



AEA-Europe Annual Business Report 2012

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Introduction

During its meeting in May 2012 the AEA-Europe Council decided to produce an Annual Report to replace the oral reports and papers that were usually tabled during Business Meetings. This document is the first in what I hope will be a long series of reports documenting the successful development of our Association.

One may wonder why it took 13 years after the establishment of AEA-Europe for the Council to produce an Annual Report. The truth is that there has never been a demand for it from the membership. Although the Business Meetings have never been well-attended events, they are the constitutional opportunity for members to evaluate the Council's policy and influence its course. An Annual Report will help the membership to do just that.

Since its foundation, the Association has become ever more ambitious. Successful conferences have helped to accumulate funds that are now being invested in becoming more professional, delivering better services to members and expanding across Europe. The processes with which the Council is dealing have become more complex, important investment decisions are being taken and more professional services are being purchased. All this has increased the need for the Council to hold itself accountable towards the membership and to produce accessible information for members.

In this Annual Report the reader will find many examples of the Association's development such as the launch of the new website, the provision of more resources for the Secretariat and the hiring of a Marketing Consultant. All these are paid for from membership fees and, increasingly, from conference surpluses. Over the last years, the latter have been almost equal to the annual membership fees. In addition, the Council has grown into an almost professional conference organising agency, with well-established approaches, procedures and rules laid down in a yearly updated Conference Handbook.

The Council, however, should be more than a successful conference agency and has a governance task to fulfil. The Association is coming close to a situation where further development may require more support than volunteers - as all Council members are - can provide; it is likely that more and more professional support will need to be sought in the future. This will start a process of decision making in which the involvement of, and approval by, members will become more important than before.

It is my hope that providing accessible information, such as this report, about this process will encourage members to make themselves heard and give feedback, during Business Meetings, via the website, or directly writing or speaking to Council members.

As my term of office as President will come to an end during the November conference in Berlin, I would like to take the opportunity to thank my fellow Council members for their support and to give my good wishes to the Association for all success in the future.

Steven Bakker
AEA-Europe President
October 2012

Aims and Strategy

In 2009 the Council of AEA-Europe undertook a review of the Association, ten years on from its foundation, and proposed to adopt a new mission for the Association and a strategic plan to meet this over the next five years. During the Business Meeting in November 2009 the following mission for the Association was agreed:

To be the association to which assessment professionals throughout Europe look for information, contacts and career development.

In order to achieve this, three goals were set:

- (1) to increase the authority of the Association
- (2) to increase membership
- (3) to become more professional.

Below these goals are specified, followed by the evaluation of achievement of these goals by the Council during its meeting in September 2012.

Strategic goals

The following three goals and associated targets were set in the Strategic Plan 2009-2012.

1. To increase the authority of the Association
 - 1.1. Complete Standards Framework
 - 1.2. Issue assessment publications with standing
 - 1.3. Improve our conference offer
 - 1.4. Liaise with other organisations
2. To increase membership
 - 2.1.

	Corporate	Individual	Conference
2011	40	100	150
2012	60	150	180
2013	80	200	250
2014	100	250	400

3. To become more professional.
 - 3.1. Introduce directly elected President and Vice President/President elect and restructure Council Member Responsibilities ('Cabinet Responsibilities')
 - 3.2. Appoint paid secretary
 - 3.3. Develop new website
 - 3.4. Reduce costs and increase funding
 - 3.5. Become better at marketing our offer
 - 3.6. Involve a wider group of AEA-E members in activities.

Evaluation 2012

1. AEA-E Authority

- The Standards Framework was developed and published as an official AEA-E publication (hard copy and downloadable from the website).
- Liaising with other organisations may not be a goal in itself; we do it when opportunities present themselves.
- Evaluation of the quality of conferences (keynotes, presentation, structure) continues to be positive to very positive.

Outstanding Issues

- Publications with standing, and specifically: how to give exposure to what we do already, e.g. publications in CADMO, New Assessment Researcher (NAR)
- Members CADMO satisfaction survey (contract with publisher expires in December 2012)
- Publication committee to review existing means (newsletter, social media groups) in consultation with marketing consultant:
 - Monographs, printed versions of NAR papers
 - Brochures, leaflets and flyers promoting AEA-E.
- Professional Development Committee to
 - review existing instruments in relation to the authority of the Association: accreditation and webinars.

2. Membership

- Revised targets
 - From 100 corporate and 250 individual members in 2014 to 50 corporate and 150 individual members in 2015.
- Current membership status (at time of writing)
 - 105 Individual members (including 17 prospective members)
 - 37 Corporate members (including 1 prospective)
 - 12 student members (including 8 prospective and 4 who transferred from Individual membership)
 - 11 members resigned in the past year (1 Corporate and 8 Individual).
- Development:

The numbers of individual and corporate members are rather static. Numbers of resigning members are compensated by new members. The category 'Student members' is new this year. Over the last couple of years expulsion rules for defaulting members have been applied more strictly, which probably has given us a cleaner file of active members and a higher retention rate.

3. To become more professional

- Directly elected President and Vice President/President elect introduced.
- Council Member Responsibilities ('Cabinet Responsibilities') allocated ad hoc.
- New website developed and launched. Secretariat keeps content updated. In 2012 for the first time conference registration happened through website.
- Increased funds for Secretariat.
- Marketing Consultant hired; first draft marketing plan created.

Outstanding issues

- Increase funding through sponsorship
- Involve wider group of AEA-E members:
 - Discuss terms of committee members.

Business Plan 2012-2015

The main sources of income for the Association are membership fees and conference revenues. In Table 1 below, are the expected income and investment of revenues for 2012-2015, based on the following numbers of members and conference participants. Possible changes in membership fees and conference revenues have not been taken into account.

Table 1: Members and conference participants 2012-2015

Year	Individual members	Corporate members	Conference participants
2011	120	40	195
2012	120	40	220
2013	130	42	240
2014	140	46	250
2015	150	50	260

Table 2: Business Plan 2012-2015, all amounts in Euro

	2012	2013	2014	2015
Income				
Subscriptions individual	8,400	9,100	9,800	10,500
Subscriptions corporate	24,000	25,200	27,600	30,000
Interest	1,000	1,000	1,000	1,000
Conference income	11,000	12,000	12,500	13,000
Total	44,400	47,300	50,900	54,500
Expenses				
Council	10,000	10,000	10,000	10,000
Admin	20,000	20,000	20,000	20,000
Conference Expenditure				
Publication & Communication Cttee	4,000	4,000	4,000	4,000
Prof. Development Cttee	4,000	4,000	4,000	4,000
Standard Cttee	2,000	-	-	-
Marketing Cttee				
Website	2,090	1,590	1,590	1,590
New Research Award				
Cadmo	5,600	6,020	6,510	7,000
Promotional activities	10,000	10,000	10,000	10,000
Miscellaneous (bank charges etc.)	1,500	1,500	1,500	1,500
Total	59,190	57,110	57,600	58,090
Surplus/deficit	-14,790	-9,810	-6,700	-3,590
Assets: bank, deposit, cash	96,132	86,322	79,622	76,032

AEA-E Council Members and Activities

Council members 2012

The following table gives a list of the members of the AEA-Europe Council during 2012, up to the Business Meeting at the annual conference. The table also lists the terms of office for the different members and provides comments on changes during the year, or changes for the coming year, where appropriate.

Table 3: Council Members and Terms of Office

AEA EUROPE COUNCIL					
COUNCIL MEMBERS NOVEMBER 2011 – NOVEMBER 2012					
Name	Position in Council	Start of Present Term of Office	End of Present Term of Office	Number of Previous Terms Fulfilled	Comment
Steven Bakker	President	Nov 10	Nov 12	0	Will be replaced by Kathleen Tattersall 2012
Kathleen Tattersall	Vice President	Nov 10	Nov 12	0	Will be president next term (2012)
Sarah Maughan	Executive Secretary	Nov 10	Nov 12	0	Has agreed to stay on the Council for another term
Henk Moelands	Treasurer	Nov 10	Nov 12	2	Has agreed to stay on the Council for another term
Kiril Bankov	Council Member	Nov 09	Nov 13	1	Left spring 2012
Gabriella Agrusti	Council Member	Nov 10	Nov 14	1	
Sandra Johnson	Council Member	May 11	May 15	0	
Antonella Poce	Council Member	Sept 12	Sept 16	0	Joined during 2012

NB Jo-Anne Baird will join the Council as the new Vice President in November 2012.

Council Activities

The Council met four times during 2012 (January in Slough, May in Slough, September in Rome and November in Berlin).

Agenda items

The main points of discussion during these meetings were:

- The conferences: past, current and future
- Election of new Council members and election procedures
- Committees (details are included elsewhere in this report)
- Changes to processes in light of the new website and the role of the Secretariat
- Honorary awards
- Marketing support (details are included elsewhere in this report)
- Standards framework
- Aims and strategy (details are included elsewhere in this report)
- CADMO
- Accreditation.

Main points and actions (where not covered elsewhere)

Conferences: A large proportion of each Council meeting is taken up with discussing the conferences. During 2012 we discussed four conferences; we conducted and reviewed the evaluation of the 2011 conference in Belfast, discussed plans for the 2012 conference in Berlin in considerable detail, started planning for the 2013 conference in Paris and reviewed offers for hosting of the 2014 conference.

Elections and election processes: we held two elections during 2012, one for a new Vice President and one for a Council member. There were two nominations for Vice President and after an election Jo-Anne Baird was appointed (and will take up her position at the Business Meeting). There were three nominations for the Council member, and the voting was extremely close, with only one mark between all candidates at the end of the election and a tie for first place. A second election was held between the joint winners from round 1 and Antonella Poce was elected. She joined the Council in September.

The second election in particular raised issues with the process for the election. This has led to a new process being drafted which will be added to the website, along with details of the terms of office of existing Council members.

Changes to processes in light of the new website and the role of the Secretariat: the update to the website means that it is now possible to hold all of the information about members and their engagement with the Association in one place – that is on the website. This means that the Secretariat has become responsible for managing this information, including conference registrations and membership. This has hugely increased the demands placed on this role and the Council agreed an increased contribution to funding for this role (which is currently undertaken by the National Foundation for Educational Research, UK).

Honorary awards: members of the Council believe that we have a number of ex-members of the Association who contributed a huge amount to the organisation and we are now at risk of losing contact with them. In particular this includes the past-Presidents: Emma Nardi and Chris Whetton;

and will also apply to Steven Bakker when he stands down as President in November. The Council agreed that we should introduce a new status of Honorary Member, which awards lifetime membership to these individuals. The award can be made to any member who has made an exceptional contribution to the organisation, but at this stage has only been agreed for past-Presidents.

Standards Framework: the Standards Framework is now completed and published. Two copies of this are being sent to each corporate member – one for the lead contact and one for the CEO. Copies will also be available to purchase at the conference in Berlin.

CADMO: the contract for the CADMO journal will come to an end in December 2012. The Council discussed whether we would like to continue to offer the journal and agreed that it would be best to consult with the membership on this issue (which is currently in process). As we have already started work on a special issue for 2013 it was agreed that we would discuss with the publisher the possibility of a contract extension of one year initially, to cover the special issue and allow sufficient time for the consultation.

Accreditation: we noted the numbers and different levels of status of those members who have applied for accreditation with AEA-Europe during 2012.

AEA-E Committees

Marketing Committee

Members (2011/12)

Kathleen Tattersall (United Kingdom): Chair

Lise-Lotte Appelgren (Sweden)

Jill Grimshaw (United Kingdom)

Helen Harth (United Kingdom)

Sarah Maughan (United Kingdom)

Agenda

The Marketing Committee came into existence following the 2009 Business Meeting in Malta to help meet three of the objectives of the AEA-Europe Strategic Plan, namely: to increase the authority of the Association, to increase membership and to become more professional.

Actions

The Marketing Committee met in November 2011 during the Belfast conference and in January 2012. Discussions in the Committee centred on matters relating to the annual conference: evaluation of the previous conference, including issues to be addressed prior to the next conference and sponsorship and activities related to increasing the membership of the Association.

At its January meeting the Committee gave serious consideration to whether effective marketing and promotion of AEA was best carried out through a Committee, or whether better results, particularly in respect of the size of the membership, could be achieved by employing a part-time consultant. The Committee recommended to the Council that a part-time consultant should be recruited. The Council accepted the recommendation and a consultant has now been engaged.

The Council thanks all members for their hard work and dedication to the task since the formation of the Committee.

Professional Development Committee (PDC)

Members (2011/12)

Sandra Johnson (Assessment Europe, France): Chair

Rosalind Duhs (University College London, UK)

Frans Kleintjes (CITO, the Netherlands)

Antonella Poce (Roma Tre University, Italy)

Alastair Pollitt (Cambridge Exam Research, UK)

Andrew Watts (AW Assessment, UK) to end-March 2012

Meetings and agenda

The Committee met in January 2012 in Slough (UK). For the remainder of the year business was conducted by email. The main items of business were pre-conference workshops, webinars and accreditation criteria.

Actions

2011 pre-conference workshops: evaluation

Participant evaluations confirmed that the four equally-attended 2011 workshops were well-received. The quality of content and presentation were considered high, and the balance between presentation and participant interaction appropriate. Minor negatives concerned organisational issues: principally room sizes, availability of refreshments and venue signage. The PDC agreed to recommend maintenance of the current fee level into 2012, a maximum workshop group size of 16 for future conferences, and increasing the number of workshops each year should member interest warrant it.

2012 pre-conference workshops

Following a general website call for workshop proposals for 2012/2013 four workshops were selected for the 2012 pre-conference programme:

- *Formative assessment of 21st century skills*, Andrej Novik, Jaroslava Simonova and Michal Kunc (Scio, Czech Republic)
- *All learning requires feedback*, Stephen Dobson (Hedmark University College, Norway) and Egil Hartberg (Lillehammer University College, Norway)
- *How to define and measure 'functional illiteracy' in an adult population?* Jean-Pierre Jeantheau (Université Lyon 2, France), Anke Grotlüschen (University of Hamburg, Germany) and Greg Brooks (University of Sheffield, England)
- *Applications of item response theory*, Theo Eggen, Frans Kleintjes and Angela Verschoor (CITO, the Netherlands).

Webinars

Five webinars were offered to members throughout 2012:

- *Students' perspectives on assessment: voices of primary school students in Hong Kong* (David Carless, University of Hong Kong)
- *Opportunity to learn? A study of assessment as part of classroom practices and school governing* (Therese Hopfenbeck, University of Oxford, England)
- *The evolution of digital Biology examinations* (Angela Verschoor, CITO, The Netherlands)
- *Using external testing as an opportunity to learn: making teachable but non-toxic cross-curricular tests* (Doug McCurry, ACER, Australia)
- *The judgement processes involved in the assessment of project work by teachers* (Victoria Crisp, Cambridge Assessment, England).

Accreditation scheme

The document 'Applying for Accreditation' was substantially revised, in the sense that the order of presentation of information was rationalised and the presentation style rendered more approachable. The criteria for Fellow and Practitioner have not at this point been modified. The revised document awaits finalisation and submission to Council for approval before formally replacing the original.

Publication Committee

Members

Gabriella Agrusti (Roma Tre University, Italy): Chair
Jo-Anne Baird (University of Oxford, UK)
Guri A. Nortvedt (University of Oslo, Norway)
Julie Sewell (NFER, UK)
Christina Wikström (University of Umea, Sweden)
Yasmine El Masri (University of Oxford UK)

Meetings and agenda

The Committee met on May 9 in Oxford, United Kingdom and it will meet once again before the Berlin Conference. Next year one meeting is planned in spring plus another one a day before the Annual Conference.

The main points of discussion during these meetings were: Council feedback on Committee activity, the Newsletter, the Pre-conference Doctoral Workshop, Promotion for student rates, LinkedIn Doctoral Network, CADMO Special Issue.

Actions

The Committee is carrying out the activities that were successful in the past years, enriching the services offered to the AEA-E members with the following activities and outcome:

- The production of an **electronic newsletter**. The newsletter, which is available on the AEA-Europe website, has two editions a year and contains brief reports on the work in progress or recently completed, information about conferences, events, training and study courses as well as information about the Association. Recently its layout has been renovated with new features and a more convenient and user friendly format.
- The edition of the journal, **CADMO**. The journal is published biannually and one issue every two years is edited by AEA-Europe. The first of these was published in November 2009 (*Assessment and Accountability in Europe*, ed. Jo-Anne Baird). The second was published in June 2011 (*Innovation in Assessment to meet changing needs*, ed. Guri A. Norvedt) and the next edition edited by AEA-Europe will be published in 2013. The theme is: *Selection to Higher Education – Fairness, Efficiency, and Consequences* (eds. Christina Wikström and Per-Erik Lyrén).
- The Committee promoted an initiative linked to the possibility of constituting a **Doctoral Network**, linking students and possible mentors or institutions in the field of assessment all over Europe. A **Pre-conference Doctoral workshop** was run in Belfast, and it will be carried out again in Berlin with the aim of increasing membership among doctorate students at different levels connected to the Association, or not yet connected.
- This year a student concession to attend the conference was introduced: students will be able to register for the conference at reduced fees. A student membership rate is now also available.
- In a hope to expand the network of people working in assessment and make communication amongst them easier, a **LinkedIn group was set up**. The group was presented in Belfast to

members on formal and informal occasions (poster session). The network currently has 157 members.

Standards Framework Committee

Members

Gerben van Lent (ETS Global, The Netherlands)

Andrew Watts (AW Assessment, UK)

Saskia Wools (CITO, The Netherlands)

Agenda

Following a final round of feedback from members and the Council, the Committee aimed at finalizing the Framework.

Actions

In February the Committee handed over the final version of the Standards Framework to the Council, together with a number of recommendations for use and further development. This version was published by AEA-Europe in September this year (*Association for Educational Assessment – Europe, Framework of Standards for Educational Assessment, Version 1.0, ISBN 9 788861 348523*) and will be presented during the 13th Annual Conference in Berlin. Copies have been sent to all corporate members. Further copies may be ordered from the Secretariat at a price of €7.00 + shipping costs.

Annual Conferences

Twelfth Annual Conference: Belfast, 10-12 November 2011

'Assessment and Opportunity to Learn'

Evaluation

The Association's twelfth annual conference was held in Belfast, hosted by Queen's University. We are grateful to the University, and particularly to Professor Jannette Elwood who led the organising team, for all the hard work and planning that produced an excellent experience for our members.

The annual conference provides a unique opportunity to bring together members of the Association and other assessment policy makers and professionals to consider topics of relevance to all countries, enhance professionalism, extend knowledge and facilitate formal and informal discussion and debate. This is the Association's showcase event which members anticipate eagerly. The theme of the twelfth annual conference, *Assessment and Opportunity to Learn*, proved to be of particular interest, as was evident from the record number of attendees (including high attendance at the pre-conference workshops) and the large number of papers and posters submitted for inclusion in the busy programme. Together with internationally renowned keynote speakers, all the presentations and discussion groups contributed to a conference of the highest quality, which extended knowledge of, and stimulated thinking on, the conference theme. Pleasingly, the post conference survey of member satisfaction reported the overwhelming opinion that the conference programme had been interesting and varied and participants had found the conference to be professionally useful.

As always, the evaluation provided useful suggestions about the structure of the programme, the organisation of the conference and the involvement of members. The number of papers included in the programme led to a greater number of parallel sessions than previously, requiring on the part of participants some hard choices. This raises the question of paper selection: should all papers which meet the quality criteria be included or should the quality bar be raised to limit the number so as to provide reasonable choice to participants? This is an on-going issue to which there is no "right" solution. However, whatever the answer, it is clear from members' feedback that they expect the presentation rooms to be comfortable for themselves and the presenters and they look to the Chairs of sessions for good timekeeping and involvement of all participants.

The conference is an occasion in which individuals wish to play an active role, not only during the paper presentations but the keynote sessions and other events. Feedback suggests that the balance between the length of the actual keynotes and the question/answer sessions needs to be addressed; participants clearly enjoyed and welcomed the keynote discussion session where their involvement was encouraged. Other opportunities for active engagement were also welcomed: the reception and splendid Gala dinner were two highlights, although it was pointed out by many that too little time was allowed between the end of the afternoon sessions and the start of the evening festivities. This was a particular problem of those whose hotels were a distance from Queen's University and is a point to be borne in mind for future conferences with dispersed accommodation.

For the first time, a Doctoral Network event was held which participants welcomed. For the second year running, a successful event was held for Fellows and Practitioners. Participants welcomed the chance to talk with colleagues, relax, and listen to good music and readings.

The organisation of conferences relies on the commitment and involvement of several people including the local hosts, the programme organisers, paper reviewers and sponsors. AEA-Europe is grateful to all those organisations and individuals who helped to make the twelfth annual conference a great success.

Thirteenth Annual Conference: Berlin, 8-10 November 2012

'Assessment Across the Lifespan'

Organisation

The Annual Conference is this year hosted by the German Institute for Educational Quality Improvement. The Council was especially pleased with this opportunity of working with one of our corporate members in Germany, as it is felt that having an Annual Conference in Germany would increase our visibility among the important and growing educational assessment community in this country.

Also the venue our host is offering promises to be special. This year we visit Berlin, a city that has shown many different faces over a period of less than 100 years: a trendsetting capital in the 1920s, the centre of fascist terror in the thirties and forties, then a divided city until 'Die Wende' in 1989 and Germany's reunification in 1990, and now once again the capital of a leading country in Europe and the European Union.

Under the theme "Assessment across the Lifespan" the 2012 AEA-E Annual Conference will provide a forum to present empirical findings, testing practices, as well as assessment methodology to address a broad range of issues related to assessment from elementary education to adulthood in a rich, multidisciplinary context. We pride ourselves in having been able to attract leading experts as keynote speakers, and make a most interesting selection from the many paper discussion group and poster proposals that were submitted.

This year for the first time we are able to run the registration for the conference through our website, without the need of a provider of registration and fee collection services. This saves costs, but also creates extra tasks for the Secretariat. Advantages are that registration fees land in our accounts directly, and that registration data are always at hand. At the moment this is written, the on-line registration system, after a few hiccups, seems to work well.

As usual, the organisation of Annual Conferences takes a lot of time from Council meetings and individual Council members. With the growing number of delegates and the increasing complexity of the organisation, organisational demands become heavier and require more professional approaches. The Conference Handbook – for the first time used during the organisation of the Belfast Conference and revised on the basis of experiences from this conference – proved to be a useful instrument in guiding and coordinating the many people involved in the organisation.

The Association is very grateful indeed to all those who give their time and energy in making the 2012 conference a success, our counterparts at IQB in the first place. At the same time we are aware that there may be limits to entirely relying on the unselfish input of volunteers. For the first time we used the services of a marketing consultant in preparing the various banners, folders and other materials to be used during the conference, which may be the start of more permanent professional input in the organisation of our conferences.

Fourteenth Annual Conference: Paris, 7- 9 November 2013

Preparation

In another effort to increase the Association's presence in a major European country with an important tradition in educational assessment, AEA-Europe approached DEPP, the 'Direction de l'évaluation, de la prospective et de la performance'. DEPP is a directorate of the French National Ministry of Education, responsible for the design and management of the statistical information system in education. As such, DEPP is dealing with various assessment efforts aiming at evaluating all aspects of the education system in France.

Preparatory meetings with the DEPP director and staff have been held and suggested venues have been inspected. Most likely the conference will be held at the Sorbonne, with its 18th century splendour and character: another wonderful site for our Annual Conference.

Discussions will now concentrate on the theme for this conference and creating a short list of keynote speakers.

Fifteenth Annual Conference 2014

Offers received

Informal expressions of interest were received from four countries for the 2014 (or 2015) conference. The Secretariat followed up on these expressions, at which stage two organisations were unable to commit. A detailed proposal was received from the Estonian National Examinations and Qualifications Centre to host the conference in Tallinn, Estonia and this has been accepted for 2014. The remaining offer has been confirmed and is being explored for the 2015 conference.

Promotion

Marketing Consultant

Activities from the Marketing Committee (published elsewhere in this report) led to the suggestion that professional marketing support is needed by the Association for us to meet the targets set out in our strategic plan. Early in 2012 a specification for the required activities was drafted and agreed by the Council. A budget was also approved for the activities. The specification was sent out to all members, who were asked to consider if they could provide the services required or to pass on the message to others that they thought might be suitable.

Only one application was received for the role, from someone with experience of marketing in a number of educational contexts and recommended by one of our corporate members. Steven Bakker, Kathleen Tattersall and Sarah Maughan interviewed the candidate and the position was subsequently offered to Fiona Montague from Fairlie McKenzie International. Work commenced towards the end of August which, among other things, led to the development of a marketing and promotion plan. A number of activities designed to market the Berlin conference have also been undertaken. Further strategic marketing activities will be undertaken during 2013.

Marketing and Promotion Plan 2012-2015

The President and Vice-president will liaise with the Marketing Consultant in producing a strategic plan for promoting the Association across Europe. In earlier discussions it was noted that there are a couple of geographic regions, notably German-speaking countries and South Western Europe where the Association is underrepresented while many important assessment efforts take place in education in these regions. We are also underrepresented in certain sectors in our industry, such as assessment in professional and higher education. We have not been successful in making ourselves visible there, and have difficulties in explaining the benefits of membership to them.

Awards, Accreditations and Honorary Memberships

New Assessment Researcher Award 2012

Following the process set out on the website, a call for applications for the New Assessment Researcher award was sent out early in 2012. Applications were requested from individuals who are currently in the first seven years of their work experience in an assessment-related field, and who are conducting research into assessment practices.

Two applications were received for the Award and these were sent to the members of the Council along with the assessment criteria. The applications were discussed at the Council meeting in May. At the Council meeting it was agreed that María Teresa Flórez, a student at the Oxford University Centre for Educational Assessment (OUCEA), should be granted the award for 2012. As is tradition, María will present her research as one of the keynotes at the Berlin conference and will receive a prize of €500.

The award is sponsored by AQA.

Poster award

At the twelfth annual AEA-Europe conference 15 posters were presented. Delegates were invited to rate these against specified criteria. The poster 'The assessment of teachers' content knowledge and pedagogical content knowledge in mathematics: A comparison of teachers at different stages of their career' came out highest in this rating. The poster was presented by Dirk Richter, Thilo Kleickmann and Mareike Kunter, all from The German Institute for Educational Quality Improvement (IQB).

The award was sponsored by CITO, the Netherlands and included covering the costs of a visit to CITO. Dirk Richter visited CITO in March 2012 where he discussed research issues with CITO experts and presented and discussed his winning poster during an institute seminar.

Accredited Members 2012

This year, for the first time, there were more applications for Associate status than for Fellow, and there were none for Practitioner. The increase in Associate applications follows a presentation to an English organisation for whom Associate status in AEA-Europe is seen as a part of their internal professional development scheme; we expect most of these to apply for Practitioner status within two years.

The applications were reviewed by the Professional Affairs Board, this year consisting of Alastair Pollitt, Frans Kleintjes, Simon Wolming and Andrew Watts. Two of the three applications for Fellowship were honoured. To one applicant for Fellowship, the Practitioner status was offered. Seven applicants received the Associate status.

Honorary memberships

The first awards will be presented at the conference in Berlin to the past Presidents: Emma Nardi and Chris Whetton, as well as to Steven Bakker whose term as President comes to an end during the Berlin conference.

ANNEX 1: Financial Report

The financial report over 2011 is presented below. First the Operating Budget for 2011 is presented and then the Balance Sheet, both followed by brief explanations.

Operating Budget

	Financial report 31 Dec. 2010	Budget 2011	Financial report 31 Dec. 2011
Income	EURO	EURO	EURO
2011 Subscriptions (Corporate)	0	24.000	22.200
2011 Subscriptions (Individual)	0	6.500	6.370
2010 Subscriptions	25.390		0
Uncollectable debtors	-2.818		-360
Voluntary Fund	813		1.980
Malta Conference Income 2009	10.517		0
Oslo Conference Income 2010	663	8.000	22.788
Belfast Conference Income 2011	0		860
Interest	1.248	1.000	1.380
	35.813	39.500	55.218
Expenditure			
Council Meetings	7.497	12000	0
Council Meeting Jan. 2011 (Slough)	0		2.687
Council Meeting May 2011 (Rome)	0		3.407
Council Meeting Sept 2011 (Arnhem)	0		1.704
Council Meeting Nov. 2011 (Belfast)	0		528
Oslo Conf. Expenditure 2010	4.133		0
Belfast Con. Expenditure 2011	0	4.000	6.264
Prof. Development Committee	4.638	4.000	4.045
Professional Affairs Board	0	2.000	0
Marketing Committee	1.752	2.000	2.669
Standard Committee	1.403	4.000	797
Publication Committee	172	2.000	2.271
Webmaster	0	1.000	364
Website development	0	21.225	21.860
New researcher award	500	500	500
Executive Secretariat	0	7.500	
Promotional activities	0		0
PR Council	707	500	4.774
CADMO	4.350	5.510	4.350
Miscellaneous	474	3.000	1.233
Bank Charges + Gain / Loss on Foreign Exchange	747		775
	26.373	69.235	58.228
Surplus / Deficit	9.440	-29.735	-3.010

The operating budget shows that in 2011 we did not manage to increase the Association's income from subscription fees. The number of members remained static and we are faced with uncollectable debtors. Efforts will be made to more intensively and effectively chase defaulters.

The efforts to reduce the budget needed for meetings is paying off: less has been spent on Council and Committee meetings.

Due to the one-time investment (from existing funds) in the development of a new website the council foresaw a deficit at the end of 2011, but as the financial report per Dec 2011 shows this deficit came out less than expected, mainly thanks to the generous sponsoring by the Norwegian Ministry of Education of the successful conference in Oslo. Another important new investment in 2011 is the amount set aside for the Secretariat. Payment of this, however, was not made in 2011 (but in 2012), which is another reason for the deficit being lower than expected. The extra income for 2012 (based on an increase of collected membership fees) is probably not realistic. The projections for 2012 in the business plan 2011-2014, as presented during the Business Meeting 2011, need to be adjusted.

In 2012 we started several promotional activities. A budget line for this has been included in the 'Expenditure' section of the Operating Budget. For 2012 the budget for these activities includes the costs of hiring a Marketing Consultant. It is expected that this investment will pay off in terms of increasing membership numbers, be it at a slower rate than was hoped for in 2011.

Balance sheet as at December 31, 2011

<u>ASSETS</u>	2011 EUR	2011 Total EUR
Bank	41.005	41.005
Deposit	73.573	73.573
Cash	2.645	<u>2.645</u>
		117.222
<u>RECEIVABLES</u>		
Debtors	3.748	<u>3.748</u>
		3.748
<u>PAYABLES</u>		
Subscriptions paid in advance	70	<u>70</u>
		70
<u>SUNDRY</u>		
Sundry	-6.492	<u>-6.492</u>
		-6.492
NET ASSETS		<u><u>114.408</u></u>
<u>EQUITY</u>		
Retained profits (31-12-2010)		117.418
Surplus / Deficit 2011		-3.010
TOTAL EQUITY		<u><u>114.408</u></u>

Euro Equivalent Exchange rate 31-12-2011 = ,1972

The total amount of assets is € 117.222. At December 31, 2010 the total amount of assets was €116,849.

The receivables consist mostly of still to receive subscription fees (over 2010 and 2011). Sundry refers to items that have been paid in 2012 but relate to 2011 (e.g. webinars, conference costs, meetings and website).