadian Evaluation Society (CES): on website, in workshops; interested in creating an online course, CES revised their competencies this year and incorporated reference to the standards

Kathleen (Katie) Cunningham, University Council for Educational Administrators (UCEA): incorporated in a forthcoming book chapter on program evaluation

2018 MINUTES

*Motion to approve the minutes from the 2018 annual meeting and the April 2019 virtual meeting made by Kathy Tibbetts and seconded by Stephan Henry.*

Discussion: add addendum to the virtual meeting notes to show the changes to the Operating Procedures and the selection of the Logo were approved by online votes (May 1, 2019 vote Operating Procedure Documents and Logo selection; approved. Add that meeting location changed from Kalamazoo to Alexandria). Brad will add Attachments B through F to the annual meeting notes

*Call for vote by Jennifer Merriman and seconded by Stephan Henry; approved unanimously with amendments*

#### CHAIR'S REPORT

Next meeting will be in Kalamazoo (made a commitment to WMU to meet there) – will need to research dates as our usual weekend is very busy at Western Michigan.

Financial report (see Attachment B) –

- Not paying the ANSI dues has a beneficial impact on financial balance sheet.
- Membership Dues:
  - Received from: CES, AEA, APA, UCEA, CREATE, NASP, WMU
  - Pending: NCME, AERA
- Royalties continue to decline with no new products

WMU converted Program Evaluation Standards to a checklist format

Twitter account opened: #JCSEE2

Created a LinkedIn account

Committed to a week on the AEA 365 week – submissions due in early 2019 – Brad will follow-up with Joint Committee members online to plan and coordinate submissions

Upcoming sessions at AEA regarding the standards: Brad and Lori, Kathy and Hazel

Request from Brad and Katie to post pictures of group to social media – no objections were made

#### PRINCIPLES DOCUMENTS AND BYLAWS CHANGES

PRINCIPLES DOCUMENT: (See Stephan's notes in Attachment C)

*Motion to retire the Principles as a governance document and designate as a historical document made by Stephan Henry and seconded by Hazel Symonette*

Discussion:

- Do we need to formally retire this document? Identified as a Governance Document on our website, so would be good to leave a record of the decision to remove from that category.
- Is there anything in the document that needs to be preserved in another governance document:
  - mission statement covers purpose,
  - values may not be covered explicitly,
  - already moved content related to balance of Perspective A and B to Bylaws
  - move over language about at-large members
- Do we need a simpler guiding principles document to replace this?
  - Feel important content is covered between the Bylaws and Operating Procedures
  - No new document to be created at this time.
- As a historical note: JCSEE was a spin off from what is currently the group that originally published the Standards for Educational and Psychological Assessment.

*Approved unanimously*

BYLAWS CHANGES: (See Stephan's notes in Attachment C)

*Motion to approve changes to the Bylaws made by Jennifer Merriman and seconded by Stephan Henry*

Discussion:

- Need to incorporate updated Mission Statement and make aligned changes
- Number of members of the Committee: "up to eighteen" and aligned with the text referring to "Sponsoring Organizations"
- Verify that the Roles and Responsibilities are consistent with those in the Operating Procedures (including promoting the Standards)
- Changes to initiation of amendments – no required signatures, drafts can be circulated in methods other than by mail.
- Changes to Budget (from emphasis on Budget to Financial Reporting which is consistent with our recent history) – ensure appropriate checks and balances
- Add at-large members, purpose: to balance perspectives, diversity, expertise
- Add Associate members definition (non-voting, contribute to the work of Task Forces)

Motion tabled until 9/15/2019 to allow time for further review and to make amendments. Assigned to work group (Stephan, Kathy, Marla). Discussion continued on Day 2

Amendments reviewed on 9/15/2019.

*Approved unanimously with amendments*

## JCSEE WEBSITE

Reviewed draft website.

Discussion:

- Format updated to match current website design principles
- Need to update Member orgs list to match current list, consider adding section for Cooperating Organizations (start with former member orgs who are not attending meetings or paying dues?), drop the “members” page which is focused on individuals – keep individual names as reps from sponsoring orgs and add “At-Large” to the list of Sponsoring Organizations for simplicity.
- Program Evaluation Standards statements: add the downloadable pdf and link to the checklist created by the TEC checklist project.

## STANDARDS FEEDBACK FROM CES AND CREA SESSIONS

CES Session (Brad Watts and Lori Wingate) – See notes -- Attachment D

- Will be repeated at AEA in November (Brad Watts and Lori Wingate)

CREA Session (Hazel Symonette and Kathy Tibbetts) – See notes -- Attachment E

- Will be repeated at Hawai‘i-Pacific Evaluation conference on 09/20/19 (Kathy Tibbetts); at CREATE conference in October (Paula Egleston); and at AEA in November (Hazel Symonette and Kathy Tibbetts)

Discussion: High-level take-aways from the two sessions:

- Concerns about funding for meta-evaluation, viewed as an add-on
- Potential to “modularize” content and access – could increase use and revenue
- Suggestions received to date could be incorporated in supporting materials and would not require revisions to the Program Evaluation Standards.

## RESEARCH ON STANDARDS USE – PRESENTATION BY MICHAEL HARNAR (VIDEO CONFERENCE)

Research Track on the Program Evaluation Standards includes:

- Evaluator evaluation anxiety
- Meta-evaluation
- Processes or steps to ensure quality
- Intrinsic, extrinsic value
- Internal, formative meta-evaluation

Exploratory survey of practicing evaluators (randomly selected AEA members who identify evaluation as their primary activity; n: 141 of 1,000 invitees responded; conducted in 2018)

revealed low levels of familiarity with the Standards; familiarity increases by years of experience. Overall, more than 50% of respondents were unaware of or had little knowledge of the Standards.

The exploratory study has informed development of a new study (not yet launched) of AEA members looking at Standards, Principles, Competencies, and Stakeholder engagement. Asking what respondents do to ensure quality, by phases of the evaluation, supported by examples from their practice.

Discussion:

The findings reinforce the importance promoting awareness and use of the standards. Need to increase access (indicators: a higher proportion of evaluators say they are very familiar with and/or use the Standards). Suggestions: create an executive summary that sits somewhere between the Standards Statements and the full book; free webinars (even breaking the videos up in small modules like Khan Academy/YouTube style); infographic introduction to the standards; making the value of knowing/using the standards clearer – e.g., how they can be used in grant writing, standing Standards workshop at AEA and CES to inform the constant flow of new practitioners, getting out to the community in places where non-profit leaders meet?

#### WORK GROUPS – REPORTS ON PAST & FUTURE ACTIVITIES

##### DISCUSSION OF STANDARDS FOR REVISION OR RENEWAL

The Classroom Assessment standards are at their five year limit.

*Motion to renew the approval of Classroom Assessment standards as an official standard of the JCSEE until 2024 made by Brad Watts and seconded by Julie Morrison*

Discussion:

A crosswalk of the NCME Classroom Assessment Standards and the JCSEE Classroom Assessment Standards shows that they have little overlap and serve different purposes (Juan).

Print on demand option (approved at 2018 meeting) has not yet been created.

Need to better understand the market for this product and how to better position it.

*Motion approved unanimously.*

The Program Evaluation Standards (PES) needs vote to renew or revise in 2020. Currently two sessions to gather input on the PES have been conducted and four more are planned (see notes above).

Discussion:

One option is to produce new materials without changes to the actual standards.

Potential to stand up work groups in anticipation of the decision and potential revisions:

1. One group to look at the types of ancillary products that might be created to promote use of the PES; potential connections to work done in cultural responsive and equitable evaluation (CREE) and the Equitable Evaluation Institute (EEI).
2. One group to look at potential grants—scanning the landscape of likely funders to see where their current priorities lie (TEC at WMU is proposing to do this as our host organization).

We might want to look at funding for three areas of activity

- a. Funding for listening type sessions/convenings
  - b. Funding for potential revisions
  - c. Funding to support dissemination, including the development of new products based on the existing or potentially revised PES.
3. Stand up a working group to compile responses to the recent and currently planned input sessions and to identify future opportunities.

It is most desirable to connect these activities to ensure any funding sought is aligned with the directions the Joint Committee is focused on. Suggested focus on evaluation role in promoting social equity.

See Action Planning below for next steps.

#### MEMBERSHIP DISCUSSION: RECRUITMENT AND NEW REPRESENTATIVES

Invoices to member organizations will be handled by host organization this year. Jennifer will send draft letter to Brad to be shared with host.

Outreach to potential new/returning members:

Council of Chief State School Officers – not interested

National Society for Curriculum Development, Association for Supervision and Curriculum

Development, Canadian Society Study of Education, National School Board Association, National

Rural Education Association – no response

Suggestion to offer Cooperating Organization status to the groups who have not replied. Jennifer will follow-up on this.

#### COMMITTEE APPOINTMENTS AND VOTE ON EXECUTIVE COMMITTEE MEMBERS

COMMITTEE APPOINTMENTS: see Action Planning below.

EXECUTIVE COMMITTEE MEMBERS:

Nominations: Juan D’Brot and Jennifer Merriman

*Motion to elect Jennifer to the Executive Committee (and to serve as Secretary) made by Brad and seconded by Julie*

*Motion to elect Juan to the Executive Committee made by Brad and seconded by Julie*

*Both elected unanimously*

#### ACTION PLANNING FOR 2019-2020—COMMITTEE WORK, ROLES, AND GOALS

NEXT STEPS—Reporting out on progress by December 10th via email, at the March 19th virtual meeting, and again via email by June 10th:

- Kathy will compile responses from the various input sessions (including those scheduled between now and the end of 2019) into one report.
- All Joint Committee members will look for and pursue other opportunities to gather input
- Brad will lead investigations into funding opportunities: e.g., what our host is thinking. Juan will explore potential opportunities to collaborate with Equitable Evaluation Initiative and share this to be part of what our potential path forward might look like.
- Marla (lead), Julie, Katie, and Paula will follow-up on innovative, ancillary products.

#### NEXT MEETING:

Virtual meeting: Thursday, March 19, 2020, 2:00-3:00 p.m. Eastern Time zone

Annual face-to-face meeting: Location – Kalamazoo, MI

First choice: 10/02/2020-10/03/2020

Second choice: 09/13/2020-09/14/2020

Quarterly Executive Committee meetings to be determined (likely in January and June 2020)

#### OTHER BUSINESS

***Our sincerest appreciation to Stephan Henry for his 14 years of service on the Joint Committee.***

#### MEETING ADJOURNED:

*Motion to adjourn made by Paula and seconded by Marla*

*Unanimously approved*

Meeting adjourned at 11:50 on 9/15/2019