Minutes of Council Meeting, 7th November 2012, Berlin

The Chair welcomed to the Council meeting Margaret Parfitt, who assists Sarah with the Secretariat, and Fiona Montague the newly appointed marketing consultant to AEA-Europe.

1. **Marketing strategy**

The key areas identified to focus on by Jo-Anne, Kathleen and Fiona are:

* Advertise benefits to members.
* Encourageinvolvement of more vocational and corporate organisations. It is financially important to grow corporate membership but having too many could change the nature of the organisation and we need to remain individual focussed.
* Contact potential assessment organisations:
  + Sarah has forwarded adatabase of assessment organisations across Europe to Fiona.The database needs to be a growing and accessible one.
  + Also useful will be the information on delegates from this conference.
  + It was stated that approaching delegates from other conferences was thought to have data security implications.
  + It was proposed that we could approach the EU for funding but we noted that this has been attempted in the past and is likely to be a time consuming activity with little chance of success.
  + Holding the conference in Germany, a country with no previous members, was a positive decision as it has encouraged attendance from 29 German participants.
* It was agreed that we should ask members what they want out of their membership.

**ACTION: Fiona will work on these ideas and bring suggestions to the next meeting.**

**ACTION: Sarah to make sure that next year’s registration form includes a question to find out whether the delegate is a new member.**

Fiona has been very active in designing lot of new marketing tools for this conference.

Fiona left the meeting at this point.

1. **Minutes from the last meeting**

The minutes from the previous meeting were approved and signed.

1. **Matters arising**

Antonella provided an update from her meeting with the president of EDEN about creating a link between our two Associations. They have proposed a similar agreement to one they have with USA Associations. They have 1200 members and have representatives from countries all over the world. It was suggested that we invite the president to our next conference in Paris. We need to determine what we are each going to get out of an agreement of this kind.

**ACTION: Kathleen will look through the available information before next meeting in January.**

1. **Annual report**

Council members have all contributed to an Annual Report to replace the many separate papers that are usually circulated at the Business Meeting. This has been circulated by email and copies will be available at the Business Meeting.

1. **Agenda Business meeting**

The fees were last increased two years ago and inthe business plan we didn’t envisage another increase. The Council agreed to propose that the fees remain at current levels for another year. The delegates present at the Business Meeting will be asked to approve this proposal.

**ACTION: Review fees for the coming years in January.**

1. **Final arrangements for conference**

* Corporate members have eachreceivedtwo copies of the first AEA-E publication – the Standards Framework- for free. Copies will be on sale at the conference.
* Each Council member has been allocated a slot to be on the AEA stand during the conference. Jo-Anne commented that the PresidentandVice President should also be on the standnext year.
* The date of the next conference is being publicised on the AEA-E post it notes and on the conference notebook.

**ACTION: The conference could be advertised further on email signatures.**

**ACTION: Next year instructions for chairs and presenters should be sent out in advance.**

A number of delegates have cancelled in the last week. It was agreed that no refunds would be given.

**ACTION: Sarah to produce a list of cancelled delegates and a cancellation policy is to be written up for next year.**

This will be discussed again at the January meeting.

* Inauguration of the new president and vice-president will formallytake place at the Business Meeting and will be recorded in the minutes.It was agreed that Steven will officially handover at the end of the conference.

1. **Conferences**

* **2013 Paris**

Kathleen circulated notes from a meeting held on 16th October with DEPP.

There is a possibility of funding for the use of the town hall in Paris for the reception. We will know in January.

Kathleen is confident that the conference will go ahead but it will need a bit more work on our part compared to previous conferences as DEPP is unable to enter into contracts with other parties and the organisers are inexperienced. It has been suggested to them that they should bring in a professional conference organiser. We should work closely with Michel as he has the authority to get agreement for plans within DEPP. We need some staff from DEPP to be closely involved because of their ability to gain local sponsors, delegates from France and the attendance of VIPs.

Kathleen is worried about the risk of not having a single contract because of DEPP’s government status. The Sorbonne can sign a contractwith us and we would have to arrange our own contract with caterers.

**ACTION:** Jo-Anne proposed the formation of aconference committee so work can start on this now. Fiona should be involved.

**ACTION:**Kathleen to check previous communications to check on the agreed budget.

**One keynote:** Andreas Schleichter has so far agreed to participate. Jo-Anne suggested Jenny Oscar, policy researcher, should also be invited. Further suggestions will be requested in the conference evaluation and discussed by the Council in January.

As international testing is the theme we should contact OECD for sponsorship. We need to have a variety of keynote presentations eg some on new assessment research, some local topics and some international. The workshops should cover different strands.

**ACTION:** All to think of ideas for keynote speakers.

* **2014 Tallinn**

Jo-Anne has agreed to meet with conference organisers during the Berlin conference and will arrange a visit with one other council member to Tallinn in the next couple of months.

It was agreed that we should inform everyone that the conference is in Tallinn in 2014.

* **2015 Glasgow**

The organisers have prepared an impressive presentation pack. Jo-Anne will also meet with them during the conference to discuss the next steps.

1. **Cadmo**

Guri Nortvedt has resigned from the Publications Committee. The Council thanked her for her long, dedicated and impressive service to the Committee.

The contract with Cadmo is coming to an end. A survey is to be carried out amongst members to get their opinions on whether they want a replacement journal and if so which one. This needs to be discussed at the Business Meeting.

1. **Other Business**

The Council thanked Steven for his long, committed and outstanding work on behalf of this Association.

Steven handed out gifts to all Council members.