

**Michigan Educational Research  
Association, INC. (MERA)**  
([www.merainc.org](http://www.merainc.org))

**MERA Mission:**

*The mission of The Michigan Educational Research Association, Inc. is to promote accurate, high quality, appropriate and ethical use of research, assessment, and evaluation practices that improve teaching and learning in education.*

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Michigan Educational Research Association, Inc.  
c/o Oakland Schools  
2111 Pontiac Lake Road,  
Waterford, MI 48328

Michigan Educational  
Research Association, Inc.  
(MERA)  
Presents

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Quality  
Assessment and  
Analysis Systems



([www.merainc.org](http://www.merainc.org))

Fall 2012 Conference  
November 19-20, 2012  
Frankenmuth, Michigan

Moving toward building a comprehensive teacher evaluation system requires aligning multiple components. One of those components is having quality assessments. How students perform will be one piece to determine how a teacher is evaluated. This emphasis will be heightened as years pass. Therefore, schools and districts will need to consider the quality of the assessments since they will impact how a teacher is evaluated. This two-day conference will address what districts will need to consider as they think about what a quality assessment and analysis system looks like in their district.

## Monday, November 19, 2012

### 9:00—10:00 A.M. Dr. Jim Gullen

This short presentation will provide a graphical framework with which to think about your school's assessment system. It will also provide a context for the upcoming presentations on assessment development.

### 10:15—Noon Dr. Ellen Vorenkamp

Participants will learn the process and importance of developing quality assessments. This presentation will emphasize the necessity of creating test blueprints, writing effective test items, and showcasing the *Common Assessment Development Series* created by the Michigan Assessment Consortium.

## LUNCH (12:00—1:00 P.M.)

### 1:00—2:00 P.M. Dr. Michael Lance and Dr. Joseph Musial

Pre to post-test analyses present both opportunities and problems. In order to detect the growth made between tests, one must address and successfully negotiate key assumptions and limitations before making inferences related to the results. This presentation will cover these issues in an attempt to illustrate how such an analysis can be attempted with realistic test data.

### 2:00—2:45 P.M. Dr. David Treder

Literally, hundreds of Michigan schools have been identified as either a Priority or Focus school. Dr. Treder will share his analytical perspective on how the state used the Top-To-Bottom ranking and the *Gap Index* to identify those schools.

### 3:00—4:00 P.M. Dr. Joseph Martineau

There has been and there will continue to be significant changes in the area of educational assessment & accountability. Dr. Martineau will provide noteworthy updates regarding those present and future changes touching on topics such as: Smarter Balanced and the new school/district score card.

## Tuesday, November 20, 2012

### 8:30—9:30 A.M. Dr. Vicki L. Markavitch

Dr. Markavitch will share the lessons she has learned during her career as it relates to communicating with stakeholders. That communication includes matching the message to the situation, the stakeholders, and the data.

### 9:45—11:45 A.M. Dr. Ben Kelcey

Dr. Kelcey will share his work, from Wayne State University, that focuses on teacher evaluations --with specific focus on measuring quality via classroom observations and triangulating this index with value-added and teacher knowledge scores.

## LUNCH (11:45 A.M. —12:45 P.M.)

### 12:45—1:45 P.M. Dr. Ken Frank

Dr. Frank will present work conducted by the Michigan Consortium for Educational Research (MCER) concerning changes in the composition of high school teachers in Michigan schools from 2004 to 2011. Highlighted changes, from the study, will cover pupil/teacher ratios, teaching in high poverty schools and aligning to the Michigan Merit Curriculum and assessment.

### 2:00—3:00 P.M. Dr. Michael Lance

The best way to present assessment data will vary depending on the audience and the nature of the data being presented. This presentation will discuss some effective ways to present various types of data to various types of audiences.

### 3:00—4:00 P.M. Paul Bielawski

Paul will provide updates on upcoming CEPI data collections and the MI School Data portal site. Emphasis will be on postsecondary reports on the MI School Data site.

•Conference Questions/Information: David Treder (810) 591-4971  
or dtreder@geneseeisd.org

### Conference Location:

Frankenmuth Bavarian Inn Lodge  
One Covered Bridge Road  
Frankenmuth MI, 48734

•Please make lodging arrangements directly with the Frankenmuth Bavarian Inn Lodge (989) 652-7200 which has special rates for MERA attendees.

### Mail-in Registration:

Printed Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

### Cost: (Select one)

\$100.00 One Day Registration Fee (check one below)

( ) November 19, 2012

( ) November 20, 2012

\$150.00 Two Day Registration Fee

\$100.00 Two Day Retired or Student Registration

\$15.00 2012 member/no conference attendance

(Purchase Order or Check only)

I would like SB-CEUs. (SB-CEUs pending approval)

I adhere to a vegetarian diet.

### Please mail checks and registration to:

MERA Inc.

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2111 Pontiac Lake Road

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