

Minutes of Council Meeting, 8 May 2012, NFER, Slough, UK

1 Approval of minutes from last meeting

The minutes were approved and signed.

2 Matters arising

It was agreed at the last meeting that we would use the same panel again this year for reviewing papers for the conference in Berlin. In the end, we did not use the same panel as an alternative model was agreed after the meeting, that is using our Fellows to review the papers.

The marketing committee did discuss producing a video to share on You Tube. They have links to organisations they can use. They suggested that it would be time consuming to do well so the Council would need to consider carefully if they want to go ahead with this option.

Steven has drafted a paper regarding the format of the Business Meeting to address feedback from last year's meeting, at which there were few attendees, the timing was not felt to be suitable, and there was a lengthy agenda and a lot of tabled papers. The proposal was to produce an Annual Report that contained much of the information that could be circulated in advance and then particular items of interest could be highlighted at the meeting. We would then aim to keep the meeting to one hour. The paper was approved.

ACTION: Steven to produce a template for this year's Annual Report and ask the relevant people to contribute information for different sections. A financial summary would be included in the report, with full financial information produced as a separate annex.

The terms of reference for the committees have not yet been circulated and agreed.

3 Conferences

Belfast (2011)

The books are now closed and a surplus of 27,039 Euros has been earned for the Association. This is a very positive result and mainly arises because the university's costs were reasonable and delegate numbers were higher than budgeted.

Berlin (2012)

Organisation: this is working well, IQB are very active now. The host has secured funding from the National Ministry of Education for the dinner. This has allowed us to set the conference fee at 395 Euros. The accompanying person fee is 50 Euros. Steven will visit Berlin in July to finalise arrangements. The budget has been agreed so that the tea and coffee etc is included in the room rate. This means that we will not make a surplus with additional people, as the additional delegates each pay the same rate for room plus refreshments. The budget was agreed on 200 predicted



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attendees. We will ask that the hotel staff consider agreeing a different fee for delegates over the 200 that we are expecting.

Registration: the site is now ready for viewing. It is possible to attend just the pre-conference workshops, particularly in the case of the PhD network but also in a limited number of cases for the other workshops, so this option needs to be available on the site. We need to finalise the details for the PhD network meeting. There is not currently a room agreed for the students. We need to have estimated numbers of students and confirmation if we need a room or not. We need to include all five workshops in the Programme if possible.

ACTION: Gabriella to finalise arrangements with the Publications and Communications Committee and confirm.

ACTION: during registration Sarah will send the export of registered members to Henk for checking against payments on a weekly basis. Henk will then confirm to Sarah and Margaret when payment is received.

ACTION: Gabriella and Steven to check the bank transfer system, Kathleen will register using PayPal and Sarah will pay using credit card.

Paper selection: thanks to Sandra and Gabriella for the help that they have given to this process. A new procedure has been agreed in which we use our Fellows to review the papers. Submissions for 69 papers have been received, six discussion groups (we have asked Berlin to submit an extra one and they have agreed – all the others are from the UK), and there are 15 posters. The results of reviewing are expected by 11 May. The final overview will be shared with Sandra and Gabriella and they will agree the final selection of papers. Those not accepted as papers will be offered a poster slot. There is capacity for 54 paper presentations. Further criteria for selection include if it is linked to the conference theme and number of papers submitted by the same author. The reviews were anonymous for the first time this year. We will ask the reviewers to feed back on the process. Steven offered his thanks to Cito for all their work on managing the process.

ACTION: Henk to ask reviewers to evaluate the process. The process needs to be reviewed at the next Council meeting in September.

Henk will update the information for the conference handbook and send to Sarah.

Pre-conference workshops: in the past there have generally been four pre-conference workshops. These have often been run by the Professional Development Committee members. This year a call was sent out to all members to offer a workshop. Five proposals were received. There is a good range of European presenters and of topics. There is greater risk regarding quality this year as the people are less well known to us, however we agreed we are happy to accept this risk.

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Practitioners and Fellows Event: IQB is proposing a gathering at a café with a presentation on German history. RM is being asked if they would like to sponsor this event again. The sponsorship of this event needs to be made more visible, eg in the conference programme and at the event. We need to be clearer about who is responsible for the event on the Council. We agreed that other key conference contributors should also be invited to the event, including the keynote speakers, past Presidents and accompanying persons (where they are attending the conference with a Practitioner or a Fellow).

ACTION: Steven to discuss sponsorship with RM and their request for making it visible.

New Assessment Researcher: two applications have been received and circulated to the Council members. One of the applications is clearly stronger than the other. The weaker proposal is, at this stage, only an idea for research and no data is available. The applicant should be advised to re-submit once the research has been conducted and findings have emerged. The other application was considered good enough to be given the award. However, it was agreed that the keynote presentation in Berlin should focus more on the generalisability of any findings to the European context, rather than simply describe the case study from Chile as presented in the current abstract. Steven will go back to the applicant and say she has been successful and work with her to make the keynote as good as it can be.

ACTION: Steven to liaise with the applicant about her presentation.

ACTION: in future years, applicants should also be asked to submit a brief CV.

Sponsors: sponsors have been invited for various activities for the Berlin conference. In most cases the same sponsor will cover the same activities as at previous conferences. We agreed that we need to ask each organisation to provide materials for 275 potential delegates. For note paper we will ask for an A4 spiral bound notepad plus a pen. We will ask for cloth bags again this year as these seem to be popular and are more environmentally friendly.

ACTION: Sarah to liaise with the sponsors.

ACTION: Steven to liaise with the hotel about the space for a booth for each sponsor.

ACTION: Gabriella to speak to the Publications and Communications Committee about responsibility for the AEA stand.

Paris (2013)

Venue: Steven, Henk and Sarah are going to see the new premises at the Sorbonne on the 25 May. The initial costing appears to be at the high end.

Organising member: the local team is from the Ministry of Education. In the past the Vice President has taken on the role of link person. Kathleen will take on the arrangements for the Paris conference.

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ACTION: Steven to update Kathleen on activities to date.

2014

Offers have been received from Scotland and Estonia. We need to have detail about each of the offers.

ACTIONS: Sarah to chase for details from Scotland and Estonia and Henk to liaise with Croatia. The deadline for further detail is the end of June. Sarah to send criteria to Henk for sharing.

4 Committees and membership

This item was discussed later in the agenda, between items 8 and 9.

We need to consolidate and formalise the systems for committees, as well as consolidating the committees. The Marketing Committee will no longer exist. The Professional Development Committee (PDC) and the Publications and Communications Committee are the two remaining committees. There is also the Professional Affairs Board (PAB). There is confusion about the role and make up of this Board. When we introduced the accreditation scheme this Board was launched to manage the accreditation process. Their role is to evaluate applications for Practitioner and Fellow status. In principle it is independent of the PDC. The PDC develops and administers the process and the PAB is the independent group that makes the judgements. There is nevertheless currently a strong link between the PDC and the PAB, as the chairs of the PAB are also members of the PDC.

The paper for the upcoming Council meeting does not need to rehearse the issues again but we need to be clearer about size of the committees, processes for recruiting members of the committees, terms of reference and terms of office etc. We need to be clearer about expectations of what the committees can contribute and what is expected of different members. It has been agreed that every position on every committee should be advertised. We did agree that we would not have elections, instead we will apply a selection process based on the needs of the committee. A single member of the Council will be on each committee and will be the chair.

ACTION: Sandra to produce a short paper and circulate it by email before September. This will be approved without further discussion at the September meeting if there is agreement about the detail.

5 Secretariat

Role of the Secretariat: A paper had been submitted in advance of the meeting detailing some of the difficulties with running the Secretariat. There was a discussion about the issues raised. Currently, the Association is run by volunteers – not by a professional bureau (although there is a small amount of funding for administrative support). It was also suggested that we need to write down what we do on a month by month basis, and that this should run alongside a supporting document which gives more detail about where further information can be found.

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- We agreed that the committees will provide greater support to the Secretariat.
- We will be clear about expected contributions of voluntary members.
- It was agreed that all communication does need to go through the Secretariat.
- All registrations etc need to go via the website so this also needs to go through the Secretariat.

Revised business plan and investment proposal: We reviewed the budget and the membership numbers for future years. We are optimistic that we can expand membership by having the conferences in new locations, such as Germany and France. The current budget shows that we are investing over the next three years, returning to a surplus in 2016 based on current predictions. We can currently afford to make an additional investment in the administrative support for the Secretariat, but we should continue to review progress to check that we are meeting the targets.

The proposed budget submitted by Steven and the proposed change to double the administrative support to the Secretariat role were approved.

6 Marketing Support

A paper had been produced by Chris Whetton detailing the role that a marketing support position could offer to the Association. Numerous activities were listed. We discussed whether it is more important for a marketing person to have an understanding of the Association or marketing expertise. The majority Council view was that having a professional marketing person in this role would be the best way of achieving our targets. We need to focus on increasing membership and on increasing conference attendance. It was felt that a number of activities in the current specification could be taken out entirely and others allocated to committees. Once we have agreed terms of reference then we need to advertise the position. This could be done via LinkedIn and there may also be marketing associations across Europe that we could approach.

ACTION: Each member of the Council to ask for recommendations for organisations or individuals to take on these activities. We should also send the information to all members and ask them to pass it on to parties that they think may be interested.

Kathleen to update the specification and to develop terms of reference that can go out.

We discussed who this person would report to and the on-going need for the marketing committee. It had been suggested earlier that the budget used for the marketing committee could be used to part-fund the marketing executive. It was agreed that this will be a paid role and it should report to the Council, not to a committee. It was agreed that we would therefore no longer require a separate marketing committee.

ACTION: Steven to inform the marketing committee that we will no longer have a committee with this responsibility. We also need to inform the business meeting of this in November.

We agreed that the President will manage this role in the first instance until it is established and then it may be handed over to another member of the Council.

7 Standards Framework

The Standards group have put considerable effort into developing the Framework. The group have now handed the document over to the Council with some recommendations as to the next steps to ensure it is taken up and used. The original aim of the development was to provide guidance on what good practice in assessment looks like.

It was agreed that the Council support the document and will put it on our website. We will also put information about it in the newsletter.

ACTION: Sarah to get the document added to the website. Gabriella to speak to Julie about promoting it in the newsletter.

We will not necessarily adopt the document as ‘an official tool’ of the Association as we are not sure what this means.

ACTION: Steven will communicate with the group and ask for clarification.

Each new member should be given a link to the document as a part of their welcome email. We will investigate publishing the document for use on the stand at conferences etc.

ACTION: Gabriella to liaise with the Publications and Communications Committee about getting the document printed. We could also re-use their poster about the Standards on the conference stand in Berlin.

There is a recommendation in the submitted paper that the Professional Development Committee take on responsibility for setting up an online discussion group and for instigating a blog to discuss and promote the Framework. It was felt that this may not take off at the current time. It would be good to gather feedback on how the Standards Framework is used in the future, but there is no facility for doing this within the Association’s current website.

ACTION: Sandra to discuss monitoring options with Professional Development Committee members and provide feedback to Steven who will liaise with the authors.

The recommendation that a group be set up to offer peer support on the Standards was accepted. It was suggested that in the first instance we would put the offer on the website with the document. The first initial approaches could be managed in an ad hoc way. If this becomes too demanding then more formal systems will need to be put in place. A similar approach is proposed for the option of a coordinating body. This can be set up on an ad hoc basis in the short term.

Marketing of the Standards Framework:

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- a) There are already pages on the website which should be developed as further information is received. The LinkedIn group should also be used to promote this, rather than setting up a new Facebook site or a new discussion group.
- b) We will explore opportunities to present on the Standards at other conferences where this can be done in a cost effective way.
- c) We will look at using parts of the Standards Framework at the Association's conferences.
- d) There could be a pre-conference workshop on elements of this at regular conferences but we do not agree that this ought to be free (all the pre-conference workshops incur a small fee).
- e) The Professional Development Committee will look at different ways of building on the terminology established in the Framework.
- f) With the experience within the Council we do not think that finding EU funding for a project involving application of the Standards Framework would be successful.
- g) We could send each corporate member a copy of the printed version of the Framework and at the same time could ask them to put a link to the Framework on their website.

ACTION: Gabriella will look into producing the hard copy and also investigate the option for adding an ISBN number to the document. We will also present the group with a hard copy of the document at the conference in a formal session.

We agreed that we ought to change the title to AEA-Europe Framework of Standards for Educational Assessment 1.0, Sandra volunteered to identify required edits to this effect in the document and to clear these with the authors before the document is disseminated.

8 Committees

Publications and Communications Committee: the group will meet tomorrow. They intend to discuss the newsletter, the presenters and sponsorship for pre-conference workshops, the LinkedIn group, the special issue of Cadmo, and the AEA stand at the conference. The next meeting will be in Berlin during the conference.

Marketing Committee: this group met on the 18th January. Neither Kathleen nor Sarah could attend. This is now the last meeting of the committee. Steven will write to members and thank them for their past contributions.

Professional Development Committee: last met on the 9 January. They evaluated the Belfast workshops, which were felt to have been very successful, and agreed to send out a general call to all members of the Association for 2012/2013 workshop proposals. The committee also discussed webinars and agreed a programme for 2012, to include five webinars. For a number of reasons the first webinar had to be postponed from April to July (the event that was scheduled for May will now be the first event of the year). Antonella Poce has agreed to take on management of the webinars for 2012, but we do need to put a longer term strategy in place to assure future programmes. It would be good to have more than one volunteer who is familiar with the systems and able to run the webinars.

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ACTION: Sandra to liaise with Antonella about recruiting and training some new volunteers.

The accreditation system has been discussed and revised. Alastair will send the updated document to the Secretariat to be added to the website. The next face-to-face meeting of the PDC will be at the Berlin conference.

ACTION: Sarah to ensure the document is added to the website and to send out the call for portfolios for this year's process.

9 Honorary Awards

The discussion paper was first produced for consideration at the January 2012 meeting, but time did not permit this. It is based on an earlier discussion about past-Presidents becoming Honorary Fellows of the Association. This idea was rejected but there is a suggestion that past-Presidents should become honorary members of the Association.

We agreed that we should offer some kind of honorary award. This should not be Fellowship status but membership. We do not need criteria as at the current time it is intended only for past-Presidents, the default criterion being service as a President of the Association. We may at some point decide to offer the same status to other members who have made an extraordinary contribution, but this will be decided by the Council at the appropriate time. The award would give past-Presidents lifetime membership and a welcome to the Fellows and Practitioners event at the Annual Conference.

ACTION: We will make an award of Honorary Life Member to past-Presidents at the gala dinner at each relevant conference.

10 AOB

There are a number of members who have not paid their membership fees for 2010 and 2011. These people now need to be expelled. It was agreed that we should warn them once more before we expel them, but then after that we will expel them from the Association.

Council meeting in September – Gabriella questioned whether we need to book for the new Council member as the election has not yet been held but in an ideal world we would like them to attend. We agreed that we would book a room for them and hope that they can attend the meeting.

ACTION: Gabriella to book a room at the hotel where the other Council members are staying.

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