

# California Educational Research Association

## 88<sup>th</sup> Annual Conference

November 18-19, 2009  
Sir Francis Drake Hotel  
San Francisco, California



### PRE-CONFERENCE SESSIONS

All three of the pre-conference sessions will be held on Wednesday, November 18<sup>th</sup> from 8:30 a.m. to 11:45 a.m. at the Sir Francis Drake Hotel.

#### ***Make a Better Presentation***

Graduate education programs seldom include specific training in how to effectively communicate research. We hope the inclusion at CERA's conference of a professional development course in making and delivering an effective presentation will help to meet a substantial need. This mini-course will help participants: 1) design an effective presentation for any audience, 2) understand the basic rules for effective presentations, 3) create simple graphics to support a presentation, and 4) practice a prepared 5-minute presentation.

The course includes: instruction in making a high quality presentation, practice opportunities, self-critique and class critique (emphasizing positive aspects of the presentation), and resources for making improved presentations. To receive maximum benefit from the course, participants are encouraged to contact the presenters to receive materials and then submit a 5 minute presentation two weeks prior to CERA. Presentations will be presented and videotaped during the mini-course.

**Presenters:** **Ron Dietel**, Assistant Director for Research Use and Communications, UCLA, CRESST [ron@ucla.edu](mailto:ron@ucla.edu) and **Mark Kerr** Director of Organizational Branding and Visibility, WestEd, [mkerr@wested.org](mailto:mkerr@wested.org)

#### ***Basics of Program Evaluation and Effective Reporting of Test Results***

The evaluation component of the session is intended for K-12 assessment/research and evaluation coordinators who have had limited academic and practice experience with program evaluation. An overview of evaluation and how it relates to educational research in general will be covered. Formative and summative evaluation components will be defined along with the related notions of process and outcome evaluation. Key concepts covered include: 1) composing research questions, 2) identifying comparison groups, 3) commonly used evaluation designs, 4) selecting the appropriate statistical analysis, 5) controlling variables, 6) determining adequate sample size, 7) how to use CST and district benchmark results in the evaluation, and 8) options to consider for inclusion of qualitative elements.

Key components of the effective use of test scores part of the workshop include: 1) review of appropriate and inappropriate test scores comparison (CST, CAHSEE, CELDT, district benchmarks), 2) examples of exemplary Board reporting of test results and API/AYP, 3) other high school indicators (e.g. dropouts, SAT/ACT, graduation rates, UC a-g), and 4) helpful hints for developing district benchmark assessments

**Presenters:** **Tom Barrett**, Educational Consultant and former Director of Educational Accountability in the Riverside USD, and Director of Assessment for the Riverside COE, and **Paul Tuss**, Program Manager, Center for Student Assessment and Program Accountability, Sacramento COE.

#### ***New Test Coordinator's Workshop***

The workshop covers logistical issues related to testing (not the policy issues that are the responsibility of the CDE) and will focus on managing the test coordinator's many responsibilities at the district level.

Specifically, the workshop will discuss planning and organizing aspects common to multiple state assessments such as: developing a schedule of tests, managing materials, training of site coordinators, completion of required forms, handling returned data, and other basics that will help ensure compliance with state testing regulations and optimize district resources. The workshop is designed to complement, not duplicate, the test contractor's pre- and post-test workshops.

**Presenter:** **Kelle Nelson**, Assessment Coordinator, Yuba City USD

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There is no charge for the pre-conference sessions, but participants must be registered for the CERA conference. If you are interested in attending a pre-conference session, please send an email to Karen Greer, CERA Treasurer, at [treasurer@cera-web.org](mailto:treasurer@cera-web.org). Karen is in charge of registration for the 2009 CERA Conference; learning that you plan to attend will help us provide the correct number of handouts.