



CCUMC ANNUAL REPORT 2020-2021

CCUMC Leadership in Media & Academic Technology

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PRESIDENT & PRESIDENT-ELECT MESSAGE



The 2020-2021 CCUMC year was full of evolution, and the membership really stepped up to embrace it. We completed a full transition from a full-time CCUMC “owned” Executive Office to AMR, an association management organization that brings with it experienced staff, support, and organizational tools. We have already seen the benefits and will continue to work towards a complete and seamless integration with our new executive director, Kristy Howard. We are grateful for the years of work Aileen Scales and Kirsten Phillips put into CCUMC and are looking forward to many more years of education, partnerships, and community.

CCUMC membership also experienced their first CCUMC conference “In The Cloud.” The program committee did a great job pivoting from our traditional in-person annual conference to developing an online version that presented content and sessions which met or exceeded the high-quality standards the conference relies on. We all missed the personal interactions, but given the challenges that 2020 threw at us, the conference was an overall success, with 250+ registered attendees. As COVID-19 continues to wreak havoc with travel budgets and allowances, the BOD and program committee decided the 2021 annual conference will again be in the online format. The platform will be different, but the quality of the content and presentations will remain the planning committee’s top priority.

All board meetings have been on Zoom this year, but that hasn’t inhibited our ability to work through a lot of the initiatives that were on the agenda for 2020-2021. We have a new website and new Resource Advisory Committee that is tasked with working on content for members and non-members. The Membership Committee has been reignited with new volunteers and fresh ideas to help bring more value to existing members and help recruit new members to CCUMC. And we have put in place the Organizational Identity Task Force that will evaluate CCUMC’s brand, evolution, and membership trends and make recommendations to the board (by December 2021) regarding strategic changes to help ensure CCUMC’s relevance and continued momentum. The Professional Development Committee has been instrumental in keeping members engaged and educated and have even partnered with the Corporate Committee to offer training from a technical perspective.

2020-2021 was not without its challenges but the CCUMC membership, volunteers, Executive Office, and Board of Directors met the challenges, and we are a stronger organization for it. The success that we have seen this year cannot wholly be attribute to one person or one committee. It is the result of the force and stability we find as a community. And I truly believe the community is the BEST thing about being a CCUMC member. Thank you for allowing me to serve the members as a leader in this organization; I am sincerely grateful for all of your support throughout this crazy year.

Gina M. Sansivero
President (2020-2021)



What a year it's been! The last 12 months have caused more disruption to the CCUMC community and our field than most of us could have ever dreamed. Not only did we have to manage the impacts of a global pandemic in our homes, but we also collectively helped millions of our university students, staff, and faculty navigate unprecedented change and challenge. Of course, we're no strangers to implementing innovations like hybrid classrooms, asynchronous classes, and remote work. Still, over the past year, we've supported the equivalent of at least half a decade of near-universal adoption in only a few months. It sounds impossible, but adaptation and resilience are nothing new for our community; it's what we do!

As many of us are returning to our campuses, we are all looking forward to a time when the CCUMC community can meet safely in person once again. Unfortunately, due to so many unknowns as we started 2021, this Fall's conference will be held virtually for a second time. The Programming Committee is working diligently to ensure that this will be an online conference experience you won't forget. Conference in the Cloud Returns will mark 50 years since CCUMC's first annual meeting back in 1971. It will be a celebration of our association and field's everchanging past, as well as where we're going. In addition to this year's conference, research and planning are already going into our comeback, in-person 2022 conference!

Over the next year, our association management company, AMR, will continue to provide resources, expertise, and communications to support our daily operations, as well as guidance in our strategic and long-term directions. We have fully transitioned over to AMR over the last six months and have been very impressed to see their work. We are excited to see the many opportunities that this partnership will provide as we move forward.

Also, our board has established the Membership Committee and Resource Advisory Committee to start exploring how to promote the CCUMC organization and develop resources and additional benefits that will provide value to our membership. Over the next year, these committees and the board will work to implement these benefits and professional development opportunities for our members.

I appreciate the tremendous effort our Executive Office and volunteers have put into keeping our organization strong during a turbulent time, which has left us well-positioned as the outlook becomes more and more optimistic. I hope you are as excited as I am to see our work progress over the next year!

Adam Stewart

President (2021-2022)

EXECUTIVE OFFICE MANAGEMENT COMMITTEE



The Executive Office Management Committee (EOMC) began the 2020 – 2021 term by continuing the process begun by the previous EOMC to hire an Association Management Company to serve as the Executive Office for CCUMC. The previous committee had identified three potential companies which met the organization's needs and requirements. In July, the committee interviewed the three companies. From those initial interviews, two companies were identified for a second round of interviews and follow up questions. The EOMC then selected one of the companies to be interviewed by the full board of directors.

The board unanimously gave its approval to begin contract negotiations with AMR Management Services (AMR). After consultations with the law firm of Burke, Warren, MacKay & Serritella, P.C., the board of directors approved the contract with AMR the end of October just prior to the Conference in the Cloud.

On October 1st, 2020, the transition of the executive office at Indiana University managed by former Executive Director, Aileen Scales and Kirsten Phillips, Manager of Membership and Marketing, to AMR and new Executive Director, Kristy Howard, began. The transition was complete on November 30th and on December 1st, Kristy Howard along with AMR assumed full responsibility of the executive office of CCUMC.

In June, the EOMC and the board of directors agreed to extend the contract with AMR for the 2021 – 2022 year.

The EOMC finished the year by developing both a Confidentiality Agreement and a Conflict-of-Interest Policy. The board approved the Confidentiality Agreement at the May board meeting and the Conflict-of-Interest Policy during June's meeting. Starting July 1st all officers, board members, and committee members signed these agreements prior to their terms of service.

The EOMC wants to thank Aileen Scales and Kirsten Phillips for long dedicated service to CCUMC. CCUMC saw tremendous growth and produced outstanding conferences during their tenure at the Indiana University for hosting the Executive Office for 14 years.

Report Submitted by Jim Pierret, Past President

MEMBERSHIP

The Membership Committee was inactive at the beginning of the 2020-2021 year due to all the organizational transition. In April 2021 a new membership committee was formed Co-Chaired by Brian Shanks (Texas State University) and Kristy Howard (CCUMC Executive Director). The remaining committee members are Thomas Callan (Sienna College), Kent Cawthorne (LeGrand AV), George Chacko (Pace University), Arianna Davis (University of Central Florida), Michael Hooper (Biamp), Stephen Thomas (SP Controls) and Matthew Wilk (Rutgers University).

The membership calendar year ends June 30, annually. This committee is charged with determining strategies that will increase and diversify the membership, promote the benefits of membership, and implement membership campaigns. The committee is currently working on a new member welcome video and exploring the development of an ambassador program to help members better serve as liaisons to potential new member audiences. Renewals have been sent out for the 2021-2022 membership year; the renewal grace period ends July 31st.

The membership rates for 2021-2022 will remain the same as the 2020-2021 membership year. The dues structure is listed below:

- Institutional members: 1-2 individuals \$300, up to 10 individuals \$600, unlimited individuals \$900
- Corporate members: 1-2 individuals \$300, unlimited individuals \$900

	Institutions/Organizations	Individuals
Institutional	115	650
Corporate	28	83
Retiree		1
Life		29
Total	143	763

In addition, and as an affirmation to CCUMCs commitment to membership accessibility; this year the board published the organization's official accessibility statement. See statement below:



Accessibility Statement

Commitment to Conformance

The Consortium of College and University Media Centers (CCUMC) is committed to ensuring digital accessibility for all people of all abilities. CCUMC aspires to continually improve the user experience and apply relevant accessibility standards to enhance the experience of our members and potential members.

Accessibility Feedback

As we strive to make CCUMC a more accessible organization, we welcome your feedback.

Contact us at ccumc@ccumc.org.

INTEREST GROUPS

Interest Groups continue to be well attended at CCUMC with leaders and participants representing multiple colleges and universities. The Interest Group Leaders continue to work with the Professional Development Committee to offer various webinars on Interest Group topics. These have also been well attended throughout the year.

2020 Interest Group recap:

- Administration & Campus Services (Matthew Wilk, Samantha Marshall) - 36 in attendance
- Emerging Technologies (Jim Spencer, Trey Herb) - 45 in attendance
- Leadership (Kevin Jahnke, Karen Ethier) - 45 in attendance
- Instructional Design (Marina Zuniga-Johnson) - 59 in attendance
- Women in Technology (Kathy Dooley) - 63 in attendance
- Diversity & Inclusion (Kayden Kassof) - 37 in attendance

CCUMC 2021 Interest Groups			
Interest Group	First Name	Last Name	Institution
Interest Group Chair	Jason	Railton	University of Notre Dame
Administration & Campus Services			
Co-Chair:	Matthew	Wilk	Rutgers University
Co-Chair:	Samantha	Marshall	Roger Williams University
Emerging Technologies			
Co-Chair:	Jim	Spencer	University of Notre Dame
Co-Chair:	Trey	Herb	University of Florida
Leadership			
Co-Chair:	Kevin	Jahnke	University of Wisconsin-Milwaukee
Co-Chair:	Karen	Ethier	Roger Williams University
Instructional Design			
Chair:	Marina	Zuniga-Johnson	Texas State
Co-Chair:	Patrick	Smith	Texas State
Women in Technology			
Chair:	Kathy	Dooley	Midwestern University
Diversity & Inclusion			
Chair:	Kayden	Kassof	American University Library

Report Submitted by Jason Railton, Institutional Director

ELECTIONS

Election Slate for 2020:		Institution
President Elect	Don Merritt	University of Central Florida
	Kayden Kassof	American University
Treasurer	Matthew 'Q' McQuaig	Santa Rosa Junior College
Corporate Director	Darryl Krall	Panasonic
	Jami Milner	NEC Display Solutions
Institutional Director	George Chacko	Pace University
	Karen Ethier	Roger Williams University
	Marie Evans	South Texas College
	Jason Railton	University of Notre Dame
	Dave Test	Penn State University
	Ramiro Vasquez	University of Oregon

Election Results: New Board of Directors (Effective July 1, 2021)		Institution
President Elect	Don Merritt	University of Central Florida
Treasurer	Matthew 'Q' McQuaig	Santa Rosa Junior College
Corporate Director *	Darryl Krall	Panasonic USA
Institutional Director	Jason Railton	University of Notre Dame
	Karen Ethier	Roger Williams University
	Darryl Krall	Panasonic USA

* CCUMC thanks Matt Silverman (Crestron) for his service to the organization as Corporate Director and has been replaced by Darryl Krall (Panasonic).

Continuing Board of Directors		Institution
Past President	Gina Sansivero	AtlasIED
President	Adam Stewart	University Of Utah
Secretary	Christian Sumabat	University of the Pacific
Corporate Director	Matt Silverman	Crestron Electronics
Institutional Director	Kayden Kassof	American University
	Brian Shanks	Texas State University

Report Submitted by Jim Pierret, Past President

CORPORATE COMMITTEE

There are 29 Corporate Membership Companies and approximately 84 individual corporate members. (1) Corporate member is on the Board of Directors. Darryl Krall will begin his first-year two-year term, July 1, 2021. Darryl Krall took over as chairperson of the Corporate Membership committee around August of 2020 from Matthew Silverman, the previous chair of the corporate committee.

Krall has worked to support the CCUMC Professional Development Committee to develop an agenda with regularly scheduled training sessions for technical members in 2020 -2021. Many of these training sessions provided AVIXA CTS renewal credits.

The Corporate Committee membership is looking to reinvigorate greater Corporate membership involvement & expand Corporate Membership. Since August of 2020; there were regularly scheduled meetings while transitioning & developing year-round programs and opportunities of engagement with Institutional & Corporate members.

2020 Conference Strategic Partnership



2020 Conference Supporting Partnership

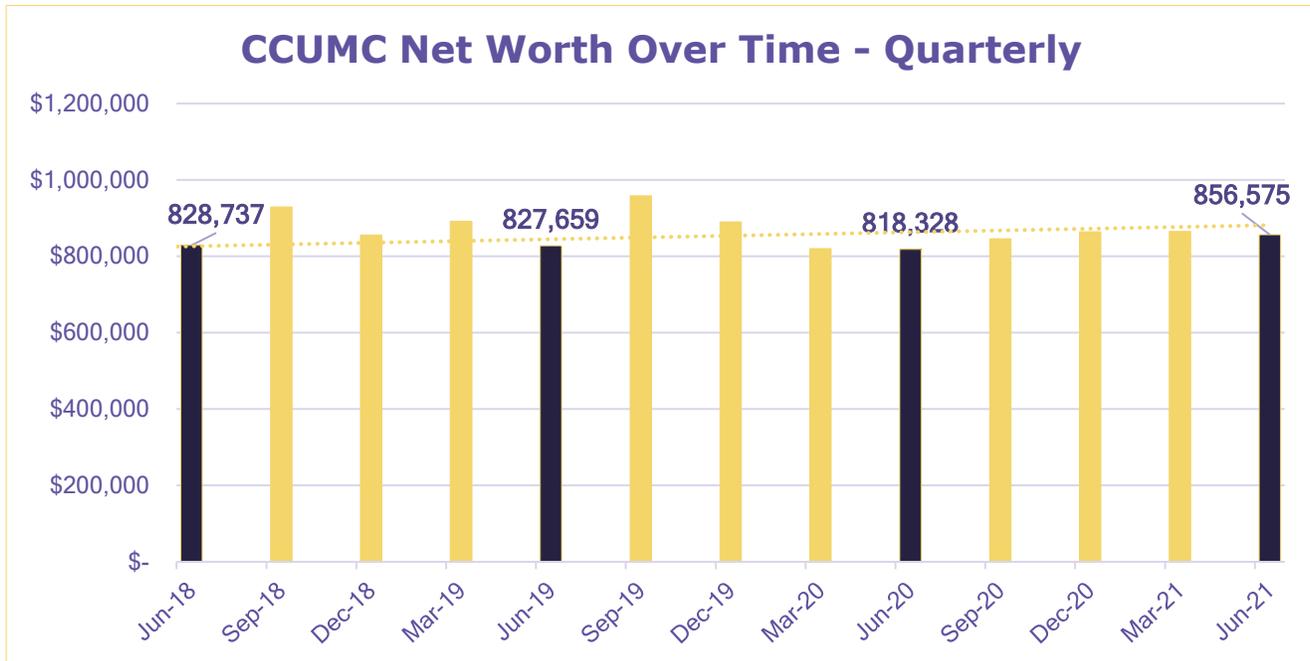


Report Submitted by Darryl Krall, Corporate Committee Chair

FINANCIAL STATEMENTS

CCUMC Annual Financial Report 2020-2021

Matthew "Q" McQuaig, Treasurer & Finance Committee Chair

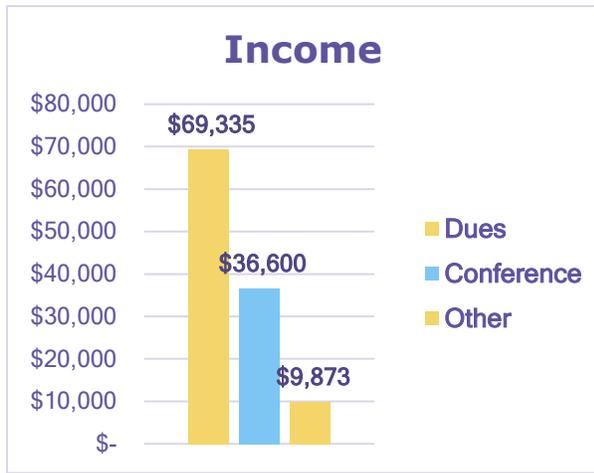


Treasurer's Report: despite these uncertain and volatile times, CCUMC continues to be a fiscally stable organization with sufficient multi-year cash reserves, a solid investment portfolio and a focus on reinvesting value to members.

- **AMR financial management** - after a successful transition to AMR Management Services in Fall 2020, many day-to-day fiscal duties of the Treasurer were wrapped into AMR's workplan to leverage their financial expertise.
- **Budget development** - timelines were reevaluated and moved up a couple months to occur in Spring 2021, so the board could formally vote on the next fiscal year's budget before the current fiscal year concluded.
- **Comprehensive audits** - using contracted services, Besten & Dieruf performed a thorough independent audit following industry best practices, then submitted annual tax documents and organizational filings which were accepted, including a formal transition of CCUMC's headquarters from Bloomington, IN to Lexington, KY.

Special Thanks to 2020-2021 Finance Committee Members:

Gina Sansivero, Matt Silverman, Adam Stewart, Matthew "Q" McQuaig (Chair) and Kristy Howard (Executive Director), with great appreciation also to Tyler Hedges and Cody Embry from AMR's accounting team, as well as Kristin Evans and Keith Gaertner from Amigos Library Services for their incredible support throughout the financial services transition.



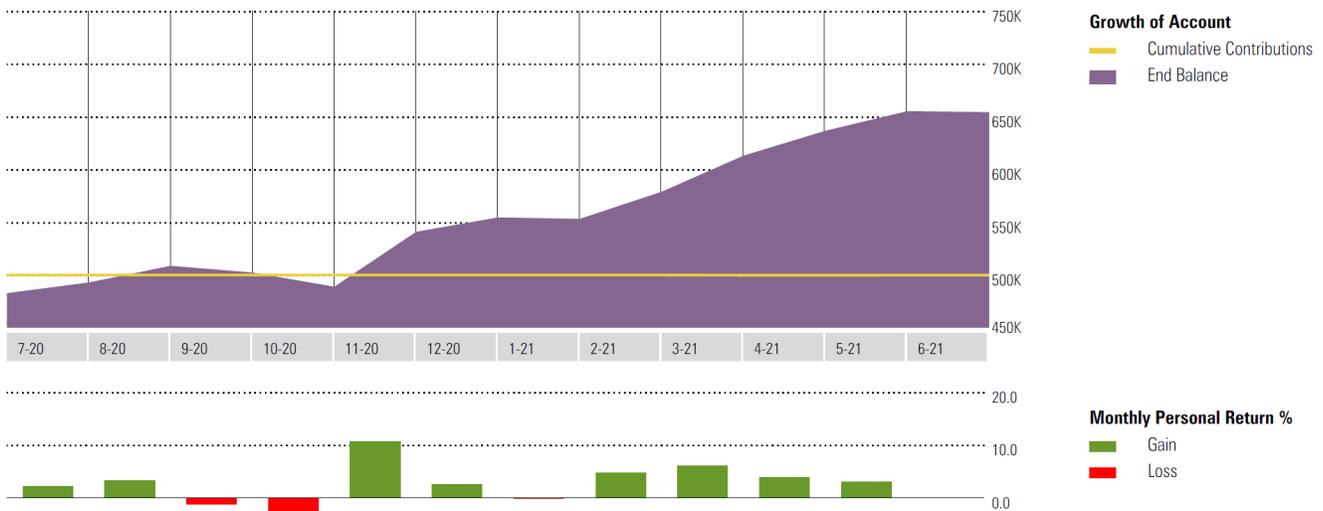
TOTAL FY20-21 INCOME: \$115,808
 (\$111,000 budgeted)



TOTAL FY20-21 EXPENSES \$239,916
 (\$244,000 budgeted)

CCUMC Investment Portfolio FY20-21

Quarterly Balance Summary



Finance Committee Annual Report FY20-21

CCUMC’s Finance Committee met quarterly throughout the year to support the ongoing transition in financial services, create an operating budget, and recommend membership rates for next year. The new tiered pricing structure implemented in 2020 received positive feedback for its value to members who wished to broaden team access and was thus recommended to continue in 2021 without changes. Feedback from several committees and at-large members was weaved into the virtual conference budget, which included our commitment to no-cost online conference registration for all members. Member rates were approved by the full board in March 2021, and the FY 21-22 operating budget was adopted in June 2021.

FY 2021-2022 CCUMC Membership Rates *(board approved 3-16-2021)*

Institutional Memberships		FY2021		FY2122
Individual (1-2)		\$ 300	Individual (1-2)	\$ 300
Department (3-10)		\$ 600	Department (3-10)	\$ 600
Unlimited (11+)		\$ 900	Unlimited (11+)	\$ 900
Corporate Memberships		FY2021		FY2122
Individual (1-2)		\$ 300	Individual (1-2)	\$ 300
Unlimited (3+)		\$ 900	Unlimited (3+)	\$ 900
Retiree & Student Memberships		FY2021		FY2122
		\$ 50		\$ 50

Rates unchanged for FY21-22. All renewed memberships valid from July 1st, 2021, until June 30th, 2022.

While the entire 2020-2021 fiscal year took place with remote operations during the pandemic, CCUMC's financial teams kept busy from their home offices throughout these 12 months. Planned transitions to new financial management services were successful within the broader portfolio of AMR's centralized association management services, while CCUMC maintained existing banking and investment accounts, as well as bookkeeping platforms to keep its structures intact without any downtime in services while headquarters relocated once the Indiana University contract ended.

CCUMC was not immune from the far-reaching impacts of COVID-19: loss of revenue from a traditional in-person conferences and a dip in historic membership numbers is reflected in the books; however, thanks to many years of growth and fiscal stewardship, the organization has sufficient multi-year cash reserves (as well as a healthy investments portfolio) that allowed the finance committee to keep its promise to reinvest in its members and ensure ongoing value while everyone remained safely remote and institutional/corporate resources were understandably tight.

Thankfully the organization is funded to ride out another lean year if needed while strategic regrouping is underway, though this committee will remain vigilant as in-person activities resume and will continue to monitor and reassess fiscal health. Our volunteer committee is pleased to continue serving its members alongside AMR's expert team, with gratitude for their guidance for long-term organizational sustainability.

Report Submitted by Matthew 'Q' McQuaig, Treasurer

CONFERENCE

Conference

The 2020 Annual Conference site was originally selected to be Indiana University at Indianapolis. However, due to the COVID-19 pandemic, the conference was held virtually in November 2020 and was branded the *Conference in the Cloud*. As CCUMC's first virtual meeting there were:

- 286 regular attendees that logged in to the virtual event.
 - 250 Institutional Attendees
 - 32 Corporate Attendees
 - 4 guest attendees

The Keynote address was presented by Sara Potecha, accomplished author, speaker, and consultant who has led cultural transformation initiatives for Fortune 100 and 200 companies and coached hundreds of leaders to higher levels of performance. In her presentation, “**Navigating Turbulence and Micro-Habits,**” she shared changed management strategies that helps to name the common emotional reactions to major transition and turbulence and what to do with those reactions. Conference attendees received a signed copy of her book, *West Point Woman: How Character is Created and Leadership is Learned*.



The conference also included virtual campus tours from the University of Southern California, and the Innovation Hall and the IUPUI campus in downtown Indianapolis, interest group discussions, and a training session on *How to Develop AV Staff*.

Thank you to everyone that helped make CCUMC's first virtual conference a wonderful success!



AWARDS

CCUMC is primarily a volunteer run organization. We rely on our members to lead the consortium through their service on committees, task forces, as board members, and officers. At the 2020 Conference in the Cloud, the awards committee consisting of Willie Franklin, Otterbein University; Brenda White, Washburn University; Aileen Scales, CCUMC Executive Director, and Jim Pierret, Past-President presented the following special service awards:

- Institutional Director 2012 – 2020
Joey Wall, Marist College



- Secretary 2018 - 2020
Anthony Helm, Dartmouth College



- President 2018 - 2019
Kathleen Dooley, Midwestern University



Report Submitted by Jim Pierret, Past President and Chair, Awards Committee

PROFESSIONAL DEVELOPMENT

The Professional Development Committee has been extremely active this past year hosting roundtable discussions and trainings on a variety of topics. In addition to continuing the Connecting in the Cloud series, we also joined forces with the Interest Group chairs to co-host programming that is normally only offered during the conference. Over the last fiscal year, nearly every interest group has presented twice outside of the annual conference. The PDC also introduced a new series geared towards technicians which partnered with Corporate Members and is focused on training for RU credits and discussions around specific technical problems. Finally, thanks to Don Merritt from UCF, we're hosting the first CCUMC book club where participants are reading "The Design of Everyday Things" by Donald Norman. All of these activities have added up multiple programs offered each month and wouldn't have been possible without the support of the Professional Development Committee: Scott Deetz, Karen Ethier, Marie Evans, Regina Greenwood, Thomas Herb, Kayden Kassof (chair), Ken Mangum, Samantha Marshall, Brian Raley, Jim Spencer, Joe Way, and Matthew Wilk; and Interest Group Leaders: Kathleen Dooley, Kevin Jahnke, and Martina Zuniga-Johnson.



Report Submitted by Kayden Kassof, Institutional Director

RESOURCE ADVISORY COMMITTEE

The Resource Advisory Committee, a standing committee of CCUMC, was created to replace the Publications Advisory Board in the bylaws revisions accepted in 2019-2020. Volunteers for this committee were recruited and began meeting in May 2021. Benjamin Frey (Harvard Business School) was appointed as committee chair. The remaining committee members are Amanda Babineaux (South Texas College), Paul Barnhardt (Carleton College), William Hydrick (Tulane University), Debra Krawczykiewicz (University of Florida), Aaron Peterson (Mechdyne), Cory Schaeffer (QSC) and Christian Sumabat (University of the Pacific).

This committee is charged with establishing guidelines and editorial policy to coordinate all electronic publishing, information sharing, and promotion of scholarly activity in the interest of the profession and continually analyze the organization's information exchange needs. The committee acts as content editors for the organization's website with the purposes of providing timely and relevant information for the membership and advocacy of the industry. Additionally, the committee will engage in promotional activities in conjunction with the Professional Development and Membership Committees to encourage members to engage in the sharing of publications, research, resources, and strategic partnerships.

Report Submitted by Kristy Howard, Executive Director