

## Message from the President



Jack Monpas-Huber, Ph.D.  
NATD President

The past decade has been an interesting time to work in educational assessment. Ten years ago, here in my home state of Washington, I worked for a district that was just beginning to work with data. I prepared achievement reports based on disaggregated data from the only assessment we had in common in that district—the state assessment—and then helped teachers and administrators make sense of the information. Some educators had little use for achievement data, while others saw in it great potential for improving instruction. State reform was just beginning take shape with accountability goals and graduation requirements. At the same time, the professional literature was encouraging us to be increasingly “data-driven” in our decision-making. Then No Child Left Behind and “Adequate Yearly Progress” came along. This added a new layer of unprecedented federal accountability which created conditions for yet more testing and analysis of data.

I'm well aware of the potential for harm with high stakes testing. But in my districts, I have been pleased with several outcomes that I attribute to the

availability and analysis of data from common tests. I'm pleased to see people focus attention (in some cases, for the first time) to gaps in achievement by race, poverty, and English proficiency, and begin to ask how well our systems serve all students. Critical perspectives now expand beyond our own schools and districts with the ability to compare to demographically similar (or more challenged) schools and districts statewide whose students achieve at least as well as our own. We now use data from universal screeners and progress monitoring tools to systematically identify and serve students who need extra help. And I'm pleased to be asked for more data to rigorously evaluate the efficacy of instructional work. Data prompts us to think differently about our work and to ask better questions, which, I believe, leads us to better decisions.

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Now, coming into the second decade of the new century, more change is on the horizon. With the Common Core standards and the SMARTER Balanced and PARCC assessment systems, we're on the verge of national standards and assessments. A reauthorized Elementary and Secondary Education Act (ESEA) could dramatically alter how we define, measure, and respond to progress on new assessments of new standards. What do these national developments imply for my work making sense of assessment for my local district and community?

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In my search for answers to questions like this, I've been grateful to belong to a professional organization such as the National Association of Test Directors (NATD). NATD provides ongoing connections with others who do similar work, and enables access to experts who can help us navigate this changing landscape of educational assessment. NATD members meet each year at the annual American Educational Research Association (AERA) and the National Council on Measurement in Education (NCME) conferences. Last year's events in Denver offered several great opportunities to advance our thinking as measurement professionals. At our breakfast meeting, Dr. Lorrie Shepard challenged us to rethink our approach to district assessments, advising us to develop assessment systems that strive less for the efficiency offered by multiple-choice items and more for authentic tasks that integrate more closely with instruction and model for students the kind of thinking expected of them. Dr. Shepard later joined Drs. Judith Arter, Marty McCall, Pamela Moss, and Catherine Taylor to deliver our annual NATD/NCME Joint Invited Symposium that focused on the validity of interim benchmark district assessment systems. Then we gathered for our annual NATD membership and professional networking dinner at the Denver Botanical Gardens where we enjoyed the picturesque setting and delicious food, and recognized the contributions of two of our long-time members, Drs. Michael Flicek and Zollie Stevenson.

This year, we have an exciting slate of events planned for New Orleans in April. Our breakfast meeting on Friday morning (the first day of the AERA conference) will feature Dr. Joe Willhoft, Executive Director of the SMARTER Balanced Assessment Consortium. Dr. Willhoft will update us on the development of the SMARTER and PARCC assessment systems and help us explore what these new assessment systems imply for our work in districts. Immediately following the breakfast meeting will be a workshop on linking and equating by Dr. Joe Ryan from Arizona State University. On Saturday afternoon, NATD and NCME host their Joint Invited Symposium, "*Measuring Teacher Effectiveness in a Comprehensive Teacher Evaluation System: Fair, Accurate, & Legally Defensible?*" Presenters include Drs. Daniel McCaffrey, Senior Statistician from the Rand Corporation; Damian Betebenner, Senior Associate with the National Center for the Improvement of Educational Assessment; and Pete Goldschmidt from the Center for Research on Evaluation, Standards & Student Testing (CRESST). Discussants will be Drs. Margaret Heritage, Assistant Director of Professional Development at CRESST and Steve Cantrell, Senior Program Officer at the Bill and Melinda Gates Foundation. Finally, our annual NATD membership and networking dinner will take place on Sunday evening at the Audubon Tea Room.

Please join us at all of these opportunities for professional engagement, reflection, and exchange as we prepare for a new era of challenge in educational assessment!

## Annual Breakfast and Business Meeting, April 2011 *a Conversation with Joe Willhoft, Executive Director, SMARTER Balanced Assessment Consortium*



The role of school district test directors is rapidly changing in the current context of Race to the Top and Common Core standards. We are pleased to have Dr. Joe Willhoft address our membership about the rapidly changing educational policy climate at our annual breakfast and business meeting in

New Orleans this spring.

Dr. Willhoft currently serves as executive director for the 31-state SMARTER Balanced Assessment Consortium (SBAC), one of two multi-state consortia awarded funding

from the U.S. Department of Education to develop a landmark assessment system based on the new Common Core State Standards.

Willhoft's 40 year+ education career includes teaching at all levels and administrative roles at school, district and state levels, and 26 years of assessment development and oversight. Joe is a long time NCME member and NATD member. We are delighted to have him speak to us about the changing face of large-scale assessment and its implications for educators.

## April 2011 NATD/NCME Joint Invited Symposium: *Measuring Teacher Effectiveness in a Comprehensive Teacher Evaluation System: Fair, Accurate, & Legally Defensible?*

The measurement and evaluation of “teacher effectiveness” for accountability purposes is a sensitive and politically charged topic. Some states are moving toward high stakes teacher evaluation models that rely on large scale assessment data as an indicator of effectiveness. Decisions about how to incorporate assessment data in the total evaluation model are currently underway throughout the country.

This year the NATD/NCME Joint Invited Symposium addresses some of the technical, educational, and policy issues in measuring teacher effectiveness for the purposes of evaluation. This session has been selected to appear as a “Featured” session on the NCME program of conference events.

This symposium will bring together measurement professionals from diverse perspectives to provide insight on these questions:

- What are necessary elements for assessing the construct of “teacher effectiveness,” and where should student performance data fit into these determinations?
- How do these elements impact instructional practice?
- What are necessary features of growth modeling and value added processes that address sensitive and high-stakes teacher effectiveness accountability models?
- How can we create an innovative and responsible system that inspires confidence from educators, parents, and the general public?
- What are some of the landmines and unintended consequences of using State assessment results to evaluate teacher effectiveness?

Symposium is scheduled for  
Saturday, April 9, 2011  
12:25p.-1:55pm  
Ballroom II, Westin Hotel

### Session Organizer and Moderator:



**Dr. Vickie Cartwright**  
NATD Vice President/President-Elect  
Senior Administrator, Accountability,  
Research, & Assessment  
Orange County Public Schools  
Orlando, FL

### Panelists:



**Dr. Daniel McCaffrey**  
Senior Statistician, PNC  
Chair in Policy Analysis  
Rand Corporation  
Pittsburgh, PA



**Dr. Damian Betebenner**  
Senior Associate, National Center for  
the Improvement of Educational  
Assessment  
Dover, New Hampshire



**Dr. Pete Goldschmidt**  
Center for Research on Evaluation,  
Standards, & Student Testing  
UCLA  
Los Angeles, CA

### Discussants:



**Dr. Margaret Heritage**  
Assistant Director, Professional  
Development  
Center for Research on Evaluation,  
Standards, & Student Testing  
UCLA  
Los Angeles, CA



**Dr. Steve Cantrell**  
Senior Program Officer  
Bill and Melinda Gates Foundation  
Seattle, WA



## Nominate a Colleague for the “**NATD Outstanding Contributions in Educational Assessment Award**”

In 2003, the NATD Board of Directors established an award to recognize individuals who have made outstanding professional contributions in the area of applied educational assessment in schools. One or two individuals may be recognized each year conditional upon approval by the Board of Directors. Individual(s) recognized by this award are nominated from any of the myriad areas in the wide field of educational assessment including but not limited to:

- measurement theory
- promotion of best professional practices
- teaching of measurement and assessment
- use of assessment information for curriculum, instruction, policy making and communication with stakeholders.

**Please give serious consideration to nominating a worthy candidate for the 2011 award** by submitting the name(s), contact information, and a brief statement of your reasons for this nomination to:

Trevor Mahlum (NATD Board Member),  
Email: [Trevor\\_Mahlum@natronaschools.org](mailto:Trevor_Mahlum@natronaschools.org) .

Or mail to:  
NATD Outstanding Contribution Award 2011,  
Office of Assessment & Research,  
970 N. Glenn Rd.  
Casper, WY 82601) by March 1, 2011.

### Procedures:

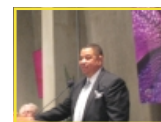
- Nominations are solicited through an NATD newsletter article, the NATD Website, and/or other electronic means. Nominations must be made by NATD members.
- An awards committee, appointed by the Board, reviews nominees and may recommend one or two candidates to the Board
- Award recipients are recognized with a certificate at the annual meeting of the NATD, if the Board of Directors approves a candidate.

### Previous recipients of this award:

|                       |                          |
|-----------------------|--------------------------|
| Carole Perlman (2003) | Joseph O'Reilly (2006)   |
| Ed Drahozal (2003)    | Robert L. Linn (2007)    |
| Stephen Henry (2004)  | G. Gage Kingsbury (2008) |
| Jim Bray (2004)       | Peter Hendrickson (2009) |
| Joe Hansen (2005)     | Michael Flicek (2010)    |
| James Popham (2006)   | Zollie Stephenson (2010) |



Michael Flicek (left) and Zollie Stephenson (right), recipients of the “2010 NATD Outstanding Contributions in Educational Assessment” award.



## *NATD Membership:* **Nominations Sought for NATD Leadership Positions**

NATD is proud to count you among our members. Having you as a colleague enriches us all. But simply being a member is a passive activity; we'd like to encourage you to take a more active role in your organization. You can do this by submitting your name or the name of a colleague to be considered as a candidate for one of the two NATD offices that will become vacant in April 2011:

- Vice President/President-Elect
- Board Member-at-Large

Please consider the opportunity to take a leadership role in an important professional organization and to connect with other like-minded professionals. If you have the interest and time to give a little back to NATD (or if you know of someone who does), please send your name and a brief summary of your professional activities to the Chair of the Nominating Committee, Phil Morse at [disaggregator@gmail.com](mailto:disaggregator@gmail.com) .

**NATD needs you!**

# A Practitioner's Introduction to Linking and Equating: *A Professional Learning Opportunity for NATD Members during "AERA Week"*

*led by Joe Ryan, Professor Emeritus, Arizona State University*

As measurement professionals we are often called upon to make sense of year-to-year test results for others. To do that well it is helpful to have a basic understanding of linking and equating.

This year we are excited to follow our annual breakfast and business meeting in New Orleans with a workshop on linking and equating presented by Dr. Joe Ryan.

Dr. Ryan is Professor Emeritus at Arizona State University and is a national expert on educational measurement issues. He currently serves on the National Technical Advisory Group for the Office of the

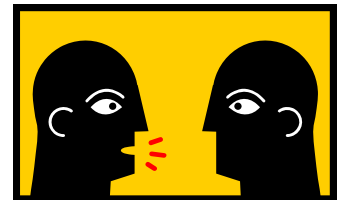
Superintendent of Public Instruction of Washington State, which oversees the state assessment program in Washington State.

The intended audience of this workshop is NATD members who have responsibilities for measurement programs and/or who are interested in developing a basic understanding of linking and equating. This workshop will serve as a useful foundation for further study.

The workshop is free of charge to NATD members in good standing (i.e., dues paid).

## *A Few Interesting Articles...*

### ***Professional Reflection and Discussion: Teacher Evaluation and Test Scores***



Baker, E.L., Barton, P.E., Darling-Hammond, L., Haertel, E., Ladd, H. F., Linn, R. L., Ravitch, D., Rothstein, R., Shavelson, R.J., Shepard, L. A. (2010). *Problems with the Use of Student Test Scores to Evaluate Teachers*. Washington, DC, Economic Policy Institute, Briefing Paper # 278.

[http://epi.3cdn.net/b9667271ee6c154195\\_t9m6ijj8k.pdf](http://epi.3cdn.net/b9667271ee6c154195_t9m6ijj8k.pdf)

Braun, Chudowsky, and Koenig (Eds.) (2010). *Getting Value Out of Value-Added: Report of a workshop*. Washington, DC: The National Academies Press.

Glazerman, S., Loeb, S., Goldhaber, D., Staiger, D., Raudenbush, S., and Whitehurst, G. (2010). *Evaluating Teachers: The Important Role of Value-Added*. Washington, D.C., The Brookings Brown Center Task Group on Teacher Quality, Brookings Institution.

[http://www.brookings.edu/reports/2010/1117\\_evaluating\\_teachers.aspx](http://www.brookings.edu/reports/2010/1117_evaluating_teachers.aspx)

Weisberg, D., Sexton, S. Mulhern, J. and Keeling, D. (2009). *The Widget Effect: Our National Failure to Acknowledge and Act on Differences in Teacher Effectiveness*. Brooklyn, NY, The New Teacher Project.

<http://widgeteffect.org/downloads/TheWidgetEffect.pdf>

# Annual Networking Dinner for NATD Members

## *an Evening at the Audubon Tea Room in New Orleans*

Please plan to join us for our annual dinner event, sponsored by CTB-McGraw-Hill.

This year's event will be especially unique, as it will be held at the Audubon Tea Room within Audubon Park. Located in the Garden District, Audubon Park is on the site of colonial era sugar plantation of Etienne de Bore, and is named after the famous ornithologist John James Audubon who once lived in New Orleans. The large city park is home to the Audubon Zoo, Aquarium, Insectarium, and a public golf course. Within the Park, the Audubon Tea Room is an elegant venue, with wood floors, soaring ceilings, silk drapes and an

impressive series of double doors leading to the lush Tea Room Garden. Planning is still underway, but it is scheduled for Sunday evening. More detail will be shared with members as arrangements are finalized.



Invitations will be emailed and mailed to all members in good standing (i.e., dues paid). To verify membership status, contact Treasurer Elizabeth Holtzapple at [Holtzae@cpsboe.k12.oh.us](mailto:Holtzae@cpsboe.k12.oh.us).

*Mark your calendars!*

### “AERA WEEK” Events of Interest for NATD Members

|   | THUR<br>APR 7  | FRI<br>APR 8  | SAT<br>APR 9  | SUN<br>APR 10  | MON<br>APR 11   |
|---|--|---|---|--|---|
| <b>NOTE: At this time, certain of the specific times and places of events have yet to be finalized.</b> |  |   |   |  |   |
| MORNING   | NCME Workshops   | <b>NATD Breakfast Meeting</b><br>7:30am-9:30am<br><b>Speaker: Joe Willhoft</b><br>Crescent Ballroom<br>Doubletree<br><i>Sponsored by Data Recognition Corp</i><br><br>AERA Div. H Grad Student/ Early Career Mtg<br>10-noon |   |  | AERA Div. H Breakfast<br>8:00am-10:15am<br>International Ballroom<br>Doubletree |
|   | DRE Lunch & Annual Meeting<br>12:00noon-4:00pm<br><br>NCME Workshops | <b>TILSE Workshop Linking &amp; Equating</b><br><b>Joe Ryan</b><br>10am-2 pm<br>Doubletree Crescent Ballroom<br>Doubletree  | <b>NATD/NCME Joint Invited Symposium</b><br>12:25pm-1:55pm<br>Ballroom II<br>Westin |  | NATD Board Dinner   |
| EVENING   | DRE Event  | AERA Div. H “Movers & Shakers”<br>8 pm VP Suite, Sheraton   | Div. D Joint Reception<br><br>DRE Event:<br>John Q. Easton                          | <b>NATD Networking Dinner</b><br>Time TBD<br><b>Audubon Tea Room</b><br><i>Sponsored by CTB McGraw-Hill</i><br>NATD Members. RSVP. | AERA Div. H Reception<br>7-9pm<br>Place TBD                                     |

Annual dues are \$20.00; Please make checks payable to "NATD".

# NATD Board, 2010

**President** *Dr. Jack Monpas-Huber*

*Director of Assessment & Student Information*

*Shoreline School District*

*Shoreline, WA*

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*Senior Administrator, Accountability, Research, & Assessment*

*Orange County Public Schools*

*Orlando, FL*

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*Director of Assessment & Evaluation*  
*Pima County Superintendent's Office*  
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**Webmaster** *Dr. Ray Fenton*  
*Fenton Research*  
*Tucson, AZ*



NATIONAL ASSOCIATION OF TEST DIRECTORS NEWSLETTER WINTER 2011

**Connie Zumpf, Editor**  
 Director, Office of Assessment & Evaluation  
 Cherry Creek School District  
 4700 S Yosemite St  
 Greenwood Village, CO 80111



*NATD is an association of professionals responsible for assessment programs in public educational settings. The membership is broadly representative of North American schools.*

# NATD Membership Form

## Annual Membership - January 1st to January 1st

*The National Association of Test Directors (NATD) provides an arena in which assessment specialists can come together with other professionals who share common interests. Members of NATD play an active national role in the development of assessments and assessment policy. Members often make important contributions to state assessment organizations, state technical advisory boards, and national peer and grant review panels. Facebook and the NATD website provide opportunities for sharing information, raising questions and sharing information with colleagues.*

**Courtesy Title:**

**Name:**

**Title:**

**Organization:**

**Mailing Address:**

**City:**

**State:**

**ZIP:**

**Phone:**

**Email:**

Check here to request that your directory information not be published on our NATD web site.

**Category\*:**

- Active Member:** Responsible for educational testing programs in settings not primarily for profit
- Emeritus Member:** Active NATD member for at least five years and no longer employed on full time basis
- Associate Member:** Not directly responsible for testing programs and/or involved in test development primarily for profit

**Print and mail with annual dues to:**

Dr. Elizabeth Holtzapple, NATD Treasurer  
Director of Research, Evaluation and Test Administration  
P.O. Box 5381  
Cincinnati Public Schools  
Cincinnati, OH 45201-5381

**Annual Dues \$20.00.  
Make checks payable to "NATD."**