

Looking Ahead

For nearly 40 years, CCUMC, a volunteer organization built by, for, and of media and technology professionals, has been serving the academic community by bringing together like-minded professionals to accomplish things together that we could not do individually. It was an honor to be elected to serve CCUMC as President-Elect this year, and it has been and continues to be extremely rewarding to be a part of the great things CCUMC is working on now and planning for the future.

The main responsibility of CCUMC's President-Elect is to chair the Program Committee and ensure that the CCUMC Annual Conference program has an array of presentations that conference attendees will find useful and worthy of their investment of time and resources. CCUMC's 2009 conference in Greensboro, NC, hosted by Elon University, was successful and enjoyed by all. For 2010, following the Professional Development Committee's lead in marketing the Annual Conference Call for Presentation Proposals through a wide variety of channels, we were successful in drawing the largest number of presentation proposals in memory by far. Selecting from among the 63 submitted proposals to find the best proposals that were the best fit for the program was one of the most challenging tasks I have ever undertaken. There were some truly outstanding proposals that just could not be fit into the program. Even so, the 2010 conference promises to be one of the most content-rich conferences CCUMC has ever put on. Along with the strong program of concurrent presentations, Lisa Stephens and John Pfeffer at the University at Buffalo have done an outstanding job lining up keynote speakers, facilities, tours, and all of the myriad of details that needed to be put in place to ensure a high quality conference experience for CCUMC's members.

Looking to the future I am confident that CCUMC and its membership will continue to look toward and beyond the horizons of our field and find new ways to increase the impact CCUMC has on higher education through innovation and collaboration. This year's conference theme of "convergence: media, technology, and learning" is a really good description of what CCUMC is all about – a diversity of people, educational content, ideas, and actions that converge to form an organization committed to advancing the field of media and academic technology in higher education.

Mark McCallister, President-Elect

President's Message

It's been an honor to serve you this year. For many of us, it's been a year of survival, with the downturn in the economy and the budgetary issues most of us face on our respective campuses and businesses. The conference this past year focused on renewing our work to ensure we don't face these problems alone, but collectively solve them. The conference included a new interest group and tweaking the existing ones to make them more meaningful to our members. We felt the effects of our nation's economy, and budget cuts at institutions, in a direct way. Some members weren't able to attend our conference due to cuts, but even though we had a smaller attendance, enthusiasm did not wane. Our Strategic Plan is underway in its implementation spearheaded by Lisa Stephens (University of Buffalo) and the Constitution and By-Laws were reviewed, amended and voted on for the coming years. Our first video contest was held at the fall conference and the winners for the best promotional video and the best instructional video were announced.

This year, our treasurer, John Fick (University of Missouri-Columbia) left the board in July 2009. His historical knowledge and expertise carried us through the transition to the new Executive Office in Bloomington. Jim Twetten (Iowa State University) was elected as our new treasurer and with John's guidance, we're in good hands.

This year the Executive Office has been working closely with the Membership Committee, assuming many responsibilities regarding member communication and recruitment. By coordinating these efforts, potential members are identified and continuity established.

Electronic voting took place successfully this year and will continue. A membership management solution was purchased and will be implemented over the next year to enhance CCUMC's web presence and to simplify membership management functions, including online elections.

At the spring board meeting in Buffalo, the Board reviewed the facilities for the upcoming fall 2010 conference and brought in a consultant who assisted the board in a retreat on leadership and board development. John Cabra, from Buffalo State College's International Center for Studies in Creativity, served as the facilitator. The retreat focused on how we can bring our collective efforts in a productive manner that leads to a more defined and realistic commitment when volunteering, as well as more effective communication among board members as we move forward with new members.

CCUMC continues to exert our presence around the industry. We hosted a new booth at InfoComm, staffed by our Executive Director and member volunteers. Many members remain active in other venues, as well. A Higher Education Digital Video Summit in NYC was held in the spring where distributors, buyers and filmmakers discussed how we can provide streaming videos to our communities and make the process easier for all. I, along with Carleton Jackson (PAB Editor-in-Chief), deg farrelly (Proceedings Editor), Dylan McGinty (National Film Board of Canada) and Meredith Miller (Icarus Films) were the organizers, and most are members of CCUMC!

This year we offered our first webinar in Lecture Capture programs and it will be followed up with a sequel on other capture programs on June 17, 2010. I would like to express gratitude to the Professional Development Committee and Jeff Donahue (Binghamton University) for chairing the committee, and providing opportunities for CCUMC to help our colleagues.

If you have the opportunity to serve CCUMC whether on a committee, the Board or presenting at the conference, I encourage you to engage. Both professionally and personally, I have gained knowledge, experiences and wonderful friendships that will last a lifetime. Thank you.

Jane Hutchison, President

Publications Advisory Board Report

It's been an honor to serve you this year. For many of us, it's been a year of survival, with the downturn in the economy and the budgetary issues most of us face on our respective campuses and businesses. The conference this past year focused on renewing our work to ensure we don't face these problems alone, but collectively solve them. The conference included a new interest group and tweaking the existing ones to make them more meaningful to our members. We felt the effects of our nation's economy, and budget cuts at institutions, in a direct way. Some members weren't able to attend our conference due to cuts, but even though we had a smaller attendance, enthusiasm did not wane. Our Strategic Plan is underway in its implementation spearheaded by Lisa Stephens (University of Buffalo) and the Constitution and By-Laws were reviewed, amended and voted on for the coming years. Our first video contest was held at the fall conference and the winners for the best promotional video and the best instructional video were announced.

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Carleton Jackson, PAB Chair

Executive Office Management Committee

The Executive Office completed its second full year of operation at Indiana University in Bloomington. The EOMC conducted a site visit in February to review the Office's operations and facilities. We are pleased to report that first-rate performance and service to CCUMC has not only been maintained but improved. The Committee members thank Aileen Scales and Kirsten Phillips

for developing into a seasoned team committed to serving us effectively.

In consultation with Aileen and Kirsten, the EOMC followed up its review with recommendations to the Board that would enable the Executive Office to proactively assist our various committees, task forces and interest groups to a greater degree. We expect in the coming year that the Executive

Office will be able to offer new guidance and support to the CCUMC members who make invaluable contributions to the activities of our organization.

Jeff Clark, EOMC Chair

Board of Directors

President

Jane Hutchison
William Paterson University

Past President

Jeff Clark
James Madison University

President-Elect

Mark McCallister
University of Florida

Secretary

Sue Parks
University of North Texas

Treasurer

Jim Twetten
Iowa State University

Director

Brian Burns
Hampden-Sydney College

Director

Chris Dedrick
Films Media Group

Director

Dan Pyne
WebCheckout, Inc.

Director

Lisa Stephens
University at Buffalo

Director

Bruce Ritchie
Northeastern University

Executive Director

Aileen Scales
Indiana University, Bloomington

Editor-in-Chief

Carleton Jackson
University of Maryland/College Park

Membership Chair

Kirsten Phillips
CCUMC Executive Office

Membership Committee

The Executive Office has taken on a more active role in the committee this year. We have been able to create an action plan to accomplish tasks set for by the Strategic Planning Task Force.

The committee conducted exit surveys to all members who chose not to renew their membership. It was discovered that many non-renewing members were faced with budget constraints at their member institutions. Most hope to renew once funding is available.

A new welcoming project begun this year. Members of the committee were split into regions and contact new CCUMC members within their region to welcome them into the organization.

CCUMC attended InfoComm 2010, where Aileen Scales, Executive Director, was on hand to represent

the organization. We also had several members volunteer their time to staff the booth.

The committee invited several non-members from higher education institutions located throughout the North Carolina region to attend the 2009 conference held in Greensboro, North Carolina. It was a great way to showcase our organization and its annual conference.

The committee continues to seek out new ways to improve member benefits and increase member retention. We also hope to reach out to non-member institutions and encourage them to become involved in our great organization.

Kirsten Phillips, Membership Chair

Individual Memberships in 2009-2010	
Institutional	679
Corporate	54
Associate	0
Student	3
Life	41
TOTAL	777
Members by Units in 2009-2010	
Institutions	
1-2 Members	170
3-4 Members	45
5-6 Members	25
6+ Members	10
TOTAL UNITS	250
Corporations	
1-2 Members	25
3-4 Members	1
5-6 Members	0
6+ Members	1
TOTAL UNITS	27

Strategic Planning Task Force

A Strategic Planning Task Force (SPTF) was charged to, "Review and update the Strategic Plan for fiscal years July 1, 2009 – June 30, 2012." This plan, in addition to regular Bylaws review, was also motivated by significant reorganizations within many membership institutions, as well as fluctuations in membership composition that may require a strategic shift in order to preserve and increase CCUMC's institutional base.

The Executive Office has worked on completing several tasks in Goal 1. The EO has collaborated with MemberClicks,

a membership management firm, to overhaul the CCUMC web site, as well as designing a new database that is dynamically linked to web site. The new web site will be far more conducive to our members and will help fully accomplish the first strategic goal set forth in the plan.

The CCUMC Membership Committee has been working hard in addressing Goal 2, by developing new membership models to increase the organizational population. Exit surveys are now conducted to all non-renewing members. CCUMC plans to continue

their marketing efforts by partnering with other organizations.

The CCUMC Professional Development Committee continues to work on Goal 3 by hosting webinars on industry topics. The webinar offered in August 2009 was very well attended. More webinars will be developed throughout next year.

The introduction of the new Instructional Design Interest Group has helped achieve a part of Goal 4, by integrating teaching and learning into the organization.

Goals 5 and 6 tasks are still in progress.

Lisa Stephens, Chair

Task Force and Committee Chairs

Awards/Research

Jeff Clark
James Madison University

Corporate Members

Dan Pyne
WebCheckout

Elections

Jeff Clark
James Madison University

Executive Office Management

Jeff Clark
James Madison University

Finance

Jim Twetten
Iowa State University

Government Regulations and Public Policy

Carleton Jackson
University of Maryland/College Park

Membership

Kirsten Phillips
CCUMC Executive Office

Professional Development

Jeff Donahue
Binghamton University

Program

Mark McCallister
University of Florida

Strategic Planning Task Force

Lisa Stephens
University at Buffalo

Conference Planning Handbook Task Force

Derek Toten
Tulane University

Interest Group Coordinator

Brian Burns
Hampden-Sydney College

2009-2010 Interest Groups

In addition to the five Interest Groups that CCUMC has created and supported for its membership, a sixth IG was added during the 2009-10 year, and there were a couple of name changes to more clearly define the IGs. Campus Services has become Administration and Campus Services, Management and Administration has become Leadership, and the all new Instructional Design IG was added. The Board of Directors is hopeful that the new lineup of Interest Groups

will better support the needs of the membership.

Each of these six IGs met at the 2009 annual conference held in Greensboro, NC and hosted by Elon University. The sessions were moderated as follows: Administration and Campus Services – Joe Hacker (Indiana University); Collection Development and Management – Monique Threatt (Indiana University); Emerging Technologies – Brian Burns (Hampden-Sydney College);

Instructional Design – Susan Zvacek (University of Kansas); Leadership – Lisa Stephens (University at Buffalo) and Jim Twetten (University of Iowa); and Small Institutions – Jim Pierret (Carleton College). Attendance at the sessions was very good and a short summary of each session appeared in The Leader as well as a longer report appearing in the post-conference Proceedings, available online.

Brian Burns, Interest Group Coordinator

Government Regulations and Public Policy Committee

CCUMC, Consortium of College and University Media Centers, is a dynamic organization whose mission is to provide leadership and a forum for information exchange. Our members are the providers of media and technology support for quality teaching and learning at higher education institutions.

A variety of topics are presented at CCUMC conferences, organization publications and referenced by the CCUMC website. A major focus and interest in these are matters of copyright, intellectual property issues, government regulations and public policy.

In 2009, CCUMC leadership charged the Committee with investigating the wave of “best practice” campaigns

and university policies and to look at those documents in order to critique our 1996 Fair Use Guidelines for Educational Multimedia. This document is significant the history of academic media use since then.

But equally important is the institutional adoption of copyright practices that reflect the current and future technological environments. It is necessary for CCUMC to create Guidelines or practices for the 21st century that also are in the best interest of membership and organization. GRRP hopes to recommend a course of action in copyright information dissemination that will be useful not only for CCUMC member but for our academic public

peers.

In 2010 the Committee has established collaborative contacts with other organizations having or creating copyright practices. These including the American Library Association, Association of Research Libraries, Library Copyright Alliance, Center for Social Media, American Film Institute and the Center for Intellectual Property.

While charting the past implications of the Guidelines, GRRP has determined that other CCUMC copyright documents available on the website need to be reviewed; GRPP will include them in the evaluation process. The CCUMC website will inform and update users of the ongoing review and revision processes.

Carleton Jackson, GR&PP Chair

Corporate Member Report

The corporate participation in the CCUMC continues to remain at just above 10% of the total institutional membership.

During 2009-2010 fiscal year, total corporate membership was 54 individual members from 25 total corporations.

In January, 2010, Chris Dedrick from

Films Media Group was re-elected to a second term on the board, continuing to serve with Dan Pyne from Web Checkout. Dan Pyne remains chair of the Corporate Committee.

A new corporate sponsor level was also created during the 2009-2010 year. An “in-kind” sponsor would allow a company representative to attend

the conference in exchange for goods and or services.

For the second year, a survey was handed out to the corporate sponsors at the Sponsor Showcase in Greensboro to solicit their feedback. We distributed 17 surveys and received back 12, which was a 71% response rate.

Chris Dedrick, Corporate Director

Professional Development

The committee began the year by completing its production of CCUMC's first webinar, Practical Comparisons of Lecture Capture Systems, on August 5, 2009. The program presented implementation plans for rich media course capture systems and practical recommendations & comparisons of three major systems: Accordent, Tegrity, and Camtasia Relay. Our presenters were:

- Jeffrey B. Donahue, Moderator, Binghamton University
- Elizabeth Fellendorf, University at Buffalo
- Jason Spartz, St. Mary's University of Minnesota
- Blake Haggerty, New Jersey Institute of Technology

The NJEDGE.Net (New Jersey) hosted the webinar using Wimba and was archived for later viewing. The webinar was free to members and \$99 to non-members. We had 110 registered for this webinar.

A second webinar was produced and aired on June 17, 2010. It was entitled, CCUMC Lecture Capture Systems, Version 2, which looked at five rich media capture systems from the users' perspective: Echo360, Panopto, CourseCast, Mediasite and Opencast Matterhorn. Our presenters were:

- Sandra Miller, Ed.D., Moderator, William Paterson University
- Douglas L. McCartney, Portland State University - Echo360
- Brian Smith,

University of Florida – Mediasite

- Peggy M. Brown, Syracuse University - Panopto CourseCast
- Adam Hochman, University of California, Berkeley - Open Cast

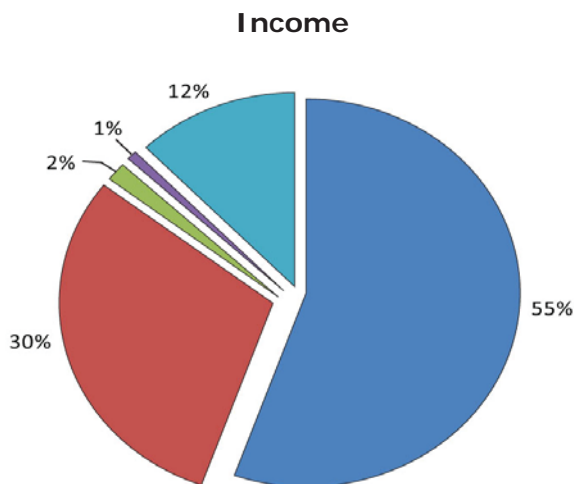
Technical problems prevailed the day of the webinar, so much of the program was lost. The presentations were later recorded and made available.

This was an extraordinarily productive year for the Professional Development Committee and the committee members are to be highly commended for their dedication, persistence, and commitment to advancing our profession.

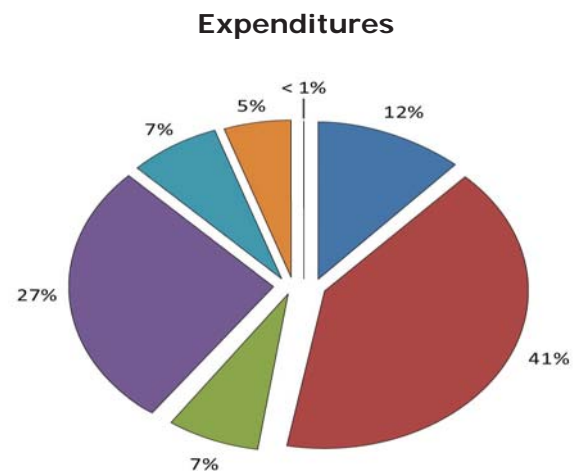
Jeff Donahue,
Professional Development Chair

Financial Report 2009-2010

Jim Twetten, Finance Chair



Dues	\$119,520.00
Annual Conference	64,759.81
Interest	3,302.26
Publications/Materials Sales	1,662.36
Conference Sponsorship	26,340.71



Board of Directors	\$21,839.00
Executive Office	75,620.92
Other Administrative	13,611.45
Annual Conference	50,728.13
Committees	13,363.56
Publications	9,833.74
Affiliation	56.00

Key Events and Decisions - Election Results for 2009-2010

- Approved a second lecture capture systems webinar to be offered for free to both members and non-members.
- Approved 2009 Donald A. Rieck Memorial Research Grant be awarded to Sandra K. Webster and Gary Swanson of Westminster College for the proposal entitled, "WikiKlips: Student Generated Mini-Lab Demo Podcasts."
- Directed the Membership Committee and Executive Office to work with annual conference hosts to identify individuals or organizations to accept up to two free registrations to attend the annual conference.
- Created an Instructional Design Interest Group
- Renamed the Management and Administration Interest Group the Leadership Interest Group
- Renamed the Campus Services Interest Group the Management, Administration, and Services Interest Group
- Created a Webmaster Task Force to develop a position description for Webmaster and to make recommendations to contract Webmaster services
- Approved revisions to the Constitution and Bylaws.
- Adopted the use of the tagline "Leadership in Media & Academic Technology".
- Accepted the recommendation of the Professional Development

Committee to set pre/post-conference workshop fees at \$50.00

- Accepted the proposal to contract with MemberClicks for a membership and website management solution
- Disbanded the Conference Planning Handbook Task Force, Constitution and Bylaws Revision Committee, and the 2008-2012 Strategic Planning Task Force following completion of their work.
- Established an Associate Editor position for The Leader.
- Established an annual CCUMC Video Contest.
- Approved list of 2009 award recipients.
- Approved the 2009-2010 budget.
- Approved slate of candidates for 2010 election.
- Established 2010 annual conference registration fees (with no increase) and registration deadlines.
- Established 2010 conference corporate sponsorship rates (with no increase).
- Established 2010-2011 membership fees (with no increase).

Election Results for 2009-2010

President-elect

Susan Zvacek
University of Kansas

Secretary

Pat Poet
York College of Pennsylvania

Corporate Director

Chris Dedrick
Films Media Group

Institutional Director

Jim Pierret
Carleton College

Institutional Director

Andrew Lokie
Missouri State University



Annual Conference

Conference events and programming were held at the Sheraton Greensboro Hotel/Koury Convention Center. The conference kicked off with an opening reception and dinner on Thursday, October 15th. Attendees were treated to shag dance lessons from Carol Oakley.

The conference officially kicked off on Friday, October 16th with a welcome by CCUMC President, Jane Hutchison (William Paterson University). October 19th. The welcome was followed up by Christopher Waters (Elon University) on Leadership and Technology. Concurrent sessions began in the late morning. There were three tracks available to attendees: Classroom Services & Support, New Innovations & Strategies and Teaching & Learning.

The Vendor Technology Showcase was held on Thursday, as well. We would like to thank your platinum sponsors, Crestron Electronics and Panasonic. We had fifteen silver sponsors. Thank you to everyone who participated! The events on Friday were capped off by a Nascar presentation by Janie Brown.

Saturday, October 17th was full of concurrent sessions, as well as several Interest Group meetings. The Instructional Design Interest Group had its inaugural meeting on Saturday and they spent the majority of our allotted hour discussing topics that could form the basis for a possible pre-conference workshop at the next conference

(2010 in Buffalo). Discussion for the Leadership Interest Group was guided by key terms generally associated with positive leadership traits. These include: Leadership, vision, and management –what’s the difference; integrity – personal and professional; collaboration – easier said than done; communication – you can never have too much; and influence – how to create influence without formal power.

Sunday, October 18th started out at Elon University’s Law School where attendees were given a tour of the classrooms at that location. Three concurrent sessions were also held on campus. Attendees then boarded buses and headed over to the main campus of Elon. Connie Book (Elon University) gave a wonderful keynote presentation on “Going Digital”. Following the general session, campus tours were conducted.

Our conference outing took place on

Future CCUMC Conference Schedule

2010 - October 6-10
University at Buffalo
Buffalo, NY

2011 - October 5-9
South Texas College
South Padre Island, TX

Sunday evening. Attendees were able to get a “Taste of Alamance” at the Iron Gate Winery. Dinner was served under a tent, where guests were able to do a little wine sampling. It was a great evening had by all in attendance.

On Monday, the final day of the conference, Jeff Clark (James Madison University) started the morning off with a general session on “Tracking Copyright Issues: A Year! Update”. There were three additional concurrent sessions in the morning.

Overall, the conference was a great success. Thank you to Elon University and all the help of the CCUMC Program Committee. We look forward to the 2010 conference in Buffalo, New York.

2009 Conference Summary

Date: October 15-19, 2009

Site: Sheraton Greensboro Hotel/
Koury Convention Center

Host: Elon University

Attendance:	
Members:	131
Non-Members:	13
Spouse/Partner:	2
Other:	16

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

