

JOINT COMMITTEE ON STANDARDS FOR EDUCATIONAL EVALUATION

2022 Annual Meeting Minutes

October 7, 2022

MEETING CALLED TO ORDER by Brad Watts, 9:30 EST on 10/07/2022

AGENDA: See e-mail message from Brad dated 10/04/2022

PURPOSE: The purpose of the meeting is to convene members for the annual JCSEE meeting focused on the review of 2021 meeting minutes, Standards discussion, discussion on the classroom assessment standards, website updates, and addressing workgroup topics.

PRESENT: IN-PERSON

Brad Watts (Chair), The Evaluation Center at Western Michigan University (TEC)
Julie Morrison (Vice Chair), National Association of School Psychologists (NASP)
Juan D'Brot (Secretary), National Council on Measurement in Education (NCME)
Art Hernandez (Executive Committee), American Evaluation Association (AEA)
Paula Egleston (Executive Committee), Member-at-Large (Arrived shortly after the meeting started)
Maggie Barber, University Council for Educational Administration (UCEA)
Corrie Klinger, Consortium for Research on Educational Accountability and Teacher Effectiveness (CREATE)
Goldie MacDonald, U.S. Centers for Disease Control and Prevention (CDC)
Thanos Patelis, American Psychological Association (APA)
Marla Steinberg, Canadian Evaluation Society (CES)

NOT PRESENT:

Hazel Symonette, Member at Large
Louis Volante, Canadian Society for the Study of Education (CSSE)

1. INTRODUCTIONS: The meeting began at 9:10 Eastern, with introductions and brief discussions on current work with the standards. Each representative described their current work on their use and promotion of the Program Evaluation Standards. Descriptions ranged from informal support of the standards through their own work to more formalized resource development that seeks to make the standards more actionable.
 - a. Goldie raised a question about the degree to which evaluators come to the field through work or through formalized training.
 - i. Brad noted a key difference observed between Canadian and American evaluators and how they are exposed to the standards through different means; credentialing vs. graduate school, respectively.
 - ii. Marla described the practice-based discipline nature of evaluation, compared to the formalized educational support in the U.S.
 - iii. Maggie noted that regardless of the exposure to the standards through education, you can't guarantee that higher education institution courses are

- taught by actual evaluators.
- b. The remainder of the discussion began to broach the PES, but was tabled for subsequent agenda items.
2. APPROVAL OF 2021 MINUTES: Art motioned to approve the minutes, and Maggie seconded. The Committee unanimously approved the minutes.
 - a. DISCUSSION OF MINUTES:
 - i. Brad asked for any opportunities for correction or revision before approval.
 - ii. Art asked about the location of the repository of minutes. Brad will update the website.
 3. CHAIR'S UPDATE:
 - a. Membership Update
 - i. Hazel will not be able to attend the meeting.
 - b. Host update
 - i. As background, host responsibilities provide a physical location, website support, promotion support, supporting archival documents, record keeping, administrative duties, dissemination of standards, and scholarship.
 - ii. Brad would like to push to get more support from Western Michigan University (WMU) to alleviate some of the pressure on the chair.
 - iii. The current agreement is for the host to serve as the host for three years.
 - iv. CREATE is going to be bringing on a new Executive Director and Administrative Assistant and could potentially support JCSEE if helpful.
 - v. Brad highlighted the loss of a couple of personnel from WMU during COVID. Those positions have been filled, which should bolster the social media presence of the JCSEE and the PES, as well as general support for the JCSEE.
 - c. 2022 Financial Review
 - i. JCSEE finances are steadily improving over the last 5 years. There are some increases in expenses, but revenue is coming from the same general places (Sage revenues are decreasing, Amazon revenue appears to be increasing slightly, incorporation fees are increasing, and dues are stable).
 - ii. Given the low revenue of the Standards, there was some discussion of what needs to happen with changes to the Standards.
 1. While this is focused on a later section of the agenda, Art and Thanos both raised the idea that a refresh of the PES would be a good signal to highlight that the standards are still germane and increase their visibility and use. There is less clarity on the focus and next steps related to the Personnel Evaluation Standards.
 2. It could be worth exploring the Personnel Evaluation Standards, but also to identify what is going on in the IO, Ed leadership, and HR spaces to determine what overlap exists or whether a partnership with another organization would be helpful. This will be revisited in a later section.
 3. Student evaluation standards still appear to have some interest
 - d. 2022 Account Flows
 - i. Some dues have been received, but several are outstanding. Those that have been collected include:
 1. CES
 2. CREATE

3. AEA
 4. CSSE
 - ii. Discussion about dues:
 1. There is a question about whether there should be any increase in the dues given the current low levels of dues. At this point, there does not seem to be a justification for raising dues. However, the challenge may be that there is an emerging need to push the PES to be open access. This may stress the current budget.
 2. Currently, revenue is based on 9 organizations.
 - e. 2023 Projected budget
 - i. Major expenses are the annual meeting and the hosting fee to WMU.
 - ii. Based on the current publication revenue trends, expenses, and membership dues, the projected EOY balance for 2023 is up approximately 4%.
 - f. MOTION:
 - i. Corrie motioned to approve the budget.
 - ii. Seconded by Marla.
 - iii. Unanimously approved.
4. WEBSITE DISCUSSION
- a. Discussion on the following topics:
 - i. Brad presented website-related activities that are completed, issues that are not yet completed, what remains to be completed, and what resources are necessary to complete them.
 - ii. Completed: the domain has been transferred and member information has generally been updated.
 - iii. General discussion: Goldie suggested that we consider working with marketing specialists, which could expand the scope of the work.
 - iv. ACTION NEEDED: Julie agreed to finalize a disclaimer to the *Personnel Evaluation Standards* to acknowledge the length of time since the last revision.
5. GENERAL DISCUSSION AND CONCERN
- a. AEA reached out to the JCSEE as they were trying to align their new principles, new competencies, cultural competencies, and the Program Evaluation Standards (PES). AEA presented concerns regarding the process through which the PES are reviewed and approved.
 - b. ACTION: Brad will forward the email to Art to better understand the concerns being raised by the Chair of the Professionalization and Competency Working Group to identify the actual concern, address those concerns, and identify the best possible path forward.
6. SPECIAL ISSUE OF JMDE
- a. The paper review process is wrapping up. Eight papers are moving forward out of the 10 proposed. One was not approved, and one was unsubmitted. Five are tentatively approved, with three more awaiting revisions to feedback. The reviewers included 6 current and 1 former representative from the Committee.
 - b. Authors will soon be sent acceptance letters, final drafts will be sent to JMDE's copyeditor, revisions will be shared for approval by authors, and JMDE will typeset and schedule issue release.
 - c. ACTIONS To be completed:

- i. An introduction will need to be drafted.
- ii. ACTION: Marla has volunteered to write the introduction.
- iii. A summary commentary piece will need to be drafted.
- iv. ACTION: Art has agreed to draft this.
- d. Discussion: Paula suggested that the order of the articles should be suggested by the author of the summary.

Break for lunch: Reconvene at 12:45 p.m.

- e. Brainstorming the use of the Special Issue
 - i. Each author could do an announcement for linked in and the whole series should be posted on linked in. This could be based on a template developed by the JCSEE or an external contractor.
 - ii. Having the authors do presentations at conferences
 - iii. Creating a master-slide deck that anyone would use
 - iv. Placing the information on the website
 - v. Use articles as online courses or case studies; how people can bring the standards to life
 - vi. If we do this again, each member organization could bring one case example tied to themes in the article
 - vii. Create visual abstracts
 - viii. Develop threaded tweets to present the content on Twitter
 - ix. Each member could commit to present the entire journal or its components of it to different conferences
 - x. Provide a template for content to member organizations for how the journal special edition is relevant
 - xi. Blogging on AEA 365
- f. General brainstorming beyond the Special Issue
 - i. Potential use of interns or virtual internships to engage with JCSEE to support some strategic initiatives
 - ii. Establish a plan or report that highlights the value-add for participation and membership in JCSEE, inclusive of short-, mid-, and long-term activities
 - iii. Develop a resource that highlights how the standards are relevant to other practice areas and to non-evaluation entities (e.g., NCME, APA, and other non-involved members)
 - iv. We may need to establish a set of strategic initiatives to determine the 2-3 core areas that we want to invest in – e.g., a letter to sponsoring organization that can be used to drum up support.
 - v. Standards revision: it is perhaps less about the what, but more about the how.
 - vi. Strategic initiatives (from Marla):
 - 1. Promote the special issue
 - 2. Refresh the standards, awareness, and use of them
 - 3. Disseminate and uptake of standards – build the process
 - vii. In addition to the strategic plan, we need to develop a business model to support the use of the Standards, for example, revenue sharing with developing subscriptions or courses.
 - viii. Revision to the PES: Case studies instead of overall revisions. Each case would then be an instantiation of a new social media release, blog, or podcast, etc.

7. CLASSROOM ASSESSMENT STANDARDS

- a. Juan and Corrie described the current status of the draft position paper to provide information to the Committee in order to connect the standards to the larger discussion related to strategic initiatives.
- b. Art suggested (with several agreeing) that the standards are more applicable than just to pre-k to 12 students. This begs the question of a refresh or revision that could widen the scope and use of the standards.
- c. The Committee needs to determine
 - i. Whether there should be an expansion beyond K-12 through revision
 - ii. Whether the Committee should widen its reach through some process (ISBN vs. process vs. dissemination)
 - iii. Understand the contractual limitations for publications to understand
 1. the viability of making things open access,
 2. supporting refresh or revision,
 3. determining the constraints of making adjustments to standards in order to stay within the parameters of the publisher
 - iv. ACTION: Brad agreed to obtain the contractual agreement to provide to the JCSEE for review and suggestions related to c.iii above.

Short break; We will reconvene at 3:00 p.m. Eastern.

8. WORKGROUP TIME

- a. Starting with a level set of what our goal is for this session. At this point, it appears that we are establishing a set of strategic initiatives that are organized for short-, mid-, and long-term focus
- b. General discussion began by identifying key priorities as seen by Committee members for 2023 using the following prompt: My priority for 2023 is...
 - i. Goldie: Not the refresh; KT materials
 - ii. Marla: 2-3 years should be on the PES; then Classroom, then Personnel
 1. Promote the special edition of the journal & the standards
 2. Refresh the standards
 3. Develop knowledge transfer/knowledge translation products
 - iii. Julie: Second Marla
 - iv. Art:
 1. What is the status of the listening session feedback? And how are we using that to guide the next steps?
 2. Promoting the standards through the journal
 3. Developing materials
 - v. Brad:
 1. Promotion path of what we have
 2. Materials for dissemination – KT
 - vi. Corrie
 1. Case ideas for PES
 - vii. Maggie
 1. Promoting the journal
 2. Whatever is decided, it needs to be partnered with who is the organization and how is it operationalized? (cost, sustainability,

- membership, how do you get things to people)
- viii. Thanos
 - 1. KT/Materials – case studies for each standard with a great example, and a less-than-great example
 - 2. Movement forward on the Classroom Assessment Standards – like an annotated list of other classroom assessment standards – to inform how we revise the CAS.
 - ix. Paula
 - 1. Promoting the special issue
 - 2. Refresh, with a focus on the 2011 author discussion: finances, DEI, a section on dissemination
 - x. Juan
 - 1. Promoting the journal
 - 2. KT materials, but not case ideas – organization-specific materials that make the standards relevant. Things to build toward case studies
 - c. Promotion and KT/Materials seem like the winners. How do we get this done?
 - i. We need to get to a point where we identify short-, mid-, and long-term activities, along with the intended outcome, audience, and any necessary outputs
 - ii. What about using the promotion of the special issue as a means to build an infrastructure to disseminate the standards?
 - iii. A potential goal would be to tweak the standards, the wraparound text, and the case studies first. These additional resources would then be used to inform the refresh or revision of the PES.
 - iv. This would be completed by standard, not by the entirety of the standards
 - v. Refresh would not encompass the standards themselves, but rather the wraparound text and resources in part iii above
 - d. Side note: Classroom assessment standards – questions still need to be answered in order to address the next steps.

Break from Day 1; Reconvene on Day 2 at 9:00 a.m. Eastern.

PRESENT: IN-PERSON

Brad Watts, The Evaluation Center at Western Michigan University (TEC)
 Maggie Barber, University Council for Educational Administration (UCEA)
 Corrie Klinger, Consortium for Research on Educational Accountability and Teacher Effectiveness (CREATE)
 Thanos Patelis, American Psychological Association (APA)
 Juan D'Brot, National Council on Measurement in Education (NCME)
 Goldie MacDonald, U.S. Centers for Disease Control and Prevention (CDC)
 Marla Steinberg, Canadian Evaluation Society (CES)
 Art Hernandez, American Evaluation Association (AEA)
 Julie Morrison, National Association of School Psychologists (NASP)
 Paula Egleston, Member-at-Large

9. BY-LAWS (moved to Day 2)

- a. Brad opens by providing an opportunity for members to discuss any open issues with the bylaws that folks would like to address.
- b. It appears that there is no action to be taken related to the bylaws.

10. EXECUTIVE COMMITTEE DISCUSSION

- a. Paula and Juan are scheduled to roll off on the Executive Committee
- b. Both Paula and Juan indicated they are happy to stay on but are also happy to give others an opportunity to participate
- c. Motion:
 - i. Nomination of both Paula and Juan to remain on the Executive Committee with Juan to continue serving as Secretary by the Committee
 - ii. Unanimous approval of Juan to remain Secretary and Paula to remain Executive Committee member at large

11. MEETING LOCATION

- a. Discussion:
 - i. The discussion is focused on both the location and the timing of the event. There is a question about the timing of what days to invest in regarding workload, teaching time, and potential conference schedules.
 - ii. There is some concern about attaching it to AEA because of energy investment for the conference. There is also some concern about moving the meeting to a Thursday and Friday due to work and professorship conflicts.
 - iii. The question about hosting the meeting in Kalamazoo came up. That must happen at least once every three years.
 - iv. There is also a question of whether we could have a meeting in Canada or at the CDC.
 - v. Block requirement of 12-14 rooms
 - vi. There are several dates being examined to ensure we don't conflict with conferences and travel dates. Two potential dates:
 - 1. 11/17 – 11/18
 - 2. 12/1 – 12/2
- b. VOTE: The Committee voted on potential locations
 - i. Atlanta if these dates are available – Unanimous
 - ii. Washington, D.C. as a backup.
- c. VOTE: Votes on Dates
 - i. November Dates: No votes
 - ii. December Dates: 3 votes for preference in December
 - iii. No preference: 7 votes for no preference
- d. ACTION: Goldie will investigate what dates are available at the CDC in Atlanta based on the December 1-2 dates first, followed by November 17-18 as a backup due to flight costs.

12. 2023 WORK/OPERATIONS PLAN

- a. Overall Plan: How do we establish an overall plan to determine the most productive way forward?
 - i. What we can outsource?
 - 1. Design

- a. Linked-in post structure
 - b. Visual abstract
 - c. PPT template
- ii. What do we want to keep in-house
 - 1. Content
 - 2. Key messages
- b. Work plan (See Brad's 2023 Work/Operations Plan)
 - i. The Committee engaged in substantive conversation around the 2023 Work/Operations plans. Plans and notes are included in the appendices at the end of the minutes.

13. 6 MONTH VIRTUAL MEETING

- a. Dates: The Committee agreed that the virtual meeting will be held on Monday, April 24, 2023 from 2:00 PM-3:30 PM Eastern.

MEETING ADJOURNED @ 12:07 Eastern

APPENDIX A: BRAD'S NOTES ON THE 2023 WORKPLAN

2023 Work/Operations Plan

1. Completion of special issue introduction (**Brad & Marla**) and commentary (**Art**). When will it be published?
 - a. **Brad** will send out all articles to Art to start on commentary section.
2. Make viz-abstracts. Test case: **Goldie** will mark up a summary of the CDC article to turn into a graphical representation. Purpose will be to develop a process of how these will be done. These will be done for the other articles done by committee members and offered to the other authors.
3. Update web site. Create resources page (e.g., training) that was approved last year. **Brad**.
4. Social Media. EC social media person will take over regular tweets for JCSEE. **Brad**.
 - a. Come see panel at AEA (Brad, November)
 - b. CES Webinar notice (Marla, TBA)
 - c. CDC summer institute (Goldie, June-ish)
5. CES webinar (45 min.) on the Standards. **Marla, Art, Juan**.
6. AEA summer institute workshop on PES. **Goldie, Juan, Paula, Corrie**. Mid-February. Apply for Fellow to develop exercises.
7. Mail / contact list. The EC (Samantha) will create a central sign-up list that JCSEE can use. **Brad**.
8. Ask for copy of publication agreement. **Brad**. What is the % that has to be revised to be a new edition? Can we reduce the size of the book and count as a revision? Can we do companion edition so it separates standards from case studies (standards stay more static, case studies regularly update)?

APPENDIX B: JULIE’S NOTES ON THE 2023 WORKPLAN

2023 Work/Operations Plan

Action	Person(s) Responsible	Deadline
Finish Special Issue: Introduction Commentary	Brad Art	
Create Viz Abstracts Content for Tweet Content for LinkedIn	Test case: Julie Authors of Special Issues See: Creating a visual abstract for your PCD manuscript (cdc.gov)	12/30/2022 03/30/2022
CES Webinar on the Standards (45 minutes)	Marla, Juan	04/30/2022
Co-Create Workshop for AEA Summer Institute (3 hour) and CES	Goldie, Juan, Corrie, Thanos, Paula, Art	02/17/2022 Proposal Date
Website Update: Create Resources Page	Evaluation Center	
Social Media	Evaluation Center	
Develop a Contact List	Evaluation Center	
JCSEE PowerPoint Template	Evaluation Center	
Discover the Parameters of Sage Publication Agreement	Brad	
Prep for Refresh: Utility Standards	All JCSEE Members	

1. Who owns the intellectual property of The Program Evaluation Standards statements?
2. How much (%) change in content is required for a revision?
3. Could we go with a thinner book at a lower price point? (We are thinking of creating accompanying case studies and other support materials available open source to help market The Program Evaluation Standards)
4. What promotional support can Sage offer?
5. What is the typical time line from submission to print?
6. Can books be purchased at a discounted rate for conferences?

Down the Road ...

- Explore new revenue stream – have JCSEE members offer a course for CDC and other federal/nonfederal agencies?
- Approach Kellogg Foundation or Robert Wood Johnson Foundation about supporting/promoting translation & dissemination

APPENDIX C: MAGGIE'S NOTES ON THE 2023 WORKPLAN

- A. Business model/strategic operating plan
 - a. Funding sources:
 - i. Grantors:
 1. Kellogg
 2. RW Johnson
 - ii. Product sales
 - iii. Membership dues (increase?)
 - b. Planning funds/structures for refresh/revisions
 - c. Structures for promoting mission
 - i. Who:
 1. Paid internship for content/material creation
 2. CDC evaluation fellows
 - ii. What
 1. Case studies
 2. Viz abstracts
 3. Webinar
 4. Summer institute & workshops at member conferences
 5. Podcasts
 6. Other KT material
 - d. Membership
 - i. Member institutions
 - ii. Broader membership/market?
 - e. Pending Questions
 - i. Sustainability
 1. Funding
 2. Staffing/implementation—how do we build capacity (engage other stakeholders in groups, etc.)
 - ii. Clarification of audience/membership (including question of role of “education”)