“Impacting Education, Pre-K to Gray”
Division 15 Annual Business Meeting - Toronto, 2015
Agenda

1. Approval of 2014 Business Meeting Minutes
2. President’s Report
3. Treasurer’s Report
4. Membership Business
   a. Membership News
   b. Communications Update
   c. Membership Questions & Responses
5. Recognition
   a. Presentation of Memorial Award
   b. 2015 Achievement Award Recipients
   c. 2015 Research Awards Recipients
   d. Recognition of Service to Division 15
6. Presentation of Presidential Plaque

Full slides and 2014 Business Meeting Minutes can be found at: [http://apadiv15.org](http://apadiv15.org)
Approval of 2014 Business Meeting Minutes
President’s Report
A Busy, Productive Year: Thank You All!

• Our first ever professional webinar was held, “Navigating the Academic Writing Process.” Designed and organized by Ellen Usher and Serena Shim, the event featured presentations and a Q&A session with Avi Kaplan and Anastasia Kitsantas.

• Several committee chairs have come together as a new ad hoc webinar committee to plan a series of webinars for next year—targeted across our membership—including international members, early career faculty, and graduate students.

• Student members were added to several committees.

• Our Membership Committee (including our new doctoral student members of this committee, Julia Houston and Joshua Rosenberg) had an excellent year; we achieved a 16-year high in membership to close 2014.

• Re-visioning and reshaping of the treasurer’s line—due to the heavy workload this job entails—was accomplished by dividing work across three years (a change which was approved by our membership).

• The EC is currently examining the presidential work load, which has grown to 10-20 hours per week, and will be reporting to our membership soon.
A Busy, Productive Year: Thank You All!

• New awards supported by Taylor and Francis: 1) annual best article in EP; 2) two awards for the best student research posters at our APA meeting (began this year); 3) best research submission from an international student attending APA.

• New Finance Committee continues to work on long-term planning for financial security, and brought a great deal of new information to our EC meeting here.

• We are exploring fund raising activities that have been successful for other divisions, as well as additional ideas.

• The 2015 Interdivisional Grant (submitted by Divisions 7, 15, 16, 37, 43, 53, and 54) entitled “Enhanced Web Presence for Scientifically-based Information on Children and Families” is near completion; the website will launch soon.

• A *Psychology Today* blog series on Harris’ presidential theme, “Impacting Education Pre-K to Gray”—and challenges faced by educational psychologists and our constituencies today—is coming to a close.
A Busy, Productive Year: Thank You All!

• The Hoffman Report: As of 7/20/15, the EC decided against a public statement from D15 about the report and the situation. To craft a statement worth making, we would need to create a committee to carefully review the extensive document and all of the counter-claims being made. We have neither the expertise nor the time to do this effectively. President Harris and President-Elect Perry continue to monitor this situation and report to the EC.
Treasurer’s Report
Revenue

Six-Year Trend

Income
- 2009 - $208,351
- 2010 - $227,572
- 2011 - $227,932
- 2012 - $213,131
- 2013 - $211,266
- 2014 - $254,418

2014 By Category

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Expenses

Six Year Trend Expenses
2009 - $115,506
2010 - $148,915
2011 - $181,084
2012 - $201,031
2013 - $198,011
2014 - $224,638

2014 By Category

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Treasurer’s Notes

• Our net income in 2014 was $29,780
• The bulk of our income comes from Division 15’s proprietary journal, *Educational Psychologist*. We have recently signed a new 7-year contract with Taylor & Francis.
• We have formed a Finance Committee to determine how best to invest a portion of our holdings in order to keep Division 15 solvent if publishing income decreases.

Michele Gill, Treasurer
(treasurer@apadiv15.org)
Membership Business
Notes

- Some discussion among a (small) subset of members regarding resignation over Hoffman Report.
- Paid advertising suspended following the report’s media frenzy. It’s the wrong time to push membership; dollars and outreach hours are better leveraged once public sentiment has stabilized.
- As of July 6th, we’re currently at ~1850 members. This represents a down year from 2014’s peak. Suspect a combination of 1) Hoffman report suspending outreach, and 2) abstention of AEPC activities, which raised public profile greatly in 2014.
- Revised 2016 target is 1900 members, pending APA Central’s PR work and brand sentiment in year ahead.
Highlights

- Over 6,300 combined social followers—making us a leader among APA Divisions.
- Consistent quarterly growth through Facebook, Twitter, and LinkedIn.
- Followers connecting predominantly through Facebook (the world’s largest social network).
- Leveraging both organic and paid advertising to maximize reach among a well-defined and targeted audience.
- Expect to reach 8,500 total connections in 2016.
Psychology Today Blog

Highlights

- Previous years’ posts continue to enjoy new readers, making this outlet exponentially more valuable year over year.
- Today, only 2/3 through the year, we’ve already hit our highest annual readership. We attribute this success largely to Karen Harris’s leadership on utilizing the outlet to further her theme of “Impacting Education from Pre-K to Gray”—as well as to the diligence of our two Editors, Robert Klassen and Sarah Kiefer, and Wade George, Communications Director.
- Three posts marked as “Essential Reads” thus far in 2015—Psychology Today’s highest accolade.
- Continue to encourage high-quality content. Please send pitches to Wade George (wade.george@apadiv15.org) for consideration and additional information.

Those interested may find links to the blog via the Division 15 website (apadiv15.org) under the “Publications” menu.

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Recognition
Memorial Award

Robert C. Calfee
(Presented by Terri Thorkildsen)

2015 Presenting Winners

Paul R. Pintrich Outstanding Dissertation Award
Kate Snyder, PhD
Developmental Pathways in Underachievement

Richard E. Snow Award for Early Contributions
Krista Muis, PhD
The Curious Case of Epistemic Cognition of Self-regulated Learning

E. L. Thorndike Career Achievement Award
Stephen Ceci, PhD
Women in Academic Science: Experimental Findings from Hiring Studies
2015 Award Winners
(Presenting at 2016 APA Convention)

Paul R. Pintrich Outstanding Dissertation Award
Teomara (Teya) Rutherford, PhD

Richard E. Snow Award for Early Contributions
George Georgiou, PhD

E. L. Thorndike Career Achievement Award
Michelene Chi, PhD
2015 Research Awards

Early Career Research Awards

Sharon Zumbrunn
Virginia Commonwealth University

Wondimu Ahmed
The University of Akron

Kathleen Corriveau
Boston University

Dissertation Research Grant

Carly Dolan Robinson
Harvard Graduate School of Education

Luke Rapa
Michigan State University
2015 Fellows

Avi Kaplan
Carol Connor
Robert Klassen
Ron Astor
Stephen Thoma
Steve Graham
Jeffery Smith
Outgoing Leaders

**Terri Thorkildsen**
Past-President and Nomination Committee Chair (2014-2015)

**Dionne Cross Francis**
Member-at-large (2012-2015)

**Heather Davis**
Member-at-large (2013-2015)

**Martin Jones**
Program Co-Chair (2015)

**Scott Marley**
Program Co-Chair (2015)

**Clark Chinn**
Editor, Educational Psychologist (2013-2015)

**Revathy Kumar**
Division 15 Historian (2012-2015)

**Adele Gottfried**
Fellow Selection Committee Co-Chair, (2012-2015)

**Andrew Elliot**
Snow Award Committee Chair (2012-2015)

**Ellen Usher**
Graduate Student Affairs Committee Co-Chair (2012-2015)

**Maria DiBenedetto**
Committee on the Development of Early Career Educational Psychologists Chair (2012-2015)

**Persis Driver**
Representative to APAGS (2012-2015)

**Julia Houston**
Ex-Officio Student Member of Executive Committee (2014-2015)
Incoming Leaders

President-Elect
Bonnie J. F. Meyer

Treasurer
Carol M. Connor

Member-at-Large
DeLeon L. Gray

Member-at-Large
Cynthia A. Hudley

Program Chairs
Helenrose Fives & Michelle Buehl
Graduate Student Mentoring Seminar

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<tr>
<th>Seminar Participant</th>
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<tr>
<td>Emma Burns</td>
<td>Kate Snyder</td>
<td>Terri Thorkildsen</td>
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<td>Jason Chow</td>
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<td>Melissa Roy</td>
<td>Mike Yough</td>
<td>Anita Woolfolk Hoy</td>
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Presentation of Presidential Plaque
Coming Up Next...

Presidential Address by Terri Thorkildsen
5:00 PM - 5:50 PM

Social Hour
6:00 PM - 6:50 PM
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See you in Denver next year!