



# CCUMC

Leadership in Media & Academic Technology

## 2008-2009 ANNUAL REPORT

### Looking Ahead

I am honored to be elected as the incoming CCUMC President-Elect. As I served my tenure as Editor-in-Chief of the Publications Advisory Board, we went through a number of changes. We have developed a new web site presence, a four page color Leader, more electronic information (such as the Organizational Bulletin), and developed an online version of the Annual Conference Proceedings to name a few. This year will be a year of further change, on local, state and national levels, and will be one of our most challenging years -- with the economy hurting our institutions and our personal pocketbooks. In spite of all these changes and challenges, we are coming into a new year as an organization that is stronger and invaluable for our profession.

In order to survive professionally, we must stay current, increase our expertise, whether it's in management or in the technical arena, and make budgetary decisions that will affect us for years to come. What better organization to provide that leadership than CCUMC? As our President, Jeff Clark noted, we have a new tagline, "Leadership in Media & Academic Technology." We will be providing a great program for the fall conference, including the addition of a new interest group, Instructional Development as well as renaming two others. Management and Administration will become Leadership, and Campus Services will become Management, Administration and Services. These changes reflect the interests we are experiencing today and in the future. Another new service of CCUMC is our presence on the social networking sites, facebook and Twitter. We are also developing a wiki so that we can follow conversations that will help us professionally. Green AV, cost savings classrooms, video streaming, iPods, digital signage, professional development, and engineered AV systems are only a few of the topics for the CCUMC conference in Greensboro, North Carolina, hosted by Elon University. A video contest will be held featuring the best promotional video for your unit and the best training video. The winners will be featured on our web site. If there is only one conference that you can attend, make it our CCUMC conference.

John Fick, who served as our Treasurer for the past four years, will be coming off the board. For John's dedication and service to our organization, a hearty thank you. For all those who have gone before and all those who are coming forward, CCUMC is a unique organization. What other organization has the unique partnerships with our corporate members who attend as colleagues and are as concerned as we are with "getting it right." This relationship has served us well over the years and it continues to be one of our hallmarks.

It's wonderful that we have so many dedicated professionals in our organization. We are volunteers, and we dedicate ourselves to helping each other grow and mature in our profession. Service is our mantra, not only to our faculty, students and staff, but to our colleagues. I look forward to working with the Board, the Executive Office, all of the CCUMC committees, interest groups and members. I'm particularly eager to see us continuing our excellence in "service" and helping to foster our "leadership in media and academic technology."

Jane Hutchison, President-Elect

### President's Message

Reflecting on this past year, I am especially pleased that our organization's commitment to the future thrives. In the second year of our Executive Office's residence at Indiana University, we have experienced solid support from the institution, and topnotch performance from Aileen Scales as Executive Director and Kirsten Phillips as Program Coordinator. Their seasoned and responsive service both to our members and to the Board of Directors is invaluable.

During this year, the delayed practical outcome of work done by the Conference Planning Handbook Task Force the previous year was largely finished. In the process of updating our handbook for the use of future hosts and our Program Committee, the Board has realized that its next iteration should be fully online and interactive. The close of next year may bring collaborative workspace and archiving capability to our conference planning activities. In the meantime, those of us who attended it had a splendid fall conference in Lawrence, Kansas. Hosts Susan Zvacek, Kathy Burchett and their staff at the University of Kansas made a skillful job of orchestrating a diverse and memorable conference experience.

No sense of our organization's commitment to the future would be strong without confidence in our strategic planning. That task force, guided by Lisa Stephens (taking over for Tom Beggs), has crafted a forward-looking plan that touches on every need of our members—technology deployed for sound pedagogy, vigorous copyright guidance on using content, enhanced CCUMC web site resources and guidance for our organization's service volunteers, and of course professional development. Our Professional Development Committee, chaired by Jeff Donahue, has organized our first webinar event on the very timely subject of classroom capture systems. (This event is scheduled for August 2009 and will be archived for future viewing.) I am sure that this promises the start of a sustained CCUMC effort to meet this particular need—so I want to encourage every member to help identify the most timely topics that can serve you professionally.

During our Board discussions on the subjects of strategic planning and our identity, we came to the conclusion that CCUMC needs a tagline that accurately reflects what our purpose and our shared activities suggest. "CCUMC: Leadership in Media & Academic Technology." This phrase, I think, is inclusive of every kind of endeavor that collectively involves us—whether in classroom and instructional development support, media collection services, or hardware and software providers who work with us at our institutions and collaboratively within CCUMC as members.

We are like no other professional organization I have ever known, on either the library or IT side of academe. My thanks go out to the Board of Directors and to the Executive Office, for their guidance this past year. And to every member as well, for keeping CCUMC committed, strong in its active participation, and for making all of us look forward to another year--leading each other and those we serve.

Jeff Clark, 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, Organizational Bulletin and the CCUMC Web site.

PAB activities have been affected so far this fiscal year by factors of absence and change. Absence, in that the PAB and Executive Office are approaching the end of one year without a Web site Editor or a large base of contributors to the main publications. Change, in the way that, in spite of these absences, CCUMC is planning to move its public environment forward, guided by strategic planning processes. Among other CCUMC goals, these plans address action in making each publication, in print and electronic formats more informational and pedagogically sound. The editors are working on maintaining professional production and publication schedules, and the PAB and Executive Office will try to make the Web site structurally sound while upgrading information with new, revamped, and/or enhanced "Web 2.0" formats and tools. In spite of human resource absences, the projects

will continue and show that CCUMC members are leaders in academic educational technology.

With volume 13, the College & University Media Review changed to an annual publication to give the editor and associate editors more time to solicit submissions, edit and publish. Under the leadership of Mary Laskowski, University of Illinois, Urbana-Champaign, the Review, was published in late 2008.

Lyn McCurdy, Wittenberg University, editor of, The Leader, has worked diligently throughout the past year. Full length versions of current and past copies are available on our Web site.

deg farrelly, Arizona State University, continues to serve as the Proceedings editor. Print copies were distributed to all annual conference attendees and the final Proceedings were uploaded to the Web site and are available only to members.

The Membership Directory is available to CCUMC members on Web site. The Organizational Bulletin was sent to all members electronically.

The current iteration of the CCUMC Web site was developed and launched in 2007. In the intervening years

the Executive Office has moved from Iowa State to Indiana University while managing to maintain the Site. The EO has continued uploading content received from the Board of Directors, the Publications Advisory Board, publications Editors and the various Committee Chairs. Additionally, the Web site has been without a designated Web Editor since the departure of Dickie Cox, who was the last web redesign project coordinator. The Executive Office has maintained the site in the interim with content added and revised by Kirsten Phillips.

As of 2009, there have been significant changes in our publications and strategic plans for the publications and Web site, with revisions and enhancements to carried out in the coming years. PAB will begin looking to recommend Web site presentations of information and the publications either in complete or abridged texts, repurposed to take advantage of "Web 2.0" publishing structures.

Carleton Jackson, PAB Chair

## Executive Office Management Committee

Committee members reviewed the Executive Office and staff in February by phone, and with a site visit by a committee representative. We are pleased to report that the Executive Office is operating smoothly in its new home at Indiana University in Bloomington, Indiana. This completes the first full year of operation as the sole Executive Office location, although

Iowa State University continues to maintain the listserv until the server is moved to Indiana in the coming months.

The Executive Office Committee thanks Aileen Scales and Kirsten Phillips for keeping the transition of the Executive Office operations transparent to the membership. They have done an excellent job assuming the duties and

making positive changes to the office operations. We expect this direction to continue as the Executive Office is now settled and able to more fully assist the various committees, task forces, and members.

Hunt Conard, EOMC Chair

## Board of Directors

### President

Jeff Clark  
James Madison University

### Past President

Hunt Conard  
Skidmore College

### President-Elect

Jane Hutchison  
William Paterson University

### Secretary

Sue Parks  
University of North Texas

### Treasurer

John S. Fick  
University of Missouri

### Director

Brian Burns  
Hampden-Sydney College

### Director

Chris Dedrick  
Films Media Group

### Director

Mark McCallister  
University of Florida

### Director

Dan Pyne  
WebCheckout, Inc.

### Director

Lisa Stephens  
University at Buffalo

### Director

Jim Twetten  
Iowa State University

### Executive Director

Aileen Scales  
Indiana University, Bloomington

### Editor-in-Chief

Carleton Jackson  
University of Maryland/College Park

### Membership Chair

Allan Rough  
University of Maryland/College Park

# Membership Committee

The Membership Committee worked to find ways to hold the membership at the current level, if not to grow it in spite of the poor economic conditions in our institutions and country.

CCUMC was represented at InfoComm 2009, where Aileen Scales and other volunteers worked to inform potential members about CCUMC. A sample membership survey instrument and a list of non-renewing members was tested, but not fully implemented in 2009 to determine why they did not renew. The Membership Committee will routinely survey all non-renewing members and member institutions in the future.

The Committee invited a select group of potential new members in the Kansas City area to attend a free day at the 2008 conference. Two of the invited guests later joined as new institutional members. In preparing for the 2009 Conference, a new ad was created and included in the Chronicle of Higher Education's Events in Academe, and the Educause Review. With the

assistance of the Executive Office, the current membership brochure was revised incorporating our new slogan: "Leadership in Media & Academic Technology." The brochure is now available on the CCUMC Web site at: <http://ccumc.org/about-membership>. Printed copies will be available for distribution at the Fall Conference.

A continuing goal for 2009 and beyond is to work to sell the Annual Conference to colleagues with little or no travel budget by emphasizing the many intellectual, practical, and "mental health" benefits of attending during times of stress. The Committee will actively seek new member institutions and new members within those institutions. We will attempt to recruit members from some of our "Affiliated Associations," (<http://ccumc.org/resources/affiliated-association>) and the students and faculty of library schools and institutions offering educational technology degrees.

Allan Rough, Membership Chair



**About CCUMC:**  
CCUMC, Consortium of College and University Media Centers, is a dynamic organization whose mission is to provide leadership and a forum for information exchange. Our members are the providers of media and technology support for quality teaching and learning at higher education institutions. Over 700 members represent all sizes of institutions in higher education that provide media/educational technology-related support services, as well as companies providing related products.

**Membership Dues & Eligibility Requirements:**  
**Institutional Membership (individual or group/departmental)**  
 1-2 persons (that provide one or more of the above) \$320.00  
 3-4 persons\* \$240.00  
 5-6 persons\*\* \$160.00  
 7+ persons\*\*\* \$120.00  
 \*Non-student and beyond 5\*  
 \*\*Persons within an institution of higher education who are associated with the support of instructional and promotion technology in a media center and/or technology support service; institutional members shall be entitled to all the privileges of membership.  
**Corporate Membership (individual or group of individuals)**  
 1-2 persons (that provide one or more of the above) \$320.00  
 3-4 persons\* \$240.00  
 5-6 persons\*\* \$160.00  
 7+ persons\*\*\* \$120.00  
 \*Non-student and beyond 5\*  
 \*\*Persons within a corporation, firm, foundation or other entity or an association, religious, ethnic, business or activity in support of the purposes and objectives of CCUMC; its members shall be entitled to all the privileges of membership.  
**Associate Membership (individual only)**  
 Fee: \$320.00  
 \*\*Persons for a public, library, religious, governmental, or other organization not otherwise eligible for other categories of membership. An associate member may not vote or hold elected office, but they shall be entitled to all other membership privileges.  
**Student Membership (individual only)**  
 Fee: \$50.00  
 Any student in an institution of higher education who is not eligible for an institutional membership. A student member may not vote or hold elected office, but they shall be entitled to all other membership privileges.

**Payment Method for Application:**  
 (Payment should accompany membership applications)  
 CCUMC #01-0568235  
 Check  
 VISA  
 Credit Card  
 MasterCard  Visa  Discover

**Membership Benefits:**  
 • Annual Conference & Conference Proceedings  
 • Publications  
 • Journal (College & University Media Research)  
 • Newsletter (JCOM)  
 • Electronic Communications (CCUMC Bulletin)  
 • Annual Report  
 • Member LISTSERV (e-mail list)  
 • Website: [www.ccumc.org](http://www.ccumc.org)  
 • Network of Resources: IT Products, Services & Source Data  
 • Networking opportunities with industry colleagues and other organizations.  
 • Conventions and Interest Groups  
 • Research Grant Award Program  
 • Professional development opportunities  
 • Membership Directory/Handbook

**Membership Application Form:**  
 Card Number: \_\_\_\_\_  
 Expiration Date: CVMH  
 Name on the Card: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Billing Address Line 2: \_\_\_\_\_  
 Billing City, State & Zip: \_\_\_\_\_  
 Authorization Signature: \_\_\_\_\_  
 Please submit application with payment to:  
 CCUMC Executive Office  
 602 E. Richmond Avenue  
 Franklin Hall 0009  
 Indiana University  
 Bloomington, Indiana 47405-1223  
 Phone: (317) 855-0449  
 Fax: (317) 855-2333  
 Email: [ccumc@ccumc.org](mailto:ccumc@ccumc.org)  
 Web site: [www.ccumc.org](http://www.ccumc.org)

**Quote:**  
 "I am an extensive reader of the LISTSERV. To have all the registered in the country. Based on the one LISTSERV has been a boon."  
 \*Note: An application form must be submitted with your membership application.

please visit [www.ccumc.org](http://www.ccumc.org) for more information

## Individual Memberships in 2008-2009

Institutional	648
Corporate	67
Associate	0
Student	0
Life	40
<b>TOTAL</b>	<b>755</b>

## Members by Units in 2008-2009

### Institutions

1-2 Members	162
3-4 Members	48
5-6 Members	23
6+ Members	9
<b>TOTAL UNITS</b>	<b>242</b>

### Corporations

1-2 Members	30
3-4 Members	1
5-6 Members	0
6+ Members	1
<b>TOTAL UNITS</b>	<b>32</b>

## Task Force and Committee Chairs

### Awards/Research

Hunt Conard  
Skidmore College

### Corporate Members

Dan Pyne  
WebCheckout

### Elections

Hunt Conard  
Skidmore College

### Executive Office Management

Hunt Conard  
Skidmore College

### Finance

John S. Fick  
University of Missouri

### Government Regulations and Public Policy

Carleton Jackson  
University of Maryland/College Park

### Membership

Allan Rough  
University of Maryland/College Park

### Professional Development

Jeff Donahue  
Binghamton University

### Program

Brian Burns  
Hampden-Sydney College

### Jane Hutchison

William Paterson University

### Strategic Planning Task Force

Tom Beggs  
University of Georgia

### Conference Planning Handbook Task Force

Derek Toten  
Tulane University

### Interest Group Coordinator

Brian Burns  
Hampden-Sydney College

## 2008-2009 Interest Groups

All five interest groups held sessions at the 2008 Annual Conference at the University of Kansas in Lawrence, Kansas:

Emerging Technologies (moderated by Lloyd Matzner, University of Houston-Downtown), Campus Services (moderated by Joe Hacker, Indiana University), Management

and Administration (moderated by Lisa Stephens, University at Buffalo), Small Institutions (moderated by Pat Poet, York College of Pennsylvania), Collection Development and Management (moderated by Barbara Bergman, Minnesota State University – Mankato).

All sessions were attended fairly well and no concern was raised about disbanding any group due to lack of interest. A summary of the sessions was submitted to The Leader for publication shortly after the conference.

Brian Burns, Interest Group Coordinator

## Government Regulations and Public Policy Committee

The Committee has continued to play an active role regarding copyright related issues on the LISTSERV and at the 2008 Annual Conference in Lawrence, Kansas. Jeff Clark and Brian Burns presented the annual Copyright Update session at the 2008 Conference based on the most recent legislation and judicial decisions regarding copyright. Carleton Jackson tracked related "best practices" activities of colleague organizations like the American Library Association's Video Round Table. Burns and Clark rotated off the committee after the conference and Jackson was appointed Chair.

Otherwise, in the last FY the Committee has been not been especially active as a committee. It was suggested in discussion at the Kansas Conference Copyright Update that this was the time to do a new study or work on behalf of the membership.

Specifically the CCUMC leadership and membership has encouraged the Committee to investigate the wave of "best practice" campaigns by organizations like the Center for Social Media and the American Library Association. These new groups are looking at our guidelines, including our own Fair Use Guidelines for Educational Multimedia, and have criticized many for providing outdated information. In response, the Committee would like to structure a study of our own Guidelines to see whether it is appropriate to revise or repeal the document in the best interest of our own organization.

Responding in part to this interest in copyright laws related to fair use and educational technology, CCUMC members collaborated with other groups in Washington DC this May. Known officially as the Rulemaking on Exemptions from Prohibition

on Circumvention of Technological Measures that Control Access to Copyrighted Works, these hearings were held on two coasts, in Palo Alto, California and DC. This was a proceeding mandated by the Digital Millennium Copyright Act, which provides that the Librarian of Congress may exempt these measures that control access to copyrighted works, including DVDs and software. With approval from the BOD, CCUMC Chair Clark testified on behalf of CCUMC in support of those exemptions that were most relevant to CCUMC member perspectives (educational technology and content). For further information, transcripts and audio of the hearings see: <http://www.copyright.gov/1201>

Carleton Jackson, GR&PP Chair

## Corporate Member Report

The corporate participation in CCUMC remains at a healthy level consisting of just above 10% of the total institutional membership. During 2008-2009, 5 new individual members were added, increasing the number from 59 to 64. The number of corporations represented remains at 29, the same amount from 2007-2008.

In July 2008, Tim Schnabel from Extron Electronics completed his Corporate Member Board of Director's term. Chris Dedrick from

Films Media Group joined the Board, serving alongside Dan Pyne from Web Checkout. With Tim's departure, Dan Pyne has become the Chair of the Corporate Member Committee. Gwen Gerber from BioMedia Associates was asked to serve on this committee and accepted the position.

For the first time, a survey was developed by the Corporate Directors to be distributed at the Annual Conference to get feedback from the vendors about the conference

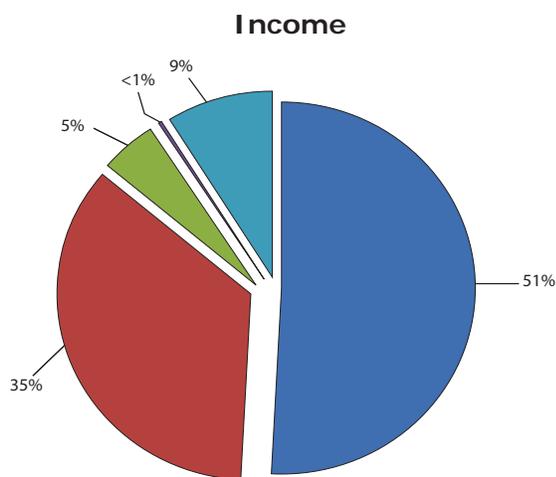
experience and the vendor showcase. We distributed 19 surveys and received back 14, which was a 74% response rate. The feedback has been helpful in ensuring that the board creates a satisfactory vendor showcase experience for all the participants. Another survey is planned for the 2009 Annual Conference in Greensboro, NC.

Chris Dedrick,  
Corporate Director

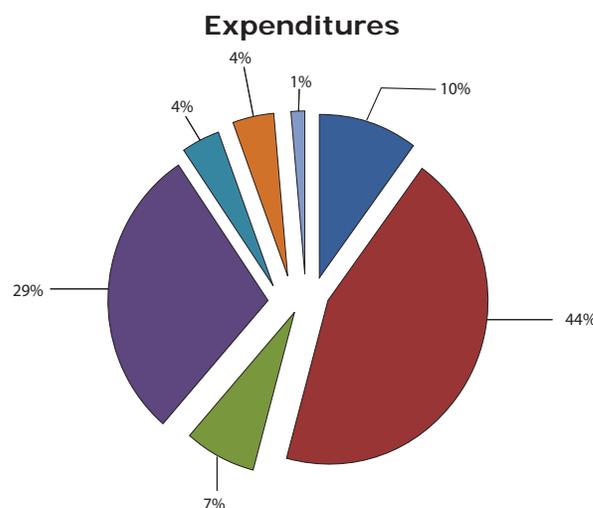


# Financial Report 2008-2009

John Fick, Finance Chair



■ Dues	\$107,575.00
■ Annual Conference	\$74,523.00
■ Interest	\$10,014.98
■ Publications/Materials Sales	\$890.40
■ Conference Sponsorship	\$18,275.00



■ Board of Directors	\$16,557.65
■ Executive Office	\$72,124.35
■ Other Administrative	\$11,732.00
■ Annual Conference	\$47,714.42
■ Committees	\$6,478.30
■ Publications	\$6,616.07
■ Affiliation	\$2,068.84

## Key Events and Decisions - Election Results for 2008-2009

- Accepted proposal from South Texas College to host the 2011 annual conference in South Padre Island, TX.
- Approved funding of two Research Grants: Romana Hughes and Larry Kitchens (Texas Christian University); Ignacio Perez-Ibanez and Mercedes Echevarria (University of Rhode Island).
- Permanently established a \$50.00 discount in conference registration fees for all presenters and panel members.
- Approved free conference registration for National Media Market Director in exchange for free conference registrations to the National Media Market.
- Charged the Professional Development Committee to research hosting a pre- or post-conference session beginning with the 2010 annual conference.
- Approved revisions to the Research Grant announcement.
- Approved revisions to awards guidelines.
- Approved the creation of a CCUMC Facebook Page and Twitter account.
- Approved webinar proposal on lecture capture systems from Professional Development Committee.
- Awarded Life Membership to Robert Murphy.
- Reviewed recommended changes to the Constitution and Bylaws.
- Approved list of 2008 award recipients.
- Approved the 2008-2009 budget.
- Approved slate of candidates for 2009 election.
- Established 2009 annual conference registration fees (with no increase) and registration deadlines.
- Established 2009 conference corporate sponsorship rates (with no increase).
- Established 2009-2010 membership fees (with no increase).

### Election Results for 2008-2009

**President-elect**  
Mark McCallister  
University of Florida

**Treasurer**  
Jim Twetten  
Iowa State University

**Corporate Director**  
Dan Pyne  
WebCheckout, Inc.

**Institutional Director**  
Brian Burns  
Hampden-Sydney College

**Institutional Director**  
Gina Cone Krause  
Seattle Community Colleges TV

**Institutional Director**  
Bruce Ritchie  
Northeastern University



## Annual Conference

The 2008 CCUMC Conference was hosted by the University of Kansas (KU) at the Springhill Suites by Marriott overlooking the Kansas River in Lawrence. The conference theme, "Don't Fence Me In," was chosen to represent the wide-open potential that instructional technologies bring to teaching and learning environments. Many of the sessions were held on campus and conference attendees had several opportunities to explore the KU Unions, bookstores, and museums. In addition, we had excellent weather that encouraged everyone to get out and enjoy strolling along Massachusetts Street, Lawrence's active downtown shopping and dining district.

More than 145 people attended the five-day conference, and 19 corporate members set up displays at the Vendor Showcase to show off their latest-and-greatest. Concurrent sessions included topics ranging from streaming video to classroom support to copyright, and the interest group meetings offered time for networking and problem-solving.

Those attending the opening banquet were entertained by Stan Herd, an internationally recognized crop artist whose "canvases" are sometimes hundreds of acres in size. Kevin Willmott (screenwriter, filmmaker, playwright, actor, and KU faculty member) discussed community filmmaking and showed clips from a couple of his recent movies. His

lunchtime presentation was clearly one of the highlights of the conference for many attendees. Tom Baggs (Crestron Electronics) also made a big hit with his presentation on Evolution (and Greening) of the AV Automation System. Tom is a Regional Development Manager for Crestron Electronics and has incorporated a green thumb in his ability to identify the environmental management role of AV control systems. A slow Sunday morning got rolling with Mike Umscheid, weather forecaster and photographer extraordinaire, discussing the challenges of weather photography and showing many stunning examples of his work. Finally, our last general session speaker, Scott Walker (Waveguide Consulting) explored environmental impact issues in his session, Green AV, focusing on equipment installations and building design.

### Future CCUMC Conference Schedule

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

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

**2011 - October 5-9**  
**South Texas College**  
**South Padre Island, TX**

Of course, it just wouldn't be CCUMC without the Sunday night party. This year, participants got a taste of our famous Midwestern hospitality at the Circle S, a working ranch where the buffalo still roam and the perfect place to feel that "don't fence me in" atmosphere. Entertainment included hiking trails, a bonfire, and hayrack rides. The featured performers, the Alferd Packer Memorial String Band, were followed by a DJ for dancing and karaoke for channeling one's inner rock star.

All in all, the 2008 Annual Conference was a success according to just about any yardstick, and the folks at Instructional Development and Support at KU would like to thank everyone who attended. The work was worth the reward!

### 2008 Conference Summary

**Date:** October 2-6, 2008

**Site:** SpringHill Suites by Marriott of Lawrence

**Host:** University of Kansas

**Attendance:**

Members:	131
Non-Members:	13
Spouse/Partner:	2
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

