



CCUMC ANNUAL REPORT 2019-2020

CCUMC Leadership in Media & Academic Technology

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PRESIDENT & PRESIDENT ELECT MESSAGE



The board of directors kicked off the 2019 -2020 year with a July face to face board meeting in Minneapolis, MN. New members, Jason Railton (University of Norte Dame) and Joel Carroll (Mersive Technologies); both directors; and Matthew “Q” McQuaig the new treasurer, were welcomed to the board. Discussion centered around the new Strategic Plan and revisions to the Bylaws. The board also heard from Amigos, our new partner for Financial management. The discussion with Amigos focused on the change from a cash-based accounting to an accrual-based accounting system and how accrual-based accounting allows for better planning. Also, we discussed plans for the upcoming conference at Marist College, in Poughkeepsie, NY.

The conference at Marist College in October was a success. Over 200 people attended the conference, which was completely conducted on Marist’s campus overlooking the Historic Hudson River. Dr. Helen Rothburg opened the conference with a keynote addressing leadership. Members presented 26 concurrent sessions, and 7 interest group sessions were conducted. New for 2019 was a highly successful membership roundtable design-thinking exercise. The conference ended at the Marist Mansion with Revolutionary War programming which offered members the opportunity to fire a historical cannon.

During the Board Meeting following the conference, CCUMC Executive Director, Aileen Scales announced her intention to retire effective December 31, 2020. Aileen has been the Executive Director for 13 years and has led us to larger membership, strong annual conference attendance, and a stable financial position. The board thanks her for her strong leadership and wishes her well in the future. Please see the Executive Office Management Committee report concerning steps being taken to staff the executive office.

In February, the board welcomed another partner, Brookmont Capital Management. Funds that were in low-earning savings accounts were transferred to Brookmont-managed investments. These funds will provide greater earnings and a stronger financial outlook for the consortium.

The March face to face Board of Directors meeting was scheduled to begin just as Covid-19 closures were escalating. Instead of 12 members meeting in person in Indianapolis, 6 gathered around the conference room table with the rest joining remotely. Those in attendance toured the Crowne Plaza Union Station Hotel, the planned site of the 2020 conference (now site of 2021 conference), and reviewed the conference preparations. Discussion pivoted to the rapidly changing higher education environment and how CCUMC could assist our members. An online round-table discussion was planned along with other events.

As the nation took more and more steps to combat Covid-19, it became clear by the end of April that holding the fall conference in Indianapolis was not going to be possible. The board rescheduled the Indianapolis conference for October 2021 and began planning for a 2020 Conference in the Cloud. The program committee is adjusting schedules and content to fit this new format.

This has truly been a challenging year for CCUMC. The board, the executive office, and the membership have risen to meet these challenges. I want to thank everyone who has contributed to making CCUMC a better organization, by meeting these challenges.

Jim Perret

President (2019-2020)



As I write this, we are halfway through one of the more challenging years in recent memories. The CCUMC community hasn't been immune to the effects of the repercussions and imposed limitations of the pandemic, and neither has the CCUMC organization. We have been working diligently behind the scenes to ensure that the stability, quality content, support, and community you love are intact and better than ever. In fact, in the coming year you will see some incredible and significant changes that have been slowly executed over the past few years and will now come to fruition.

The transition to a new home with our association management company, AMR, is in process. AMR will provide more support resources, communication, and experts to help our organization reverse the trend in membership and grow.

We will continue to support community through additional educational opportunities and community activities, such as the new "Cloud" session the PD committee has developed.

In response to both our marketing task force initiative as well as the strategic plan task force, we will reevaluate and revise our member benefits to add modern value to retain current members and recruit new members.

Based on an additional recommendation from the task force, we will identify key organizations with whom we can pursue a strategic affiliation, cooperation or relationship to add mutual value to our communities.

We are making these changes in an effort to not only make our community stronger, but also to celebrate our members; paying honor to the past and embracing the future of CCUMC. I hope you are excited as we are to see the results of the EO and volunteers' hard work!

Gina M. Sansivero

President (2020-2021)

EXECUTIVE OFFICE MANAGEMENT COMMITTEE



The Executive Office Management Committee (EOMC) spent 2019-2020 on multiple priorities. The evaluation from May of 2019 identified recommendations for areas of development for the Executive Office and the Organization. Examples included a conference guidebook, investigating new association management software, updating the website, and investigating new member benefits. The EOMC met occasionally to check on progress and to address any issues brought to the committee's attention.

At the October 2019 board meeting, Executive Director, Aileen Scales, then announced her desire to retire effective December 31. The EOMC then spent the following months developing a plan to hire and train a new director.

In January, Indiana University announced that they would not continue the agreement with CCUMC to host the organization past June 30, 2020. This decision would eliminate office and personnel services contracted with Indiana University. The EOMC then change priorities, focusing first on securing a new home for the Executive Office, to be followed by hiring an Executive Director.

To allow sufficient time to plan for this transition, the EOMC formally requested that Indiana University extend the agreement and related services, including the employment of the Executive Director and the Manager of Marketing and Membership, to December 31, 2020. Indiana University agreed to this.

The EOMC then developed and presented three options for the Board to consider for the new structure of the Executive Office: 1) an Executive Office with a full-time Executive Director and part-time support position housed in another CCUMC member institution; 2) an Executive Office with a full-time Executive Director employed directly by CCUMC who would oversee a contracted association management company; or 3) a contracted association management company who would house the Executive Office and employ a full-time Executive Director dedicated to CCUMC. The Board of

Directors approved the third option of engaging an association management company that would house the Executive Director.

The EOMC researched companies, developed a CCUMC resource document, and sent a request for proposal to nine companies. Three companies responded with proposals and were interviewed by the EOMC. The finalist is expected to interview with the Board of Directors in July, and an anticipated decision and contract engagement is anticipated by the end of July, 2020.

Transition of duties, accounts, member records, and archives for the organization will take place through a joint effort of the current Executive Office, the contracted association management company, and Indiana University from August 2020 to the end of October 2020. The EOMC will oversee the transition on behalf of the CCUMC Board of Directors. As the agreement with Indiana University will extend to December 31, 2020, it is anticipated that both IU and the new association management company will continue to work together for any final transition or training needs through the end of the year.

MEMBERSHIP

The Membership Committee is Co-Chaired by Joey Wall (Marist College) and Kirsten Phillips and Aileen Scales serving as ex officio member. The remaining committee members are Scott Menter (UNLV), Karen Ethier (RWU), Jami Milner (NEC) and Joel Carroll (Mersive Technologies).

The membership calendar year ends June 30, 2020. Membership renewals were distributed via email to the main contact of each membership account. An exit survey has been created by the committee to gather data from those institutions and companies who chose not to renew. We plan to use the data to enhance our member benefits.

The committee reviewed the current website to prepare for a website redesign from the membership perspective. The committee recommended the following focus areas: mobile friendly, social media integration, automation (from an administration perspective), content driven, resource library, listserv integration. This information was shared with a task force that was created for the website redesign project.

A change to the CCUMC membership structure was approved by the Board of Directors/Finance Committee and will be introduced July 1st. The new structure is listed below:

- Institutional members: 1-2 individuals \$300, up to 10 individuals \$600, unlimited individuals \$900
- Corporate members: 1-2 individuals \$300, unlimited individuals \$900

INTEREST GROUPS

We had some great discussions during the Interest Group sessions at Marist last fall with many ongoing discussions via email since the conference.

- Instructional Design, led by Anthony Helm - 24 in attendance
- Leadership, led by Kevin Janke - 30 in attendance
- Admin & Campus Services, led by Karen Ethier & Matthew Wilk - 34 in attendance
- Diversity & Inclusion, led by Kayden Kassof - 15 in attendance
- Emerging Technologies (2 sessions), led by Jim Spencer & Trey Herb - 94 in attendance

The Interest group leaders have partnered with Kayden Kassof and the Professional Development Committee in offering various webinars on Interest Group topics.

I'm looking forward to the ongoing interest group discussions this coming year!

2020 Interest Group Chairs:

Interest Group	First Name	Last Name
Interest Group Chair	Jason	Railton
Administration & Campus Services		
• Co-Chair:	Matthew	Wilk
• Co-Chair:	Samantha	Marshall
Emerging Technologies		
• Co-Chair:	Jim	Spencer
• Co-Chair:	Trey	Herb
Leadership		
• Co-Chair:	Kevin	Jahnke
• Co-Chair:	Karen	Ethier
Instructional Design		
• Co-Chair:	Marina	Zuniga-Johnson
Diversity & Inclusion		
• Co-Chair:	Kayden	Kassof
• Co-Chair:	Cody	Gregg

CONSTITUTION & BYLAWS

At the 2018 Annual Conference, it was moved to revisit the bylaws related to the Publishing Advisory Board (Article VI Section 7). A committee was convened to look at the issue. The committee proposed changes that were approved by the Board and sent to the membership to review ahead of the 2019 Annual Conference meeting.

In addition, during the 2018-2019 term, the Board of Directors passed a new Professional Code of Conduct. To align the code with the Constitution and ByLaws, changes were also proposed for Article IX. Revised word changes are italicized below.

Through the actions of the membership during the 2019 Annual Conference, by a unanimous decision, the following changes were made to the Constitution and Bylaws:

- Article VI Section 7. Resource Advisory Committee. A Resource Advisory Committee, chaired by an Institutional Member, to establish general guidelines and editorial policy shall coordinate all electronic publishing, information sharing, and promotion of scholarly activity in the interest of the profession; review publication proposals and journal opportunities; and continually analyze the organization's information exchange needs. The committee will act as content editors for the organization's website with the purpose of providing timely and relevant information for the membership and advocacy for the industry. Additionally, the committee will engage in promotional activities in conjunction with the Professional Development and Membership Committees to encourage membership to engage in the sharing of publications, research, resources, and strategic partnerships. The Resource Advisory Committee recommendations shall be submitted monthly to the Board of Directors for its approval.
- Article IX Professional Conduct Section 1. Adherence. Adherence to CCUMC's Professional Code of Conduct shall be a condition of membership.
- Article IX Section 2. Action on Violations. The Board of Directors shall serve as an Ethics Committee. The Committee shall have, after due notice and hearing, the power to censure, suspend, or expel any member for violation of the Professional Code of Conduct.

ELECTIONS

Election Slate for 2020:		Institution
President Elect	Adam Stewart	University of Utah
Secretary	Anthony Helm	Dartmouth College
Corporate Director	Matt Silverman	Crestron Electronics
	Paul Patrick	TIV, Inc.
Institutional Director	Kayden Kassof	American University
	Jon Loney	Whitman College
	Brian Shanks	Texas State University
	Christian Sumabat	University of the Pacific

Election Results: New Board of Directors		Institution
President Elect	Adam Stewart	University of Utah
Secretary	Anthony Helm	Dartmouth College
Corporate Director	Matt Silverman	Crestron Electronics
Institutional Director	Kayden Kassof	American University
	Brian Shanks	Texas State University

Continuing Board of Directors		Institution
Past President	Jim Pierret	Retired - Carleton College
President	Gina Sansivero	AtlasIED
Treasurer	Matthew "Q" McQuaig-Treasurer	Santa Rosa Junior College
Institutional Director	Regina Greenwood	Texas A&M University
	Jason Railton	University of Notre Dame
	Joel Carroll	Mersive Technologies, Inc.

Following the election, Anthony Helm changed jobs and transferred to another institution who would not be joining CCUMC, and he had to decline the appointment but could complete his current term commitment as Secretary. Through a Board of Directors vote at the June 2020 Online Board Meeting, Anthony's membership was extended to assist the new incoming Secretary as needed. The Board of Directors then determined to extend an offer to an institutional member from the election slate. Initially, Jon Loney from Whitman College was offered the position of Secretary. He accepted and attended the May Board meeting. As a result of COVID-19 shutdowns, Jon then had to decline the appointment per direction from his institution. The position was then offered to Christian Sumabat from the University of the Pacific, who accepted and began attending Board Meetings as of June 17, 2020 in preparation for the new two-year term starting July 1, 2020.



CORPORATE COMMITTEE

Corporate membership remained effectively flat for 2019-2020 with 85 individuals from 37 companies. This is in comparison to last year (2018-2019) which had 84 individuals from 37 companies.

Three corporate members served on the CCUMC Board of Directors for 2019-2020:

Joel Carroll, Mersive Technologies Inc., in his first year of a two-year term as a Corporate Director; Gina Sansivero, AtlasIED, as President-elect, and Matthew Silverman, Crestron Electronics Inc., in his second year of a two-year term as a Corporate Director. Matthew Silverman was reelected as Corporate Director for an additional two-year term from 2020-2022.



The Corporate Committee membership was comprised of: Joel Carroll, Mersive Technologies Inc.; Laurie Englert, Legrand; Gina Sansivero, Atlas IED; Matthew Silverman (Chair), Crestron Electronics Inc.; and Brad Thomas, Diversified. The corporate committee met 6 times this year including an open meeting to the corporate membership at the 2019 CCUMC Annual Conference.

At the 2019 Annual Conference, the Corporate Committee joined with the Membership Committee to offer a Design Thinking Member Workshop. This workshop was led by Laurie Englert to great success and feedback from both institutional and corporate members. Following the conference, we continued the “intent to sponsor” program that was started at the 2018 conference. We had 17 sponsors continue from 2019 to 2020. As of March, we had 20 sponsors committed however with in-person conference being deferred a year we are currently reworking our sponsor options for the *Conference in the Cloud*.

The other major initiative for the corporate committee this year was the implementation of a website plugin for a member events calendar, allowing members to post their events outside of the listserv. This was created specially to provide corporate members with a shared venue to promote their company’s events.

2019 Conference Platinum Sponsors



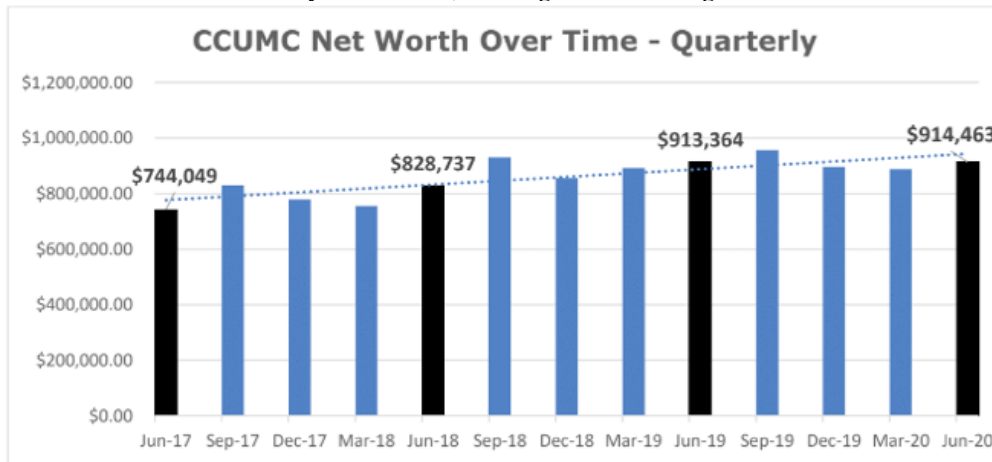
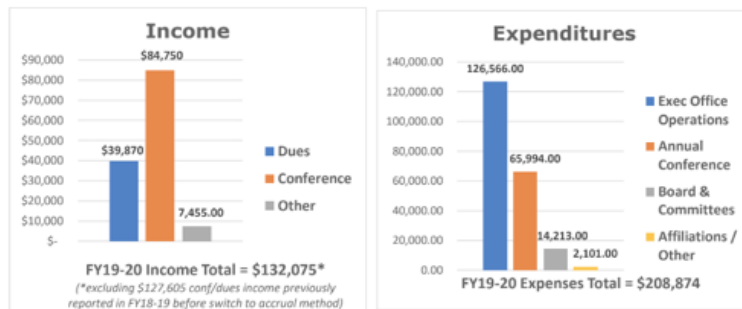
2019 Conference Gold Sponsors



FINANCIAL STATEMENTS

Fiscal Year 2019-2020 began as a year of planned transition with new financial management services, a change in accounting methods and bookkeeping platforms—but it also concluded with an unexpected last quarter when COVID-19 created perhaps the largest worldwide disruption we have seen in our lifetimes.

The impact to planning or hosting face-to-face conferences, the reshaping of organizations including our higher education institutions, and the implications both short- and long-term for global financial markets, are testing us all. CCUMC continues to remain vigilant and adaptable in shaping the period ahead together, even as we anticipate the retirement of our Executive Director and simultaneously conclude EO hosting services with Indiana University in Dec. 2020, knowing that more change awaits CCUMC as well.



CONFERENCE

The 2019 Annual Conference was hosted at Marist College in Poughkeepsie, New York.

- There were 101 regular registrations, 40 presenter registrations, 10 single-day registrations, and 45 sponsors.
- 76 people registered for the pre-conference workshops.
 - 25 for “ADA in the Classroom”
 - 10 for “How to Deal With Difficult Customers”
 - 21 for “Networking for Non IT AV Professional”
 - 20 for “Defining and Maintaining “Readiness” in Audio Visual Systems”



The 2020 Annual Conference site was selected to be Indiana University at Indianapolis. However, due to the COVID-19 pandemic, the conference has been re-cast as an online event that will take place in October 2020. Indianapolis is now scheduled to be the destination for the 2021 Annual Conference.



AWARDS

As a member-run organization, the CCUMC could not function without its volunteers. Traditionally, members who serve in a leadership capacity for the organization and contribute to its mission are presented the special and outgoing service awards to thank them for their service commitment to the organization. A number of projects wrapped up in the previous year merited recognition. The work included improvement of business services, review of the organization's guiding documents, and completion of special tasks. The Awards Committee, consisting of Kathleen Dooley, Midwestern University, CCUMC Past President; Willie Franklin, Otterbein University; Brenda White, Washburn University; and Aileen Scales, CCUMC Executive Director; recognized the Interest Group Coordinators and Chairs, the Corporate Committee, the Election Committee, the Finance Committee, the Executive Office Management Committee, the Membership Committee, the Professional Development Committee, the Conference Program Committee, the 2018 Constitution and Bylaws Task Force, the 2018 Marketing and Communications Task Force, the 2018 List Serve Task Force, and the 2019 Strategic Planning Task Force for their contributions. Members honored are listed in the appendix following the report.

The Awards Committee then gave the following special service awards:

- 2019 Conference Host - Joey Wall, Marist College



- 2019 Technical Liaison - Jake Dahdah, University of Utah



- 2018 Technical Liaison – Chad Hoefle, University of Notre Dame

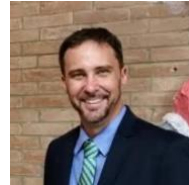


Additionally, the Awards Committee gave out awards to CCUMC Officers ending their term of service:

- CCUMC President, 2016 – 2017 – Doug McCartney, Oakland College



- CCUMC President, 2017 – 2018 – Cody Gregg, Del Mar College



- CCUMC Treasurer, 2017 – 2019 – Donnie Merritt, University of Central Florida



- Institutional Director, 2018 – 2019 – Matt “Q” McQuaig, Santa Rosa Junior College



- Corporate Director, 2017 – 2019 – Gina Sansivero, Atlas IED



Finally, the Board of Directors gave a special recognition to the Executive Office. Kathleen Dooley remarked, “These two individuals devote countless hours and heart to every aspect of the organization. They are not just the faces you see at the conference. They are the glue that keeps the conference, the members, and the organization together. Both sit in on nearly every committee or task force. Aileen participates in every board meeting, and Kirsten works with every sponsor. We, as a membership, have a great deal to be thankful for in these two, and I think we should take a moment to recognize them as well.”

PROFESSIONAL DEVELOPMENT

The Professional Development Committee has redirected its efforts over the last year to have more engagement with the CCUMC community. With Michael Bachman (former co-chair) retiring, Kayden Kassof took over a chair and focused on virtual content that builds community. A new series, *Connecting in the Cloud*, was started and has had 6 successful sessions so far this fiscal year. The inclusion of the Interest Group Leaders to the PD committee has helped expand our offerings and provided ways to have more community members involved throughout the year. The Connecting in the Cloud series has had extremely positive feedback and the PD committee intends to continue hosting them frequently throughout the coming year. Thank you to our current members, Brian Riley, Marie Evans, Regina Greenwood, Scott Deetz, Ken Mangum, Joe Wall, and chair Kayden Kassoff for their involvement. Special thanks to Kirsten Phillips and Aileen Scales for their continued support with our meetings, events, and marketing.



STRATEGIC PLANNING TASK FORCE

The Strategic Planning Task Force was charged to work on the current CCUMC strategic plan (2014-2019) which expires in 2019. As previously reported, the committee completed the majority of their work throughout the 2018-2019 year. They presented their report to the Board of Directors in August of 2019, and the report was shared with the membership at the 2019 Annual Conference. After the conference, the Board meticulously reviewed the recommendations. The intent was to formulate a plan of action items that the Board could begin acting upon. However, with changes to the organization that have been described elsewhere in this document, the Board focused its efforts on stabilizing the organization in order to secure its future. The action items remain to be distilled from the review document, but should be completed during the 2020-2021 year.

The members of the Strategic Planning Task Force were: Regina Greenwood, chair; Kevin Jahnke; Jim Spencer; Jim Pierret; and Bill Hydrick. It also gratefully acknowledges the assistance of Kathleen Dooley, and the executive staff, Aileen Scales and Kirsten Philips.



REGIONAL MEETING SUPPORT FROM CCUMC

UBTech

The UBTech Conference was cancelled due to the COVID-19 pandemic, so CCUMC presenters were unable to participate this year.

FLEXspace

There had been an outstanding request for CCUMC to continue to contribute funding to the FlexSpace. The original request was for \$20K or a commitment of funding over 5 years. Ultimately, at the March 12, 2020 Board of Directors meeting, a motion was made and approved to not provide funding to FlexSpace at this time.