



# CCUMC

Consortium of College and University Media Centers

## 2007-2008 ANNUAL REPORT

### Looking Ahead

During this year our organization saw a happy confluence of events that kept us stable and growing. We have an outstanding Executive Director in Aileen Scales and a responsive Executive Office at our Indiana University-Bloomington location.

The CCUMC Annual Conference is one of our flagship benefits, because it is so distinctively tailored to professional interests while providing a personal experience. Technology and media, instructional strategies and service administration are all addressed at the conference. October 2007 gave us an exceptional example in Gainesville, providing a stimulating exchange of ideas and fun at the University of Florida. In CCUMC our conference environs, both geographical and institutional, change over the years. But one constant is our professional and personal networking: this is what keeps CCUMC a strong and vital organization. A well-planned conference enhances networking, and we anticipate this next year having a fully revamped conference planning handbook to meet this goal.

As I move into the role of president, I am always reminded of the important themes we need to address. One of them is professional development. It has been a number of years since CCUMC has sponsored an event tailored to specific skills and knowledge improvement on a topic of wide interest. We expect in the coming year to provide a web-based workshop event that can complement our conference presence.

We are all preparing for the universal transition from analog to digital, from standard to widescreen display and high definition, and from the relatively "hard" switchover in digital TV broadcasting come spring 2009. Despite everything that's been published—by government and other professional organizations, for consumers and specialists at all levels of interest—there may be a complementary role for CCUMC, in helping its academic institutional members to meet this multifaceted digital transformation on their campuses and to share the wisdom of our group. We'll be exploring that potential to serve you during the next year and possibly employing the new functionality of our web site to disseminate results, beyond conferencing and our LISTSERV.

The paramount thought to bear in mind for our distinguished organization is that we are unique in our field. We have a unique relationship with our corporate members, who are also colleagues and friends. Most important, we are uniquely blessed in the quality, consistency and continuity of our volunteer participation. When we look back at all the years of achievement by CCUMC, while it has undergone transformations, given the media, technology and services that involve us, knowing that we have a committed membership can keep us confidently moving into the future. This commitment may even help us to influence it. Remember this when the opportunity arises to contribute to our CCUMC confidence. Your volunteer efforts on our behalf shape what we feel about and how we perform in our professional roles, the relevance of our services in higher education, and a current awareness of tools and opportunities just around the corner.

Jeff Clark, President-Elect

### President's Message

Looking back over the past year, I am pleased to report that CCUMC continues to function as a strong organization. The moving of the Executive Office from Iowa State to Indiana University is complete. Our Executive Office is in excellent hands with Aileen Scales as Executive Director and Kirsten Phillips as Program Coordinator. Their hard work, along with that of Mary Anderson at Iowa State ensured a virtually seamless move.

Two task forces were started this year. The Conference Planning Handbook Task Force, chaired by Derek Toten, is reviewing the handbook used by the conference hosts to bring it up to date. They are also creating a process to annually maintain it. This is to be completed by July 2008. The Strategic Planning Task Force chaired by Tom Beggs is reviewing and updating the Strategic Plan for the fiscal years July 1, 2009 – June 30, 2012. As part of this charge, they will be asking all members to participate in a survey. Please take the time to respond to this important process. The final report will be due in the spring of 2009.

We had a great conference in Gainesville, FL that was well hosted by the "Gators" of the University of Florida. Mark McCallister and his staff did a masterful job organizing an interesting and well thought out conference experience. During the conference we had a wonderful tribute to Mary Anderson with many past presidents returning to honor her. She is pursuing new endeavors, but we thank her for years of services to CCUMC and wish her the best.

I wish to thank the CCUMC Board members, the committee chairs, the task force leaders, the publication editors, and all who served the organization during my tenure. Your counsel and support has been invaluable. Likewise, thanks to the Executive Office staff who so ably support our many activities throughout the year.

Finally, thanks to you, the members of CCUMC for continuing to make us a strong professional organization. It is your dedication and your willingness to participate that continues to sustain us. It is through you that CCUMC will continue to be a leading professional organization in the field of instructional technology.

Hunt Conard, President

## Publications Advisory Board Report

The Publications Advisory Board (PAB) oversees CCUMC's regular print and electronic publications which include the *College & University Media Review*, *Leader*, *Proceedings*, Membership Directory, the web site and the Organizational Bulletin. As of 2007, there have been significant changes in our publications with continued revisions that will be carried out in the coming year.

Dickie Cox, University of Alabama, editor of the web site ([www.ccumc.org](http://www.ccumc.org)), has overseen CCUMC's web re-design project. The new web site was developed by the University of North Texas' Multimedia Development Lab and is active for member use. Kirsten Phillips at the Executive Office has been working with Dickie to upload content received from the Board of Directors and the various committee chairs. The web site allows committees and the board to communicate and exchange files. This has been helpful in planning for the 2008 conference.

Under the leadership of Mary Laskowski, University of Illinois, Urbana-Champaign, the *College & University Media Review*, volume 13, will be published in late 2008. Jeff Clark, James Madison University,

completed his term as editor with volume 12, no. 2 which was published early in 2008. With volume 13, the *Review* will change to an annual publication to give the editor and associate editors more time to solicit submissions, edit and publish. Being that our publications are all run by volunteers, extra time is needed to complete the work and produce quality publications.

Lyn McCurdy, Wittenberg University became editor of the new *Leader*. This new newsletter format premiered at the 2007 Annual Conference. Since then a winter and a spring edition was published. Many of the columns and items previously published in electronic format are now part of the organization's web site. Thanks to Lyn and to Kirsten Phillips in getting the new *Leader* published and distributed in a timely manner.

Robert Murphy, William Paterson University, continues to serve as the *Proceedings* editor. The print copy was distributed to all annual conference attendees and this year the organization did not produce an updated CD-ROM version, but uploaded the final *Proceedings* to our new web site which is available only to members

by using their username and password. Thanks to Bob and to Stephen Hartner, Pearson/Prentice Hall, who assisted in the layout and design. This is Bob's last year as *Proceedings* editor and we appreciate his time, dedication and assistance in the changes with the *Proceedings* over the past few years, from a total print publication to a print/CD-ROM and presently to a print/online publication.

The Membership Directory was distributed last year in CD-ROM format. This year, the directory is available on the CCUMC web site, accessible to all CCUMC members.

The CCUMC Organizational Bulletin was sent to all members electronically with timely information and updates twice over the past year.

The PAB Chair, Jane Hutchison, is finishing her second three year term as Editor-in-Chief this year. She thanks all the members of the Publications Advisory Board as well as the editors for their dedication to our professional organization and for their support in making our publications relevant and noteworthy.

Jane Hutchison, PAB Chair

## Government Regulations and Public Policy Committee

The GR&PP Committee has continued to play an active role regarding copyright related issues on the LISTSERV. Two members of the committee, Jeff Clark and Brian Burns, produced an article for the Winter 2008 *Leader* volume 36, no. 2, which was based on the copyright presentation

made at the 2007 CCUMC Annual Conference in Gainesville, FL. Both the article and the presentation were based on the most recent legislation and judicial decisions regarding copyright.

Brian Burns and Jeff Clark will be rotating off the committee and new

members will be recruited at the 2008 Annual Conference in Lawrence, Kansas. The new GR&PP Chair will be Carleton Jackson, who will do a fine job in the leadership role.

Brian Burns, GR&PP Chair

## Board of Directors

### President

Hunt Conard  
Skidmore College

### Past President

Jon McKamey  
Cincinnati State Technical and  
Community College

### President-Elect

Jeff Clark  
James Madison University

### Secretary

Sue Parks  
University of North Texas

### Treasurer

John S. Fick  
University of Missouri

### Director

Tim Schnabel  
Extron Electronics, Inc.

### Director

Dan Pyne  
WebCheckout, Inc.

### Director

Mark Pike  
Kent State University

### Director

Bryan Burns  
Hampden-Sydney College

### Director

Hunt Conard  
Skidmore College

### Director

Dickie Cox  
University of Alabama

### Executive Director

Aileen Scales  
Indiana University, Bloomington

### Editor-in-Chief

Jane Hutchinson  
William Paterson University

### Membership Chair

Russell Esfahani  
South Florida Community College

## Membership Committee

The Membership committee dedicated their time in promoting the 2007 Annual Conference and recruiting new members. While working closely with the Executive Office, the committee helped create an ad to publicize the conference and promote membership awareness. For the first time, the ad was included in the Chronicle of Higher Education's *Events in Academe*. It also appeared in the *Educause Review*.

The committee also helped manage the CCUMC booth at InfoComm 2008 in Las Vegas. Aileen Scales, CCUMC Executive Director, was also on hand to lend her extensive knowledge about the

organization. Over 70 institutional and corporate contacts were made during the event, and several of those have already become new CCUMC members! The opportunity increased visibility for the organization and also yielded new vendor sponsors.

Membership Committee Chair, Russell Esfahani, will complete his term on June 30, 2008. We are appreciative for the time that he devoted to CCUMC in this position and thank him for being involved in the organization.

Kirsten Phillips, Executive Office



### Individual Memberships in 2007-2008

|               |            |
|---------------|------------|
| Institutional | 631        |
| Corporate     | 59         |
| Associate     | 1          |
| Student       | 1          |
| Life          | 40         |
| <b>TOTAL</b>  | <b>732</b> |

### Members by Units in 2007-2008

#### Institutions

|                    |            |
|--------------------|------------|
| 1-2 Members        | 164        |
| 3-4 Members        | 50         |
| 5-6 Members        | 20         |
| 6+ Members         | 5          |
| <b>TOTAL UNITS</b> | <b>239</b> |

#### Corporations

|                    |           |
|--------------------|-----------|
| 1-2 Members        | 27        |
| 3-4 Members        | 1         |
| 5-6 Members        | 0         |
| 6+ Members         | 1         |
| <b>TOTAL UNITS</b> | <b>29</b> |

## Task Force and Committee Chairs

### Professional Development

Matt Darbyshire  
Iowa State University

### Executive Office Management

Jon McKamey  
Cincinnati State Technical and  
Community College

### Web Site Redesign

Dickie Cox  
University of Alabama

### Awards/Research

Jon McKamey  
Cincinnati State Technical and  
Community College

### Elections

Jon McKamey  
Cincinnati State Technical and  
Community College

### Finance

John S. Fick  
University of Missouri

### Membership

Russell Esfahani  
South Florida Community College

### Government Regulations and Public Policy

Brian Burns  
Hampden-Sydney College

### Program

Jeff Clark  
James Madison University

Mark Pike  
Kent State University

### Corporate Members

Tim Schnabel  
Extron Electronics, Inc.

## 2007-2008 Interest Groups

Each interest group participated as usual during the 2007 Annual CCUMC Conference in Gainesville, Florida. Each group enjoyed a great turn-out of conference attendees. Moderators reported excellent participation and informative conversations. Complete information about each session can be found in the 2007 Annual Conference *Proceedings*, available online.

The following Interest Group Chairs have one year remaining on their two year term:

- Joe Hacker – Campus Services
- Lisa Stephens agreed to officially replace Jim Twetten for the remaining year of his term – Management and Administration

Several Interest Group Chairs terms will end on June 30, 2008, including: Brian Burns, Tom Beggs and Patricia Poet.

2008 - 2009 Interest Group Chairs:

- Tom Beggs has agreed to continue on for a second two year term as the chair of the Emerging Technology Interest Group.
- Patricia Poet has agreed to continue on for a second two year term as the chair of the Small Institutions Interest Group.

- Barbara Bergman from the Minnesota State University – Mankato will assume the duties of chair for the Collection Development and Management Interest Group.

Mark Pike stepped down as Interest Group Coordinator following the 2007 Fall Board meeting for personal reasons. He expressed his interest in returning to a leadership role, if possible, in the not-too-distant future. Brian Burns graciously agreed to assume the role of Interest Group Coordinator for the remainder of the term.

J. Mark Pike,  
Former Interest Group Coordinator

## Executive Office Management Committee

The CCUMC Executive Office began operating at its new location at Indiana University-Bloomington in July 2007. During the transition period, the former office in Ames, Iowa continued to operate through the end of the calendar year, and all office operations at Iowa State ceased as of December 31, 2007. New Executive Director Aileen Scales was successful in hiring Kirsten Phillips as the new Program Coordinator for the Bloomington office.

In November 2007, Aileen and Kirsten traveled to Ames for training and to bring back materials/records as that office ceased operations.

All Executive Office operations are now up and running in Bloomington. The role of the Executive Office Management Committee reverts to that of monitoring and review of the office and Executive Director and stands ready to serve in an advisory capacity once again.

The Executive Office Management Committee wishes to thank Mary Anderson for her years of service to CCUMC at the Iowa State office. Mary was recognized with a special tribute by the Board and several past CCUMC presidents during the 2007 Annual Conference in Gainesville, Florida.

Jon McKamey, EOMC Chair

## Corporate Member Report

The corporate participation in the CCUMC is at a healthy level consisting of just above 10% of the total institutional membership. Participation of corporations is an important attribute of CCUMC membership. It provides the academic membership access to network with companies focused on the higher education marketplace. Additionally it allows the corporate members to interface directly with college and university staff. This is beneficial, as most corporate members products and services are technical in nature and require significant interaction with buyers in order to obtain a greater understanding.

People may not realize that all membership requests to join the CCUMC are approved by the Board. Persons involved both at the institutional level and corporate levels have demonstrated commitment to serve the needs of the instructional media charter in higher education. There has been significant growth in digital media technologies coming from the technology side of the business from both the hardware, software and content aspects of Campus Media

delivery. Membership surveys show that the larger share of membership prefers the participation of corporate members in a limited showcase, as well as networking opportunities throughout the course of the conference. We strive to maintain this balance and welcome feedback on preferences.

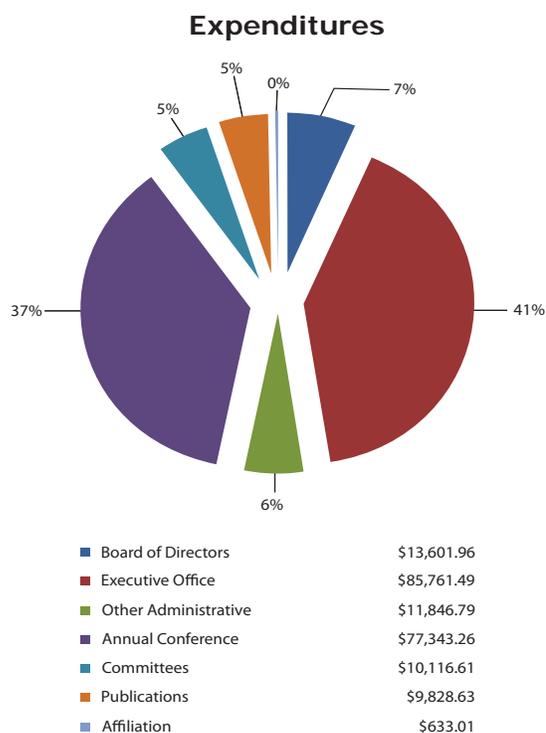
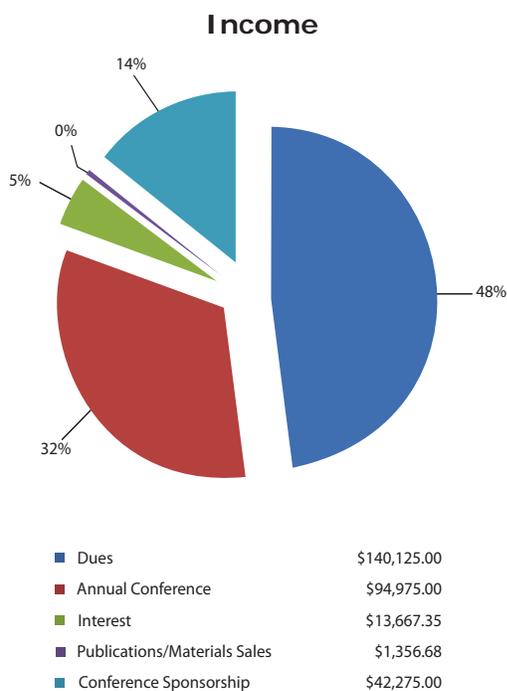
While we have expanded the conference showcase to include only vendors who hold sponsor level participation, we feel that this move has done two primary benefits: It encourages membership of those corporate participants and it helps shortlist those firms that are more committed to the organization and importantly the higher level market the CCUMC serves. The Corporate Committee and the Board has gone to great lengths to blend the needs of all membership and trust the conference is meaningful to the corporate membership and sponsors as well as the loyal institutional conference membership. The intimate vendor showcase and table space inherently focuses corporate membership to showcase products and services that

are relevant to the organization for that particular conference.

We face an industry and student population that is evolving in terms of learning tools. Technology is the component that is changing and allowing pedagogy to adapt to the needs of students and faculty. While content is changing, we all must adapt and network with colleagues and industry leading companies to find solutions for our respective Institutions. The CCUMC is an excellent professional organization that allows these ideals to flourish in a collegial environment.

This year Diane Billelo retired from her company Films Media Group. Subsequently, Dan Pyne from WebCheckout was elected to serve on the Board of Directors as the Corporate Board Member. As Tim Schnabel steps away from serving on the Board for the last four years, he is encouraged by the professionalism and participation of the Corporate membership and appreciates the energy and participation in the CCUMC all have brought.

Tim Schnabel,  
Corporate Member Chair



## Key Events and Decisions - Election Results for 2007-2008

- Approved funding for three Research Grants.
- Approved revisions to Research Grant criteria to address changing technologies, specifically in the areas of digital storage, institutional repositories, and course management systems.
- Awarded Life Membership to Martha Day and Diane Bilello.
- Approved recommended changes to CCUMC's InfoComm exhibit booth.
- Approved changes in annual conference dates to Wednesday-Sunday instead of Thursday-Monday for 2010-2013
- Approved recommended format, publication schedule, and editor changes to the *Leader*.
- Approved launch of the new CCUMC web site.
- Reviewed recommended changes to the Constitution and Bylaws.
- Approved 2007 award recipients.
- Approved changes to the composition of the Executive Office Management Committee.
- Changed the name of the CCUMC Research Grant to the Don Reick Memorial Research Grant, effective 2009.
- Approved the 2007-2008 budget.
- Approved slate of candidates for 2007-2008 election.
- Accepted proposal from the University at Buffalo to host the 2010 Annual Conference in Buffalo, NY.
- Approved creation of Strategic Planning Task Force to draft plan for 2009-2012.
- Approved creation of Conference Planning Handbook Task Force.
- Established 2008 Annual Conference registration fees and registration deadlines.
- Approved \$50.00 discount in conference registration fees for all presenters and panel members.

### Election Results for 2007-2008

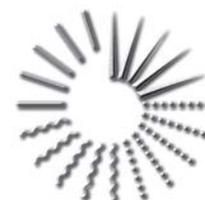
**President-elect**  
Jane Hutchison  
William Paterson University

**Secretary**  
Sue Parks  
University of North Texas

**Corporate Director**  
Chris Dedrick  
Films Media Group

**Institutional Director**  
Mark McCallister  
University of Florida

**Institutional Director**  
Lisa Stephens  
University at Buffalo



## Annual Conference

The 2007 CCUMC Annual Conference was held Thursday, October 18 through Monday, October 22, 2007, on the campus of the University of Florida in Gainesville, Florida, at the University of Florida Hilton Hotel & Conference Center.

The conference was kicked off at the opening banquet by an outstanding performance and talk by Gainesville's own Ken Block and Andrew Copeland of the band Sister Hazel. Between heartfelt performances of songs from the band's hit albums, Block and Copeland talked about the changes in the music industry brought on by the digital revolution, how they thought technology would continue to underpin changes in society, and answered questions from CCUMC members.

On Friday, keynote addresses by Fedro Zazueta and Mike Conlon of the University of Florida on the topics of "Technology, the Enabler", and "Science, Statistics, and the Relevance of Colleges and Universities" started the day, while six concurrent sessions touched on subjects such as administrative reorganizations, automated classroom capture, student employee leadership development, media library promotion, Fulbright scholarship, the Information Commons, and the use of focus groups. Interest group discussions provided the opportunity for members to talk through issues in management, administration,

collection development, and small institutions.

Saturday brought more concurrent sessions on topics in large scale deployments, ADA considerations, and staffing. Emerging technologies and campus services interest group sessions generated many new ideas. The afternoon was spent touring University of Florida facilities, including the Digital Worlds Institute's Research, Education, and Visualization Environment, the Center for Instructional Technology and Training, the HUB, small and large classrooms, and the Information Commons. The day was capped off by a great party at Silver Springs, where CCUMC members got to have a wonderful southern BBQ dinner amongst the cypress trees, while seeing experiencing shows about Florida animals, including some pretty scary reptiles!

### Future CCUMC Conference Schedule

**2008 - October 2-6**  
**University of Kansas**  
**Lawrence, KS**

**2009 - October 15-19**  
**Elon University**  
**Greensboro, NC**

**2010 - October 6-10**  
**University at Buffalo**  
**Buffalo, NY**

Glass-bottom boat tours took members though local waters while Silver Springs boat captains talked about local history. There was also a rumor that the bartender probably got fired the next day after filling CCUMCers glasses way too high.

Sunday, CCUMC members were treated to an extremely informative presentation by Roy Hermanson at Extron Electronics, where the ins and outs (literally!) of the next generation of digital video systems were discussed. More concurrent sessions on copyright, online learning, and the Learning Commons, the CCUMC Business Meeting, and more interest group discussions filled out the schedule Sunday, while members were treated to tours of the Florida Museum of Natural History, with its spectacular Butterfly Rainforest exhibit, and the Harn Museum of Art, both just across the street from the conference hotel.

The conference wrapped up on Monday with a discussion on wide format displays and concurrent sessions on campus-wide emergency notification and online course distribution. Feedback from conference attendees indicated the conference was highly successful, leaving everyone looking forward to the next CCUMC conference in 2008 at the University of Kansas in Lawrence, Kansas!

Mark McCallister,  
 Conference Host



### 2007 Conference Summary

**Date:** October 18-22, 2007

**Site:** University of Florida Hilton Hotel & Conference Center

**Host:** University of Florida

#### Attendance:

|                 |     |
|-----------------|-----|
| Members:        | 162 |
| Non-Members:    | 9   |
| Spouse/Partner: | 5   |
| Other:          | 16  |

#### 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 |