

Thirty-Fourth Annual Meeting  
Joint Committee on Standards for Educational Evaluation  
American Psychological Association  
Washington, DC  
September 25-27, 2008

Attendees: **Joint Committee members**

Dede Bailer (NASP)  
Rolf Blank (CCSSO)  
Flora Caruthers (NLPES)  
Adriane Dorrington (NEA)  
Paula Egelson (CREATE)  
Arlen Gullickson (at large)  
Stephan Henry (AERA)  
Brigitte Maicher (CES)  
Patricia McDivitt (ACA)  
Jack Sanders (NREA)  
Lyn Shulha (CSSE)  
Hazel Symonette (AEA)  
Frank Worrell (APA)  
Donald Yarbrough (NCME)

**Associate members**

Rodney Hopson  
Barbara Howard

**Validation panel members**

Marvin Alkin (chair)  
Jeffery Braden

**Staff**

Sally Veeder

**THURSDAY, SEPTEMBER 25, 2008, 1:00 PM**

**Caruthers/Henry moved/seconded** that the agenda be approved. The vote was unanimous in favor of the motion.

**Henry/Yarbrough moved/seconded** that the 2007 minutes be approved. Vote: unanimous in favor of the motion.

Sally Veeder presented the financial report. As of July 1, 2008, the money market account balance was \$1,906.89. As of August 10, 2007, the checkbook balance was \$12,434.43. Revenue received from royalties was \$5,496.41, with the great majority of those coming from the program evaluation standards (\$4,452.03). Expenses amounted to \$4,995 (\$215 – The Company Corporation [Delaware statutory representation]; \$25 - Delaware Secretary of State [franchise tax report]; and \$4,755 [ANSI basic organization fee- \$3,100] and national activity assessment [\$1,655]). The checkbook balance as of September 19, 2008, was \$12,935.84.

Total encumbered expenses were estimated at \$16,811.63, leaving a negative balance of \$3,875.79 unless additional funds are secured. Sales reports of the various standards books were distributed:

Original standards book: 59 (Spanish; down from 85 last year)	New total: 18,768
The Program Evaluation Standards: 877 (down from 1,476 last year)	New total: 24,213
The Personnel Evaluation Standards: 16 (down from 31 last year)	New total: 11,827
The Student Evaluation Standards: 135 (down from 460 last year)	New total: 3,758
Facilitator's Guide (Student stds.): 12 (down from 452 last year)	New total: 1,867

**Shulha/Worrell moved/seconded** that the financial report be approved. Vote: unanimous in favor of the motion.

### **Chair's Annual Report**

Gullickson presented his annual report. The Committee's work in the past year focused on four main tasks:

1. Completion of the revised and approved personnel evaluation standards for ANSI certification and publication by Corwin Press. (Copies of the book had been delivered to APA headquarters, and each attendee received a copy.)
2. Continued work toward revision of the program evaluation standards
3. Development of plans, materials, and a support base to serve dissemination of Joint Committee products
4. Preparations toward a national conference on use of the student evaluation standards for professional development in k-12 schools

### **Individual Reports on JC-Related Work in 2007-08**

**Barbara Howard** reported that she is using *The Personnel Evaluation Standards* for principal training in teacher evaluation. She will present on the personnel evaluation standards at the upcoming CREATE meeting, and she is piloting materials with a high school in North Carolina. Barbara is president-elect of CREATE.

**Brigitte Maicher** reported that CES had officially adopted the program standards. She met with a CES committee that conducted a national survey to see if each chapter in Canada would endorse the program evaluation standards. All ten provinces endorsed the program standards as Canadian program evaluation standards. CES decided to have a definition of what evaluation would be as related to credentialing. It came up with three "pillars":

1. Ethics guidelines
2. Standards (JCSEE)
3. Competencies

**Paula Egelson** chairs the dissemination subcommittee, which has been active all year, contacting JC organizations regarding a dues structure and developing a draft marketing and communications plan "to ensure that the standards the Joint Committee develops are placed in an environment and context conducive to their use." Paula is active in CREATE and will be one of the practitioners who have used the three sets of standards describing practical uses of

them. Paula is serving on the committee that is planning the benchmarking conference in February 2009.

**Jack Sanders'** organization (NREA) doesn't know much about the Joint Committee work; in October, he will present at NREA's annual meeting. It will be the first time many NREA members will hear about the Joint Committee and its publications. He designed a brochure for JCSEE's general use, NEA printed it (thanks to Adriane Dorrington), and it was distributed at the meeting.

**Steve Henry** has been active in AERA and contributed to the Division H newsletter. The division was renamed recently: Research, Evaluation, and Assessment in Schools. In a phone call the night before this meeting, AERA's executive director discussed with Steve the possibility of aligning JCSEE work with that of AERA. AERA's headquarters has moved to 1430 K Street, and the organization offered to host next year's annual JCSEE meeting. Steve serves on the committee that is planning the benchmarking conference in February 2009.

**Hazel Symonette** was invited by Don Yarbrough to organize field trials for the program evaluation standards at the University of Wisconsin-Madison, one for STEM individuals and one for non-STEM individuals. The field trials went well. Hazel is a member of AEA's Ethics Committee and keeps that group informed about how the JCSEE program evaluation standards mesh with AEA's guiding principles for evaluators.

**Flora Caruthers** spent a lot of time during the past year working on drafts of the program evaluation standards. She has shared drafts with individuals in her office and has received a considerable amount of feedback from colleagues.

**Lyn Shulha** sees a lot of parallels between the Canadian Evaluation Society and the Canadian Society for the Study of Education (her sponsoring organization). CSSE is more a research organization than an evaluation organization. She realizes that many researchers see evaluation as a special piece of research rather than a distinct field. CSSE members are slowly realizing that evaluation is different than research. She has been making a point to speak at CSSE meetings and this year experienced a "major breakthrough." CSSE agreed to put out a call for hearings and field trials. Queen's University is bridging student assessment and evaluation; the university will be offering a degree program in evaluation. A group of students conducted a field trial for the program standards. Lyn just finished teaching a class on classroom assessment, where the standards were promoted. Don Klinger, Lyn's colleague who worked on the personnel evaluation standards task force, is interested in student evaluation practices.

**Don Yarbrough** serves as chair of the program evaluation standards task force, which has been working hard all year. Don talked with people at NCME about the coming revision on the student evaluation standards; NCME is becoming more interested in school evaluation practices. Todd Rogers is now on the NCME board, and it might be possible to get more conversations going about the student standards.

**Dede Bailer**, the JCSEE's new representative for NASP, has limited knowledge of the personnel evaluation standards and the student evaluation standards. She says it is important to get awareness of the standards out and thinks the student evaluation standards will become very important.

**Frank Worrell** was assigned as APA's representative to the JCSEE in March. He said that many psychologists see the JCSEE as a research organization. The weekend before the JCSEE annual meeting, he attended a meeting in Washington and took along copies of the program and student standards. Nobody had seen them before. Individuals wrote down the names of the books so they could buy them. Jeff Braden attended the same meeting, and both he and Frank were asked if APA should continue to be involved. Both said yes. APA probably will not try to get the standards approved throughout its various groups, but it WILL support JC involvement with ANSI. Frank thinks it will be useful to have something in the APA monthly magazine about the program evaluation standards. He will help get the information out to subpockets of APA that would benefit from the standards: Division 16 (student evaluation standards), Division 5 (statistics, evaluation, & measurement), and Division 14 (personnel evaluation standards).

**Patty McDivitt's** organization (ACA) is more interested in the program evaluation standards than in the personnel evaluation standards. The word *evaluation* means different things to different people. The organization's members are extremely interested in the student evaluation standards. They see more relevance for teachers as well as guidance counselors. Each year, Patty has continued to plead the case as to why ACA should be a sponsor of the Joint Committee. She asks ACA members to think about the student evaluation standards' relevance to testing. It has been a successful strategy. ACA updates anything the JCSEE has been doing in its publications. It is very supportive of revising the student evaluation standards. Patty has presented at the organization's meeting each year and has had articles published in its newsletter. Papers have to be phrased differently with this group, because standards mean different things to different people. She thinks ACA will be most supportive in the revision of the student standards. Patty also serves on a committee of test publishers, which lists CCSSO publications regarding best practices regarding scanning, reporting, etc. The committee members just discovered that evaluation standards that are certified by ANSI already exist. Some dialog is starting about trying not to have so much overlap among the standards. Timing could not be better to have a position paper that could be presented to ANSI and/or other groups.

### **Reports from Subcommittees**

The **dissemination subcommittee** (Paula Egelson, chair; Jack Sanders; Adriane Dorrington; and Brigitte Maicher) concentrated on four areas during the past year:

- Proposed membership fee
- Created a marketing/communication plan
- Designed a brochure
- Discussed a letter-writing campaign to "friends of JCSEE"

In January 2008 the subcommittee surveyed organization representatives about the feasibility of initiating a yearly \$150 membership fee. Of the 16 organizations, 14 were willing to pay a yearly membership fee. One organization would not support providing a fee; another reported that the organization's budget was set for the year, but a fee could be requested for the next year. The executive committee endorsed the yearly membership fee, and a motion to initiate the fee was proposed at this meeting.

**Standards research forum.** Lyn Shulha (chair), Flora Caruthers, and Don Yarbrough looked for funding to support the revision of the program evaluation standards. Rodney and Don received travel funding from an NSF grant for program evaluation standards field trials.

**Shulha moved and Yarbrough seconded** that Jeff Grann, Neil Vadeboncoeur, Amy Germuth, Edith Gummer, Elaine Van Melle, Rodney Hopson, and Cheryl Poth be accepted as associate members of the standards research forum for the next year. The vote was unanimous in favor of the motion.

**Standards development guide.** Barbara Howard is working with Rich Barbacane on this subcommittee. Their objectives are to align standards review and development work with ANSI requirements and the JCSEE operating procedures. The appendices to this guide will include references and supplemental materials:

- ANSI requirements and policies
- Forms for use in national hearings
- Sample memoranda/e-mail texts to send to reviewers

These sections will be contained in the guide:

1. Introductory materials (background information about JCSEE, JCSEE procedures and bylaws, ANSI requirements; names, roles, assigned tasks)
2. Roles and responsibilities (including steps in recruitment)
3. Review process for researchers in the field (national and international reviewers, record of reviews and suggestions linked to reviewers; documentation of feedback to reviewers, documentation of disposition of outcomes of field tests)
4. Process for selecting and contacting field test sites
5. National hearings (names and contact information)
6. Draft documentation (list of drafts developed, records of changes made and rationales behind such changes, records of JC meetings, approvals, etc.)

### **Transition of Officers**

Flora Caruthers (chair), Paula Egelson, and Steve Henry were nominated by the executive committee to serve on the search committee for a transition of officers. A conference call was held to talk about the kinds of information that needed to be addressed: e.g., who would put together documents, only JCSEE members are eligible to vote, gather information they could share, put out a call for nominations, and share information with member organizations.

One nomination (for Don Yarbrough) had been received for the chair position, and one nomination (for Patty McDivitt) had been received for the vice chair position. Both nominees were asked to send a statement of qualifications and to address how they would deal with the JCSEE's financial situation. Flora forwarded these to JCSEE members.

**Shula moved/Sanders seconded** that the nomination of Don Yarbrough for the chair position be accepted. **Shula moved and Maicher seconded** that the nomination of Patti McDivitt for the vice chair position be accepted. Hazel **Symonette moved/Worrell seconded** that the vote be by acclimation. The vote by acclimation was unanimous.

### **Review of ANSI Compliance Requirements and Continuation**

The fees for membership and the audit fee are sizeable (\$3,100 basic fee + \$1,655 for national activity assessment). Frank mentioned that one of the reasons APA wants involvement with the Joint Committee is because members think the relationship with ANSI is important. Don said that leaving ANSI would make it possible for another group to take over the role of developing ANSI educational evaluation standards. The European Union is beginning to develop standards, and APA is continually being asked to support standards both within and outside the U.S.

Douglas E. Lynch, The University of Pennsylvania, recently wrote to Arlen asking that the Joint Committee allow ANSI to propose to the International Standards Organization (ISO) that the JCSEE's "established standards around educational evaluation be either adopted and/or used as a basis for a global standard on non-formal learning." **Symonette/Shulha moved/seconded** that the Joint Committee allow ANSI to propose to the ISO that the JCSEE established standards be used as a foundation for the development of a global standard on nonformal education.

Much discussion followed the motion.

The motion was amended to read: The Joint Committee agrees to allow ANSI to propose to ISO that our established evaluation standards be used as a foundation for the development of standards for nonformal education. The vote was unanimous in favor.

Arlen will draft a letter and bring it to the executive committee and Hazel within a week.

The meeting recessed at 5:11 p.m.

#### **FRIDAY, SEPTEMBER 26, 2008, 8 AM**

Marvin Alkin (validation panel chair), Jeff Braden (validation panel member) and Rodney Hopson joined the meeting.

#### **Validation Panel Report: Revision of the Program Evaluation Standards**

Marvin Alkin and Jeff Braden were introduced to the group. The other members of the validation panel are Joy Frechtling (Westat), Floraline Stevens (private consultant), Sandy Taut (associate researcher at Pontificia Universidad Catolica de Chile), and Kevin Welner (professor at the University of Colorado at Boulder, lawyer). The panel members divided the tasks that had to be considered and communicated via e-mail and telephone. Anne Vo, a graduate student at UCLA, helped coordinate the work.

JCSEE members had received copies of the validation panel report prior to the annual meeting. Marv discussed major points from that report. The panel thought the task force had used a solid process for bringing the draft standards out, revising them, and getting them out again for people to look at. Overall, the process was consistent with best professional practice. The field trial process was responsive to critiques.

However, the version of the standards the panel worked with had changed since it began its work. They recommended that in future the review and the meta-review should be better coordinated so the validation panel would be reviewing the final draft.

The panel had numerous suggestions for change in future revision processes, as detailed in the Validation Report.

After its presentation and ensuing discussion, the Joint Committee thanked the validation panel for its work.

### **Preliminary Approval of Program Evaluation Standards Statements for Final Development**

Before the discussion began, Arlen reminded the group that the vote taken is really a preliminary vote, because the standards statements need to go through the ANSI 45-day review process where others can comment on these statements. The group discussed recent letters sent to Arlen by the former chairs, Daniel Stufflebeam and James Sanders, recommending changes in the current draft. The group then discussed each standard statement and arrived at consensus on the standards statements. A vote was taken after each attribute was considered.

After thorough discussion of the feasibility standards, **Bailer/Symonette moved/seconded** that the standard names and statements be approved with their revised changes subject to procedures that follow ANSI and JCSEE guidelines. The vote was unanimous in support of the motion.

The meeting recessed at 5:40 p.m.

### **SATURDAY, SEPTEMBER 27, 2008**

The meeting began at 8:15 a.m.

First on the docket was the vote on the dissemination subcommittee's suggestion that the JCSEE request dues from each sponsoring organization.

**Egelson/Yarbrough moved/seconded** that the Joint Committee establish a yearly membership fee of \$150 to go into effect in January 2009. The vote was 11-1 in favor, with Flora Caruthers voting no.

### **Benchmarking Conference**

Arlen presented the names of the individuals helping with the benchmarking conference, which will be held in Arlington, Virginia, at NAESP headquarters on February 23-24, 2009:

### **Initial Plan for Revising *The Student Evaluation Standards***

Arlen indicated that he will send out a message to sponsoring organizations and others, looking for individuals who will serve on the student evaluation standards revision task force.

**Yarbrough moved** to begin development of the student evaluation standards revision following a plan developed by Arlen Gullickson. The vote was unanimous in favor of the motion.

### **Continuation of the Approval of the Program Evaluation Standards Statements**

**Worrell/Maicher moved/seconded** that the propriety names and standard statements be approved with their revised changes subject to procedures that follow ANSI and JCSEE guidelines. The vote was unanimous in favor of the motion.

After discussion and changes, **Henry/Sanders moved/seconded** that the accuracy standards statements be approved with their revised changes subject to procedures that follow ANSI and JCSEE guidelines. The vote was unanimous in favor of the motion.

The discussion then continued to the discussion of the “Accountability” attribute. After discussion and changes, **Maicher/Symonette moved/seconded** that the accountability standards statements be approved with their revised changes subject to procedures that follow ANSI and JCSEE guidelines. The vote in favor was unanimous.

### **Set Dates for Next Year’s Meeting**

**Henry/Egelson moved/seconded** that the 2009 meeting be held on September 24-26 at AERA headquarters, 1430 K Street, Washington, D.C. The vote was unanimous in favor of the motion.

### **Budget Approval**

**McDivitt/Sanders moved/seconded** that the budget for next year, as presented in the financial report by Sally Veeder on September 24, be approved. The vote in favor of the motion was unanimous.

### **Contract With Host Organization**

**Yarbrough/Maicher moved/seconded** that the contract between The Evaluation Center and the Joint Committee on Standards for Educational Evaluation be renewed, with details to be agreed upon by the incoming chair of the JCSEE and the director of The Evaluation Center. The vote was unanimous in favor of the motion.

**Yarbrough/Caruthers moved/seconded** that the meeting be adjourned. The vote was unanimous in favor of the motion.

The meeting ended at 12:56 p.m.