

# CCUMC

Consortium of College and University Media Centers

## 2006-2007 ANNUAL REPORT

### Looking Ahead

As president-elect for a partial term after the resignation of Aileen Scales, I have been working closely with the Executive Office Management Committee and the Executive Search Committee to recommend a new Executive Director and establish a new Executive Office location. I am pleased that Aileen Scales has agreed to be our new Executive Director, and that Indiana University-Bloomington will be the site of our Executive Office. Iowa State University has agreed to extend the contract for our old Executive Office location until December 2007. This will allow us the necessary time to make the transition to our new location.

As I move into my new role as president, I pledge to work with our membership to keep CCUMC a dynamic organization. My first priority is to orchestrate a seamless move of our Executive Office from Iowa State University to Indiana University. We will maintain our Iowa address through the October conference, and then mailings will shift to Indiana. Likewise, we will need to coordinate the moving of our servers (web, LISTSERV, etc.) in a manner that least impacts the membership.

Most of you should have been asked to access our new web site to verify your personal information. This site is in beta testing, but once we update all the information and have everyone access his/her information, we will bring it up live in Indiana. The web design staff at North Texas University has done a great job turning our requests and suggestions into a well-designed site.

The Strategic Plan will need to be updated for the 2009-2012 calendar years. I will be appointing that task force to review our mission and make recommendations. My goal is to have this document in place by January 2009. I will also be creating a Conference Planning Handbook Task Force to review and update the conference planning handbook originally prepared by Jeff Donahue. The task force will be directed to create a process for the annual updating of that document.

The program committee is planning a great conference in Gainesville, Florida for October 2007. Our host will be Mark McCallister at the University of Florida. Please don't miss it!

This year will bring many challenges and changes, but I am confident that those who have volunteered their time to the various committees, boards, and task forces will lead us wisely. Please consider joining them as we work together to guide CCUMC into the future.

Hunt Conard, President-Elect

### President's Message

As I reflect on the past year, I breathe a sigh of relief and give thanks that CCUMC has continued to grow and prosper in a time of great change. In what could have been a period of uncertainty following the death of Executive Director Don Rieck, many individuals contributed countless hours of their time to keep the organization on track. Committee and task force members and chairs, board members and officers, and active members across the organization all played a part in keeping CCUMC moving in a forward direction. I am thankful for all of their work and support, and I am pleased to say that we have moved into a new era of exciting opportunities.

The moving of the Executive Office from Iowa State University to Indiana University and the hiring of Aileen Scales as our new Executive Director are exciting developments for CCUMC. Aileen is a long-time, active CCUMC member and has also served as a committee and task force member, director, treasurer, and president-elect. Her vast knowledge and experience ensures that CCUMC will continue to have a strong Executive Office and a great leader at the helm. I am also thankful to Aileen for her service as president-elect and chair of the Executive Office Management Committee before she offered her name as an Executive Director candidate. Hunt Conard then took over those duties and conducted a very effective and successful process to recommend hiring Aileen as Executive Director and to negotiate an agreement with Indiana University to host the Executive Office. While Aileen's new position really began at the close of my time as president, the process to get there took up most of the months of my term. It is good to move into the past-president position knowing that we are in excellent hands!

I must also extend a heartfelt thanks to Mary Anderson, CCUMC Executive Assistant, and CCUMC members Jim Twetten, Matt Darbyshire, and Julie Hanson at Iowa State University for all of their help in keeping the Executive Office running smoothly. Mary has been a loyal CCUMC employee for several years, and we are very lucky to have had her in the office during this transition period. When the office moves to Indiana, Mary will remain in Iowa to devote her time to personal endeavors that will certainly include her husband John, her beloved Bernese Mountain dogs, knitting, gardening, and her new grandson. We thank Mary for her years of assistance and we will miss her greatly!

Many activities come to mind as I look back through my calendar. We had a great conference in Austin, TX that was very capably hosted by Texas State University and St. Edwards University. Michael Farris, Patrick Iglehart and their staffs did a superb job all around. The CCUMC Website Task Force in moving into their final preparations of the new site, and I am excited about the possibilities that this will bring us. Our publications and information exchange methods will change somewhat with the new Website as well. Task forces, interest groups, and committees continued to do much of the work needed to keep CCUMC on track.

As I look ahead to the coming months, I am certain that CCUMC will be in great hands and will continue to grow and thrive. We are on the threshold of a new and exciting era for the organization. Dedicated Board members, committee members and chairs, interest group leaders, publication editors, and interested members everywhere will make sure that CCUMC will be a leading professional organization in the field of instructional technology application and support.

Jon McKamey, President

# Publications Advisory Board Report

The Publications Advisory Board (PAB) oversees CCUMC's regular print and electronic publications, which includes: the *College and University Media Review*, *Leader*, *Proceedings*, the web site and the *Organizational Bulletin*. There have been significant changes over the past year in our publications, with continued revisions that will be carried out in the coming year.

A Focus Group was conducted at the CCUMC Fall Conference on October 15, 2006 to explore the effectiveness of past and present CCUMC publications so that we may be more effective in the future. Twelve individuals were randomly selected to participate. Debra Mandel, Northeastern University served as note-taker. The information gained from the conversations helped the PAB redefine CCUMC publications.

Results indicated that our publications, in general, are of value to the members; the LISTSERV is useful, along with the addition of the digest format. The print *Proceedings* are invaluable, but the CD version was deemed not as helpful. The *Leader* needs to be reworked and put in a print format and used as a marketing tool. The revised web site will be a welcome addition, along with a members' only section. The membership directory is helpful, but needs to be searchable; an electronic version would be acceptable.

The *Review* is important for the membership, as it demonstrates our professional stance to the community. As a result, recommendations were presented to the Board of Directors and changes will be implemented in the coming year.

Dickie Cox (University of Alabama) the 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 Laboratory and the beta version was reviewed by the Board of Directors. CCUMC members' were provided access and asked to log-in to update their contact information and password. Dickie is currently exploring the new features for content management.

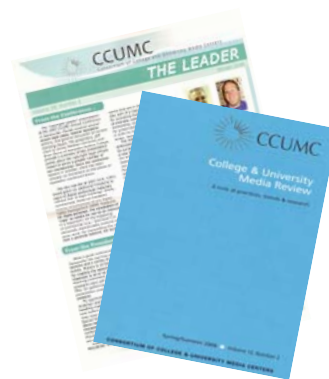
The *College and University Media Review*, under the new leadership of Mary Laskowski (University of Illinois, Urbana-Champaign) started her term prior to July 1<sup>st</sup>, so that work could begin on the latest issue. Jeff Clark (James Madison University), the former *Review*, editor is completing his term with volume 12, no 2. New associate editors were appointed prior to the end of the year to assist Mary and active solicitations are being sought for appropriate articles.

Jane Hutchison served as the interim editor of the *Leader*, due to the resignation of Jeff Keezel. Lyn

McCurdy (Wittenberg University) and Mary Griffis (University of Central Missouri) also assisted.

Robert Murphy (William Paterson University) continued to serve as the *Proceedings* editor. The print copy was distributed to all annual conference attendees and the CD-ROM version was sent to all CCUMC members. Thanks to Bob and to Stephen Hartner (Pearson/Prentice Hall) who assisted in the layout and design.

The *Membership Directory* was distributed this year in CD-ROM format. The *CCUMC Organizational Bulletin* was sent to all members electronically, containing timely information and updates. They were sent out twice over the past year.



## Board of Directors

### President

Jon McKamey  
Cincinnati State Technical and  
Community College

### Past President

Matt Darbyshire  
Iowa State

### President-Elect

Hunt Conard  
Skidmore College

### Secretary

Sue Parks  
University of North Texas

### Treasurer

John S. Fick  
University of Missouri

### Director

Tim Schnabel  
Extron Electronics, Inc.

### Director

Diane Bilello  
Films Media Group

### Director

Mark Pike  
Kent State University

### Director

Tom Beggs  
University of Georgia

### Director

Hunt Conard  
Skidmore College

### Director

Robert Schmitt  
Portland Community College

### 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 has been actively involved in membership recruitment, annual conference promotion and networking opportunities. The committee worked hard to promote the 2006 conference. In conjunction with the Program Committee, an ad was created to promote the 2006 Fall Conference in two publications, *EDUCAUSE Review* and *T.H.E. Journal*. The dates were also published on the event calendars of *Campus Technology* and *University Business* magazines, as well as on the "Yahoo Technology Directory".

The committee utilized several networking opportunities this year. They managed the CCUMC booth

at InfoComm 2007 in Anaheim, California. Several CCUMC members volunteered to staff the booth. Members of the committee also hosted a booth at the Florida Educational Conference and the National Systems Contractors Association (NSCA) Expo. All were invaluable experiences for the organization, as we were able to establish several new contacts.



### Individual Memberships in 2006-2007

Institutional	641
Corporate	72
Associate	1
Student	0
Life	38
<b>TOTAL</b>	<b>752</b>

### Members by Units in 2006-2007

#### Institutions

1-2 Members	206
3-4 Members	46
5-6 Members	17
6+ Members	3
<b>TOTAL UNITS</b>	<b>272</b>

#### Corporations

1-2 Members	37
3-4 Members	0
5-6 Members	1
6+ Members	1
<b>TOTAL UNITS</b>	<b>39</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

Matt Darbyshire  
Iowa State University

### Elections

Matt Darbyshire  
Iowa State University

### 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

Aileen Scales  
Indiana University

Mark Pike  
Kent State University

### Corporate Members

Tim Schnabel  
Extron Electronics, Inc.

## 2006-2007 Interest Groups

During the fall 2006 CCUMC Conference the Interest Groups (I.G.) sessions were well attended and well received. Each Interest Group chair wrote a summary of his/her session and submitted it to Robert Murphy for inclusion in the final 2006 Conference Proceedings. The IG Coordinator submitted a summary of the Interest Groups meetings that was included in the winter 2007 *Leader* (Vol. 35, No. 2).



Management and Administration I.G. was called to order by Jim Twetten, with 75 attendees. The discussion at the session centered on the following topic: "Does your campus have a process for adoption of new technologies? Further, does your institution have a process for identifying needs; getting institutional buy-in; and deciding whether or not to standardize on technology?"

Collection Development and Management I.G. was called to order by Brian Burns, with 21 attendees. The discussion started, and predominantly stayed with, the topic of streaming and downloaded video in the collection and how these collections were being built and managed.

Small Institutions I.G. was called to order by Patricia Poet, with 30 attendees. The session outlined the challenges unique to smaller schools, while searching for ways to help meet those challenges, and explored the role CCUMC can play in these areas. Starting points of the discussion included: personnel matters, budgeting, and workspaces.

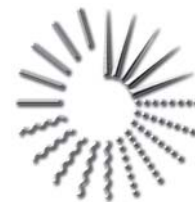
Emerging Technologies I.G. had two breakfast sessions. The first session was called to order by Mark Pike, with 66 attendees. The goal for that session was to identify topics to discuss during Sunday's concurrent session. He then broke the audience into 8 small groups requesting that they identify the various technologies in which they were interested. The second session was called to order by Tom Beggs, with 80 attendees. The primary topics for the day's session including 16:9, various costs to migrate to 16:9, HD video conferencing, HD distribution on campus, IPTV, and re-cabling from the head end to the classroom.

## Web Site Redesign Task Force

During 2006-07, the Web Site Redesign Task Force met on several occasions with The University of North Texas' Multimedia Development Lab to draft the planning documents for the creation of the new CCUMC web site. The working documents, plans, and strategies were generated by the task force working with UNT and the board approved those measures.

By early 2007, the site contents were transmitted to UNT by the task force. By late spring, a beta site was launched and CCUMC members were encouraged to log into the site and provide feedback. The site is nested within a Drupal content management system. This will allow CCUMC to manage dynamic content on a regular basis.

By early summer 2007, it was clear that the new server would be moved to the new location of the Executive Office. The task force decided that the site should go live after the move of the server and the annual conference.



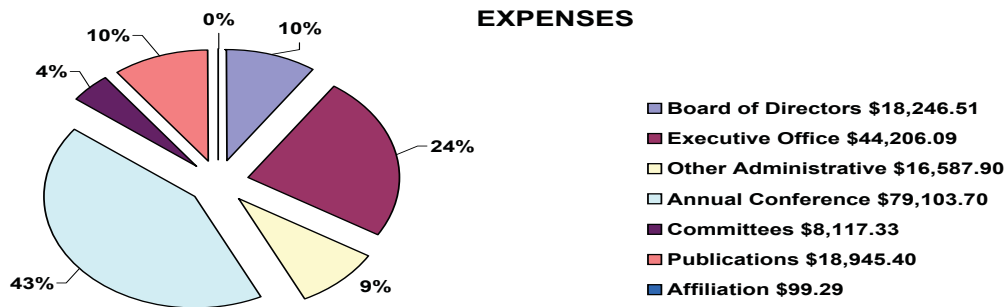
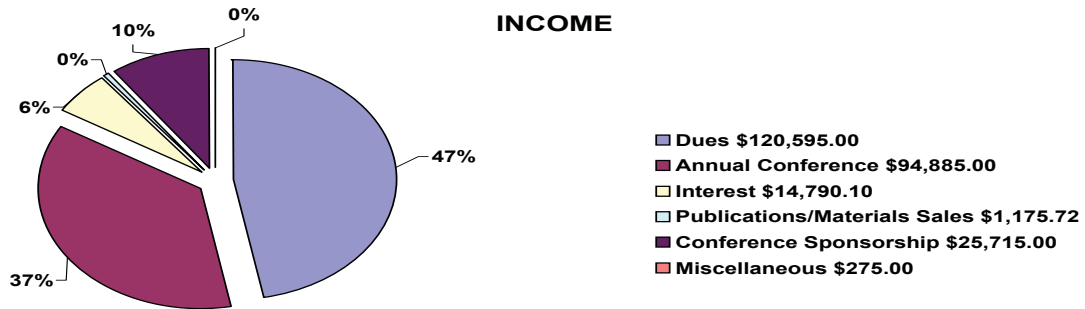
## Executive Office Management Committee

The Executive Office Management Committee (EOMC) has been directing the Executive Office until the appointment of a new Executive Director. They have been working closely with Mary Anderson in the CCUMC Executive Office, as well as with President Jon McKamey and Treasurer John Fick to ensure that operations continue in an effective and efficient manner. The EOMC also coordinated the search for our Executive Director, and is pleased to have Aileen Scales (Indiana University) agree to fill that post.

Some of the principal activities managed by the EOMC included the following:

- Conducted the Search for the Executive Director and recommended Aileen Scales as our selection to the Board of Directors. The Board unanimously accepted our recommendation.
- Negotiated and signed an agreement for Iowa State University to continue hosting the Executive Office through December 2007.
- Negotiated and signed an agreement with Indiana University, Bloomington to host our new Executive Office through June 2008.
- Assisted with Executive Office communications and contacts, financial transactions, and contracts.
- Presented four future conference sites to the Board of Directors with recommendations. The Board selected the following sites:
  - 2008 Lawrence, Kansas hosted by Susan Zvacek of University of Kansas.
  - 2009 Greensboro, North Carolina hosted by William Brown of Elon University.
- Contracts were signed for the 2008 conference in Kansas and the 2009 conference in North Carolina.

# Financial Report 2006-2007



## Key Events and Decisions - Election Results for 2006-2007

- Revised annual conference corporate sponsorship levels and guidelines.
- Revised name of the CCUMC Research Award to the CCUMC Research Grant.
- Revised funding guidelines for CCUMC Research Grant.
- Named 2007 Research Grant in honor of Ruth Southard.
- Named 2008 Research Grant in memory of John Wolf.
- Increased the maximum reimbursement for board members attending stand-alone board meetings.
- Reviewed recommended changes to the Constitution and Bylaws.
- Revised procedures for conducting electronic board meetings.
- Established an Identity Task Force to review the CCUMC mission and name.
- Approved 2006-2007 budget.
- Approved slate of candidates for 2007-2008 election.
- Approved recommendations of the web site Update Task Force for ongoing web server configuration and maintenance.
- Authorized Membership Committee to exhibit at the National Systems Contractors Association (NSCA) Expo.
- Authorized CCUMC Historian to begin pilot project to digitize documents and photos.
- Approved recommendation to offer Executive Director position to Aileen Scales, Indiana University.
- Authorized Government Regulations & Public Policy Committee to send a letter to members of the House Committee on the Judiciary in support of H.R. 5439, the Orphan Works Act of 2006.
- Established 2007 annual conference registration fees and registration deadlines.
- Approved \$50.00 discount in conference registration fees for all presenters and panel members.
- Accepted proposal from the University of Kansas to host the 2008 annual conference in Lawrence, KS.
- Accepted proposal from Elon University to host the 2009 annual conference in Greensboro, NC.

### Election Results for 2006-2007

#### President-elect

Jeff Clark  
James Madison University

#### Treasurer

John Fick  
University of Missouri

#### Corporate Director

Diane Billello  
Films Media Group

#### Institutional Director

Brian Burns  
Hampden-Sydney College

#### Institutional Director

Dickie Cox  
University of Alabama

## Government Regulations and Public Policy Committee

The Government Regulations & Public Policy Committee (GR&PP) composed a letter to the House of Representative Committee on the Judiciary on behalf of CCUMC, in an attempt to persuade the Representatives to consider a stand alone bill on orphan works. A similar bill was proposed in 2006 and died as the Congressional session ended. We believe that a more comprehensive

copyright bill may be proposed. We also believe that any comprehensive bill dealing with copyright has a much higher chance of defeat than a stand alone OW bill since there will be much more opposition from the MPAA and the RIAA on a comprehensive bill. At the time of this report, we had not received any feedback from the Judiciary Committee and there was no

formally proposed orphan works bills. The GR&PP Committee has continued to play an active role regarding copyright related issues on the LISTSERV, produced an article for the "Leader" (winter, 2006), and one member (J Clark) presented a copyright update at the 2006 Annual Conference in Austin, TX.

## Annual Conference

The 2006 CCUMC Annual Conference was hosted by St. Edward's University and Texas State University-San Marcos. The conference was held in Austin, Texas, known as the "Live Music Capital of the World."

The opening banquet was held at the Omni Hotel's Capital Ballroom. Attendees were treated to a musical performance and presentation by Gary Hartman, Terri Hendrix and Lloyd Maines. On Friday, Hamilton Beazley, St. Edwards University, gave a keynote address on techniques to enhance creative intelligence.

More than twenty general and concurrent sessions covered an array of topics, including: game design, copyright issues, learning resources, instructional technology best practices, management of digital resources, reorganizing AV services and media center leadership. The CCUMC Interest Groups also met during the conference.

There were fourteen corporate sponsors that graciously participated in this year's conference. Platinum sponsors were: AMX, Crestron, Films Media Group. Gold Sponsors were: Extron Electronics, SPL Integrated Solutions. Silver sponsors were: Epson, Euro Design Systems, KlassTech, Medianet, Princeton Server Group, Troxell Communications Inc, Turning Technologies LLC, WebCheckout and Wireless Computing.

### Future CCUMC Conference Schedule

2007 - October 18-22  
University of Florida  
Gainesville, FL  
2008 - October 2-6  
University of Kansas  
Lawrence, KS  
2009 - October 15-19  
Elon University  
Greensboro, NC

### 2006 Conference Summary

**Date:** October 12-16, 2006

**Site:** Omni Hotel  
Austin, Texas

**Hosts:** St. Edward's University  
Texas State University-  
San Marcos

**Attendance:**

Members:	183
Non-Members:	20
Spouse/Partner:	6
Other:	0
<b>TOTAL:</b>	<b>209</b>

**Registration Fees:**

Members:	\$495
late fee:	\$545
Non-Members:	\$545
late fee:	\$595
Spouse/Partner:	\$250
Walk-in:	\$695

