



Consortium for Research on
Educational Accountability and Teacher Evaluation

www.createconference.org

The vision of the Consortium for Research on Educational Accountability and Teacher Evaluation (CREATE) is improved student learning, development, and achievement in PK-12 schools, institutes of higher education, and other educational settings.

CREATE

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MESSAGE FROM THE PRESIDENT

Marco Muñoz, Ed.D.

CREATE's Greatness is our Strong Collegial Support!

I am pleased to extend warm greetings to everyone who attended the 2008 National Evaluation Institute in Wilmington, North Carolina. To those who attended for the first time, I am pretty confident that you will enjoy your connection with CREATE. I know that the annual conference was productive and informative. Lots of new relationships were established among competent colleagues under the unified commitment of becoming the best in our field. Our success is based in a culture of trust and collaboration. Organizations like CREATE flourish in a climate of support to one another.

I know that you will consider returning to our next annual conference in **Louisville (October 8-10, 2009) at the Brown Hotel** (www.createconference.org). With its charming riverfront and historic downtown, coupled with a rich tradition of horse racing and museums, Louisville has established itself as one of the best metropolitan areas in the country. In addition to our history and attractions, you will also experience the classic southern hospitality of Louisville.

More importantly, our annual conference will provide an important opportunity to reflect in the quality of our work as we support the education with our nation's children. We need to have clear that our profession makes sense when we place students at the forefront of our work. CREATE, as a community of professionals, develop their collective wisdom and creativity through this kind of annual exchanges. We need to stay connected with our colleagues doing similar work so that we can do the very best work in our demanding field.

CREATE is a relatively small organization but a national leader of research and evaluation. We pride ourselves on our strong networking and collegial support. This is where other large organizations fail and it is where we precisely stand out. Over the last couple of years, our professional organization has seen a growth in the number of members who now proudly call CREATE "my organization."

Thank you for considering attending the annual conference in Louisville. This will be a great opportunity to continue to investigate new ideas and to network with other colleagues from across the nation. Your presence will reflect a personal commitment to CREATE and to improving the rigor and relevance of our research and evaluation work. More importantly, it will make a difference in the lives of the children and communities associated with our work.

**Highlights from the 2008 National Evaluation
Institute (Wilmington, NC)
Douglas Davis, University of Mississippi**

The 2008 National Evaluation Institute was a tremendous success. CREATE was fortunate to return to Wilmington for a return visit hosted by the University of North Carolina (UNC) at Wilmington, Watson School of Education. The CREATE President, Officers, and Board of Directors would like to thank UNC Wilmington for being thorough, gracious, and thoughtful hosts. The conference was attended by over 220 educators with strong representation from K-12 practitioners and higher education faculty. While not attending conference events, attendees enjoyed the many fine restaurants on the Cape Fear waterfront, and local beaches and historical sites. One goal of the CREATE Board in presenting the NEI is to facilitate collaboration on evaluation practice between researchers and practitioners. The CREATE Board of Directors shares a recognition that many evaluation practices shown to be effective are not widely applied to improve teaching and learning. These practices include program evaluation, personnel evaluation, and student evaluation. Thus, while the setting was both beautiful and historic, the 2008 NEI was a serious endeavor to promote the use of evaluation processes to transform educational services.

A slate of keynote speakers included leading national scholars in evaluation research and practice including Robert Marzano, Tom Guskey, Arlen Gullickson, James Stronge, and Anne Jolly. **Robert Marzano** kicked off the 2008 NEI with a four hour pre-conference on Standards-Based Reporting and Formative Assessment. Participants in the pre-conference were treated to a unique, hands-on, and personal training session with a widely regarded national leader in the use of assessment to improve student learning, professional teaching practice, and school leadership. Marzano focused on the classroom and repeatedly stressed that “policies that do not directly affect the classroom, will have little chance of affecting student achievement.” According to Marzano, schools must be tightly coupled regarding individual student achievement as the unit of assessment. To accomplish this schools are “willing to commit to specific actions that are district or school-wide.” The goal is to ensure that elements shown to have a causal relationship to student achievement must occur in every classroom. “Three Critical Commitments” are required: (a) standards-based reporting and formative assessment, (b) ensuring effective teaching in every classroom, and (c) enhancing the academic background knowledge of disadvantaged students.

The pre-conference probed the first commitment in-depth and provided participants step-by-step explanations of these processes with specific examples provided for each step. Emphasizing that standardized tests and packaged assessments are inadequate in themselves, Marzano stressed that each student must be evaluated individually. Detailed descriptions were provided and discussed for the individual assessment of every child. Many pre-conference participants praised the practical value for professional practice of the seminar.

On Thursday afternoon, the first keynote speaker of the conference, **James Stronge**, spoke on Assessing Teacher Quality. Beginning with the assumption that teacher quality is more enduring than reforms, Stronge discussed the essential need for good teachers and explored the question, why do we need good teachers? Using data, the impact on the achievement of a single student over time of a highly effective teacher compared to an ineffective teacher was demonstrated. Stronge also demonstrated the effect of teachers by comparing actual reading scores to predicted reading scores for a group of teachers. The data shows a correlation between teachers and students scoring above or below predicted levels. The implications are that all teachers have a substantial impact on student achievement that extends far into the future school performance. Given this, Stronge outlined characteristics of effective teachers. Two areas are relevant: background (prerequisites and the person) and job responsibilities and practices (classroom management and instruction, organizing for instruction, implementing instruction and monitoring student progress and potential). Stronge argued that these characteristics must be assessed and provided ideas and strategies for accurate assessment.

Thursday evening, **Arlen Gullickson** was awarded the Millman Award, the highest honor bestowed by CREATE. The Jason Millman Award was established to recognize scholars whose body of work in the field of educational evaluation and assessment had contributed greatly to the field, advancing the use of educational evaluation and assessment in the service of education. Gullickson, professor and research emeritus with the Evaluation Center at Western Michigan University, continues a distinguished career dedicated to improved evaluation practice. Arlen’s work focuses on many aspects of evaluation but he is renowned for his work on improving teachers’ assessment practices. In accepting the Millman Award, Gullickson emphasized the importance of the work associated with standards for evaluating programs, personnel, and students.

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It is only with standards that we can professionalize our area of endeavor.

Anne Jolly, educational consultant and President of PLTWorks, spoke to the conference attendees on Friday morning. Anne specializes in engaging teachers in productive collaboration for sustained on-site professional growth. Jolly spoke on establishing and sustaining Professional Learning Communities (PLCs) that increase student achievement. Beginning with a definition of PLC's as a group of adult with specific competencies, focused on student learning, and joined by a common sense of caring, Jolly stated that PLCs "occur within an ethic of interpersonal caring that permeates the life of teachers, students, and school leaders." Thus, for Jolly, there is an important difference between a team and a community. Simply, teams are functional small communities that know how to set goals and analyze data, how to have productive meetings, how to establish and maintain ongoing channels of communication, how to maintain momentum, how to build trust, and how to assess team progress and make adjustments. Jolly provided suggestions for developing these types of teams: (a) small groups of 3-5 professionals, (b) communication guidelines, (c) intense focus on learning processes, (d) engage in continual learning, (e) teacher directed, and (f) regular communication within the team and with external teams. In conclusion, Jolly stated: "If we want to ensure that all classrooms are staffed by qualified teachers, we will need to change the way school operate and that teachers operate."

The closing speaker for the 2008 NEI was the renowned educator and evaluator **Tom Guskey**. Tom ended the conference with a resounding affirmation of the transformative possibilities of evaluation practice. Tom began his talk with a claim that we are in desperate need of effective professional development. In this effort, the most important evaluative element is, according to Guskey, the impact of professional development on student learning. Unfortunately, while there are many studies on the impact of professional development on achievement, only 9 out 1343 studies meet the research selection criteria for the US Department of Education, What Works Clearing House. Guskey situated his model for the evaluation of professional development with an interesting overview of the historical context of the field. Building on the work of Ralph Tyler, Michael Scriven, and Donald Kirkpatrick, Guskey presented his model of five levels of professional development evaluation. All five levels are important and each builds

on the one before; however, when planning the order needs to be reversed (a form of backward mapping). The first level is the initial reaction of the participants including the setting (comfort, light, temperature) and the quality of presentation. This is the most common form of evaluating professional development and usually involves participants filling out a brief survey before leaving. The second level is an assessment with evidence of what the participants actually learned. The fact that the participants may have been entertained by the presenter and enjoyed the pastries does not mean they learned anything of value. The third level of assessment measures the level of institutional and organizational support for the change sought through the development. If professionals learn new strategies for practice and the changes are not supported by the organization, then the development will have little or no impact on achievement. Given that changes in practice are supported, the fourth level of evaluation assesses if the new practices are being implemented with fidelity and integrity. Are the practitioners correctly implementing what they have learned? Finally, the evaluation of the professional development needs to measure the impact on student learning outcomes. Again, Guskey emphasizes that the entire process must begin with a clear definition and articulation of student learning outcomes and the entire process needs to work back from there.

In addition to the keynote speakers, there were many outstanding **Breakout Sessions** and each session presented attendees with multiple dilemmas regarding which session to attend. Paula Egelson presented a comprehensive overview of the work of the Joint Committee for Standards of Educational Evaluation. Karen Wetherill, in a break from her work hosting the conference, presented on the North Carolina Professional Teaching Standards. Eric Hirsch presented a study he conducted on the working conditions of North Carolina teachers and made the thoughtful comment: "Teacher working conditions are student learning conditions." Dennis Bunch presented his evaluation research on the Tennessee New Principals Academy. Overall, there were too many excellent breakout presentations to mention (and many I was unable to attend) but many of the sessions are available at the CREATE Conference website, <http://www.createconference.org/nei/2008/nei2008.asp> .

The 2008 NEI raised the bar to new levels of quality and success for the conference. The sense of optimism and the eagerness of participants to get home and back to work to apply what was learned was palpable.

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It was a bizarre contradiction that during the days of the conference the stock market was in the middle of its most dramatic days of decline. It was remarkable to me that while most of us were aware of that rapid decline in the value of our retirement accounts, we were nonetheless optimistic about the future of education and the work we are doing. Since that time, much has happened in the political and economic arena that may impact our work and our conference. Higher and K-12 education budgets in almost every state have been cut from 5% to as much as 15%. While this is extremely disturbing, there are also multiple exciting opportunities presenting themselves. By all indications, there is going to be a massive infusion of federal money into education and into educational research. Further, there appears to be a renewed willingness for dialogue and the inclusion of educators in the revision and creation of educational policy at local, state, and national levels.

The current climate of change, while uncertain and troubling, provides an opportunity for all educators, but uniquely those of us involved with education evaluation, to increase the value and impact of our work. Thus, while it might be difficult because of cuts to travel budgets and other financial concerns to make it to **Louisville, Kentucky** for the **2009 NEI (October 8-10)**, the upcoming conference promises to be one of the most relevant and important yet (www.createconference.org). CREATE is fortunate to return to Louisville and be hosted by the Jefferson County Public Schools (JCPS). Attending the 2009 NEI is an opportunity to participate in cutting edge conversations on evaluation research and practice that are making a difference now more than ever. Please register to the 2009 National Evaluation Institute conference, make the hotel reservation at a special rate (www.brownhotel.com), and submit your proposal before June 1st, 2009. We need to prioritize this professional conference to continue learning and ensure an impact with our research and evaluation work. This is an important way for our professional field to thrive and succeed!

Jason Millman Award

Congratulations to our 2009 Millman Award Winner,
Robert J. Rodosky!

Dr. Rodosky (Bob) earned his Ph.D. at Ohio State University in the area of Curriculum Foundation and Research. His career started in 1969. Bob has been an evaluator for the Columbus Ohio Public Schools, an Assistant Director of The Evaluation Center at Western Michigan University and is now the Executive Director of the Accountability, Research and Planning Department for the Jefferson County Public Schools in Louisville, KY.

Under Bob's leadership, the department's vision is to provide reliable, valid and useful information to decision makers in a timely manner. Over the years he has held adjunct professor appointments at both Western Michigan University and the University of Louisville.

Bob will be presenting and will receive his award at this year's National Evaluation Institute being held in Louisville, Kentucky, at The Brown Hotel October 8-10, 2009.

Publish Your Work with CREATE

**Submit your research for publication in the
CREATE Newsletter!**

We welcome articles associated with educational evaluation and accountability. We prioritize articles presented at the annual National Evaluation Institute. Articles should be sent in electronic format and should be approximately two pages in length (singled spaced), Times New Roman, font 12).

Submit to: marco.munoz@jefferson.kyschools.us or
drdavis@aolmiss.edu

Proposal Form
2009 National Evaluation Institute
“Research and Evaluation that Inform Leadership for Results”

October 8 - 10, 2009
The Brown Hotel • Louisville, KY
335 West Broadway

We prefer that proposals be submitted electronically to www.createconference.org.
If, for reasons beyond your control, you cannot submit it electronically, we will accept your proposal
by fax at 502-485-6255.

Proposals must be received by June 1, 2009.

Name and Title of Presenter: _____

Affiliation: _____

Mailing Address: _____

Telephone Number: _____ Fax Number: _____ E-Mail Address: _____

Name and Title of Co-Presenter*: _____

Affiliation: _____

Mailing Address: _____

Telephone Number: _____ Fax Number: _____ E-Mail Address: _____

Title of Presentation: _____

*You may include another page to list additional co-presenters

I.
Circle the type of presentation.

- a. Paper
- b. Poster

II.
Circle the strand.

- a. Student Assessment & Evaluation
- b. Program Assessment & Evaluation
- c. Personnel Assessment & Evaluation
- d. Assessment & Evaluation in and of professional learning communities

III.

Include a 50-word description of your presentation for use in the Institute program.

IV.

Submit an abstract of your presentation for inclusion in Institute’s proceedings. (Be brief – no more than 200 words.)
Presenters will be notified of their proposal’s acceptance in early July.

Registration
2009 National Evaluation Institute • October 8-10, 2009
The Brown Hotel

First Name: _____ Last Name: _____

Institution/Affiliation: _____ Title/Position: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone No.: _____ Fax: _____ E-Mail: _____

Please indicate any special needs (e.g., motor, sensory, or dietary): _____

REGISTRATION OPTIONS	On or before 8/1/09	After 8/1/09	Graduate Student (Include copy of Student ID)
Pre-Conference ONLY <i>Thursday, October 8, 2009, 9:00 a.m. – 12:00 p.m. Lunch included.</i> • Does NOT include conference registration.	___ \$200	___ \$225	___ \$100
Conference & CREATE membership ONLY*	___ \$200	___ \$225	___ \$100
CREATE membership ONLY*	___ \$60	N/A	___ \$50
BEST VALUES			
COMPREHENSIVE PACKAGE: Conference Registration, Pre-Conference Workshop, and CREATE membership*	___ \$300	___ \$325	___ \$150
Multiple Participants Discounted Fee—DEDUCT \$25 PER PERSON • 4 or more conference registrations submitted at once. • Discount does NOT apply to “Pre-Conference ONLY” option. • Please complete a separate registration for each participant and mail all registrations together.	___ -\$25/person	___ -\$25/person	N/A
Guest Rate • Includes attendance at conference reception (Thurs.) and breakfasts (Fri. & Sat.).	___ \$25	___ \$35	N/A

TOTAL AMOUNT DUE: \$ _____ \$ _____ \$ _____

Continuing education Units will be offered for a fee. Please check if you are interested in receiving more information.

* Conference registration includes a one-year membership in CREATE and a one-year subscription to journal of CREATE for each participant. Registration also includes one evening reception, two breakfasts, one lunch, and conference materials.

Method of Payment--Payment is due with the registration form.

Enclosed is check no. _____ Payable to: CREATE Institute (Please write registrant’s name on memo line of check.)

Enclosed is Institutional Purchase Order No. _____

Charge to the following credit card: VISA MasterCard

Cardholder’s Name (please print): _____

Card No.: _____ Expiration Date: _____

Signature: _____ (Credit-Card Registrants Only)

Cancellation/Refund Policy: A 75 % refund will be made for cancellations received before August 1, 2009. A 50 % refund will be made for any cancellation between August 1 and August 30. No refunds will be made after August 30, 2009. Substitutions may be made at any time.

Return completed form and fee to: CREATE Institute, The Evaluation Center, Western Michigan University, Kalamazoo, MI 49008-5237
Telephone: (269) 387-5895 Fax: (269) 387-5923 www.createconference.org

Mark your calendars!!!

CREATE

Consortium for Research on Educational Accountability and Teacher Evaluation

National Evaluation Institute

October 2010

Williamsburg, VA

hosted by:

The College of William and Mary



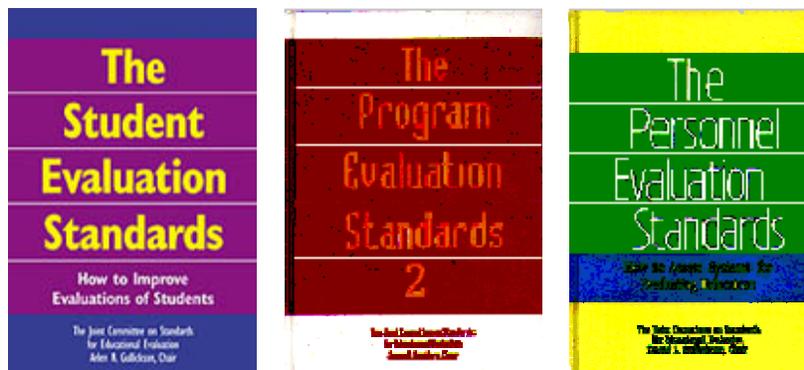
Additional information forthcoming



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National Evaluation Institute



**CREATE is a member organization of
The Joint Committee on Standards for Educational Evaluation**

www.wmich.edu/evalctr/jc/JC-Home.htm