

Looking Ahead

This year, I've had the pleasure of serving as CCUMC's President-Elect. My primary focus has been chairing the Program Committee that's planning the upcoming CCUMC Annual Conference. We'll be returning to Portland, Oregon, the site of our 2005 conference. Portland was a great conference location in 2005 and I think you'll agree that it's only gotten better since then.

I want to thank the Program Committee for doing a tremendous job in putting together the conference schedule. You'll have plenty of opportunities to network and socialize with colleagues, which is rewarding both personally and professionally. Our Portland State hosts will be leading campus tours as well as helping identify some of the unique attractions of Portland that you can enjoy during your visit. For our evening out, we'll be going to the Oregon Museum of Science and Industry where you can take in the exhibits, have dinner, listen to music by a local band, and enjoy the view of the city lights and the river.

Nowhere is CCUMC's commitment to professional development more evident than through the conference program. We had an unusually large number of program proposals this year and that gave the Program Committee the ability to schedule more sessions than at past conferences. The sessions also cover a wider range of thought-provoking topics and the latest technologies.

This past year saw the introduction of CCUMC's new web site. You'll see lots of features to help members stay in touch and share information on a wide range of topics and issues so be sure to check it out. And CCUMC continues to play a significant role in the development of FLEXspace (the Flexible Learning Environments eXchange), the online database of information on learning spaces and best practices in the design of active learning environments.

CCUMC is fortunate to have so many dedicated members who volunteer to serve the organization on various committees and task forces. As we start a new year, I hope that all of you, especially some of our newer members, will take advantage of the opportunity to participate. We also want to encourage retirees to stay active in CCUMC. The Board of Directors recently instituted a retiree membership category at a reduced rate and we hope to see more of our retired colleagues continue their involvement.

As I move into the role of President this coming year, I look forward to working with the Board of Directors on several key initiatives. A new Strategic Plan is being developed and will need to be implemented. We also want to increase our membership as well as reach out and build stronger relationships with other organizations that are important to our members.

This will be an exciting year for CCUMC and I'm proud to be part of such a wonderful group of professionals.

Sue Clabaugh, President-Elect

President's Message

As CCUMC President, I realized how important it is to have really good people to work with and that's exactly what I found at every Board meeting, both online and face-to-face. Thanks to web conferencing technology, we can meet and get much of our necessary discussions covered, but the face-to-face time is when the bonding takes place. If you have looked at the CCUMC Facebook page (<https://www.facebook.com/CCUMC>), you'll see photos of the Board members. These people are your FRIENDS! They are a wonderful group of people who work very hard for you and are eager to do their best. I am proud to say that I was President of CCUMC!

I'd like to especially thank the following people: Past President, Sue Parks, for her wonderful advice and guidance; Pat Poet for being such a wonderful Secretary that she is now President-Elect for FY15; John Fick for his superhuman accounting capabilities as Treasurer, Aileen Scales for her steady guidance even as she endured personal sorrow on the home front, and all the rest of the Board members, Sue Clabaugh, Ken Mangum, Robert Schmitt, Jim Pierret, Susan Brower, Doug McCartney, Joey Wall, and Lyn McCurdy for their steadfastness and great humor in working throughout this past year.

The Membership Committee started working on identifying membership benefits in 2013 and finalized those in 2014. Membership benefits are numerous and worthy of consideration by all prospective new members. They include having access to CCUMC *Proceedings*, webinar recordings and discounted rates at the conference (among many others). Please see the new website for what those are. Thanks go out to Susan Brower and her committee who worked on clarifying and developing even more benefits. Thanks also go out to the Corporate Membership Committee who worked in conjunction with the Executive Office to develop more beneficial sponsorship levels for our corporate members.

The new website was launched with many more benefits to members. Now, members can gather in a discussion forum online for each of their groups. They can use Social Media such as Facebook, Twitter, Flickr, Linked In, and YouTube to enhance their communication. The new website is becoming a focal point for CCUMC'ers and it's up to us to continue the connection. Thanks especially to Kirsten Phillips for implementing the new website once the AMS Committee narrowed it down.

The Constitution and Bylaws Committee reviewed the Constitution and Bylaws after the last review in 2009, bringing them both up-to-date. One of the big changes resulted from a new membership category being added, "Retiree", with reduced rates and added benefits for those CCUMC members now in the process of retiring or soon to retire. Please consider staying with CCUMC if you are retired or thinking about it as your expertise is of great value to the rest of us.

As President, I was able to attend the SCHOMS conference at the University of Exeter in England. SCHOMS is CCUMC's equivalent in the United Kingdom. They face the same issues we face and their knowledge and experience is of value to us as ours is to them – an exchange of information and assistance across the "pond". In this next year, CCUMC will look at developing a substantive relationship with SCHOMS that can benefit members on both sides.

My year of Presidency flew by, but I will still be active as Past-President as CCUMC moves into the new year. CCUMC had a great year in 2013-2014 and more is yet to come in the new year.

Sandie Miller, President

Publications Advisory Board Report

The Publications Advisory Board is charged to implement, manage, and review all official publications of the Consortium of College and University Media Centers. This includes the *Leader* (newsletter), the *Proceedings* (conference material), the *College and University Media Review* (our professional journal related to media issues in higher education), and the CCUMC web site. We continually analyze CCUMC publication needs in order to set and achieve publication goals.

In progress last year at this writing, CCUMC has completed its move to a new administrative management system at yourmembership.com. Along with a "back-end" that helps the Executive Office manage association business like recording and tracking membership status and dues, etc., the "front end" includes the location for our new web site and now our annual conference *Proceedings*.

The *Leader*, our newsletter published in the fall, spring and summer, provides information of interest about the organization, as well as short articles and other features. The annual conference is the theme for our fall issue, while our spring issue always touches on copyright plus other content. Publication schedule is current.

The *Proceedings* documents the annual CCUMC conference by providing attendees and members with conference-related material. This fall will be the fourth time we provide conference materials online.

Fortunately, this year's Conference *Proceedings* will be hosted on the new CCUMC website, resulting in a cost savings and allowing more control over the "look" of the content. It will also obviate problems associated with dealing with an outside vendor. Conference materials, including

presentation handouts and presentation files, will be available for attendees to review during and after the conference.

The *College and University Media Review*, published since the early 1990s, has been our peer-reviewed, professional journal that included articles focused on media and technology and related research, instructional development, and management and supervision, as related to the operation of instructional support service units, and media collections in higher education. Because of a lack of article submissions and a desire to focus more resources and attention on the association's online presence, the Board of Directors, at their summer 2014 meeting, voted to suspend publication until a more workable publication scenario can be developed.

Lyn McCurdy, PAB Chair

Corporate Member Committee Report

Ken Mangum, Extron Electronics, was reelected for his second term as one of two Corporate Board members. Robert Schmitt, Cochran Inc., is currently completing his first term on the Board.

The corporate participation in CCUMC represents just under 10% of the total institutions during the 2013-2014 fiscal year. Total corporate membership was 63 individual members from 33 total corporations, bringing a diverse range

of products and services to the CCUMC membership.

The committee is working on creating guidelines for corporate members usage of the CCUMC LISTSERV.

The committee also collaborated with the CCUMC Executive Office to streamline the corporate sponsorship levels for the annual conference, eliminating the silver level. There are

now two levels: platinum (\$5200) and gold (\$2500).

The committee will continue to work with the Executive Office to encourage corporate members to take great advantage of the CCUMC website and increase their participation within the organization.

Ken Mangum, Corporate Director

Board of Directors

President

Sandra Miller
William Paterson University

Past President

Sue Parks
University of North Texas

President-Elect

Sue Clabaugh
University of Maryland, College Park

Secretary

Pat Poet
York College of Pennsylvania

Treasurer

John Fick
Life Member

Director

Susan Brower
Loyola University New Orleans

Director

Joey Wall
Marist College

Director

Jim Pierret
Carleton College

Director

Doug McCartney
Portland State University

Corporate Director

Ken Mangum
Extron Electronics

Corporate Director

Robert Schmitt
Cochran Inc.

Executive Director

Aileen Scales
Indiana University, Bloomington

Editor-in-Chief

Lyn McCurdy
Whittenberg University

Membership Committee

The Membership Committee had some changes in membership over the past year. Susan Brower, Loyola University New Orleans, became the Chair and we added new committee members, as well.

Following are notable activities and achievements during the past year:

- Worked with the CCUMC Board of Directors (BoD) to clarify member and non-member benefits. Upon our recommendation, in order to help attract new members at the annual conference, the BoD adopted the practice for non-members to receive the same presenter and hotel discounts that members receive.
- At our request the CCUMC Executive Office (EO) added a listing of the dates and locations of all CCUMC Annual Conferences that have taken place since 1971. This gives potential members an idea of our significant history.
- We engaged in a phone-calling

project to make personal contact with new members. Personal relationships are a hallmark of CCUMC. Through these calls, we provided important information that often the new member was not aware of, we updated member information where needed, and we talked with them about the annual conference and encouraged them to go. One committee member shared: "... I enjoyed talking to a number of these people; we compared notes on our institutions. A number of people went to the conference and were still jazzed by the experience. All in all it was a good experience for me also."

During the upcoming year we will phone institutions and corporations that did not renew their membership during the 2013-2014 year, to collect data regarding their reasons for non-renewal (budgetary reasons, or, if CCUMC no longer addresses their needs). We hope that this data will help inform our membership outreach efforts.

Susan Brower,
Membership Committee Chair

Individual Memberships in 2013-2014	
Institutional	730
Corporate	63
Associate	0
Student	0
Life	42
Retiree	1
TOTAL	836
Members by Units in 2013-2014	
Institutions	
1-2 Members	125
3-4 Members	55
5-6 Members	24
7+ Members	15
TOTAL UNITS	219
Corporations	
1-2 Members	30
3-4 Members	3
5-6 Members	0
7+ Members	0
TOTAL UNITS	33

Professional Development Committee

Since our last report, Doug McCartney, Director of Instructional Technology Services joined the committee. Also, Mark Ramsden, Instructional Technology Consultant from Le Moyne College agreed to assume the committee chair position and is working with Kathy Dooley toward a smooth transition. We're intrigued by the possibilities offered by the new portal and will explore that tool through the next year.

On February 28, 2014 the committee hosted a one hour webinar

titled "Copyright Updates" which featured CCUMC members Anthony Helm, Dartmouth College and Jane Hutchinson, William Paterson University as presenters. The webinar was moderated by Lindley Shedd, University of Alabama and survey responses were positive. The archived recording of this webinar is available in the portal library.

The planned "Collaborative Learning" webinar scheduled for July 23, 2014 was canceled in large part due to last minute schedule conflicts and

continued difficulty locating subject matter experts. The committee will begin meeting and planning for 2014-15 activity soon and we'll re-visit this relevant topic. Goals for this webinar include:

- Describe purpose, value and benefits of collaborative learning
- Describe strategies for collaboration in instructional design
- Provide examples of technology serving collaboration

Mark Ramsden,
Professional Development Chair

Task Force, Committee Chairs and Election Results

Awards/Research

Sue Parks
University of North Texas

Corporate Members

Ken Mangum
Extron Electronics

Elections

Sue Parks
University of North Texas

Executive Office Management

Sue Parks
University of North Texas

Finance

John Fick
Life Member

Government Regulations and Public Policy

Jane Hutchison
William Paterson University

Membership

Susan Brower
Loyola University New Orleans

Professional Development

Mark Ramsden
Le Moyne College

Program

Sandie Miller
William Paterson University

Interest Group Coordinator

Joey Wall
Marist College

Election Results for 2014-2015

President-elect

Pat Poet
York College of Pennsylvania

Secretary

Brenda White
Washburn University

Institutional Director

Cody Gregg
South Texas College

Institutional Director

Doug McCartney
Portland State University

Government Regulations and Public Policy Report

CCUMC presented a webinar, "Copyright Updates in the Digital Age" on February 28, 2014. Lindley Shedd moderated and Anthony Helm and Jane Hutchison presented. All were representatives from the GR&PP Committee. The history of CCUMC and copyright issues were outlined along with relevant court cases. Anthony and Jane each presented two scenarios covering typical issues that CCUMC members might confront. Half way through and at the end, they took questions from the webinar participants. The webinar highlighted the "Code of Best Practices in Fair Use

for Academic and Research Libraries." The GR&PP Committee has posted a couple of important events over the year on copyright issues and cases on the CCUMC website.

The Committee has been discussing the recent DC Circuit Court of Appeals decision to vacate the "no blocking" and "no discrimination" rules for public Internet access set forth by the FCC in 2010. The Committee endorses the ALA, ACRL and EDUCAUSE stance that "preserving an open Internet is essential to our nation's freedom of speech, educational achievement, and

economic growth." ALA has done a comprehensive job in their initial letter, that is, why education is important and even why the approach to common carrier status was wrongly decided. We will continue our efforts to keep our members informed regarding copyright cases and public policy.

Several members of the GR&PP Committee will be presenting at the 2014 CCUMC conference at a preconference workshop and a regular session on copyright policies and issues

Jane Hutchison, GR&PP Chair

Interest Groups Report

The six Interest Groups (IG) are: Administration and Campus Services chaired by Hunt Conard (Skidmore College); Collection Development and Management chaired by Kim Stanton (University of North Texas); Emerging Technologies chaired by Michael Doll (University of Kansas); Instructional Design chaired by Jason Spartz (Saint Mary's University of Minnesota); Leadership chaired by Mark McCallister (University of Florida); and Small Institutions chair position is vacant.

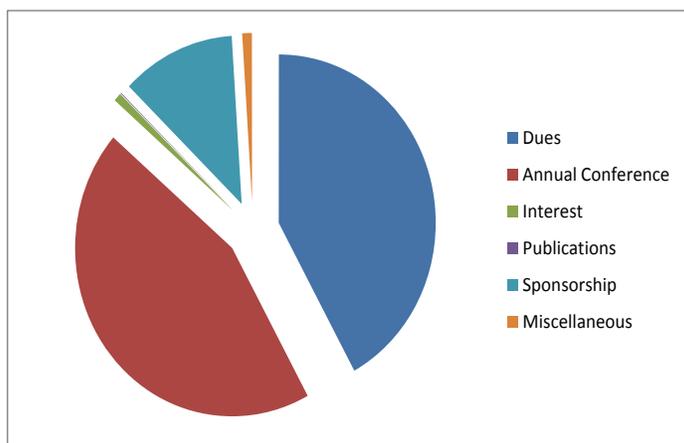
The IGs are currently populated by 18-58 members, averaging 35 per group. Each group plans to develop a web presence on the newly redesigned CCUMC website. All Chairs have begun posting, at least an initial introduction. Jason Spartz (Instructional Design), in particular, has created a monthly blog/forum which looks impressive, although unfortunately has received no response.

The Chairs report that they do plan to devote part of the conference discussion to ideas for using the website. They will seek feedback from their groups on topics and other things that would be helpful to them throughout the year on the website. They are hopeful that they can provide targeted outreach to keep members interacting prior to and after the conference in meaningful ways.

Joey Wall, Interest Group Chair

Financial Report 2013-2014

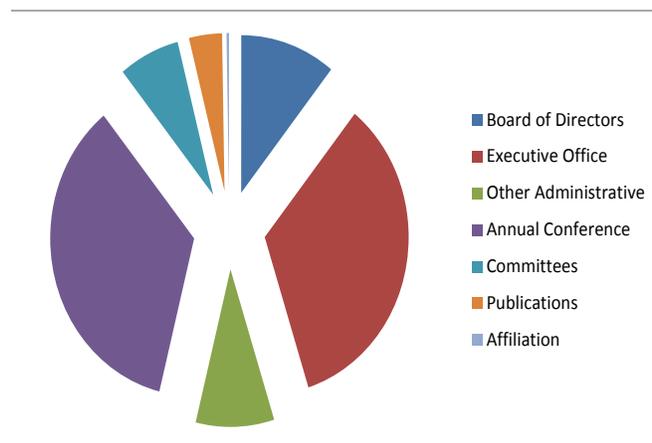
Income



Dues	\$113,945.00
Annual Conference	\$120,355.00
Interest	\$2,213.04
Publications/Materials Sales	\$203.65
Conference Sponsorship	\$31,777.33
Miscellaneous	\$2,752.50
TOTAL	\$271,246.52

John Fick, Finance Committee Chair

Expenditures



Board of Directors	\$28,696.63
Executive Office	\$92,027.34
Other Administrative	\$23,559.03
Annual Conference	\$94,523.24
Committees	\$18,286.58
Publications	\$9,916.38
Affiliation	\$740.85
TOTAL	\$267,750.05

Research Committee Report

The committee was tasked to reevaluate the Donald A. Reick Research Award. The goal was to see if the award continues to be relevant to our membership and whether it provides an added value to the teaching and learning of media &

academic technology.

The committee recommendations include: changing the composition of the committee chair (can be a board member or general member of CCUMC), the Board must approve

award winner, award be given every other year, change the timeline of award process, creation of a new evaluation rubric, revise grant requirements and guidelines, and increasing marketing and overall awareness of the award.

Sue Parks,
Research Committee Chair

Key Events and Decisions 2013-2014

New website

The Association Management and Website Task Force recommended the purchase of the Your Membership system to create a better website, as well as provide tools for member interaction and collaboration. The BOD approved the recommendation and a contract was signed. The organization unveiled a new website in March 2014.

Conference

The 2013 conference was held in Oak Brook, Chicago with the theme of Digital Improv. Additional sponsor space was made available. This year marked the 40th anniversary of the organization and this milestone was celebrated at the conference.

Communication/Publications/Outreach

After extensive discussion throughout the year, the BOD approved a motion to make the 2011 College & University Media Review the last print version to be distributed to members. The PAB explored options to have the content moved to an electronic format.

The administration of all social media tools moved to the Executive Office, and additional rights to the tools are granted at the discretion of the Executive Office.

The BOD continues to discuss ways to move the LISTSERV to a new hosted environment.

Membership

A new membership category was added-Retiree. These members would be defined as retired from full-time work in the field of media and academic technology. The membership cost for this category would be \$55 per year.

A chart was created outlining membership categories to promote benefits of membership. This information is available on the website.

Partnerships

The consortium continues to partner with InfoComm and had a booth at the InfoComm annual conference. A speaker from InfoComm will present at the 2014 CCUMC conference. The Executive Office is exploring additional

ways to create member benefits for both organizations.

The FLEXspace project continues to mature. A press release about the project will be sent by SUNY and Cal State chancellors and information about the beta site will be included in this release. The announcement was distributed on the CCUMC LISTSERV. The charge of the FLEXspace task force was changed to "Advise and make recommendations as needed during the 2013-2014 fiscal year to the CCUMC President and Board of Directors on whether and how CCUMC should continue to support the FLEXspace project, including at what time, in what amount, and under what conditions the \$10,000 in startup funding CCUMC has budgeted to support FLEXspace should be distributed. The Task Force should also provide guidance and support to CCUMC's designated representative on the FLEXspace Board".

Executive Office

The Executive Office space at Indiana University was moved to a new campus location. Indiana University is still very supportive of the Executive Office as part of their campus.

Life Membership

An application was presented to grant a Life Membership to Mike Wood, Wichita State University. The members were very enthusiastic regarding the many contributions Wood made to the organization and the application was approved.

Research Committee

A motion was made and passed from the Research Committee to not award the 2014 research grant to determine workflow and processes for better management and oversight of the award.

Constitution and Bylaws Revision

The committee presented a draft of possible changes. Members discussed the many duties of the Past President. A suggestion was made to have the Research Committee and Awards Committee become special committees. The committee will present final recommendations at the 2014 Summer BOD meeting.

Strategic Planning Task Force

The members continued to make progress on the proposed plan. The final plan will be submitted for approval at the 2014 Summer BOD meeting.

Corporate Membership

The members discussed recommend changes to the corporate sponsorship levels. The purpose of the proposal was to make a clear distinction between the levels of sponsorship. The Silver level would be eliminated since there was little distinction between the Silver and Platinum levels. This change will hopefully encourage more sponsors.

Awards

The Awards Committee presented a recommendation to change the current Innovation and Collaboration Awards. The BOD approved the following recommendation:

The awards were combined into one award for either an individual or group/department. The award also has a new name.

Leadership Award

Recipient(s) of the Leadership Award will be recognized for their role in a project or initiative that furthers the mission of CCUMC by demonstrating innovation and/or collaboration and advances the recipient's role at the institution/corporation or for a project or initiative that advances the institution/corporation.

A clear description of the award and the application process should be available on the website. The description should also note the award may not be given every year and the award is presented at the conference. It was noted the committee should carefully word the information so that applicants understand the award may not be given every year.

Other Changes

The BOD has deleted the position of Historian.



Annual Conference

The 2013 CCUMC Annual Conference took place at the Oak Brook Hills Resort and Conference Center in Oak Brook, Illinois from October 9-13. The conference was cohosted by Midwestern University and Wheaton College. The conference kicked off on Wednesday, October 9 with half day pre-conference sessions. Sessions revolved around some LISTSERV hot topics, including: Fair Use Practices for Media Preservation, Understanding Elements in the Listening and Viewing Environments presented by InfoComm Academy faculty member, Bill Thomas, and Design Concepts presented by Joel Carroll, Extron Electronics. Wednesday evening, the conference was kicked off with a dinner buffet and Poster and Quicktake Sessions. Poster Sessions gave the opportunity to some of the CCUMC members to give "mini-sessions" on technology design innovations, collaborative design discussions, and case studies. The Quicktake tables enabled brief discussions for members to review topics or connect with colleagues.

Thursday kicked off with David Labuskes of InfoComm International presenting the first keynote presentation, "AV and Education: A Continuing Partnership." Participants then wandered around the Sponsor Showcase or attended some of the breakout sessions. After lunch, some members took part in a Strategic Planning Task Force Focus Group while others had dessert in the Sponsor Showcase area. Breakout sessions resumed in the afternoon. A highlight of the conference is always the interest group meetings where members can discuss current issues, successes, or challenges they face in their institutions. Emerging Technologies, Instructional Design, and Small Institutions met for an hour after the sessions. Dinner included not only the awards for service and leadership at CCUMC, but a terrific walk down memory lane of conferences in years past by incoming president Sue Clayborn.

Friday opened with a Keynote by Kellie McLoud-Schingen of KMS Intercultural Consulting. She (with

2013 Conference Summary

Date: October 9-13, 2013

Site: Chicago Oak Brook Hills Marriott Resort
Host: Midwestern University and Wheaton College

Attendance:	205
Members:	188
Non-Members:	17
Spouse/Partner:	2
Registration Fees:	
Members:	\$590.00
Late Fee:	\$640.00
Non-Members:	\$690.00
Late Fee:	\$740.00
Spouse/Partner:	\$340.00

a little help by former host, Darrell Lutey) spoke about the culture of change. Morning sessions followed which included an update on the FLEXspace project by members Lisa Stephens (University of Buffalo), Jim Twetten (Iowa State University), Mark McCallister (University of Florida), and Megan Marler (ARTstor). Lunch included the yearly CCUMC business meeting with reports from committees followed by more interest groups: Administration & Campus Services, Collection Development & Management, and Emerging Technologies. More sessions filled the afternoon with topics including: student employee retention, acoustic & multimedia design, and collaborative workstations. For the dinner on your own night, members led small groups (10 – 15 people) to dinner/activity designations. Groups, with their group leaders, went to visit Wrigley Field and Wrigleyville, see a local musical about zombies (and take a group photo with the cast afterwards), visit local famous hot dog restaurant Portillos, and find some authentic Chicago-style pizza.

Saturday morning was the campus tours. Buses drove the group to Midwestern University where they started the day with keynote speaker Gerry Katafiasz of LSW Engineers Arizona, Inc. He spoke to the group about the importance of bridging the gap between owner and design team in construction. Breakout sessions followed in the neighboring lecture halls with topics on collaboration, teaching a MOOC, and budgeting for technology. Members were then allowed self-guided tours through some of MWU's newest installations including the Dental Simulation Clinic, Osteopathic Manipulative Medicine Lab, Speech Language Pathology Lab, Library, older lecture halls, Media Resources offices, and university classrooms. Highlights

of the tour included a look into how MWU can simulcast lab activities with video teleconference technologies to the Glendale campus, student dental simulators (with deg farrelly getting rather creative with a few) and a casual box lunch at the Hyde Atrium before heading back onto the buses for Wheaton College.

When the busses arrived at Wheaton College participants started with a keynote from Dr. Gary Larson the Dean of Information and Technology which focused on how affect change when you have no power. After the keynote the participants broke up into groups for self-guided tours across the campus. The main highlights of the tour were the facilities for the Academic and Media Technology department, a recently renovated floor of the Billy Graham Center, a new science building, and a large auditorium with video production facilities. The tours also included an art building, the oldest building on campus with one of the newest rooms and several museum/exhibits. At the end of the tours the conference attendees gathered at the Anderson Commons, the school's cafeteria, for a dinner. The theme of the dinner was a "Taste of Chicago" with many of the favorite foods associated with Chicago.

After dinner at Wheaton College, participants headed back to the hotel for a cake commemorating CCUMC's 40th birthday, and an exclusive performance of Chicago Improv troupe - Comedy Sportz. It was a silly-fun night with a ton of surprises including CCUMC member, Jane Hutchison being called onto stage to participate in a sketch. She was fantastic!

Sunday was filled with more breakout sessions including presentations on digital signage, consumerization of technologies in higher ed, and EDID challenges. The conference wrapped up with some great suggestions for future conferences.

This was an exhausting but fun-filled and content-filled year with some terrific presentations and keynote speakers. We are very grateful to all who helped pull the conference together including the Program Committee, the MWU and Wheaton staff, and of course, the CCUMC Executive Office rock stars. It was our honor to be hosts and we look forward to the 2014 CCUMC Conference in Portland, Oregon.

Kathleen Dooley & Michael Rhoadarmer
Conference Hosts

Future CCUMC Conference Schedule

2014 - October 15-19
Portland State
University
The Chariot Group
Portland, Oregon

2015 - Pittsburgh, PA