



“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>



Approval of 2014 Business Meeting Minutes



President's Report

Annual APA Convention - Toronto, 2015

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!

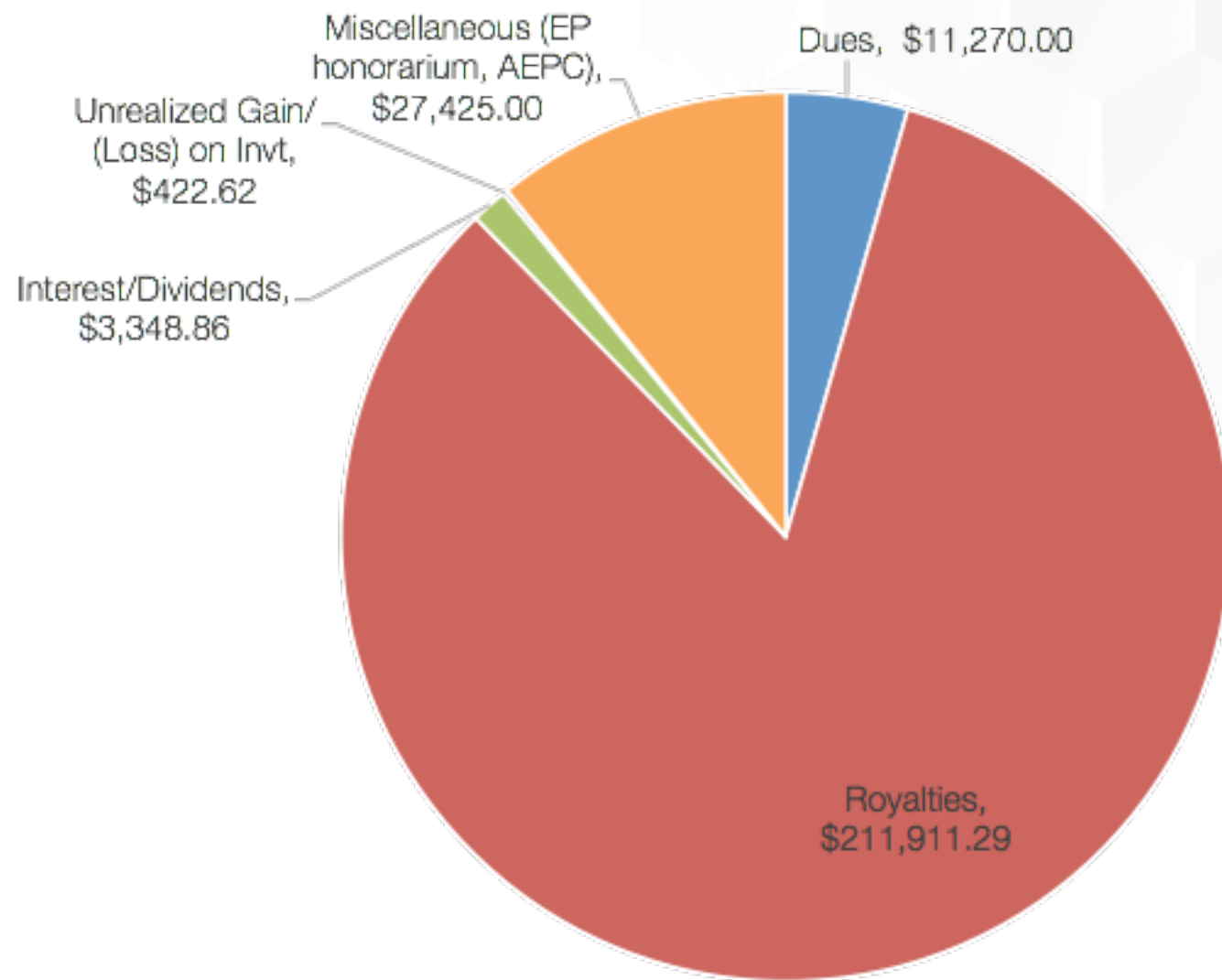
- The Hoffman Report: As of 7/20/15, the EC decided against a public statement from D15 about the report and the situation. To craft a statement worth making, we would need to create a committee to carefully review the extensive document and all of the counter-claims being made. We have neither the expertise 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

Annual APA Convention - Toronto, 2015

Revenue



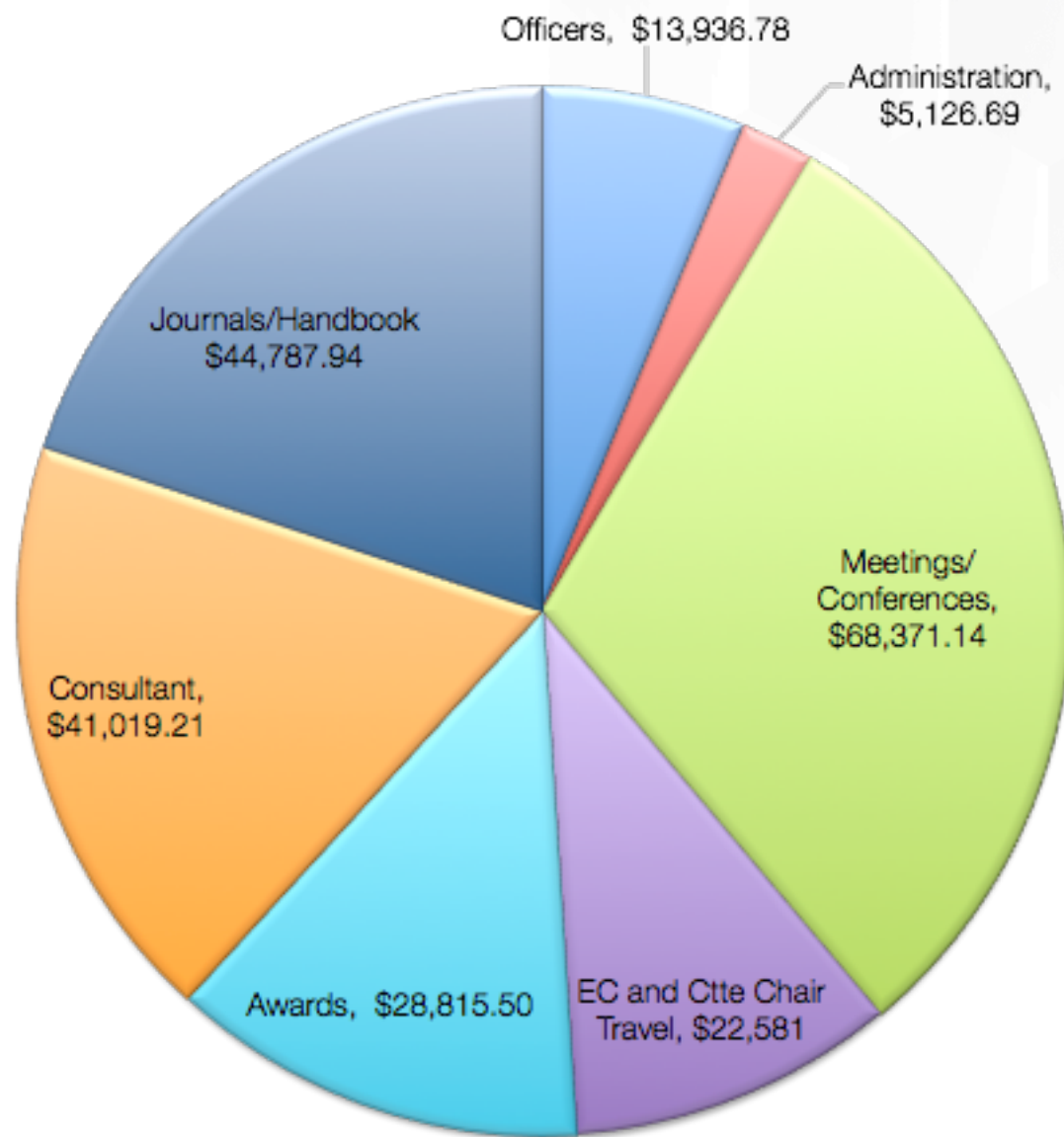
2014 By Category

Six-Year Trend

Income

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

Expenses



2014 By Category

Six Year Trend Expenses

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

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.

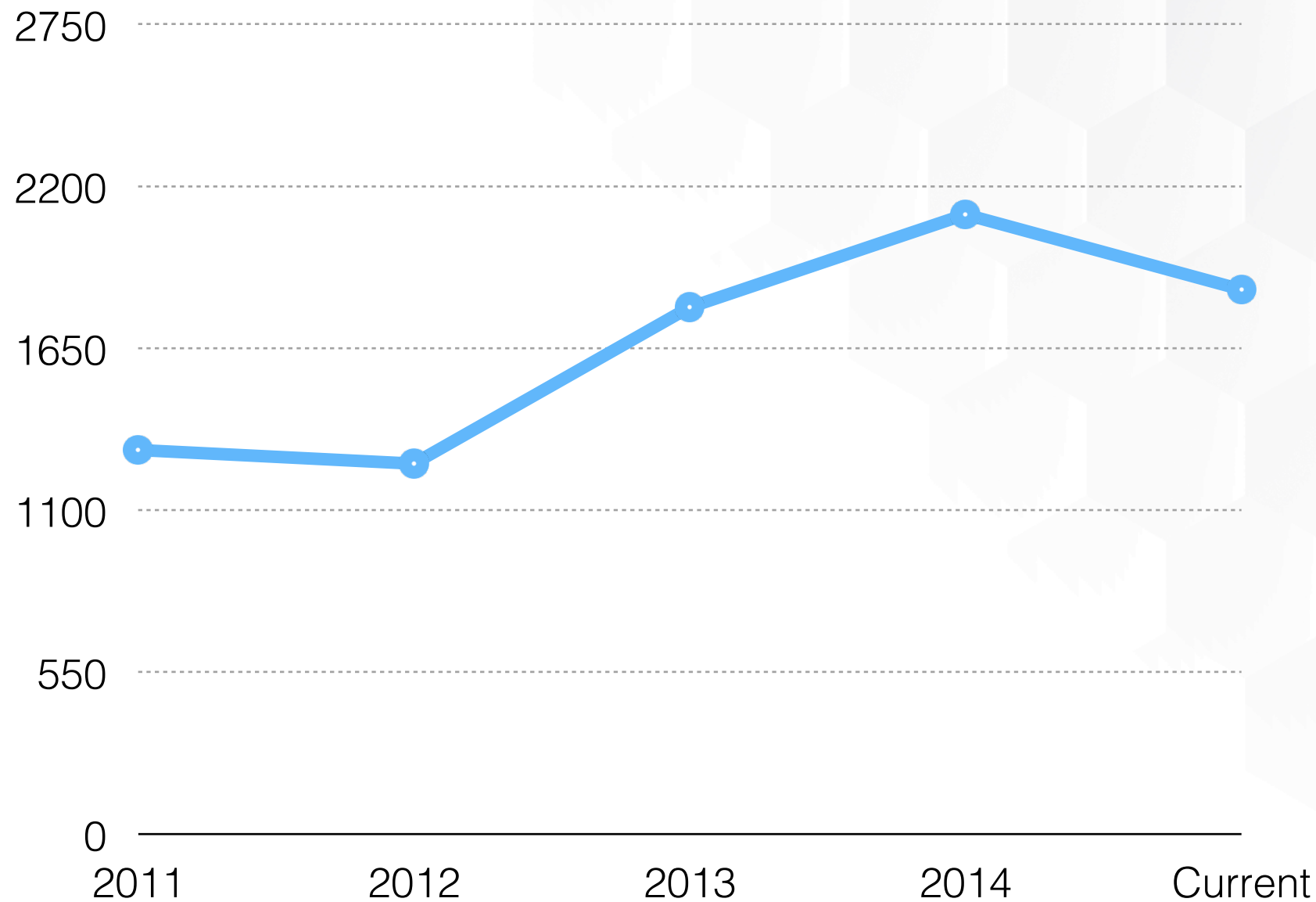


Michele Gill, Treasurer
(treasurer@apadiv15.org)



Membership Business

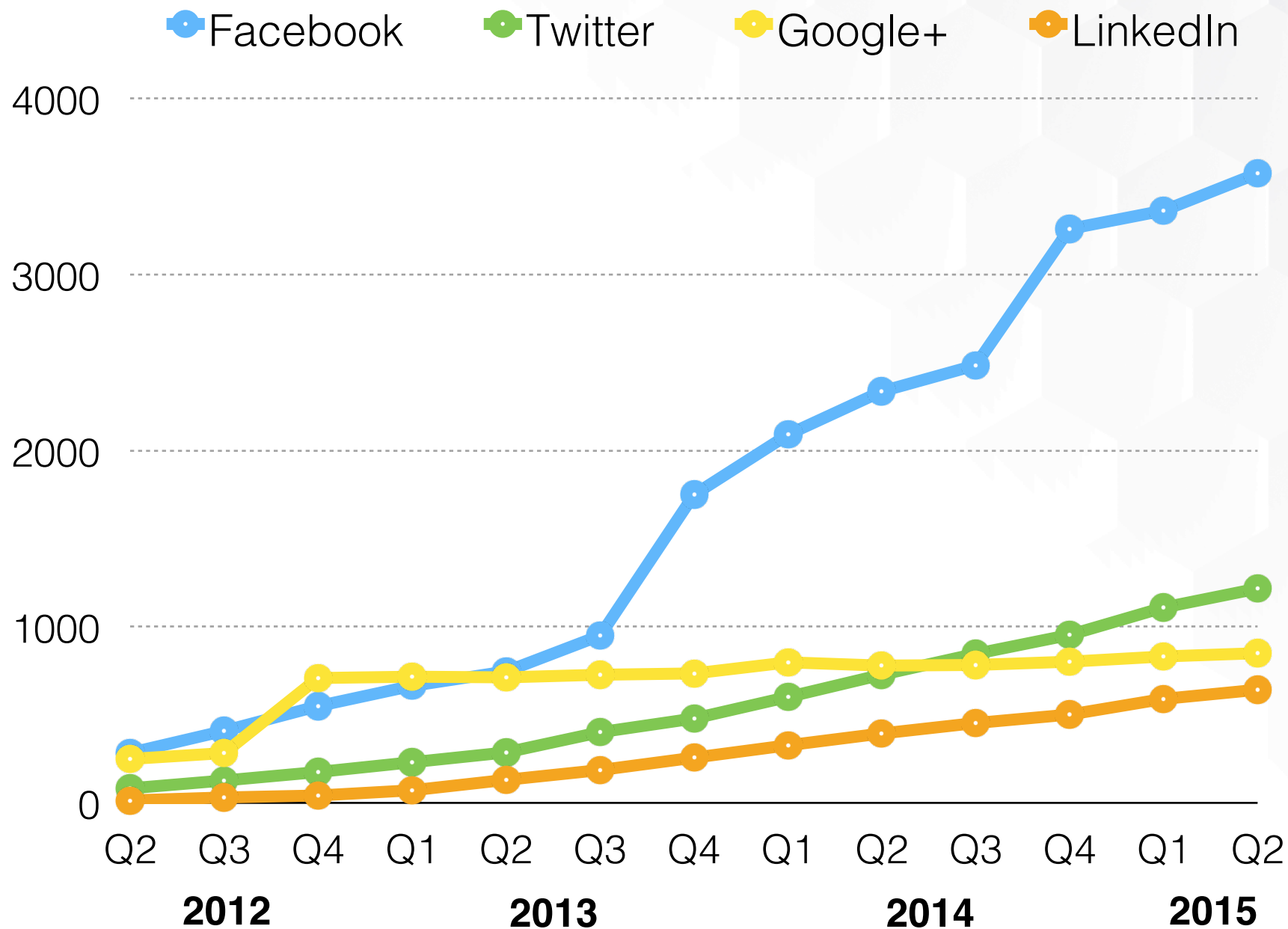
Membership



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.

Social Growth

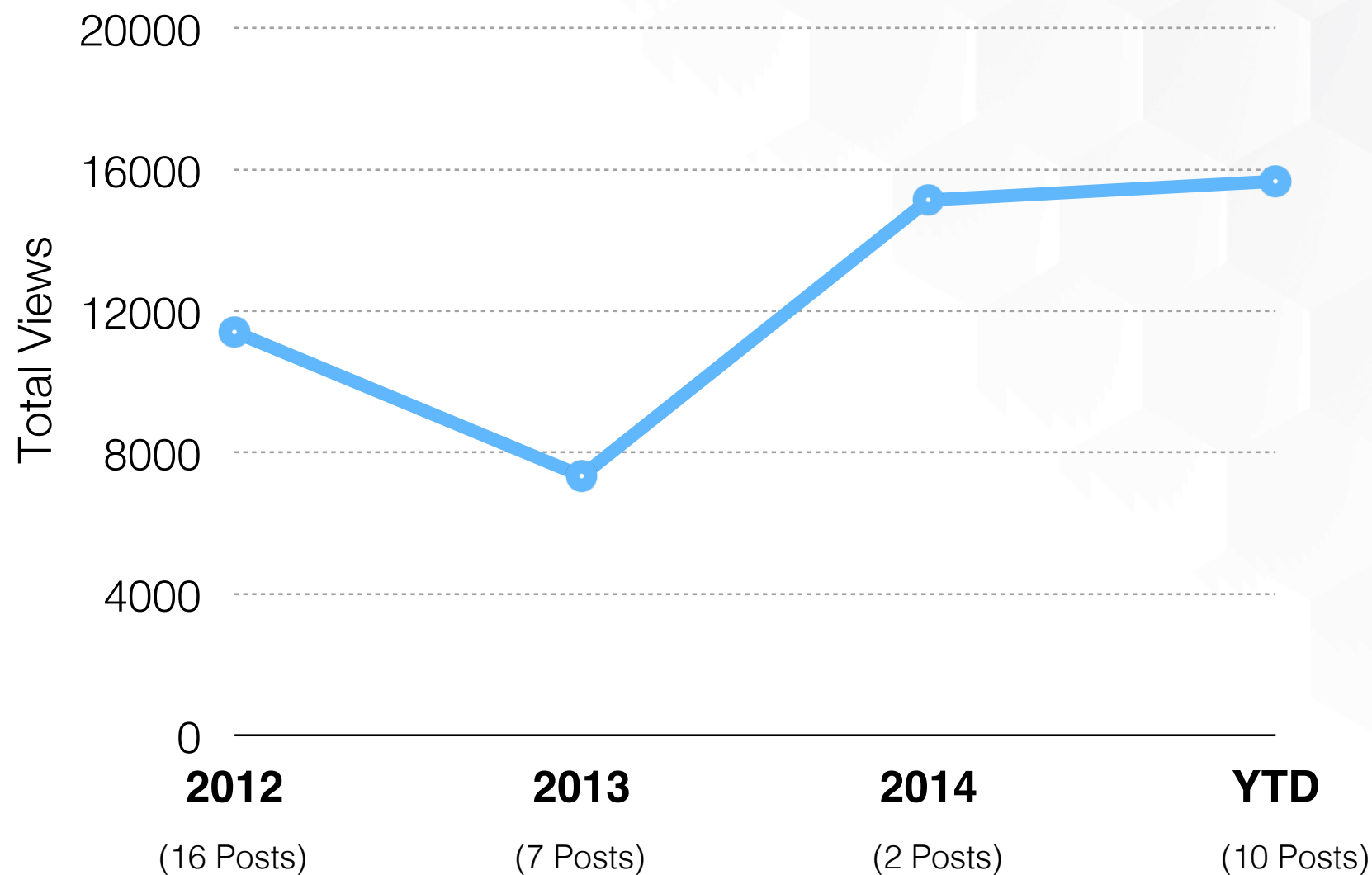


Highlights

- 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 out 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.



Recognition

Annual APA Convention - Toronto, 2015

Memorial Award



Robert C. Calfee
(Presented by Terri Thorkildsen)

Jan. 26, 1933 - Oct. 24, 2014

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

Seminar Participant	Identity Mentor	Research Mentor
Emma Burns	Kate Snyder	Terri Thorkildsen
Jason Chow	Dionne Cross	Marty Carr
Persis Driver	Rayne Sperling	Angela O'Donnell
Alyssa Emery	Gita Taasobshirazi	Nancy Perry
Rajshree Krishnan	Sharon Tettegah	Mary Kite
Lisa Kim	Ji Hong	Jeff Smith
Shufeng Ma	Martin Jones	Steve Graham
Swati Mehta	Tony Perez	Wendy Grolnick
Sarah Pennington	Sharon Zumbrunn	Stephen Tonks
Annette Ponnock	Jason Chen	Jeff Greene
Sara Prewett	Michelle Buehl	Cynthia Hudley
Melissa Roy	Mike Yough	Anita Woolfolk Hoy



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



See you in Denver next year!