

## Looking Ahead

As President-Elect, I was immersed in working on the upcoming Annual CCUMC conference. I have learned so much from my fellow CCUMC'ers that I must, in order to honor their tremendous efforts, spend a few moments on our upcoming Annual Conference in Chicago's Oak Brook, IL Marriott Resort. This year, thanks to two, not just one, but two wonderful hosts, Midwestern University and Wheaton College, we will be able to see two campuses for the price of one. We will be able to choose from over 28 presentations from 59 of our colleagues enlightening us about what they have been doing on their campuses. We can attend 1 or 2 of four Pre-Conference Workshops that include credits for at least 3 of them. We can listen to the wisdom of 4 Keynote speakers, David Labuskes, Kelli McLoud-Schingen, Gerald Katafiasz, and Gary Larson. This year, we are adding Poster Sessions along with our QuickTake discussions. CCUMC'ers will also be able to find their Interest Group(s) to join and attend.

I'd like to specially thank the Program Committee (Cody Gregg, Darrell Lutey, Kathleen Dooley, Jim Twetten, Joey Wall, Lyn McCurdy, Michael Rhoadarmer, Sue Parks, Scott Menter, Simon Rodriguez, Susan Zvacek, and Kim Stanton) for their hard work in developing the upcoming conference. And a special thanks to Aileen Scales and Kirsten Phillips for their continued support and guidance for all that we did.

Looking ahead to 2013-2014, we will experience the transition to new technology as the Administrative Management System/Website Task Force assists us in moving from MemberClicks, our current website management system, to YourMembership.com. Look for the changes!

The Innovative Instruction Space Repository (IISR) has evolved into FLEXspace and is moving forward under the leadership of Lisa Stephens and Mark McCallister. CCUMC continues to play a major role in its development and FLEXspace is actively seeking more volunteers to participate in its development.

Strategic planning for CCUMC, itself, continues as Cody Gregg leads his task force into preparation of the new Strategic Plan. We are seeking CCUMC'ers input and, after receiving some results from a survey, will be conducting focus groups to gather as much information from the widest number of members as possible.

As technology and the world of higher education are constantly evolving, so is CCUMC. Physical walls are dissolving into virtual walls and those are expanding even further out, thanks to newer and newer technologies. Where is this taking higher education and us, along with it? As we move into FY14, we will look at the ways in which we are connecting our faculty and students with the online environment and how we can create a fruitful impact.

I am looking forward to an exciting year ahead and, as always, greatly appreciate the volunteer nature of this organization. I am always astounded by the amount of skill and expertise our members have and gracefully share with each other.

Sandra Miller, President-Elect

## President's Message

It's difficult to believe that 2012-2013 has come to a close. I am so thankful for the friendship and support of fellow Board members and Executive Office staff. They are hard-working, committed and passionate, and I've enjoyed every minute of working with them. In addition to three face-to-face board meetings held in the summer, spring, and fall, we continued to hold for monthly online meetings, which have proven to be a very effective way to conduct the business of the organization.

There are several noteworthy highlights to share, and I know you will join me in thanking the committee and task force chairs whose groups made significant progress towards fulfilling their charges and achieving their goals.

The 2012 annual conference held in Las Vegas, Nevada and hosted by the University of Nevada, Las Vegas, was a huge success. As always, the sessions were highly informative, and the speakers were extremely knowledgeable. Attending the annual conference continues to be the highlight of every year for me, and I am grateful to members of the Program Committee who worked countless hours to make the 2012 conference one of the very best.

Based on a recommendation from the Government Regulations and Public Policy Committee, chaired by Jane Hutchison (William Paterson University) the Board of Directors endorsed the Code of Best Practices in Fair Use for Academic and Research Libraries. The code was published in January 2012 by the Association of Research Libraries (ARL) and was developed in partnership with the Center for Social Media and the Washington College of Law at American University.

The Association Management System/Website Task Force, chaired by Darrell Lutey (University of Nevada, Las Vegas), was charged with evaluating website and association management systems. The task force reviewed 45 vendor products. Their recommendation to purchase the Your Membership system was approved by the Board and is currently in the implementation phase. Watch for the beta version to be released soon.

The Research Award Committee, chaired by Susan Zvacek (Fort Hays State University) selected the proposal entitled, "Wearable Hands-Free Technology: Evolving Higher Education in the 21st Century" submitted by Cynthia Johnston Turner, Barbara Freidman, and Tyler Ehrlich from Cornell University to receive the 2013 Donald A. Rieck Memorial Research Grant. We will be hearing more from the recipients on the progress of their research in the coming months.

Finally, the Strategic Planning Task Force, chaired by Cody Gregg (South Texas College), began their work to develop new strategic initiatives for the organization. The task force distributed a survey to the membership over the summer and will host focus groups at the upcoming annual conference. Their work is critical to the future success of CCUMC, and I hope you will participate in the development of this new plan.

Sue Parks, 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.

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.

*College and University Media Review* is our peer-reviewed, professional journal that includes articles that focus

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. After a significant external production delay, the 2011 edition was distributed during summer 2013. We have already received content for the 2012 edition. To promote the CUMRs availability as a vehicle for publication we again placed our display ad in AECT's *Techtrends* publication.

Because of the inevitable delay involved in print processes and the opportunities to be garnered from CCUMC's move to a new administrative management system, *YourMembership.com.com*, the Board of Directors approved the move of the CUMR to an online publication. Watch for announcement to come.

The *Proceedings* documents the annual CCUMC conference by providing attendees and members with conference-related material.

This fall will be the third time we provide conference materials online, which, with the availability of mobile technology, allows attendees to peruse conference materials whenever they require. Conference materials, including presentation handouts and PowerPoint files, will be available for attendees to review after the conference.

As mentioned earlier, CCUMC is moving to a new administrative management system, *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. Watch for announcements of its development and release. And, of course, we encourage and appreciate your suggestions. Keep in touch!

Lyn McCurdy, PAB Chair

## Executive Office Management Committee

The EOMC (Susan Zvacek, John Fick, Jim Twetten, and Jim Pierret) visited the CCUMC offices in June to meet with the Executive Director (Aileen Scales) and the Program Coordinator (Kirsten Phillips). The results of this visit indicate that the EO is functioning well and there are no concerns about efficiency or effectiveness.

Several recommendations were made, however, based on how the EO works with the Board of Directors, officers, and members.

These recommendations included, for

example:

1. The identification and promotion of member benefits must be a priority reflected in Board actions;

2. Committees should be held accountable for task completion;

3. The PC's salary should be supplemented based on a percentage of her Indiana University income;

4. The EOMC for the upcoming year should adopt a charge to develop a plan for transitioning to the next ED and institutional host, as well as an "emergency" plan; and

5. The Membership Committee

should be eliminated to reduce confusion and free up those committee members for other activities.

In general, it was agreed that the smooth functioning of the Executive Office is clearly a factor in the success of CCUMC as an organization.

Susan Zvacek,  
Executive Office Management Committee

## Board of Directors

### President

Sue Parks  
University of North Texas

### Past President

Susan Zvacek  
Fort Hays State University

### President-Elect

Sandra Miller  
William Paterson University

### Secretary

Pat Poet  
York College of Pennsylvania

### Treasurer

Jim Twetten  
Iowa State University

### Director

Susan Brower  
Loyola University New Orleans

### Director

Joey Wall  
Marist College

### Director

Jim Pierret  
Carleton College

### Director

Bruce Ritchie  
Northeastern University

### Corporate Director

Ken Mangum  
Extron Electronics

### Corporate Director

Dan Pyne  
WebCheckout, Inc.

### Executive Director

Aileen Scales  
Indiana University, Bloomington

### Editor-in-Chief

Lyn McCurdy  
Whittenberg University

## Membership Committee

Simon Rodriguez left his role as Membership Chair. The Executive Office has resumed the position, while we actively search for a new chair for the committee.

The Membership Committee evaluated current CCUMC membership benefits and made the following recommendations to the Board of Directors:

- Access to CCUMC Conference "Proceedings" available only to members and anyone who attended the CCUMC Annual Conference

- Introduce a "Retiree" member category for former CCUMC members at eligible institutions and companies

- Increase non-member conference registration by \$100 in comparison to the member registration rate

The committee continues to conduct exit surveys to determine the reason why members are not choosing to renew their membership.

In June 2013, the Executive Office hosted a booth at InfoComm13 in Orlando, Florida. Thank you so much to all the members who volunteered their time to help staff the booth. Several great connections were made during the event.

The committee continues to strategize and develop new marketing ideas. Let us know if you have any ideas you'd like to contribute or would like to get involved.

Kirsten Phillips,  
CCUMC Executive Office

### Individual Memberships in 2012-2013

Institutional	724
Corporate	60
Associate	0
Student	0
Life	42
<b>TOTAL</b>	<b>826</b>

### Members by Units in 2012-2013

<b>Institutions</b>	
1-2 Members	133
3-4 Members	52
5-6 Members	26
6+ Members	14
<b>TOTAL UNITS</b>	<b>229</b>

<b>Corporations</b>	
1-2 Members	27
23-4 Members	2
5-6 Members	1
6+ Members	0
<b>TOTAL UNITS</b>	<b>30</b>

## Professional Development Committee

The Professional Development Committee has focused efforts towards providing programming for the CCUMC membership that focuses on the development of professional skills and resources for academic media professionals. The committee members include all of the functionality indicative of the CCUMC membership including technicians, instructional designers, librarians, administrators, and corporate partners. Specifically, programming has been in the form of two webinars on topics derived from suggestions made at the 2012 CCUMC Conference QuickTakes session, from the CCUMC LISTSERV and from

a membership survey conducted in 2011. Additionally, the webinar formats were designed to promote interactivity with use of polling, chat window, and moderators during the 60 or 90 minute presentations.

The first webinar, "Case Studies Using Mobile Devices" took place on February 7, 2013 at 3:00 PM EST. Moderator, Jeff Donahue and presenters John Gosney of Indiana University and Christine Besko-Maughan of William Paterson University gave thoughtful and interesting presentations regarding their recent inclusion of tablets into their educational designs. There were some complaints during the webinar

that participants could not get into the webinar by following the provided link. The committee spent numerous meetings reviewing the problems and came up with additional production procedures to ensure the success of future webinars. Despite the connectivity issues, there were 122 in attendance of the 217 registered, and participants gave positive feedback for the topic, presenters, and discussions. As of 2/12/13, there were 170 additional views of the webinar recording on the CCUMC site.

Kathy Dooley,  
Professional Development Chair

## Task Force, Committee Chairs and Election Results

### Awards/Research

Susan Zvacek  
Fort Hays State University

### Corporate Members

Dan Pyne  
WebCheckout

### Elections

Susan Zvacek  
Fort Hays State University

### Executive Office Management

Susan Zvacek  
Fort Hays State University

### Finance

Jim Twetten  
Iowa State University

### Government Regulations and Public Policy

Jane Hutchison  
William Paterson University

### Membership

Vacant

### Professional Development

Kathy Dooley  
Midwestern University

### Program

Sue Parks  
University of North Texas

### Interest Group Coordinator

Joey Wall  
Marist College

### Election Results for 2013-2014

#### President-elect

Sue Clabaugh  
University of Maryland

#### Corporate Director

Robert Schmitt  
The Chariot Group

#### Institutional Director

Susan Brower  
Loyola University New Orleans

#### Institutional Director

Doug McCartney  
Portland State University

## Government Regulations and Public Policy Report

In December, the CCUMC Government Regulations & Public Policy Committee (GR&PP) recommended adopting the Code of Best Practices in Fair Use for Academic and Research Libraries, published in January 2012 to the CCUMC Board of Directors. After discussion, the Board in turn adopted the recommendation. We believe that the Code is in the best interest of our membership in helping to clarify fair use. We encourage our members to apply its guidance when using media in a manner that addresses limitations and precautions as well as the practices that the Code finds reasonable under fair use. Of course these are only guidelines as each case may be unique;

however, they hold greater weight because they are deemed acceptable by the community at large.

The GR&PP Committee also recommended that we sunset the Fair Use Guidelines, developed in 1998 based on changes in new technology, delivery and educational practices. While it served its purpose in providing direction for our members and others in the field, the Code, recent court cases and legislation, all make the Fair Use (FU) Guidelines obsolete in the prevailing networked online environment. We will retain the FU Guidelines and their supporting document in an archives section of Copyright Matters on our CCUMC web

site. We acknowledge the work in developing the guidelines that remained a standard for over a decade. The CCUMC Board of Directors also adopted this recommendation.

Copyright Matters section of the web site has been updated to reflect current information on copyright from members. The GR&PP Committee also responded to the US Copyright Office regarding orphan works and mass digitization. An update was published in the Spring Leader on the committee's work. The committee continues to revise the web site and post relevant information on copyright.

Jane Hutchison, GR&PP Chair

## Interest Groups Report

The current groups are as follows: Administration and Campus Services, Collection Development, Emerging Technology, Instructional Design, Leadership, and Small Institutions.

At the 2012 CCUMC Annual Conference in Las Vegas, a variety of topics were discussed during the many Interest Groups sessions. Some included leadership development, criteria for digitizing VHS collections, virtualization, analog sunset, mobile

technologies and impact on learning, and staffing.

Looking ahead to the 2013 CCUMC Annual conference, Interest Groups will meet during prime-time slots and away from meals. The Leadership session will be 90 minutes in length, structured in a workshop format, and will focus on the first two habits from Stephen R. Covey's book "The 7 Habits of Highly Effective People."

A goal has been set to find a tool which the Interest Groups could use throughout the year for secure collaboration, communication, and networking. The new website platform set to launch this fall has a broad offering of communication and collaborative tools for non-profits and associations. The prospect of having all of our tools under one application, supported, and ready to implement, is attractive and streamlined.

Joey Wall, Interest Group Chair

## Research Committee Report

The criteria for evaluation of grant proposals were modified this year, following last year's difficulty in making clear distinctions between "good" and "really good" proposals according to the evaluation rubric. These changes may have helped identify the best proposal, although the committee recommends that the criteria be reviewed on a regular basis to ensure

their usefulness.

Four proposals were received and reviewed. The winning proposal, "Wearable Hands-Free Technology: Evolving Higher Education in the 21st Century" was submitted by Cynthia P. Johnston-Turner (et al) from Cornell University. This project will explore the effectiveness of and potential uses for Google Glass, a wearable

device (high-tech spectacles, basically) that can be used to view a pre-loaded document or send the wearer's view to a projector for others to see, for example. This technology may have interesting applications for classroom instruction and we look forward to the results of this project.

Susan Zvacek,  
Research Committee Chair

## Corporate Member Report

The corporate participation in CCUMC represents just over 12% of the total institutions during the 2012-2013 fiscal year, consisting of 60 individual members from 30 total corporations, bringing a diverse range of products and services to the CCUMC membership.

Corporate participation in the Sponsor Showcase at the 2012 conference had a total of 19 sponsors, up from 12 at the 2011 conference.

Dan Pyne from WebCheckout Inc. finished out his second and final term

on June 30, 2013 while Ken Mangum from Extron Electronics, completed his first year of his first term on June 30, 2013. Ken will serve as Chair of the Corporate Committee on July 1, 2013 having Robert Schmitt from Chariot Group as the new corporate board member replacing Dan Pyne.

For the fourth consecutive year, a survey was handed out to the corporate sponsors at the 2012 Sponsor Showcase in Las Vegas to solicit their feedback. The Corporate Committee distributed 12 surveys and

received back 8 completed, which was a 67% response rate. Detailed results of the survey, which largely indicated a positive experience at the Sponsor Showcase, were shared with the Board of Directors at the 2013 spring board meeting in Oak Brook, IL.

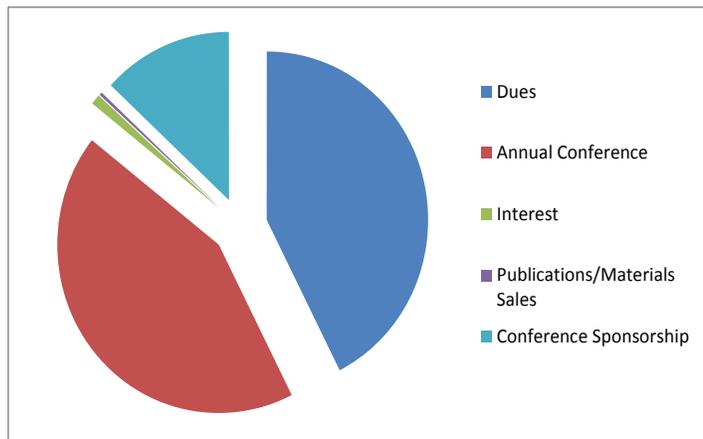
The new board will determine if 2013 Sponsor Showcase surveys will be distributed and if there are any changes to be made to the survey content for the October 2013 annual conference in Oak Brook IL.

Ken Mangum, Corporate Director

# Financial Report 2012-2013

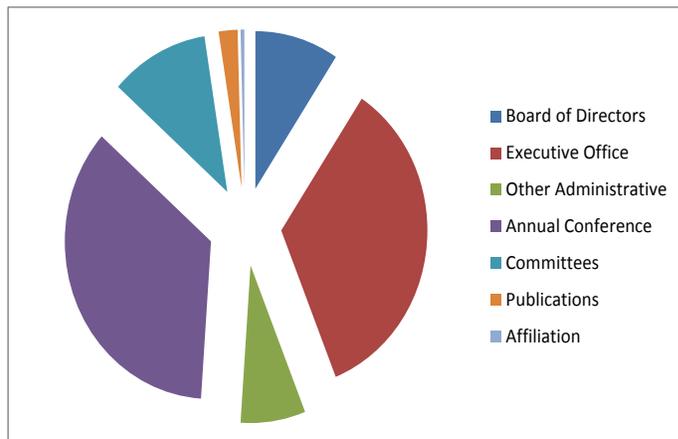
Jim Twetten, Finance Chair

## Income



Dues	\$104,935.00
Annual Conference	106,260.38
Interest	\$2,456.54
Publications/Materials Sales	\$724.35
Conference Sponsorship	\$32,229.47
<b>TOTAL</b>	<b>\$246,605.74</b>

## Expenditures



Board of Directors	\$23,665.86
Executive Office	\$88,387.53
Other Administrative	\$18,275.82
Annual Conference	\$90,587.24
Committees	\$27,812.37
Publications	\$5,323.27
Affiliation	\$1,068.95
<b>TOTAL</b>	<b>\$255,121.04</b>

## Key Events and Decisions 2012-2013

### Partnerships

- CCUMC had a display booth at InfoComm 2013 and was an association sponsor of the "Technology Manager Symposium"
- CCUMC offered a free conference registration to the Standing Conference for Heads of Media Services (SCHOMS) chair or designee

### Conference

- The BOD voted to have all conference presentations available to the public on YouTube, per signed release
- A Flickr site was created to help conference attendees share pictures
- The 2013 conference will be held October 9-13 in Chicago, Illinois at the Oak Brook Hills Resort
- Corporate sponsors will be assigned tables during breakfasts to encourage discussion with members
- The 2014 conference will be held in Portland, OR in October, 2014. The host will be Portland State University and The Chariot Group

### Government Regulations and Public Policy Committee

- The BOD voted to remove any copyright guideline links currently on the website as they are outdated and need to be revised.
- The BOD voted to accept the recommendations of the Government

Regulations and Public Policy committee to retire and archive the Fair Use Guidelines for Educational Multimedia created in 1998, and to endorse the Code of Best Practices in Fair Use for Academic and Research Libraries. The code was published in January 2012 by the Association of Research Libraries (ARL) and was developed in partnership with the Center for Social Media and the Washington College of Law at American University.

- The BOD voted to send the response letter created by the Government Regulations and Public Policy committee regarding orphaned works and mass digitization to the Library of Congress on behalf of CCUMC.

### Task Forces

- The FLEXspace Task Force was created
- The Strategic Planning Task force was created
- The Association Management System/Website Task was created

### Life Membership

- Life Membership was awarded to John Fick for his invaluable contributions to the organization.

### PAB

- The BOD voted to suspend EbscoHost subscriptions for the College and University Media Review

### Finance

- Membership, conference and sponsor rates were set

### LISTSERV

- Technical issues forced the closing of the LISTSERVserver at Iowa State University. The LISTSERVfunction was moved to the University of Florida. This is a temporary measure as the organization seeks a more permanent solution. Julie Hanson of Iowa State University was recognized for her extraordinary efforts to keep the LISTSERV running for many years.

### General

- The organization explored a possible partnership with Marist College to use their Open Academic Environment software to create a collaboration tool for members. This project is on hold until the Association Management System/Website Task Force completes their recommendations.



## Annual Conference

The 2012 CCUMC Annual Conference took place from October 3 - 7 at the Tropicana Hotel, Las Vegas, Nevada. The opening event for this year was the 2nd Annual "Quick Takes" sessions in which participants met at themed tables and shared quick hints, tips, and tricks. New this year, was the addition of the National Media Market (NMM) to our Conference. Their conference ended around the time our conference began, and we invited them to attend our QuickTakes event (including the evening entertainment). We also organized the conference so that NMM attendees could attend the first day of our conference for minimal costs. During QuickTakes, participants enjoyed a buffet style dinner, and we had 3 different quicktake sessions, and about 15 tables.

After Quicktakes, CCUMC and NMM attendees were entertained with Karaoke and Dancing, by DJ Tara King. It was surprising how many CCUMC and NMM attendees partook in the Karaoke. Both organizations have some very talented singers!! The singing was loud and the Dance floor packed, and everyone seemed to really enjoy themselves.

Pre-conference workshop sessions on Wednesday were well attended. Presenters included Pat and Brenda Brown of SynAudCon (Audio for the Classroom) and Pat Aufderheide and Brandon Butler (Copyright and Fair Use: Matching Policy with Mission). This was the first time anyone from SynAudCon has presented at CCUMC, and the full day workshop on audio fundamentals seemed well received by attendees.

Thursday, October 4th, opened with a Keynote from Pat Aufderheide (American University Center for Social Media) and Brandon Butler (Association of Research Libraries - Public Policy Initiatives), where they discussed "Fair Use Without Fear: Why the Best Practices Model Works so Well". The Sponsor Showcase opened just after the keynote, and concurrent sessions commenced. The day ended with the Awards Dinner.

### Future CCUMC Conference Schedule

**2013 - October 9-13**  
Midwestern University  
Wheaton College  
Oak Brook, Illinois

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

### 2012 Conference Summary

**Date: October 3-7, 2012**

**Site: Tropicana Las Vegas**  
**Host: University of Nevada Las Vegas**

<b>Attendance:</b>	<b>193</b>
<b>Members:</b>	<b>156</b>
<b>Non-Members:</b>	<b>28</b>
<b>Spouse/Partner:</b>	<b>9</b>

<b>Registration Fees:</b>	
<b>Members:</b>	<b>\$545.00</b>
<b>Late Fee:</b>	<b>\$595.00</b>
<b>Non-Members:</b>	<b>\$595.00</b>
<b>Late Fee:</b>	<b>\$645.00</b>
<b>Spouse-Partner:</b>	<b>\$300.00</b>
<b>Walk-in:</b>	<b>\$745.00</b>

Friday morning started with our 2nd Keynote speaker Scott Walker from Waveguide Consulting, who presented Green AV. Scott had presented about 4 years ago at the conference, and had learned much since that time, and really challenged both the attendees and the organization to spearhead a Green AV initiative. At Noon, we boarded the buses (which were late) and headed to UNLV. At UNLV we were treated to a lunch, and our 3rd Keynote Speaker, UNLV's President Neal Smatresk. Neal talked about the daily challenges he has as President and the many technology decisions he's responsible for making for the campus. After the keynote, UNLV tour guides took CCUMC attendees thru various points of interest on the campus including Lied Library, the Greenspun School of Communications, and the Classroom Technologies Services offices. After the tour, we visited the Science and Engineering building, and were entertained by Michael Mattox, Operations Production Manager of *Mystere*, who discussed the various challenges of running the Cirque shows.

Friday evening ended with a trip to Fremont Street Experience, where we had a buffet style dinner, in our own section of Fremont Street, while many attendees zoomed overhead on the ziplines. Truly a memorable experience!!

Saturday morning kicked off our 5th Keynote speaker, Bill Butterworth who talked about Balancing Work and Life. Bill is a renown national speaker, everyone thoroughly enjoyed his entertaining, and enlightening stories. Bill's keynote was followed with a day of concurrent sessions, with a break for lunch for the annual business meeting, and a presentation by the 2013 CCUMC Conference Hosts.

Sunday morning was filled with a few more concurrent sessions, and then wrapped up with attendees providing feedback during the conference wrap-up.

All of the keynote and concurrent sessions that took place at the Tropicana were captured and are available at the CCUMC 2012 Youtube channel at [www.youtube.com/ccumc2012](http://www.youtube.com/ccumc2012). Special thanks to Winnov ([www.winnov.com](http://www.winnov.com)) for providing the equipment and staffing to support the capture, and Joey Wall for editing the videos, and putting them on Youtube channel for us.

Special recognition to Scott Menter and his crew at ULNV Classroom Technology Services for providing and supporting the high end AV systems during the conference. This was the first CCUMC conference to have fully digital HD quality presentation systems with touchpanel control. Additional thanks go to the sponsors who provided most of the AV equipment including (Panasonic, Extron, Dalite, and Winnov). Panasonic went to great lengths to ensure the AV at the conference was a success, and were pivotal to the successful implementation of the systems.

I would like to especially thanks Sue Parks and Aileen Scales in planning and organizing the conference. You should know that the Host, CCUMC President, and Executive Director work very closely together in planning and implementing the conference. Aileen and Sue both went to great lengths to ensure a successful conference and I'm in their debt. Thanks also to the conference planning committee for coming up with a great program. Last but not least, I'd like to thank the previous hosts at South Texas College, who rolled up their sleeves and gave a helpful hand or word of encouragement.

Darrell Lutey, UNLV Conference Host

