CCUMC
Leadership in Media & Academic Technology

Looking Ahead

As I reflect back on 2011-2012, I am grateful for the opportunity to have worked closely with the Program Committee as President-Elect. Having spent most of the past year with conference planning, we are now in the final stages of preparation for the upcoming annual conference. The 2012 conference will include three pre-conference workshops, five keynote speakers, six Interest Group sessions, 31 presentations featuring 55 speakers, the second annual Quick Takes, an evening of fun and entertainment with our National Media Market colleagues, a Sponsor Showcase, a tour of the UNLV campus, and an outing to Fremont Street! Whew! I am so appreciative of the incredible team that is working so hard to make 2012 the best conference yet! Special thanks go to Darrell Lutey, Scott Menter, and Rohan Palmer, our 2012 conference hosts from UNLV, deg farrelly for continuing as Proceedings Editor, Sandie Miller, Joey Wall, Jim Twetten, Susan Zvacek, Andy Lokie, and 2011 conference hosts, Cody Gregg and Simon Rodriguez. Of course, none of us would be able to plan a conference like this without the assistance of our Executive Director, Aileen Scales and Assistant, Kirsten Phillips. Thank you all for your hard work!

There are many exciting challenges ahead for 2012-2013. Two important initiatives include drafting a new strategic plan and re-examining copyright and fair use issues as they relate to media and academic technology. Careful, thoughtful strategic planning is critical to the success of any organization. Creating a document that will highlight our vision for the future and will serve to guide and direct the work of the Board of Directors and all CCUMC committees is an important part of our continued growth. I am thrilled to announce that Cody Gregg, South Texas College, has agreed to chair the Strategic Planning Task Force as they undertake this important work. Cody will be looking for feedback from the membership and will be recruiting committee members to participate in this planning process. CCUMC has always been a leader in addressing issues of copyright and fair use with the 1994 CCUMC Copyright Code of Conduct and the 1996 Fair Use Guidelines for Educational Multimedia. Current legislation and trends suggest changes are needed, and I am so pleased to announce that Jane Hutchison, William Paterson University, will be leading the Government Regulations and Public Policy Committee to review these documents and to make recommendations on the continued role CCUMC will play in the future.

I am looking forward to the year ahead and am so grateful to be a part of such an amazing organization.

Sue Parks, President-Elect

President's Message

The space allocated here isn't big enough to name everyone I'd like to thank for such a great year as CCUMC president, but I must mention the Board of Directors and our Executive Director, Aileen Scales. I appreciate your support and friendship! In addition, I want to give a high-five to all of our volunteers for their time and efforts. You guys rock!

I'm happy to report that there were many wonderful events and some positive changes for our organization during 2011-12. We have strengthened our ties to InfoComm and enjoyed the keynote presentation from their Executive Director Randy Lemke at our annual conference in October. We look forward to working even more closely with them in the future.

Our annual conference, in beautiful South Padre Island, Texas provided a gorgeous backdrop for some serious learning and networking opportunities -- and when I say "serious" I in no way mean to imply "solemn"-- as well as the chance to meet new friends and recharge one's professional batteries. There were two changes to the 2011 conference that worked out nicely. Our opening event, Quick Takes, provided attendees with short, focused presentations in a relaxed atmosphere fueled with food and drink. In addition, we moved to a fully-online proceedings repository (a big "Thanks" to deg farrelly for commandeering that project) and plan to continue with this innovative and cost-saving measure. The conference planning group is busy preparing this year's event in Las Vegas and it promises to be just as thought-provoking and fun.

A few other events and changes to how we're doing business deserve mention, as well. The Donald A. Rieck Research Grant program increased its funding to support research leading to the improvement of higher education through developing knowledge and practice in the area of leadership in media and academic technology. This year's recipients are Samuel Van Horne, Kathy Schuh, and Jae-Eun Russell from the University of Iowa for their project, "What are the Relationships Between E-textbook Usage and Student Learning?" Don Rieck gave me my first job in AV at Iowa State University, so this initiative that honors his memory has special significance for me.

Another bit of good news is that our periodicals, the College and University Media Review and The Leader will soon be back on schedule spreading the good word of how technology can improve teaching and learning in higher education. Congratulations to Lyn McCurdy, chair of the Publications Advisory Board, for his efforts in getting us back on track. Sandy Miller, chair of the Professional Development Committee, is also to be commended for the great work her group did in producing another excellent webinar, "Classroom Digital Conversion" featuring CCUMC members Tim Schnabel and Matthew Silverman.

Finally, your Board of Directors this year decided to meet online every month, rather than getting together only in person for meetings three times each year. The videoconferenced sessions, hosted with Indiana University's Adobe Connect system, enabled us to work more efficiently and effectively toward our organizational goals. My thanks go out to IU for their support and the Board for their eagerness to embrace the use of these online tools and give up even more of their time for CCUMC.

Susan Zvacek, President-Elect

Publications Advisory Board Report

The Publications Advisory Board is charged to implement, manage, and review all official publications of the Consortium of College and University Media Centers. This includes the Leader (newsletter), the Proceedings (conference material), the College and University Media Review (a compendium of articles related to media issues in higher education), and the CCUMC web site. We continually analyze CCUMC publication needs in order to set and achieve publication goals.

The Leader is published in the fall, spring and summer and provides information of interest about the organization, as well as short articles and other features. Publication schedule is current.

College and University Media Review is our peer-reviewed, professional journal that includes articles that focus on media and technology and related research, instructional development, and management and supervision, as related to the operation of instructional support service units, and media collections in higher education. The 2009 annual (volume 15) was shipped in August 2011, the 2010 annual (volume 16) shipped in February 2012, and the 2011 annual (volume 17) is in process and should be distributed this fall. This will mean that we are only one issue behind, but we are getting close to being current.

A challenge we face is attracting the necessary volume of content from which to choose the articles that "fit" in our publication. In spring 2012 we announced a proposal that we hoped would increase awareness of the College & University Media Review's availability as a vehicle for publication. We prepared a display ad that would educate and encourage submissions. In addition to publishing in three issues of AECT's TechTrends, we distributed it to a number of LISTSERVS. The preliminary results are positive; we are receiving articles as a result of the ad placement. We will continue to educate others about the Media Review's publishing opportunities.

The Proceedings documents the annual CCUMC conference by providing attendees and members with conference-related material. Until last year this was a print publication. This fall will be the second time we provide conference materials online, which, with the availability of mobile technology, will allow attendees to refer to conference materials whenever they require.

Our Web Site is an evolving platform for information about our organization. We are continually updating and improving both the content and layout. We encourage and appreciate your suggestions.

Lyn McCurdy, PAB Chair

Research Committee

The committee facilitated distribution of $2,000 in research funds in December, 2011 to the research team of John Wild and Monica Carter from the University at Buffalo. The project was selected by the 2010-2011 Research Committee and is intended to support the research team's currently ongoing research project entitled "Creating 3D Images and Video for Online Education." Results of this project will be reported on at a future CCUMC Annual Conference or Media Review publication.

The committee implemented a significant change in the character of the Donald A. Rieck Research Grant for 2012. Committee members Lindley Shedd and Andrew Lokie along with Chair Mark McCallister re-worked the requirements for the Grant, and the Board of Directors approved the new Guidelines at the March Board of Directors meeting. The 2012 Grant solicited research proposals of up to $20,000 that would improve the quality, effectiveness, and efficiency of higher education by developing new knowledge and practices that improve leadership, knowledge, accessibility, and utilization of media and academic technology to improve teaching and learning.

The committee received seven completed applications from research teams at institutions in the U.S. and Canada, requesting over $100,000 in total funding. The committee selected the project entitled "What are the Relationships Between E-textbook Usage and Student Learning?" proposed by the research team of Samuel Van Horne, Kathy Schuh, and Jae-Eun Russell from the University of Iowa. The project will be funded at the level of $20,000, and should provide valuable guidance to colleges & universities as they evaluate support for further adoption of e-textbooks. Results of the project will be reported on at a future CCUMC Annual Conference and Media Review publication.

Mark McCallister,
Research Committee Chair

Membership Committee

Due to unforeseen circumstances, Kevin Huffaker stepped down from his role as chair of the committee. The Executive Office is working with the President to seek a new chair. The committee continues to conduct exit surveys to all non-renewing CCUMC members. Budget constraints continue to be a large factor in institutions not being able to renew.

The committee also has been working hard on welcoming new CCUMC members, done on a quarterly basis. This personal touch has been very well received.

In December, Kirsten Phillips returned to CCUMC as the Program Coordinator. She resumed her active role with the committee.

In June, the Executive Office staff attended InfoComm12 in Las Vegas, Nevada. CCUMC hosted a booth at the tradeshow. A very special thank you to all of the wonderful CCUMC members who volunteered to host the booth at the event. It was a great networking opportunity for the organization. We were able to establish new contacts at various higher education institutions and corporations located throughout the United States.

The committee continues to work on developing new marketing ideas and strategies. There are several ideas in the works that we hope to bring to fruition soon.

Kirsten Phillips, CCUMC Executive Office

Individual Memberships in 2011-2012

Institutional	700
Corporate	40
Associate	0
Student	0
Life	41
TOTAL	781

Members by Units in 2011-2012

Institutions

1-2 Members	145
3-4 Members	50
5-6 Members	26
6+ Members	13
TOTAL UNITS	234

Corporations

1-2 Members	22
3-4 Members	1
5-6 Members	1
6+ Members	0
TOTAL UNITS	24

Task Force, Committee Chairs and Election Results

Awards/Research
Mark McCallister
University of Florida

Corporate Members
Dan Pyne
WebCheckout

Elections
Mark McCallister
University of Florida

Executive Office Management
Mark McCallister
University of Florida

Finance
Jim Twetten
Iowa State University

Government Regulations and Public Policy
Carleton Jackson
University of Maryland/College Park

Membership
CCUMC Executive Office

Professional Development
Sandra Miller
William Paterson University

Program
Sue Parks
University of North Texas

Interest Group Coordinator
Andrew Lokie
Missouri State University

Election Results for 2011-2012

President-elect
Sandra Miller
William Paterson University

Corporate Director
Ken Mangum
Extron Electronics

Institutional Director
Jim Pierret
Carleton College

Institutional Director
Joey Wall
Marist College

Professional Development Committee

In November, 2011, the Professional Development Committee sent a survey to CCUMC members requesting feedback on which webinar topics they most wanted for the coming year. From the conference feedback and listserv interests, the following 4 topics were asked to be prioritized: 1) Universal Design; 2) Mobile Devices; 3) Digital Conversion, and 4) Copyright - Beyond Fair Use in the Digital Age. Feedback indicated that the top two topics were Digital Conversion and Mobile Devices.

The first webinar was conducted on March 21st on "Classroom Digital Conversion" and lasted 90 minutes. It featured Jeffrey Donahue as moderator, Matthew Silverman from George Mason University, and Tim Schnabel from Extron Electronics. It featured "electronic handouts" consisting of a Glossary of Terms and the Powerpoint Presentation.

Overall, there were 194 in attendance with 218 registered. In addition, of those who attended, there were six outside of CCUMC who wanted more info! The Professional Development Webinars are a great way to develop new members for CCUMC.

To make the webinar more interactive the following questions and results were given throughout as a poll:
• What are the biggest issues facing your institution in the design and support of digital classrooms? 66% indicated that it was the cost of new equipment
• Today's digital distribution systems using cat 5 type cable have the capability to send the following signals: 100% got all 5 types
• Has your institution begun installing digital AV technologies in your classrooms? 63% indicated that they had
• Do you still install VHS players in your classrooms? 75% answered Yes
• What does your administration most need to understand the shift to digital technologies? 58% said that it was the prevalence of these technologies with faculty

It was a very interesting and informative webinar. Special thanks to Tim Schnabel for sharing Extron's Glossary of Terms since digital conversion contains so many new ones.

The second webinar, Mobile Devices in Academia, would have been in June/July of 2012. However, we had an inordinately hard time finding the appropriate presenters. There are only a few institutions out there so far that have initiated a mobile device launch or anyone who really has had hands on experience with one. The few contacts we had were unable to make the dates we were hoping for. Therefore, since it's still such a new, emerging technology, we decided to wait until the next year to present on this particular subject. We hope to have more data on using mobile devices and more feedback from actual users.

In the meantime, because I am the new President-Elect, I will be leaving the position of Chair of the Professional Development Committee. However, Kathleen Dooley will become the next Chair and I know she will do a terrific job! I also want to thank my entire committee for serving so thoughtfully and well. You were all great to work with and I look forward to future projects with you.

This report is respectfully submitted by Sandra Miller, Chair, on July 23rd, 2012 for the July/August Board Report.

Sandra Miller,
Professional Development Chair

Interest Groups Report

Last year the Interest Group Chairs were asked to keep their designated sections of the website up to date and to look for ways to be more active during the year. They were asked to include this as an agenda item in their meeting at the annual conference. Various ideas were discussed and some initiatives were adapted, but the overall consensus was that the annual meeting is the main function and additional activities could be pursued based upon the Interest Group's preference. In the past, a forum for two new Interest Groups has been suggested and discussed. One of those was for iTunesU, which was decided not to be added due to a lack of interest. The other area for Media Production, and after a discussion that suggested that there were already a number of professional resources available in this area that we didn't need to replicate.

1) Management, Administration and Services
2) Collection Development and Management
3) Small Institutions
4) Emerging Technologies
5) Leadership
6) Instructional Design

Andrew Lokie, Interest Group Chair

Executive Office Management Committee

A previous Board of Directors Guideline change changed the Executive Office Management Committee meetings to biannual, and since this is an off-year the EOMC did not meet at the Executive Office. 2011 was a difficult year for the CCUMC Executive Office, after having vacancies twice in the Program Coordinator position (CCUMC's only full-time position). After a stint at another nonprofit association, CCUMC was able to hire back Kirsten Phillips into the Program Coordinator position in December 2011. Kirsten's long tenure with CCUMC allowed her to pick back up quickly and return the Executive Office's workload to normal levels and to move CCUMC ahead in a number of areas.

Mark McCallister, EOMC Chair

Corporate Member Report

The corporate participation in CCUMC represents just over 10% of the total institutions during the 2011-2012 fiscal year.

During 2010-2011 fiscal year, total corporate membership was 37 individual members from 22 total corporations, bringing a diverse range of products and services to the CCUMC membership.

Corporate participation in the Sponsor Showcase at the 2011 conference was a total of 12 sponsors, down from 22 at the 2010 conference.

In January, 2012, Ken Mangum from Extron Electronics was elected to his first term on the board, and will serve; beginning July 1, 2012 with Dan Pyne from WebCheckout Inc. Pyne will remain the Chair of the Corporate Committee. Chris Dedrick will finish out his second and final term on June 30, 2012.

For the fourth consecutive year, a survey was handed out to the corporate sponsors at the Sponsor Showcase in South Padre Island to solicit their feedback. The Corporate Committee distributed 12 surveys and received back 8 completed, which was a 67% response rate. Detailed results of the survey, which largely indicated a positive experience at the Sponsor Showcase, were distributed to the Board of Directors at the 2012 spring board meeting in Las Vegas, NV. The new board will determine if surveys will be distributed at the 2012 annual conference in Las Vegas in October 2012.

Chris Dedrick, Corporate Director

Financial Report 2011-2012

Jim Twetten, Finance Chair

Income

- Dues
- Annual Conference
- Interest
- Publications/Materials Sales
- Conference Sponsorship
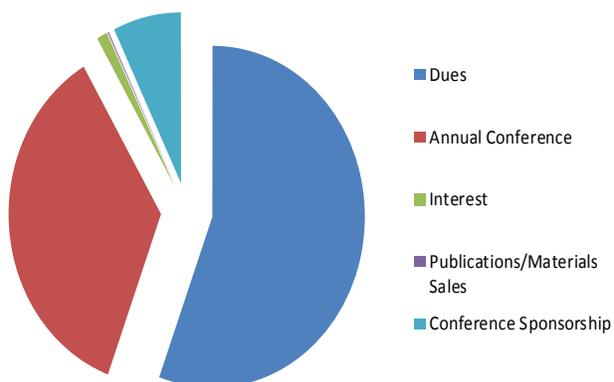
Dues	$145,890.00
Annual Conference	$94,056.89
Interest	$2,907.95
Publications/Materials Sales	$325.00
Conference Sponsorship	$18,916.01
TOTAL	$262,095.85

Expenditures

- Board of Directors
- Executive Office
- Other Administrative
- Annual Conference
- Committees
- Publications
- Affiliation
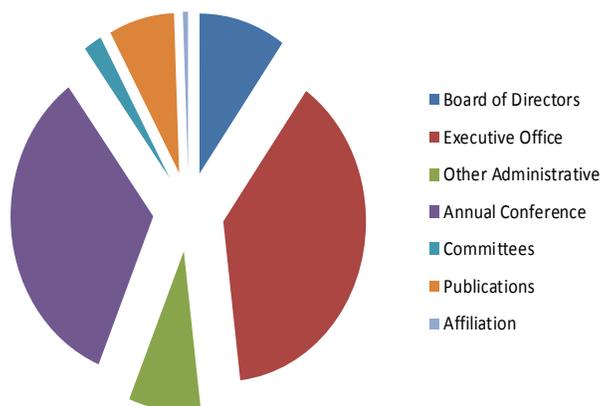
Board of Directors	$21,088.48
Executive Office	$82,042.21
Other Administrative	$17,471.33
Annual Conference	$72,212.62
Committees	$4,443.46
Publications	$15,908.73
Affiliation	$1,250.06
TOTAL	$214,416.89

Key Events and Decisions 2011-2012

2011 Conference
- move to all online proceedings
- new Quick Take sessions provided new way to begin conference
- 175 conference attendees and 30 sponsor attendees
- continued relationship with SCHOMS by offering free conference registration to one of their members
- excellent support from South Texas College helped to reduce conference expenditures
- a relationship was established with Panasonic and they provided projectors and recordings of conference sessions

Conference updates
- 2012 conference hosted by UNLV in Las Vegas
- PC will be provided at registration desk to update member information and possibly load conference photos
- collaborated with New Media Market to provide reciprocal one day passes for each group's members at 2012 conference
- presentations proposals were submitted through new online form
- online proceedings will continue
- negotiating with Panasonic to provide projector and recording support
- opportunities to volunteer will be promoted at 2012 conference
- websites for past three conference will be added to CCUMC website

- 2013 conference will be in Chicago InfoComm
- continue collaboration by offering CCUMC conference room rates to members attending InfoComm in Las Vegas
- InfoComm will provide a pre-confernce workshop
- CCUMC had display booth at InfoComm 2012

Membership
- student recruitment poster was created and sent to schools by Membership Committee
- more information will be requested as the membership form

Executive Office
- Yvonne French left her position and was replaced by Kirsten Phillips
- an attorney is on retainer at Indiana University if needed
- the physical location and management fee may be changed by Indiana University in the future
- the listserv server needs to be relocated from Iowa State to IU
- the historian was asked to create a history of the organization for the website

General
- a committee will be appointed to evalaute possible replacements for the MemberClicks platform

- a committee will be appointed to evaluate new listserv options
- membership, conference and sponsor rates were set
- elections were held for two institutional members, president-elect and secretary
- the secretary received board approval to revamp the guidelines to provide a more streamlined and user friendly version
- Zvacek is reviewing board job descriptions
- the research award was changed to reflect a $20,000 award and the requirements were updated-a project was accepted under the new guidelines
- a schedule of monthly online board meetings was established
- a possible colloboration with SUNY to create a digital repository of learning objects is under discussion
- the Review sent out ads to AECT and Tech Trends to promote the publication
- the iTunesU interest group was tabled

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Annual Conference

The 2011 CCUMC Annual Conference took place from October 5-9 at the Pearl, South Padre Island, Texas. The opening event for this year was new to CCUMC and included "Quick Takes," sessions in which participants met at themed tables and shared quick hints, tips, and tricks. Quick Takes proved popular among attendees, and provided exceptional networking opportunities to begin the conference. After the opening session, attendees were treated to the sights and sounds of the tropics, with entertainment from the Pacific Islanders dance troupe.

Preconference workshop sessions were well-attended. Presenters included Jonathan Brand, Everything You Always Wanted to Know About Copyright (But Were Afraid to Ask), Andre Le Jeune (InfoComm Certified Technology Specialist Preparation : AV Project Phases and Documentation; Managing AV for Live Events), and Sandie Miller (Streaming Video: Soup to Nuts). Presentations by InfoComm personnel marked a first for CCUMC in what is hoped will be an ongoing collaboration between the two organizations.

2011 Conference Summary	
Date: October 5-9, 2011	
Site: Pearl, South Padre Island	
Host: South Texas College	
Attendance:	**163**
Members:	**142**
Non-Members:	**21**
Spouse/Partner:	**7**
Registration Fees:	
Members:	**$545.00**
Late Fee:	**$595.00**
Non-Members:	**$595.00**
Late Fee:	**$645.00**
Spouse-Partner:	**$300.00**
Walk-in:	**$745.00**

Thursday, October 6, opened with a welcome from Vice President Jose Cruz of South Texas College and a surprise visit from the South Padre Island police force. Following Mr. Cruz, Randy Lemke, CEO of InfoComm, delivered the first keynote address on the convergence of the AV industry with the telecommunications and information technology industries. The sponsor showcase was also opened soon after the keynote, and concurrent sessions and interest groups met throughout the day. The day was capped off in fine fashion with a welcome reception hosted by the South Padre Island Convention and Visitors Bureau and the annual Awards Dinner.

Friday morning's events were filled with additional information-filled concurrent sessions. The lunch keynote was delivered by Jim Bob Solsbery, who spoke about the power of humor in dealing with stress and negativity. During the afternoon, conference attendees made their way to Breakaway Cruises, where they were treated to a dolphin watch and ecotour. The evening ended at Schlitterbahn beach resort, where attendees played games, danced, sang, and ate to their hearts' content. The evening event was even graced with a performance YMCA by the South Texas College hosts.

Saturday kicked off with the final keynote of the conference, this one addressing creating effective learning environments by Jeanne Narum, director emeritus of Project

Kaleidoscope (PKAL), and founding principal of PKAL Learning Spaces Collaboratory (LSC), all located in Washington, D.C. Her address was followed by additional concurrent sessions, and the day ended with dinner on the town. The conference wrapped up on a high note with additional sessions on Sunday morning.

Special thanks go out to the conference planning committee, Susan Zvacek, and all of the vendor sponsors, including platinum sponsors Extron, Crestron, and Panasonic, who each contributed greatly to the success of the conference.

Future CCUMC Conference Schedule

2012 - October 3-7
   University of Nevada, Las Vegas
   Las Vegas, Nevada

2013 - October 9-13
   Midwestern University Wheaton College
   Oak Brook, Illinois