



**CERA Board Meeting**  
January 9, 2019  
Sheraton Grand Hotel, Sacramento, CA

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**Board Members in Attendance-**

Elizabeth Schroeder, President  
Susan Green, Vice President  
Matt Taylor, Secretary  
Corey Greenlaw, Treasurer  
Deborah Baumgartner, Member-at-large  
Jeremy Hinshaw, Member-at-large  
Jaime Bonato, University Representative  
Allison Hernandez, Member-at-large  
Kristen Burmester, Past President

**Board Members Absent –**

JT Lawrence, Member-at-large

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***President Schroeder called the meeting to order at 9:10am***

**1. Welcome**

Elizabeth thanked everyone for coming, reviewed and updated the agenda

**Meeting Goals:**

- Decide on theme, schedule, general ideas
- Brainstorm keynotes and Lifetime Achievement Award recipients

**2. Business Items**

- Board members signed the Installment of New Officers and Conflict of Interest Policy
- Stephanie presented the minutes from the Nov. 14, 2018 meeting

Motion to approve minutes as presented

- First – Elizabeth Schroeder
- Second – Deborah Baumgartner
- All in Favor – Pass

### 3. Vision/Mission/Objective of CERA

- Board discussed vision and objective of the Organization and questioned –
  - Who is our target audience? Do we need to expand that target audience?
  - Are we getting sessions that speak to our audience?
  - Has the organization gone too far towards assessment and data?
  - We are missing classroom educators who are doing research
  - Should we do invited sessions to cover all the basis
  - Need to identify strands to build audience

- Website Changes

Proposed changes to home page, to be reviewed and finalized:

*CERA is a not for profit organization of professionals working at all levels to improve education through conducting and applying educational research and using data to inform decisions.*

*We offer an annual conference with the goal to bridge prek-12 with higher education research practices.*

*Explore CERA and let us prove what we can do for you.*

### 4. Annual Conference

- **Committees**

- Conference: **Susan**, Stephanie, Corey, Jaime
- Awards: **Matt**, Jeremy, Alison
- Keynotes & Sponsors: **Elizabeth**, J.T., Kristen, Deborah

- **Theme Ideas**

- Visualizing the Future: Using California data to improve results for all children.
- **Visualizing the Future: Moving from data to action**
- Visualizing California's Educational Future: Moving from data to action

- **High Level Schedule**

Monday, November 18th – CDE Meeting, 8-4

- **Susan, Elizabeth, Deborah, Rachel and Michelle Center to meet to finalize details**
  - CERA should NOT be paying for anything that day
  - CERA to offer pre-session for attendees that not interested in attending CDE Monday afternoon
  - CDE participants need to be registered for CERA conference
- Monday Evening – Presidential Reception (5-6:30?)

Tuesday, November 19th – Full Day of Conference

Tuesday Evening – Happy Hour and Past President's dinner

- Happy Hour – 4:30-6:00 near sponsors with drink tickets
- Past President's dinner Tuesday evening with cocktail hour

Wednesday, November 20<sup>th</sup> – Morning session only

- Allison and Corey to organize 5k run
- Breakfast - CERA Gives Back
- Lunch - Stephanie Evergreen
- Afternoon – Stephanie Evergreen fee-based workshop for 75 attendees

- **Awards for 2019**

- Ed Services
- Research Partnership - \$5,000
- Graduate Student- \$1,000
- Outstanding Paper
- Classroom Innovation
  - Has it outlived its usefulness? Does it fit the mission still?
  - Susan recommends doing away with it - Kristen reminded board that this award is the only way to put a face to education
  - Discussed awarding 1 this year then phasing out

- **Grant Proposal**

- Smarter Balanced would like to sponsor a grant proposal - 1 award at \$20,000, or 2 \$10,000 awards
- Smarter Balanced is looking for classroom teachers/site level team to demonstrate how they use Smarter Balanced tools
- Smarter Balanced would like the proposal to go out through CERA and recipient announced at the CERA Conference
- Recipients would be guaranteed a session the following year
- Deborah will connect Matt to Tony Albert to move forward. – Matt will work out details to get this proposal added to our awards and grants

- **Timelines for Awards and Proposal Submissions**

- Sessions
  - March 1 – Open submission window
  - April 15 – Deadline (with extension to May 1)
  - June 30 – Notify presenters
- Awards – Announce awards at once
  - April 15 – Open application window
  - June 1 – Deadline
  - July – Notify recipients
- Open Registration – Once keynotes and schedule finalized
  - June 1 – Open Registration

- **Abstract Reviews**

- Reviews to be done by CERA Board to ensure consistency
- Susan to update rubric with clear guidelines
- April meeting - come to rubric consensus and then conference committee to hold training with board members in early May
- Board members to review on their own and analysis during summer meeting

- **Proposal Submission Process/Forms**

- Invited session presenters
- Conference committee to look at proposal process and re-vamp
- General Session Description –

*Description: General sessions include presentations highlighting research in progress in the field of education, results of a research study already completed, or practices that are improving instruction for students in California. Encourage submissions highlighting this year's conference theme of "Readiness at All Ages". These presentations will be 45-minutes in length.*

*Evaluation Criteria: All submissions will be reviewed by at least two CERA members. General session proposals will be evaluated according to: (a) the significance of the problem or issue to the field; (b) appropriateness of the application or the findings or the practices; (c) the originality of the work*

- Proposed Topics –

*Accountability  
Special Education  
Curriculum & Instruction  
Assessment  
English Learners  
College Career Readiness  
Early Childhood Education  
Using Data to Improve Instruction  
Social-Emotional Learning*

- **Invited session presenters**

- Look at topic and see if there is anyone that is doing some really great work in that area
- Person doesn't have to go through normal submission process – targeted for specific reason, not because they are a VIP of organization

- **Grad Student Outreach – Jaime**
  - Jaime to work with Joel Rabin to create career support areas for grad students and those new to the field
  - Grad student mentoring roundtables that are topic based
  - Offer pre-session for student Monday afternoon during CDE meeting
  - Offer comp registration in exchange for volunteer work
  - Is there a sponsor that might be interested in sponsoring grad students?
  - Chat Discussions/Block to continue this year
    - One topic per session, running concurrently
  - **Conference Committee to explore and work with awards committee for funding**

## 5. Budget

Corey developing detailed view of conference expenses to be available at April meeting.

Reviewed AV Contracts

- ACE – \$19,000
- Sheraton – wifi and power - \$40,000 or hi-speed internet - \$30,000
- Option to pay per device - \$13 per device per day
- **Eric (Sheraton AV) to send revised quote with options**

## 6. Keynotes

- **Stephanie Evergreen**
  - \$10,000 for keynote, \$13,500 for keynote & workshop
  - Board in agreement to book her for Wednesday lunch keynote followed by afternoon session – She will be a big draw and attendees will be eager to see her
  - Larger workshop for 75-100 people - \$100 fee to offset cost – *Attendees MUST be registered for CERA Conference*
  - **Contact hotel to reserve 3<sup>rd</sup> floor space for session**
  - **Corey to finalize contract**
- **Lee Rubin – *We are not interested***  
Team building and collaboration
- **Jenny Rankin**
  - Very on topic – data visualization
  - She is a good presenter, can command the audience
  - Need to be very clear that this is not a sales pitch –
  - Not willing to pay her - offer her table to sell her book?
  - **Elizabeth to contact**
- **Gavin Payne - *Elizabeth to contact for ideas***

- **Spotlight**
  - They are turning reporting into videos. Helping families and teachers understand data.
  - Mike Fee runs Spotlight, might be good invited session
- **Stanford Undergrad Research Program**
  - Not necessarily keynote, but might have someone interested in speaking about their research
- **Qualtrix or Tableau**
  - Someone from software company to talk about using data visualization in their company
- **Sir Ken Robinson**
  - Inspirational, how education should be
  - Changing educational paradigms
- **Carol Dweck** – Doesn't fit our theme

## 7. LIFETIME ACHIEVEMENT AWARD –

- Mary Tribbey - Is she too close?
- Margaret Heritage- She could present a keynote (actionable principles of formative assessment)
- Roger Yoho
- McCall Furlander – in her 50s
- Joe Wilhoff – Smarter Balanced Past President
- Tracy Hueber – WestEd Center for the Future of Teaching and Learning (may not be old enough)
- Higher Ed Person – Kristen to pull some names
- Committee to reach out to JT and Rachel to gather their input

## 8. Future Board Meetings

- April 25, Sheraton Grand Hotel, 9-4
- June 6-7, Monterey, noon to noon
- September – TBD (conference committee only)
- Board Calls – monthly, Elizabeth to set-up

***President Schroeder adjourned the meeting at 3:26pm***