

CCUMC

Leadership in Media & Academic Technology

2017-2018
**ANNUAL
REPORT**

Looking Ahead

As the Incoming President, I have seen the Board of Directors, Executive Office, Committees, and Task Forces work diligently to create in-person and online events with the sole purpose of information exchange. The President-Elect is charged each year to lead the Program Committee and to work closely with the conference hosts and Executive Office to provide a schedule with professional development activities and opportunities. This year, the conference will be hosted by the University of Utah at the University Marriott in Salt Lake City on October 3 – 6, 2018. As with previous years, attendees will have an opportunity to share ideas, successes, and ask questions during the seven interest group sessions: Leadership, Instructional Design, Diversity and Inclusion, Administration and Campus Services, and two sessions this year focused on Emerging Technologies. There are many CCUMC members involved in the Program Committee dedicated to the planning of the conference each year. From vetting session proposals, to finding keynote speakers, to designing workshops, to building tours and outing activities, the committee puts in many hours of work and support to ensure that we have the best opportunities for our attendees. I cannot thank them enough for their wonderful contributions and hard work. The Program Committee members are: David Akin, Jake Dahdah, Cody Gregg, Chad Hoefle, Rob Hyodo, Katie Kassof, Darrell Lutey, Donnie Merritt, Matt "Q" McQuaig, Kirsten Phillips, Jim Pierrett, Brett Puzey, Jason Railton, Gina Sansivero, Aileen Scales, Casey Sisco, Adam Stewart, and Joey Wall.

The professional development opportunities will not end at the conference. The Professional Development Committee will provide two more free webinars to highlight a technology or leadership topic affecting the membership. This active committee is also working on a Catalyst Series of ten minute videos where members share their technology, best practices, and solutions.

We have many wonderful volunteers filling positions that are crucial to success and sustainability of the organization. The work and dedication to those positions can become taxing on a volunteer. It has also become important to build better continuity between people fulfilling these positions from year to year. Because of this, we will review and evaluate job descriptions within the organization roles to ensure that they are sustainable and continue to support the mission of the organization. We have also spent the last few years reviewing our options for hosting the organization's listserv. Past President appointed a task force in 2017 comprised of Darrell Lutey, Matt "Q" McQuaig, and Dave Test. Their charge was to evaluate different products to replace the current listserv hosted by the University of Florida, and to make recommendations for a product that could be managed by the organization rather than hosted at a member institution. . This task has been a long time in the works and I am very grateful to the efforts of the task force to bring these recommendations to fruition.

Speaking of communications, the Marketing and Communications task force comprised by Joey Wall, Gina Sansivero, Kirsten Phillips, Susan Brower, Sue Parks, and Doug McCartney did a wonderful and thorough job in June of 2018 to bring forth recommendations better communicate and reach our membership. We have started implementing their recommendations and I believe you will see more social media outreach, more focused messages, and better accessibility to the resources CCUMC provides to its membership.

As with previous Presidents, I have become keenly aware of the foundation of hard work that comes out of the Executive Office. We have had a lot of simultaneous "spinning plates," and in all of my requests, Aileen and Kirsten have been patient, and diligent to be sure that deadlines are met with great care and detail. They are extremely dedicated in their work and to the organization, and we as an organization are extremely lucky to have them.

At the heart of CCUMC will always be its membership. It is an organization of volunteers dedicated to sharing ideas, building professional development opportunities, and creating a resource of professional colleagues. We have all experienced change in our roles at our institutions, but the connection to this organization has enabled many of us to navigate those changes a little easier. I am grateful to have the opportunity to foster that mission as my predecessors did before. I look forward to the conference in the near future, and the exciting opportunities in the coming year.

Kathy Dooley, President-Elect

President's Message

Without a doubt, CCUMC has provided me the greatest opportunity for professional growth of any organization of which I have been a member. Every time I attend a conference or webinar, I am in awe of the tremendous sense of camaraderie and fellowship. My time on the Board of Directors and as President has only served to reinforce what I already know: it is the people, the members, of CCUMC that make us special. I count myself very lucky to have been a part of such a special group.

As a volunteer organization, we rely on our members to fuel our engines. In addition to the Board of Directors and officers, CCUMC has many committees, task forces, and other opportunities for participation. I encourage each of you to volunteer and offer your time and expertise to collectively help us all to grow professionally.

The past year has been a year of reflection and change for CCUMC. We began the year with an outstanding conference, hosted by University of Notre Dame, where we had the opportunity to tour truly world-class facilities, attend conference sessions, and meet with our fellow attendees. Our conference saw some changes and departures from the format of previous years. We eliminated Sunday morning sessions to allow attendees the extra time they might need to travel home and begin their week at work on Monday morning. In addition, we changed the organizational sponsor benefits and added Platinum Sponsor sessions to our session offerings. Another very important outgrowth of the conference was a renewed commitment to partnering with our corporate members to use their feedback to improve the conference experience.

Much of our effort with the Board of Directors over the past year has been in searching for ways to restructure the Executive Office and Board Officer duties to make them sustainable and manageable in a volunteer organization. I am happy to say that I leave the Presidency with the organization poised to make very positive changes to the duties of the Treasurer. These changes will give CCUMC much more stability in the long term and leave us a much better organization.

I would like to thank all of those who have helped me along the way. In particular, Aileen Scales and Kirsten Phillips in the Executive Office provide constant, consistent, and often unheralded support. They are true heroes of our organization, and they deserve many more kudos than they receive. In addition, to my fellow Board of Directors members, past and present, I give you my thanks. Most of all, however, I want to thank the membership of CCUMC for entrusting me to be of service to this great organization. I am truly grateful.

Cody Gregg, President

Corporate Member Committee Report

The corporate membership in CCUMC grew more than 10% from the 2016-2017 to the 2017-2018 fiscal year, from 72 corporate members ('16-'17) to 82 ('17-'18). Over 97% of the 2016-2017 corporate members (70 of the 72 renewed in 2017-2018 clearly reinforcing that corporate members see value in their investment in CCUMC.

Matthew Silverman of Crestron Inc. was elected to the corporate committee in July 2018. Gina Sansivero of FSR Inc. will serve as Chair of the Corporate Committee as Rob Hyodo of Winnov Inc. transitions out of this position.

The feedback from the 2017 CCUMC conference sponsor showcase was

reviewed. Many of the gold sponsors felt the inconvenience of being placed on a different level at the Notre Dame venue. The sponsors also felt that the extended day was not well formatted, without dedicated showcase time for attendees the second day was "dead." We reviewed options with board and have sent a "We Heard You" letter with changes being implemented for the 2018 conference. The changes will be evaluated via digital survey.

Sponsor acceptance and priority for the following year has been modified giving first choice to the current year's sponsors. We found this to be helpful in securing sponsors earlier but the

payment terms still proved difficult to enforce. We will try a new tactic for the 2018 conference. We will ask 2018 conference sponsors to sign an "intent to sponsor 2019" to secure sponsorships with a due by payment date of January 31, 2019.

The Corporate Committee will continue to work with the CCUMC Executive Office to encourage corporate members to increase participation within the organization. We will also review and update the Corporate Guidelines and Sponsorship Guidelines and develop a corporate new/re-new member packet.

Gina Sansivero, Corporate Chair

2017 Annual Conference

Crossroads of Technology was a fitting theme for CCUMC 2017 hosted by the Audio Video Technologies Team at the University of Notre Dame. The conference was held at the Morris Inn and McKenna Conference Center on our beautiful campus October 4-7. Our timing for us to host CCUMC worked well since McKenna Hall will be demolished at the end of this year to make room for a new conference center. Three months prior to the conference, we completed the largest construction project in University history - Campus Crossroads, a \$400 million-dollar addition surrounding the football stadium with a new student center, music hall, academic center and ND Studios. We incorporated several technology tours in this new complex into the CCUMC schedule. We were also very excited to be able to host the entire conference on site so we could showcase our campus and the emerging technologies we've incorporated into new buildings and recent renovations.

The exchange of information about the direction, strategies and tactics for designing and supporting AV spaces in higher education is a true benefit of this

conference. Networking with peers from institutions of higher education allows attendees to see what others are doing, and to gather ideas from a variety of institutions. We had sessions in four categories: Leadership & Management, AV Space Strategy & Design, AV Operations and Instructional Design.

Reggie Brooks was our keynote speaker and he gave us a great presentation that tied lessons he learned from legendary Coach Lou Holtz and how it could pertain to what CCUMC members face in our day to day work challenges. We toured the state of the art ND Studios which at the time was the only studio in the country offering a full video over IP solution. We also visited and toured the football stadium, general purpose classrooms, active learning classrooms, student center and landmarks of Notre Dame.

We ended the conference with an ND Tailgate in the stadium concourse featuring the Irish Dance Team, Leprechaun and the ND Cheerleaders. Many thanks to my team to help make CCUMC 2017 a success! We could not

have hosted without the countless hours and enthusiastic attitude to provide a CCUMC experience with Notre Dame Hospitality. I would also like to thank the CCUMC Executive Office. Aileen and Kirsten were a tremendous help from beginning to end. I hope we see all of you in Utah!

Jason Railton, University of Notre Dame

2017 Conference Summary

Date: October 4-7, 2017
Site: University of Notre Dame Campus
Host: University of Notre Dame

Attendance:	207
4K Cabling Workshop:	13
Creating an Enterprise Workshop	19
Proper Image Sizing Workshop	6

Registration Fees:	
Members:	\$590.00
Late Fee:	\$640.00
Non-Members:	\$690.00
Late Fee:	\$740.00
Spouse/Partner:	\$340.00

2017-2018 Board of Directors

President

Cody Gregg
South Texas College

Past President

Doug McCartney
Portland State University

President-Elect

Kathleen Dooley
Midwestern University

Secretary

Brenda White
Washburn University

Treasurer

Don Merritt
University of Central Florida

Director

Darrell Lutey
University of Nevada Las Vegas

Director

Matthew "Q" McQuaig
Santa Rosa Junior College

Director

Regina Greenwood
Texas A&M University

Director

Joey Wall
Marist College

Corporate Director

Rob Hyodo
Winnov

Corporate Director

Gina Sansivero
FSR, Inc.

Executive Director

Aileen Scales
Indiana University, Bloomington

Key Events and Decisions 2017-2018

Executive Office

- Temporary Part-time Hire-Prisma Lopez started in February 2018 to fill-in during Kirsten's maternity leave.

Executive Office Management Committee

- Throughout the year, EOMC explored options to enlist the expertise of an outside management company to take on some of the Executive Office and Treasurer responsibilities. Notre Dame expressed interest in hosting the Executive Office. A motion was made and approved for the Executive Office to obtain a quote from the bookkeeper and present it to the BOD at the March 27th meeting.

Constitution and Bylaws Review Task Force

- The task force will review the Constitution and Bylaws and present to the BOD by July 1st, 2018. Any changes will require a vote by membership at the 2018 conference. Membership will receive recommendation details 30 days in advance of the conference voting.

Membership

- Membership survey was conducted March - April 2018

Professional Development

- Mark Ramsden, Le Moyne College, stepped down as chair.
- Michael Bachman, Towson University, and Katie Kassof, American University, were appointed as co-chairs.
- Marie Evans, South Texas College joined the committee as a at-large member.

CCUMC at UBTech17

- CCUMC members presented five different sessions in Las Vegas.

Marketing and Communications Task Force

- Created in April 2017 to identify ways to increase member participation
- The Marketing and Communications Task Force recommended changes to the position descriptions for Corporate, Institutional, and Social Media positions.

Listserv Task Force

- Led by Darrell Lutey. Reviewing options to replace existing listserv. 25 Beta testers for Groups.io including current and future board members.

Individual Memberships in 2017-2018

Institutional	752
Corporate	82
Associate	0
Student	1
Life	45
Retiree	1
TOTAL	880

Members by Units in 2017-2018

Institutions

1-2 Members	91
3-4 Members	48
5-6 Members	30
7+ Members	21
TOTAL UNITS	190

Corporations

1-2 Members	32
3-4 Members	2
5-6 Members	0
7+ Members	1
TOTAL UNITS	35

2017-2018 Task Force, Committee Chairs and 2017-2018 Election Results

Awards

Doug McCartney
Portland State University

Corporate Members

Rob Hyodo
Winnov

Elections

Doug McCartney
Portland State University

Executive Office Management

Doug McCartney
Portland State University

Finance

Don Merritt
University of Central Florida

Government Regulations and Public Policy

Anthony Helm
Dartmouth College

Professional Development

Michael Bachman
Towson University

Katie Kassof
American University

Program

Cody Gregg
Del Mar College

Interest Group Coordinator

Darrell Lutey
University of Nevada Las Vegas

Election Results for 2018-2019

President-Elect

Kathleen Dooley
Midwestern University

Secretary

Anthony Helm
Dartmouth College

Institutional Director

Katie Kassof
American University

Corporate Director

Matthew Silverman
Crestron Electronics

Professional Development Committee

The Professional Development Committee meets regularly and is tasked with creating development opportunities for its members outside of the annual conference. Two primary member services are managed by the committee: webinars (2) each year, and the Catalyst program.

assistance provided by Aileen Scales, Kirsten Phillips who attend all meetings, handle external communications, surveys, etc. and generally keep us on track. Also appreciated during Kirsten's leave was the help provided by Prisma Lopez-Marín who filled in at the Executive Office.

Both webinars went well with great feedback on both. Multiple locations had "watch parties" where a small group watched the webinar together, so bringing that social aspect and encouraging viewing the webinars in that way is important to promote going forward.

Committee membership

The committee is currently led by co-chairs Katie Kassof and Michael Bachman, and has six members, along with Aileen Scales and Kirsten Phillips. The current members and year of appointment are as follows. Mark Ramsden (2011), Michael Bachman (2013), Katie Kassof (2015), Scott Deetz (2015), Regina Greenwood (2017), and Marie Evans (2017).

Anthony Helm, Kevin Huffaker, and Kathy Dooley resigned this year due to other commitments, and their service was much appreciated. We wish them well. Replacements are a definite need—and possible growth since two of the committee members also serve in CCUMC board capacities and their time is more limited.

We're grateful for the highly skilled

Webinars

For the 2017-18 year, the committee hosted the following webinars:

- On February 27, 2018 we hosted the "User-Centered Communication Techniques: Keeping Your Audience Informed" webinar presented by Jen LaGrange from Texas State University that provided insight into building communications plans, reaching out to large audiences, best practices for writing documentation, and much more.
- On July 17, 2018 we hosted the "Active Learning Classrooms: Evolving the Learning Environment" presented by Dr. Marie Evans and Dr. Sandra Ledesma from South Texas College which explored learning space design to maximize student success, faculty engagement, and supportability.

Catalyst

This year the committee has worked hard developing guidelines for submission and redefining the requirement for our catalyst series (as reported in our March meeting). We developed a video submission review worksheet and have reviewed seven catalyst video submissions.

We have performed some work on the six-month plan proposal, but the webinar focus takes a lot of effort from a volunteer group. Again, expanding the number of members on the Professional Development Committee to perhaps specialize and help grow this mission item is something to consider.

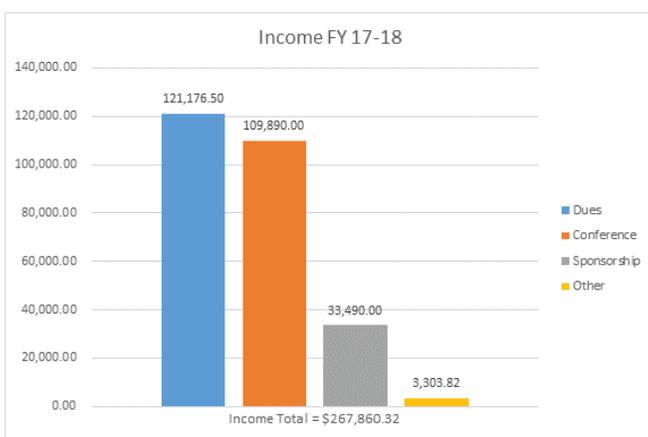
The committee continues to meet, and this fall, will focus on the Catalyst series. In late fall and after the conference, we will begin exploring ideas for 2019 webinars.

Michael Bachman and Katie Kassof
Professional Development Chair

Financial Report 2017-2018

Don Merritt, Finance Committee Chair

Income



Expenditures

