



Mission

The mission of the Educational Technology Collaborative is to provide leadership and a forum for information exchange to the providers of media content, academic technology, and support for quality teaching and learning at institutions of higher education. Specifically, ETC shall:



Advocate the accessibility and effectiveness of educational media, technology, and pedagogy.



Provide leadership for the effective implementation and management of instructional technology in higher education.



Foster cooperative efforts among colleges and universities and other institutions, agencies, foundations, and organizations in the solution of mutual problems.



Gather and disseminate information about educational, professional, and operational issues, including statistics important to the profession.



Develop and provide programs and services that will enable members to most effectively support the missions of their institutions.



Provide professional development opportunities for members.



Inspire, generate, and coordinate research and scholarship that advances the mission of ETC.

2025 - 2030 Strategic Plan

Strategic Direction 1: Membership Needs

Supporting the members of the organization through professional development, networking, community building, career advancement and member engagement.

- 1.1 Provide soft skill development and training opportunities for members, such as leadership development, communication strategies, time management, self-management techniques.
- 1.2 Enhance the offerings for professional development in various skill areas of membership, such as proposal writing, project management, technical skills.
- 1.3 Explore current listserv functionality to take it to the next level of engagement and growth.

Strategic Direction 2: Membership Growth

Increasing and maintaining the number and types of members in the organization through strategic marketing, outreach, value proposition, member engagement, partnerships and collaborations.

- 2.1 Market to non-member institutions and corporations to gain new members through various channels including regional conferences, direct marketing, advertising, and partnerships with other organizations.
- 2.2 Enhance value through web site update, promoting Annual Conference (and regional conferences) for collaboration, partnering, friendship and learning.
- 2.3 Continue to promote ETC benefits such as listservs, special interest groups, conferences, professional development opportunities to engage and retain members (internally and externally).
- 2.4 Creating resources to provide members (corporate and institutional) to share with potential non-members to show ETC's value.

Strategic Direction 3: Organizational Strength

Making the organization stronger and more sustainable over time through financial stability and regular programmatic review and expansion.

- 3.1 Develop a plan to ensure the long-term fiscal sustainability of the organization.
- 3.2 Evaluate the internal structure of the organization (committees, board composition).
- 3.3 Develop, implement and sustain a comprehensive internal and external communication plan.

Strategic Direction 4: Advocacy

Advocating for member interests, providing a platform for voicing concerns in the industry, recognizing programs and achievements in the field to advance the profession through leveraging peer and corporate partnerships.

- 4.1 Create resources for members to advocate change at an institutional level.
- 4.2 Partner with organizations to develop the workforce.