



CCUMC

Leadership in Media & Academic Technology

2018-2019
**ANNUAL
REPORT**

Looking Ahead

This year's annual conference at Marist College in Poughkeepsie, NY is a little departure from recent conferences and our "normal" format. It is an exciting opportunity to showcase one of our smaller institutions and bring CCUMC back to campus. While last year's conference at University of Utah largely took place at a hotel with a visit to campus for a tour of classrooms and media spaces, in October all sessions, interest group meetings and the keynote will be in Marist's newly renovated student union. We will be sharing our space with those we support; students and faculty. Even the outing will occur on Marist property at a beautiful historic mansion in the Hudson River Valley.

Over the past few years, the board of directors has taken many steps to ensure the longevity of the consortium. During the coming year, we will continue to plan for the future. In January, the listserv, which is consistently rated by the memberships as one of the best benefits of membership, was moved from its temporary host at the University of Florida to Groups.io which is a modern platform for listserv management. Moving the listserv to Group.io means long-term stability along with a user-friendly web interface and an archive. The consortium thanks the University of Florida for hosting the listserv for many years.

Also in January, the board hired Amigos Library Services to help us manage our finances. Amigos pays our bills, keeps our books and is helping modernizing our processes. Working with Amigos has reduced the workload on our volunteer treasurer(s) and provides more stability to the organization.

Over the winter, a task force was formed to review the consortium's strategic plan. The plan is reviewed and upgraded every 5 years to insure we stay relevant and are meeting the needs of our members, institutions and corporate partners. The task force reviewed the current plan then created a list of questions which it discussed with two focus groups and the board of directors. Using this feedback, the task force along with the board of directors will set the direction of CCUMC for the next 5 years.

During the coming year the Executive Office Management Committee (EMOC) will be taking a hard look at the future of the Executive Office. The EMOC needs to develop succession plans to deal with a change in any possible personnel and to create contingency plans in the event of an emergency. The stability of the organization depends on having established plans for the future. Questions that need to be examined are:

- Do we need a part-time or full-time executive director?
- Do we need a part-time or full-time Manager of Membership and Marketing?
- Does the executive office stay at the Indiana University?
- Do we hire an association management service to run the executive office?

Currently we have a strong relationship with the IU and an outstanding staff, but we are unprepared for the future.

This year at a roundtable during the conference, the corporate committee will be examining the relationship between the institutional and the corporate members. CCUMC is unique in that we have both corporate and institutional members. The corporate committee wants to examine the relationship between both types of members and explore how we can all benefit from the relationship.

Of course, if it were not for all of members who volunteer their time and energy to consortium the CCUMC would not function. Thank you to everyone who serves on the board, a task force, a committee and presents at the conference. A committed membership keeps our organization strong and stable.

James Pierret, President-Elect

President's Message

What a progressive year this has been!

We kicked off another successful annual conference hosted by the University of Utah in Salt Lake City on October 3 – 6, 2018. This year's Program Committee put together some incredible workshops, wonderful sessions, and the hallmark of the CCUMC conferences, a tour of the amazing University of Utah's campus. We also had a breath-taking trip to Snowbird Mountain for some sight-seeing, fun, and fellowship. Thank you to our wonderful hosts for another fantastic event.

Since then, much work went on behind the scenes by tireless volunteers and the Executive Office. As President, it was my intention to not only foster the core mission of information exchange and professional development, but to also look at the business practices of the organization to ensure that they are sustainable for years to come. Probably the first significant change was to shift some accounting duties to an outside accounting firm. This will enable smoother transitions between Treasurers and build better continuity through the years. I also worked closely with the Executive Office, the Outgoing President, and the Incoming President to build better continuity between people fulfilling key positions from year to year.

We also saw other evolutions in the organization. The LISTSERV transitioned from the old management system to the new GroupsIO with even more features for archives and subgroups. The CCUMC Strategic Plan has met a number of times to review the plan to ensure that it carries the organization's mission into the future. Recommendations to adjust some key points in the bylaws were presented at the 2018 Fall Membership Business Meeting. Many will recall that this sparked a lively discussion and vote to revisit language in one of the task force's recommendations. That language has been reviewed and will be presented at the 2019 Fall Business Meeting. The Board spent much time updating guiding documents of the organization such as the Code of Conduct, Sponsorship procedures, and the Corporate Member Conference Guidelines.

I must also mention that none of this work would have been possible if not for the tireless efforts of the Executive Office. They are extremely dedicated in their work and to the membership, and we as an organization are extremely lucky to have them.

Finally, I am so grateful for the active membership this year. If you ran an interest group, moderated a session, sat on a task force, reviewed documents, participated in a survey, spoke in a focus group, or simply responded to the LISTSERV, your voice makes the organization wiser. I thought that I had an idea as to what the year would behold, but I had not anticipated how much I would learn. I have had an incredible view of the organization, and I am even more proud to be a part of it. I think the most important thing I have learned is that technology, roles, learning spaces, and higher education may be changing, but no member of CCUMC faces it alone. Thank you for the reminder this year.

Kathleen Dooley, President

Executive Office Management Committee

The Executive Office Management Committee (EOMC) spent the majority of its time this year in evaluating the Executive Office. The EOMC evaluates the CCUMC Executive Office (EO) every other year. The EOMC began the evaluation this year by sending

written questions to both employees in the EO and to their supervisor from Indiana University (IU). After receiving written responses from the EO, the EOMC traveled to IU on April 4th, toured the CCUMC office area, and met with the EO and IU. The EOMC issued

its recommendations to the Board in May 2019, and the Board adopted the recommendations with revisions. The recommendations were shared with the EO employees on May 29, 2019.

Cody Gregg, Chair

Election Committee

The 2019-2020 Election Committee was composed of Cody Gregg (Past-President) and institutional members Brenda White and Willie Franklin. In order to bolster participation in the annual elections, the 2019-2020 Elections Committee proposed that elections be conducted earlier than in years past. The Election Committee met in August-September of 2018 to solicit and evaluate candidates. Nominations were solicited from August 31 through September 14. The committee then met in late September to determine the slate of candidates, which was as follows:

Incoming President: Gina Sansivero, Atlas IED
Treasurer: Matthew "Q" McQuaig, Santa Rosa Junior College
Institutional Director: Scott Tines, Bates College; Dave Test, Penn State University; Dave Stadler, Grove City College; Jason Railton, University of Notre Dame; Jon Hamilton, Emory University School of Medicine; Regina Greenwood, Texas A&M University
Corporate Director: Joel Carroll, Wolfvision Inc.
Elections were open from October 4-October 31, 2018.

Successful candidates were:
Incoming President: Gina Sansivero, Atlas IED
Treasurer: Matthew "Q" McQuaig, Santa Rosa Junior College
Institutional Director: Jason Railton, University of Notre Dame; Regina Greenwood, Texas A&M University
Corporate Director: Joel Carroll, Wolfvision Inc.

The Election Committee Chair sent out a notification of the election results to the CCUMC membership on November 15, 2018.

Cody Gregg, Chair

Awards Committee

The Awards Committee consisted of the Kathy Dooley (President), Cody Gregg (Past-President), and Aileen Scales (Executive Director). The committee reviewed and verified the 2018 awards in early September 2018.

Awards were presented at the annual conference in October. One award for Past-President was overlooked by the committee and will be presented to Doug McCartney at the 2019 conference.

Cody Gregg, Chair

2018 Conference Summary

Date: October 3-6, 2018

Site: Salt Lake City, Utah

Host: University of Utah

Attendance:	202
Balancing Audio Workshop:	15
AV Systems Workshop:	14
Open Source Workshop:	18

Registration Fees:

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

2018-2019 Board of Directors

President

Kathleen Dooley
Midwestern University

Past President

Cody Gregg
Del Mar College

President-Elect

James Pierret
Carleton College, Retired

Secretary

Anthony Helm
Dartmouth College

Treasurer

Don Merritt
University of Central Florida

Director

Kayden Kassof
American University

Director

Matthew "Q" McQuaig
Santa Rosa Junior College

Director

Regina Greenwood
Texas A&M University

Director

Joey Wall
Marist College

Corporate Director

Gina Sansivero
AtlasIED

Corporate Director

Matthew Silverman
Crestron Electronics

Executive Director

Aileen Scales
Indiana University, Bloomington

Interest Groups

Interest groups continue to be a popular feature of the annual conference, with Emerging Technologies as the recurring favorite. In 2018 at Salt Lake City, we offered (5) unique subject areas once again, as well as (1) specialty session on the itinerary, and had anywhere from 20 to just over 100 walk-up attendees per interest group room.

From a pre-planning standpoint, there is an Interest Groups Chair designated by the President, whose primary role is to appoint/confirm the session facilitators ahead of the fall conference and offer them any support as needed. During the conference, the chair typically gives a brief elevator pitch to first timers and again to everyone to encourage their attendance at the sessions; the chair also ensures headcount data is collected during each interest group's gathering.

The format of interest groups is more

casual, and these are not typically recorded. Facilitators use the appointed time slot to foster informal conversation among attendees surrounding the titular topic. Some facilitators prepare a few slides or brief remarks to help begin their sessions, while others have a few primer questions ready or other creative icebreakers on hand in case the group needs help beginning or refocusing the conversations, but the amount of structure ranges depending upon the approach of the individual facilitators. Some poll the listserv ahead of the conference to seek input and learn what topics attendees might wish to discuss. Most sessions had a single point person this year, while Emerging Technologies was a shared responsibility with two facilitators, which worked well and allowed them to tag-team. Volunteers within the sessions served as ad-hoc mic runners in the larger rooms.

This format appears to work for future conferences, though one recommendation is to consider having two facilitators for all interest groups—perhaps one incumbent selecting one new person, who could work alongside them and then become the interest group lead for the following year's conference to provide continuity to the process and allow for smooth handoffs each year while fostering opportunities to allow more members to step in to facilitation roles. Continuing to capturing the attendance and the timing of concurrent sessions each year provides historical data for future organizers to determine whether to consider changing/adding new interest groups in future years, and it may be worth getting a brief feedback statement from each facilitator as well to capture other relevant details/notes or suggestions they have at the time, so it's on file for the next year.

Matthew "Q" McQuaig, Chair

Listserv Task Force

From Feb 2018 until March 2019 a special Listserv Task Force was in place under the direction of the President to help CCUMC transition to a new listserv platform (Groups.io). The project was approached in twofold manner:

Phase 1 took place in Spring 2018 under the leadership of Darrell Lutey, Dave Test and Q, with a needs assessment and evaluation of vendors that met the selection criteria, followed by product rankings and a testing period with a pilot group of CCUMC members. From this process, Groups.io Premium was ultimately selected as the most cost-effective, feature-rich, scalable, manageable and user-friendly replacement for the former UCF-hosted listserv, so an implementation plan was devised with this vendor.

Phase 2 picked up in Fall 2018 with Q as chair following Darrell's retirement,

and new task force members joining the team, including Willie Franklin and Scott Tiner. This group was responsible for a comprehensive implementation, including the physical transition, logistics and communications to the membership-at-large. Q announced the pending listserv transition to all attendees at the fall conference in Salt Lake City, and the task force targeted an early 2019 switchover. In coordination with the board and executive office, we converted seamlessly to the new platform in January 2019, imported the UCF archives from summer 2013 to present, and took the former listserv offline.

The successful completion of this project allowed our task force to be disbanded in March 2019, and the new listserv is active and meeting the organization's needs

now and for the foreseeable future. The landing page of the listserv is publicly accessible at <http://groups.io/g/ccumc>. At present, 715 subscribers are actively enrolled/receiving messages, and with the imported archives there are over 7,000 searchable messages available for members to access once logged in to the site. Newly implemented subgroups (11 total) allow board members and various committees of CCUMC to communicate using the listserv tools, including features such as hashtags, social media integration, simple web searching, directory access, digest options, granular privacy and security settings, etc. Subscriber access is managed via Kirsten in the executive office. Membership adoption has been smooth and we're delighted to call this one a wrap.

Matthew "Q" McQuaig, Chair

2018-2019 Task Force, Committee Chairs and 2019-2020 Election Results

Awards

Cody Gregg
Del Mar College

Corporate Members

Elections

Cody Gregg
Del Mar College

Executive Office Management

Cody Gregg
Del Mar College

Finance

Don Merritt
University of Central Florida

Government Regulations and Public Policy

Anthony Helm
Dartmouth College

Professional Development

Michael Bachman
Towson University

Kayden Kassof
American University

Program

Kathleen Dooley
Midwestern University

Interest Group Coordinator

Matthew "Q" McQuaig
Santa Rosa Junior College

Election Results for 2019-2020

President-Elect

Gina Sansivero
AtlasIED

Treasurer

Matthew "Q" McQuaig
Santa Rosa Junior College

Institutional Director

Jason Railton
University of Notre Dame

Corporate Director

Joel Carroll
WolfVision

Professional Development Committee

Michael Bachman and Katie Kassoff
Co-Chairs

The Professional Development has been working on 2 main objectives: distance engagement (webinars) and catalyst. We conducted a thorough survey of CCUMC members and received over 50 responses. Questions about topics of interest and delivery method preferences helped guide our sessions and direction moving forward. We had

our first "Brainstorming in the Cloud" virtual discussion in June which was an overwhelming success and plan to do many more similar events. We also reached out to our corporate members for Catalyst video submissions and got some traction there. One of our new members, Joe Way, has some ideas on how we can improve Catalyst which we

will be taking under consideration going forward. Overall, we're working to bring the sense of community and collective knowledge of CCUMC together all year round.

Strategic Planning Task Force

The members of the Strategic Planning Task Force are: Regina U. Greenwood, Texas A&M University, Chair; William Hydrick, Tulane University; Jim Spencer, University of Notre Dame; Jim Pierret, CCUMC President; Kevin Jahnke, University of Wisconsin, Milwaukee; and Kirsten Phillips, CCUMC Executive Office.

The committee was charged to work on the current CCUMC strategic plan (2014-2019) which expires this year. Thus we have been working diligently in order to update the current strategic plan. We have had 12 Zoom meetings since our beginning on December 19, 2018. We have reviewed the current strategic plan, the 2008 and 2018 membership surveys and the 2018 Marketing Task Force Report.

We were tasked to cover five goals and we are now working on the fourth goal:

Review findings from organizational research and documents. In order to accomplish this, we decided to form focus groups from the CCUMC institution and corporate membership.

The CCUMC BOD was our first focus group. They were presented with eleven questions at the March face to face Board meeting. The BOD split into four groups and covered all of questions presented. After taking these results back to the committee, it was decided to reconstruct the questions and cut them down to eight. We sent out invites to the entire CCUMC membership and gathered enough participants to form two focus groups. These two focus groups were conducted on June 19 and 20 at 1 p.m. central using Zoom for one hour. The two online focus groups consisted of veteran and young CCUMC members. Each

Regina Greenwood, Chair group had a facilitator and a recorder; in addition, the meetings were also recorded. The feedback provided this committee with honest, insightful and helpful information. These two focus groups are our second and third sources. Lastly, we sent out the same questions via email and we received a response.

Using the results from the four sources (focus groups) along with the information from the surveys/report mentioned above, we will use the month of July to rewrite the current plan. Our estimated timeline is to present a new plan to the BOD by August or September at the latest. Focus Group participants will receive recognition and CCUMC gifts at the annual conference. If they are not present, then the gifts will be mailed to them.

It is a pleasure working with this team!

Corporate Committee

The corporate membership in CCUMC grew more than 6% from the 2017-2018 to the 2018-2019 fiscal year, from 70 corporate members ('17-'18) to 74 corporate members ('18-'19). The problem is, this doesn't coincide with last year's reporting which indicated that the number of corporate members grew from 72 corporate members ('16-'17) to 82 ('17-'18). There may be a problem with reporting numbers that should be reviewed prior to publishing membership numbers next year. About 73% of the 2017-2018 corporate members (51 of the 70) renewed in 2018-2019. This was a reduction in the renewal rate year over year (97% in 2016-2017 vs 73% 2017-2018) perhaps indicating that corporate members were less satisfied with the value they received, or that corporate membership renewal is tied to location of the regional conference.

Joel Carroll of Wolfvision was elected to the corporate committee in July 2019. Matthew Silverman, Crestron, Inc., will serve as Chair of the Corporate Committee as Gina Sansivero of AtlasIED transitions out of this position.

This year was productive for the corporate committee. We finalized the Corporate Conference Sponsorship Guidelines, which have been adopted by the organization. Additionally, we put some EO requirements/ responsibilities in place that would address logistics issues and communications complaints received regarding conference planning and advance notifications. As was implemented last year, sponsor acceptance and priority for the following year had been modified, giving first choice to the current year's sponsors. This year we took it a step further to ask 2018 conference sponsors to sign an "intent to sponsor 2019" to secure sponsorships- document provided at the 2018 conference- with a payment due by date of January 31, 2019. We were able to secure all but 2 of the sponsorship slots by January 2019 using this new structure and payment was received earlier in the year than typical.

New for the 2019 conference, the corporate committee is planning to co-host, with institutional members, a member roundtable to foster

Gina Sansivero, Chair engagement, dialogue and feedback between the two membership tiers of the organization. Laurie Englert of Legrand, proposed a "design thinking" format, which was accepted by the board.

An ethics violation by a corporate member on the List-Serv prompted a review and reinforcement of the code of conduct by the board. Additionally this member was addressed by Corporate Chair, Gina Sansivero, and President, Kathleen Dooley and the incident was handled to the satisfaction of the board.

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

Financial Report 2018-2019

Don Merritt, Treasurer

CCUMC continues to be a financially healthy organization. To ensure smooth continuity between Treasurer transitions in the future, we have engaged Amigos Library Services (<https://www.amigos.org/>) to assist with the fiscal responsibilities of the Treasurer. We have been working with Amigos since January of 2019. As part of this transition, CCUMC will also switch from a cash reporting structure to a deferred structure. The deferred reporting structure is more common and considered best practice, which is why we are making the switch.

Those who look closely at the annual budget will notice some differences from past years. This change will lead to the appearance of an anticipated reduction of dues income for fiscal year (FY) 19/20. That means the FY19/20 budget for dues income will be much smaller than in past years. Most institutions pre-pay CCUMC dues at the end of the fiscal year (April – June). Under this new reporting structure that revenue would not be reported until the next fiscal year, which starts in July. For this past year, those institutions that paid dues before July 1,

2019, have their dues reported on last year's budget. Institutions that pre-pay next year's dues (paying before July 1, 2020) won't have those dues reported until the next FY. The budget reports will look more consistent with past reports after this initial, transition year.

As part of this transition we are also updating the budget codes used for income and expenses. This is also to bring our practices into alignment with similar organizations. The budget codes are those numbers you see before each category on the budget report.

Membership Committee

The Membership Committee is Co-Chaired by Joey Wall (Marist College) and Kirsten Phillips and Aileen Scales serving as ex officio member. The remaining committee members are Scott Menter (UNLV), Karen Ethier (RWU), Jami Milner (NEC) and Matthew Silverman (Crestron). The committee includes both Institutional and Corporate representation. The perspective is informative and encompassing.

From the CCUMC Bylaws, the "Membership Committee shall determine strategies that will increase and diversify the membership, promote the benefits of membership, and implement membership campaigns."

We reviewed the recommendations made by the Marketing Communication Task Force last year. It was determined our focus for our 2-year term should be in the areas of considering new venues/markets from which to generate potential members, review current benefits and explore new ones, and identify how best to "onboard" new members.

We spent some time exploring what members identified as current career challenges and what potential benefits could CCUMC offer that would meet those challenges? We investigated other groups like CCUMC to learn if there are benefit models that CCUMC can emulate. We may also want to better promote the things we do already offer.

We do offer benefits such as our Listserv, mentoring (although informally, through networking), certification building through pre-conference workshops, and online learning and publications through conference proceedings, webinars, and Catalyst Videos. While we do not offer

regional meetings, we do try to move the annual conference around the country and we do have "scholarship" money available to members to use at their own regional meetings.

Other organizations publish standards and set benchmarking. That is something we could consider through hosting a wiki of sorts, a repository of resources that members can contribute content, such as sample RFPs, training manuals, best practices, sample successful designs, etc.

Finally, we considered a Member Value Program. We discussed exploring new ways to connect corporate members and institutional members. This could positively impact both of our membership populations.

The Corporate Committee was considering something similar and the Membership Committee looks forward to partnering with them in holding a Member Roundtable at the October Conference.

The Membership Committee was tasked with updating the CCUMC Code of Ethics. The newly defined Code of Conduct was presented to and approved by The Board of Directors in March 2019 and the website was updated soon afterwards. This is one comprehensive document for the entire organization and covers all interactions, including online and at conferences.

At the time of this report, the Membership Committee is working to create an exit interview for non-renewing members. A major goal of the survey would be to harvest valuable information to in turn use to improve retention and membership overall.

Joey Wall, Chair

Individual Memberships in 2018-2019

Institutional	730
Corporate	84
Associate	0
Student	0
Life	44
Retiree	1
TOTAL	859

Members by Units in 2018-2019

Institutions	
1-2 Members	74
3-4 Members	41
5-6 Members	34
7+ Members	21
TOTAL UNITS	170

Corporations	
1-2 Members	33
3-4 Members	3
5-6 Members	1
7+ Members	0
TOTAL UNITS	37