

Consortium of
College &
University Media
Centers:
Strategic Plan

2014 -
2019

Executive Summary

Commissioned in October 2012, the CCUMC Strategic Planning Task Force (SPTF) was charged with creating a new strategic plan for the organization covering the years 2014-2019. Higher education and academic technology are in a constant state of flux, resulting in shifts in organizational structure and technology infrastructures. As a means of responding to these changes and maintaining its vitality and relevance, CCUMC reviews and updates its strategic plan on a periodic basis.

Drawing on a wide variety of data, including membership surveys, Board of Directors workshops, membership focus groups, committee activities, and previous strategic plans, this plan synthesizes the collective input of the various facets of the organization into the direction of the organization in the coming years. The scope of this plan includes the CCUMC membership (including individual, institutional and corporate members); inter-relationships to other service organizations (American Library Association, Educause, InfoComm, National Association of Broadcasters, National Media Market, New Media Consortium, Society of College and University Planners, etc.), and various governmental and policy bodies, mostly at the federal level (copyright and telecommunications policy issues).

The following individuals were appointed to serve on the SPTF: Cody Gregg (Chair), Joey Wall, Pat Poet, Mike Doll, Pete Monroy, Chris Dedrick, Hunt Conard, Kirsten Phillips (ex officio) and Aileen Scales (ex officio).

This plan is organized according to Strategic Directions, which serve as directional guides to the organization's planning and decision making over the course of the next several years. Each Strategic Direction also has several attached Intended Outcomes, which provide a more specific picture of the values and priorities of the organization within each Strategic Direction.

The Strategic Directions and Intended Outcomes are organized as follows:

1. Strategic Direction 1
 - 1.1. Strategic Direction 1, Intended Outcome 1
 - 1.2. Strategic Direction 1, Intended Outcome 2
2. Strategic Direction 2
 - 2.1. Strategic Direction 2, Intended Outcome 1
 - 2.2. Strategic Direction 2, Intended Outcome 2
3. Etc.

The Strategic Plan eschews specific, measurable targets and instead focuses on the more general Intended Outcomes. The SPTF recommends that the Board of Directors and Executive Office annually or bi-annually review the Strategic Plan and compose an operational plan with specific, measurable targets. In this way, the organization can maintain flexibility to respond to changing conditions while still remaining true to its mission and overarching long-term strategy.

Strategic Direction Statements with Intended Outcomes

Strategic Direction 1:

1. CCUMC will continually evolve to meet the changing professional needs and challenges facing our membership.
 - 1.1. Review and revise if necessary the CCUMC Mission at least once every 5 years.
 - 1.2. Gather regular periodic feedback from members regarding professional needs and workplace challenges and incorporate feedback into planning and other appropriate activities
 - 1.3. Maintain and review the financial health of the organization to maintain affordability
 - 1.4. Identify and reach out to potential new membership segments as the field of academic technology evolves

Strategic Direction 2:

2. CCUMC will engage in effective communication and productive collaboration, including increasing its involvement in and support of initiatives and partnerships, both internally and externally, to positively promote the mission of the organization and advancement in the field of academic technology in higher education.
 - 2.1. Participate in copyright initiatives
 - 2.2. Participate in learning spaces initiatives
 - 2.3. Participate in joint conference activities
 - 2.4. Pursue partnerships with other complementary organizations
 - 2.5. Promote the Research Grant
 - 2.6. Promote interest groups participation beyond annual conference meetings
 - 2.7. Leverage CCUMC website to enhance communication
 - 2.8. Develop and promote best practices in the field of academic technology in higher education

Strategic Direction 3:

3. CCUMC will provide outstanding and relevant resources and benefits to its members.
 - 3.1. Offer a wide array of outstanding, ongoing professional development opportunities to its members
 - 3.2. Design conference and meeting content to reflect needs of the membership and the profession

- 3.3. Maintain a stable and relevant List-serve
- 3.4. Use website tools to engage members in the organization and provide forums for information exchange
- 3.5. Provide relevant and accessible publications for members

Strategic Direction 4:

4. CCUMC will develop a membership that represents the wide variety of fields, professions, and corporate partners in academic technology in higher education.
 - 4.1. Explore options to promote new membership and retain current membership
 - 4.2. Engage in outreach to related groups, organizations, and professions
 - 4.3. Engage in activities to promote diversity
 - 4.4. Engage with and partner with corporate members
 - 4.5. Explore creation of a marketing strategy that identifies and prioritizes opportunities for promoting and advancing the organization