ETC ANNUAL REPORT 2024-2025

EDUCATIONAL TECHNOLOGY COLLABORATIVE

Connecting AV & IT in Higher Education

EDUCATIONAL TECHNOLOGY COLLABORATIVE

2024 ANNUAL CONFERENCE

Bringing Innovation to Life!

OCTOBER 1-4, 2024 • AMES, IA

PRESIDENT'S MESSAGE

Karen Ethier

President
2024-2025

It has been a pleasure and an honor to serve as your President this year. I am particularly proud of what we have accomplished together and want to call attention to a few of the initiatives that we launched or continued this year:

- **Regional Events:** These small but mighty mini conferences provide 1-2 days of professional development to members and non-members at no cost, and an opportunity for member institutions to act as host.
- **SCHOMS award:** In the Spring, **Christian Sumabat** from University of the Pacific was awarded the opportunity to travel to Belfast, Ireland in June to represent ETC at the SCHOMS conference, presenting on the topic "Bringing AV Projects to Life: The Power of Storytelling, Collaboration, and Visual Design".
- **AV over IP:** In the winter of 2024, over 30 institutional and corporate ETC members provided guidance and structure to what would become a highly successful AV over IP Preconference session at ETC 2024.
- **Community conversations:** In October, the Board launched a series of monthly "Community Conversations". These informal discussions are led by Board members on the topic of their choosing and highlight what we believe are the most important benefits of ETC, a place to go and people to talk with about topics particularly relevant to you.
- **Annual Conference Scholarships:** In April of 2025, the Board approved a scholarship program proposed by the IDEA Committee. These scholarships, which are launching for the 2025 Annual Conference, will cover all travel, lodging and conference fees.
- **Strategic Plan 2025-2030:** An organization only survives over 50 years (like ours has) through careful planning that builds on current strengths while looking forward to the future. The ETC 2025-2030 Strategic Plan was developed to do just that.
- **Global Partnerships:** One of the most valuable aspects of this year for me has been the partnerships we have with our "sister" organizations, AETM (Australia, New Zealand, SE Asia) and SCHOMS (UK). The culmination of this has been the historic MOU that these two organizations recently signed with ETC, paving the way for resource sharing and collaboration that is truly on a global scale.

As we look forward to the next year, I'm excited about a few of the initiatives that the Board is already working on, including operationalizing our next strategic plan, launching a new community platform that will completely transform how ETC members connect and collaborate, and an investment policy that will ensure that ETC's financial health continues but also is used to the benefit of its' members and community.

Finally, I want to welcome the new members who joined this year: **Auburn University, Brown University, Carnegie Mellon University, Creighton University, Grand Rapids Community College, Indiana University of Pennsylvania, Pima Community College, SUNY College of Optometry, Technical Innovative Solutions at Haslam College of Business at the University of Tennessee, Trinity College Media Technology Services, Alfatron, Barco, ClarkPowell, Echo360 Inc., Intelligent Video Solutions, LP Audio Visual, Netgear, Nureva, SMART Technologies, UC Technology Partners,** and **ViewSonic**. We're thrilled to have you and grateful for the contributions you are already making to our community!

In closing, I want to encourage you all to consider volunteerism with ETC, if you're not already. During my time volunteering, I gained valuable skills, made powerful connections, and just had a lot of fun. If you think you might have a little time to contribute, please email eo@etcollaborative.org and **Kristy** will get you started!
Best,
Karen Ethier

PRESIDENT ELECT'S MESSAGE

Dave Test

President-Elect
2024-2025

PennState®

"ETC's commitment to our members has been on full display this year. The Annual Conference at Iowa State was our highest attended event in recent memory, and the Regional Events continue to grow in popularity. The Community Conversations and Connecting in the Cloud series bring timely topics and in-depth discussions directly to our homes and offices. Bringing together our institutional and corporate members at these events always feels like a homecoming - a place to be with your colleagues to share struggles and successes, to reflect on the past year's achievements and strategize on future plans.

This is what makes ETC such a special community. In a landscape of funding uncertainties, the changing role of AI in our classrooms and jobs, and supply chain challenges, ETC offers support opportunities like no other.

As we embrace these challenges together, I want ETC's focus to remain on providing these direct benefits to our membership, and on our continued growth, so that others in the industry can discover and embrace the community that we all know and value."
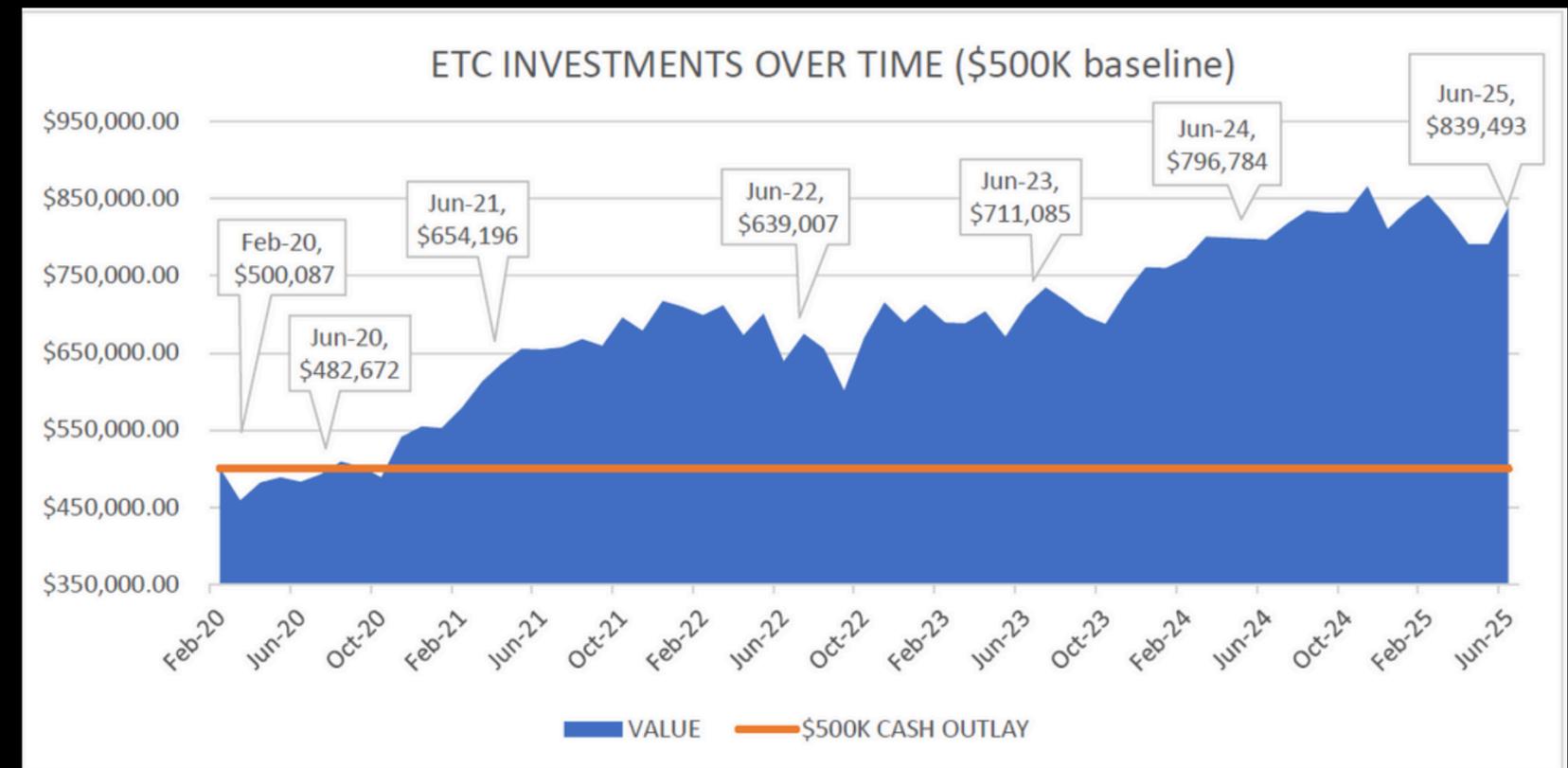
FINANCIAL REPORT 2024-2025

Kevin Jahnke

Treasurer & Finance Committee Chair

UNIVERSITY OF WISCONSIN
MILWAUKEE

ETC's fiscal stability, cash reserves and solid investment portfolio enabled focus on providing value to the membership in the past year.

ETC INVESTMENTS OVER TIME ($500K baseline)

Feb-20, $500,087
Jun-20, $482,672
Jun-21, $654,196
Jun-22, $639,007
Jun-23, $711,085
Jun-24, $796,784
Jun-25, $839,493

VALUE — $500K CASH OUTLAY

- The Finance Committee recommended flat dues rates for FY25-26 fees to maintain membership levels.
- Increased focus on conference and regional events sponsorship options has the potential to be an ongoing source of revenue.
- The 2024 Annual Conference in Ames, IA at Iowa State University had 217 attendees and plans are underway for the 2025 conference in Raleigh, NC at NC State.
- AMR's diligent fiscal management and collaboration with the ETC Board and Finance Committee addressed an anticipated budget deficit of $36,487. Income was $73,674 better than projected and the fiscal year ended with income over expenses of $37,187
- Comprehensive audits were again contracted through Besten & Dieruf, which conducted a thorough independent review and submitted annual tax documents / organizational filings, which were accepted by all agencies.

FINANCE COMMITTEE ANNUAL REPORT FY24-25

The ETC Finance Committee met routinely over the past fiscal year to review financial reports and investments, create an operating budget, and develop a clear process for committees to request operating funds. Additionally, a review of the ETC Expenditure Guidelines document was completed for improved clarity of the reimbursement process.

In the upcoming year the Finance Committee plans to develop a policy to guide the organization's investment strategy. Currently the investment portfolio is doing quite well, and opportunities may exist to leverage these assets and benefit the membership. Similarly, increased support for ETC members to attend the annual conference and travel to international partner events such as SCHOMS and AETM will be pursued.

FY 25-26 ETC Membership Rates	
Institutional Memberships	FY 25-26
1-2 Sub-Accounts	$400
Department Membership - up to 10 Sub-Accounts	$800
Unlimited Membership - as many Sub-Accounts as needed	$1,200
Corporate Memebrships	
1-2 Sub-Accounts	$400
Unlimited Membership - as many Sub-Accounts as needed	$1,200
Organizational Associate Membership	
1 Account	
Individual Associate Membership	
2 Sub-Accounts	$400
Department Membership - up to 10 Sub-Accounts	$800
Unlimited Membership - as many Sub-Accounts as needed	$1,200

SECRETARY'S REPORT

John Pfeffer

Secretary

2024-2026

University at Buffalo®

The State University of New York

I am delighted to submit the ETC Annual Report, which represents not only a comprehensive review of our achievements and initiatives over the past year, but also the culmination of productive collaboration with both the Board and Executive Office. Working alongside these dedicated leaders has been particularly rewarding as we've undertaken meaningful improvements to our secretarial processes and refined our action item tracking systems. These enhancements have strengthened our organizational efficiency and accountability, ensuring that decisions made during meetings translate more effectively into concrete outcomes. A key priority for me this year was transforming the annual report itself–transitioning from a traditional paper format to a dynamic digital presentation that better reflects the innovative spirit of ETC. This new format allows us to showcase the rich diversity and expertise of our stakeholders in a more engaging way, highlighting the distinguished higher education institutions represented by our board members alongside the forward-thinking corporations that comprise our corporate membership. The progress we've made in streamlining documentation, follow-through, and communication channels positions our collaborative for continued success, and I'm proud to present this report as evidence of our collective commitment to excellence in educational technology.

PROGRAM COMMITTEE

2024 Program Committee Annual Report

The 2024 Annual Conference was hosted by Iowa State University on October 1-4. The conference was attended by 217 attendees, making it the largest since 2016. Among our attendees were representatives from our international "sister" organizations, AETM and SCHOMS. The support of the 39 corporate sponsors was invaluable, with corporate members also partnering with institutional members and adding their expertise to our very popular AV over IP and leadership preconference sessions. The keynote panel featured ISU students, who shared their valuable insights into their experience working with technology in both their academic and work environments. Some of the most highly rated aspects of the conference were the Dinner with Friends night, the outing and tours at the ISU Student Innovation Center, the IDEA Social, and the first ever Birds of a Feather session that allowed attendees to dig a little deeper into topics of interest. (There was also a lot of buzz around the informal game night sessions going on every evening!) Many thanks to the 2024 Program Committee, ISU, our Executive office team, the sponsors, the presenters, and everyone else who helped made the 2024 conference so successful!

The 2025 conference will be held at and hosted by NC State on October 14-17, 2025. You won't want to miss it!

Karen Ethier

President and Program Commitee Chair

RECOGNITION COMMITTEE

At the 2024 ETC Annual Conference in Ames IA, hosted by Iowa State University, the following were recognized :

George Chacko

Past President
Chair, Awards Committee

2024 Conference Host
Iowa State University

Recognition of Board Service
Bernadette Pearo
Dave Test
Matthew Wilk
Samantha Marshall

Outgoing President
Recipients: Don Merritt

Lifetime Membership
Recipient: Sarah Hava' Valley and William Hydrick

Volunteer of the Year
Steve Bogart

Leadership Award
Brian Shanks

CORPORATE COMMITTEE

ETC 2024 Corporate Annual Report

2024 conference at Iowa State University included:
(3) Strategic Partners, Crestron, Panasonic, Shure
(1) Welcome Reception Partner, (1) Sponsor Showcase Lunch Partner, (1) Conference App Partner.
(26) Supporting Partners: Atlona, Audinate, Canon, Catchbox, Daktronics, Draper, Inc., Echo360, ELMO USA Corp, Epiphan Video, Epson America, Inc., Extron,Kramer Electronics, Legrand AV, Logitech, Marshall Furniture, Mersive Technologies, Nureva, QSC, LLC, Sennheiser Electronic Corporation, Sharp, SMART Technologies, Sony Electronics, Spectrum Industries Inc., Talem3, TEKVOX Drop-In AV, WolfVision, US.
 (1) Contributing Partners.

A la carte partners included 2 15-minute case studies (Catchbox and Epiphan Video), 1 Focus Group (Mechdyne), IDEA Social Partner (Atlona) and Lanyard Partnership (AVI-SPL)

 Corporate member revenue for FY 24-25 $23,600
 Corporate Partner Revenue from Annual Conference $173,675
 FY24-25 There were (55) Corporate Partners vs. (47) in FY23-24 (17%) increase. FY24-25 (196) individual corporate members, vs. FY 23-24 (165), (18%) increase.

Corporate membership hosted (3) Corporate membership meetings, participated in the Events Committee and coordinated the ETC InfoComm 2025 Meeting with LeGrand AV.
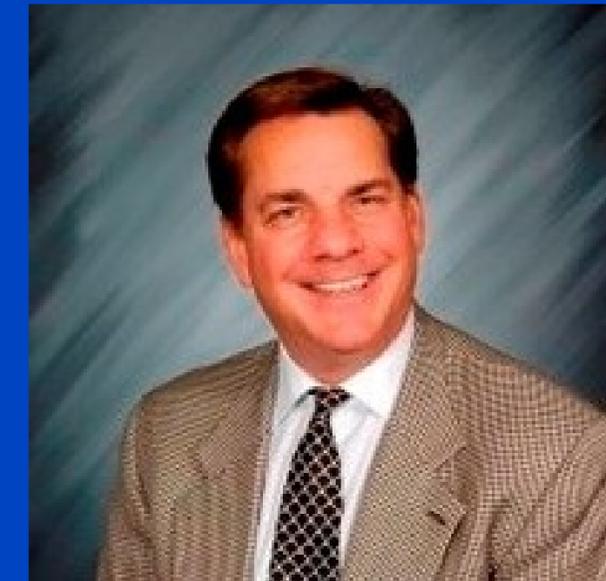
Darryl Krall

Corporate

Membership Chair

Panasonic

THANK YOU TO ALL OUR CORPORATE PARTNERS
that helped make the 2024 Annual Conference possible!

STRATEGIC PARTNERS

CRESTRON Panasonic CONNECT SHURE

SUPPORTING PARTNERS

SPONSOR SHOWCASE LUNCH PARTNER

Mechdyne
ENABLING DISCOVERY

CONFERENCE APP PARTNER

Liberty

CONTRIBUTING PARTNERS

echo360 HETMA
HIGHER EDUCATION TECHNOLOGY MANAGERS ALLIANCE

ATLONA a Panduit company Dante Canon catchbox DAKTRONICS

DRAPER echo360 ELMO epiphan video EPSON Extron
FOCUSED ON INNOVATIVE SOLUTIONS

kramer legrand | AV logitech MARSHALL FURNITURE mersive

nureva Q-SYS SENNHEISER SHARP SMART

SONY SPECTRUM INDUSTRIES INC. Talem3 TEKVOX Drop-in AV WolfVision

LANYARD PARTNERS

AVI SPL

WELCOME RECEPTION PARTNER

SQUIRRELS

ELECTIONS COMMITTEE

The elections for the 2025-2026 vacancies of the ETC Board of Directors were held according to the Bylaws of the organization. We use the Election Buddy system to manage our elections process.
The results are certified by the Elections Committee before they are shared with the Board to ensure compliance with the Bylaws and applicable policies and procedures.

Election Results: New Board of Directors (Effective July 1, 2025)
President Elect: **Cass Hall,** California State University - Chico
Treasurer: **Kevin Jahnke,** University of Wisconsin–Milwaukee
Corporate Director: **Jim Spencer,** Legrand
Institutional Directors:
Tim Cichos, University of Notre Dame
Joey Wall, Marist University
Kayden Kassof, American University

Continuing Board of Directors
Past President: **Gina Sansivero,** AtlasIED
President: **Dave Test,** Penn State
Secretary: **John Pfeffer,** University of Buffalo
Corporate Director: **Jimmie Singleton,** AVI-SPL
Institutional Directors:
Michael Pedersen, Iowa State University

EXECUTIVE OFFICE MANAGEMENT COMMITTEE

Submitted by George Chacko, Elections Committee Chair 2024 – 2025

The EOMC focuses on the effective management of the business needs of ETC and met quarterly over the 2025 fiscal year. Currently, this involves managing the relationship between ETC and AMR Management Services, the organization contracted by ETC to support our business operations.

This past year saw ETC increase the amount of support from AMR to better manage the new regional events, as well as to better facilitate the activities of a few of our more active committees. The EOMC recommended that the Board keep the additional resources for the upcoming communication platform, and we are looking forward to this being the future of ETC community building—where members are more engaged and continue to provide valuable ideas and contributions.

IDEA COMMITTEE

Sarah J Hava (Life Member)
Steve Bogart (Atlona)
Cecile-Anne Sison (Northwestern University)
Rick Nimtz (University of Notre Dame)
Willie Franklin (Life Member)
Joshua Joseph (TEKVOX)
Natalie Gillespie (Northwestern University)
Raiza Ramos-Deatherage (University of Central Florida)

- *Focus to continue to infuse all aspects of ETC with inclusion, diversity, equity and access (I.D.E.A) at the forefront.*

- Initiatives that continued this year were the pre-conference newsletter (where IDEA-related offerings at the annual conference were highlighted), Best Practice Checklist: In-Person Events, VPATs (Voluntary Product Accessibility Templates) in Higher Ed, and the brainstorming workshop for leaders in the ETC community.

"As in the previous year, deep and fruitful discussions took place in the breakout rooms."

IDEA COMMITTEE

INITIATIVES

- Providing opportunities at the Annual Conference where everyone could feel like they belonged.
- IDEA Committee members attend first-timer orientation events and identifying ourselves with IDEA Committee badges for any ETC member to know that we are available to be approached.
- The language developed for the Iowa event by the IDEA Committee to stress collaboration with the sponsor to highlight "IDEA Values" will continue for the North Carolina event.

The IDEA Committee also created a social opportunity at the Annual Conference that was not centered around alcohol. It began in September 2023 at the USC-hosted conference in Los Angeles, IDEA Committee hosted an outdoor campfire event after the Recognition Dinner which was well-attended and well-received.
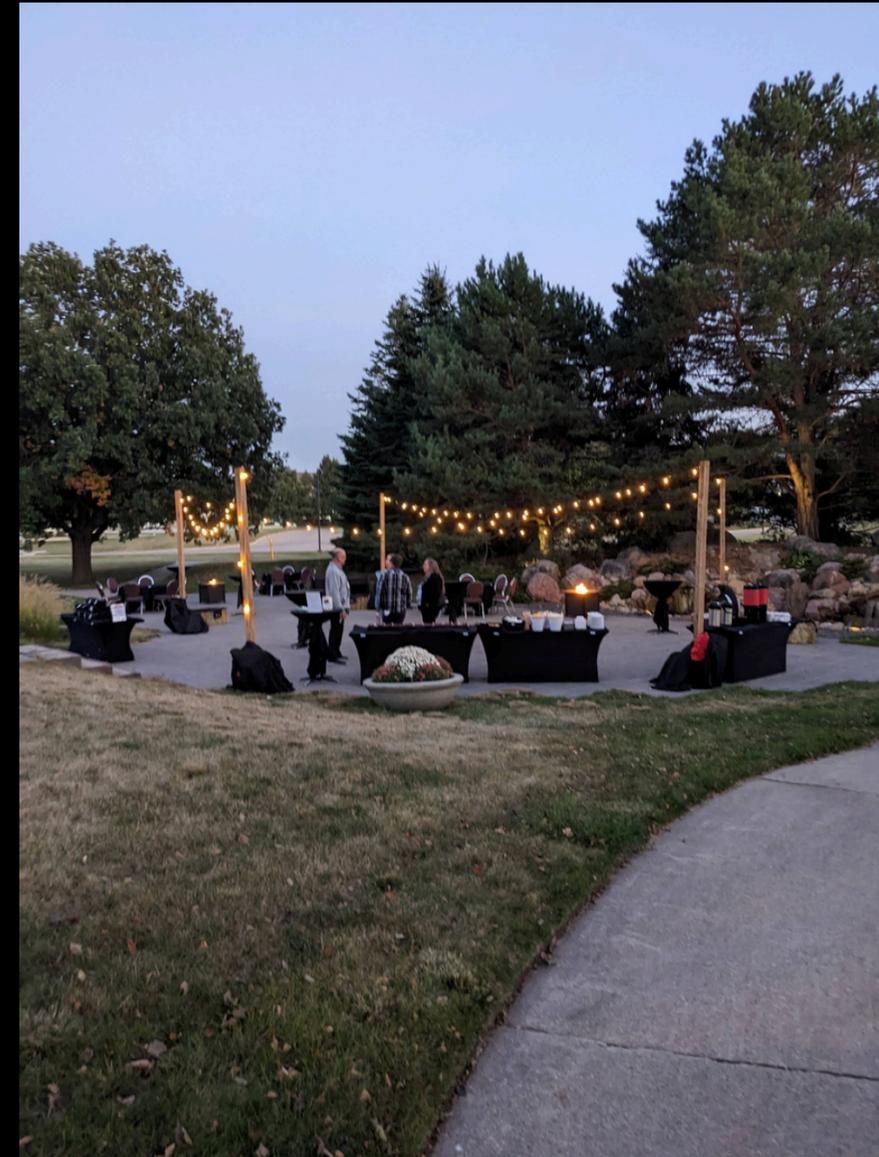
IDEA COMMITTEE

INITIATIVES

- Document to provide Best Practice Checklist: In-Person Events.
- Provide a webinar and content on the subject of VPATs
- Develop a needs based scholarship for the annual conference.

IDEA COMMITTEE

GOALS 25-26

- Create Best Practice Checklists for Accessibility on the ETC Resource Hub (Digital Accessibility, Space Accessibility, Talking points and techniques for encouraging Stakeholders to invest in Accessible practice).
- Post the glossary of "IDEA" terms on the ETC Website
- Recommend accessibility compliance for the ETC Website (recommending a member of the IDEA committee jointly serve on a Website Task Force should one be created by the board)
- Edit the Annual Survey
- Explore (in collaboration with the Membership Committee) moving logistical data questions to be collected at registration level in order to shorten the IDEA Survey and also allow a clearer focus on Inclusion, Diversity, Equity and Access.
- Review questions on Bias Incident Reporting based on the new bylaws adopted by ETC
- Incorporate ways to encourage increased participation
- Collaborate with the Membership Committee and Board to develop criteria for a needs-based grant for ETC Membership
- Outreach towards HBCUs, Community Colleges, and higher education staff in lesser-represented AV/IT roles

IDEA COMMITTEE

The ETC Board has tasked IDEA Committee with providing a breakdown of the results of their annual survey. Survey trends from the first two years of the survey were presented at the Annual Business meeting in January 2024. What follows are observations made by IDEA committee regarding the 2024 Survey in relation to the earlier surveys. As the survey has only been given for 3 years, it is still too early to tell changes over time.

Participation: The survey has a small but steady participation rate, skewing towards ETC members who have been exposed to the IDEA Committee's core values. These participants also skew towards more managerial roles with DEIA training and earning on the higher end of the scale. They are funded to attend the conferences.

Corporate = 9.2% (9.5% last year, 10% first year)
Institutional = 10.2% (10% last year, 16% first year)
Overall Membership = 9.7% (9.7% last year, 15% first year)

IDEA COMMITTEE ANNUAL SURVEY ANALYSIS

Demographic Trends

- More people say that their employer will provide funding for travel to professional development opportunities.
- Age of respondents is trending older than prior years.
- Incomes are higher in 2024 when compared to prior two years, and more people are reporting they are fairly compensated.
- More smaller corporations (0-100 employees) have joined our membership, but the majority of respondents are on the sales teams.
- The following indicate that the work that ETC and the IDEA committee have done is making progress:
  - More people are reporting that people with disabilities are able to fully participate in ETC activities. Onsite conference accommodation opinion is slightly lower.
  - More people agree that ETC values diversity.
  - More people agree that ETC puts time and energy into building diverse committees and leadership groups.
- Three questions indicate that more people agree that people of all backgrounds are valued in ETC, and that they feel respected.

MEMBERSHIP COMMITTEE

The Membership Committee, chaired by Tim Cichos and Drew Cave, undertook several key initiatives including: the implementation of a new member onboarding program, outreach to non-member attendees of regional and online events, and the outlining of a new annual award for advocacy. The committee continued the structured process to welcome new members via the ETC listserv.

The Membership Committee was composed of Joe Auger, Rick Boccadoro, Steve Bogart, Drew Cave, Tim Cichos, Karen Ethier, Yolanda Martinez, Mike Pedersen, Linda Rossi, and Dave Test.

Fiscal Year Membership Totals
· Institutional
o Total Institutions: 131
o Total Individuals: 906
· Corporate
o Total Corporations: 52
o Total Individuals: 194
· Associate: 2
· Life: 35
· Total Individuals: 1137

ETC MEMBERSHIP 2015-2025
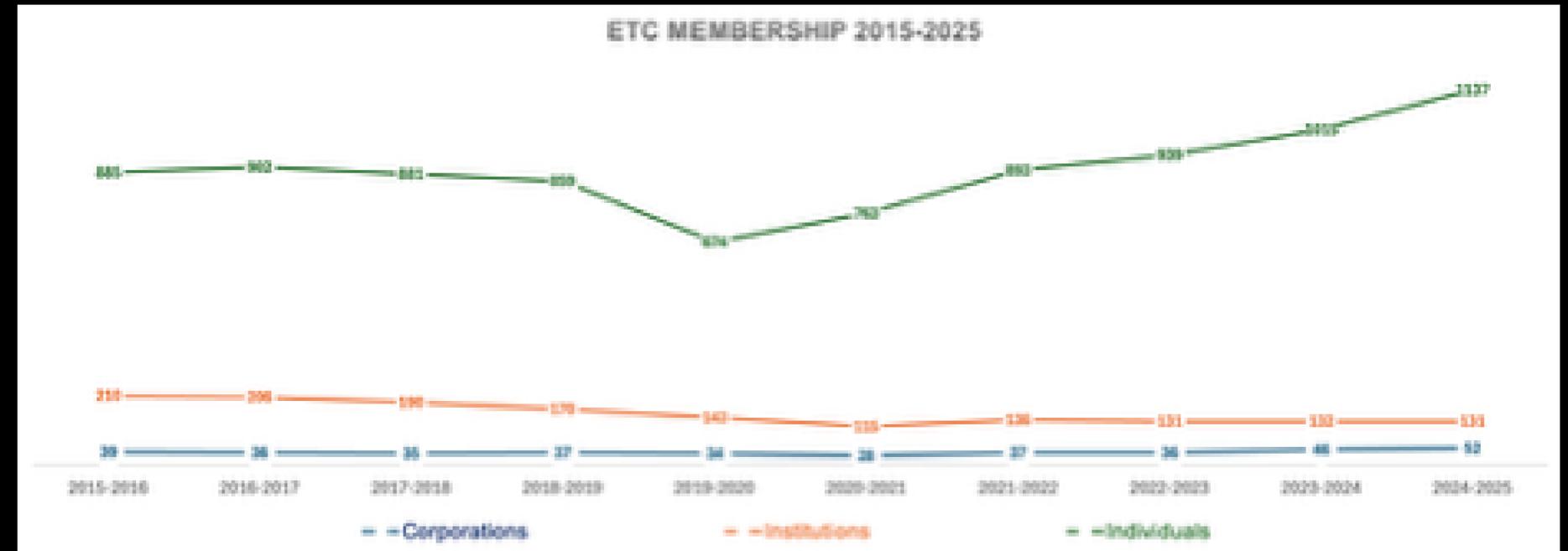
Overall membership has increased during the fiscal year. While institutional memberships have stagnated, corporate growth has continued. Individual memberships within the group categories have increased. Total individual institutional members grew from 814 to 906 and total individual corporate members grew from 163 to 194.

ETC Professional Development Committee

Executive Summary

The Professional Development (PD) Committee had a productive year, building upon our mission to provide meaningful virtual engagement through the Connecting in the Clouds (CITC) series. In the past year, we organized a range of topical sessions, collaborated through new partnerships, experimented with emerging formats, and laid the groundwork for long-term strategic professional learning initiatives. ETC community engagement remained strong across sessions, and feedback showed high satisfaction and growing interest in specialized topics.

Goals for FY 2025/26

- Solidify new Institutional Co-Chair
- Maintain 10 total members
- Train new members on workflow
- Establish a more consistent offering of 1–2 sessions every month
- Explore a structured training pathway and potential certification process with corporate members, pending Board feedback.
- Explore hybrid session formats or partnerships with regional events pending board feedback.

ETC Professional Development Committee

Committee Membership and Participation

• Welcomed new members and actively sought additional participation to fill two open committee positions.

• Continued outreach to inactive committee members to maintain active involvement.

• Worked closely with other committees and interest groups, including WAVEIT, AVoverIP, and corporate partners.

Metrics

PD Committee Meetings

• Total PD Committee Members: 9 current members

• New Members: lost 2 members, gained 3 new members

Connecting in the Cloud Sessions

• Total Sessions: 9

Average Session attendance: 24 attendees

ETC Professional Development Committee

Connecting in the Clouds Sessions

1. Online Course Innovations: A State-of-the-Art Recording Studio for Engaging Video Content Creation, June 25, 2024
2. Zoom Phones, Oct 14, 2024
3. Transforming Help Articles with Tolstoy, Oct 31, 2024
4. The Architectural Process for Construction Projects with NV5, Nov 21, 2024
5. TeamDynamix Session, Jan 16, 2025
6. Mentorship Session with WAVEIT, Feb 20, 2025
7. Air Handling and AV Integration, April 1, 2025
8. Where AV Meets USB, May 6, 2025
9. Room Scheduling: Panel Discussion, June 17, 2025

Have an idea for a future topic?

Share it with us!

ETC Professional Development Committee

Session Ideation strategy

This year, we focused on several sources for new topic ideas:

- **Community suggestions via ListServ (e.g., Student Data Retention, E-Sports, Music Classroom Furniture)**
- **Corporate member input**
- **Feedback from conference proposals**
- **Survey efforts (e.g., Video Capture Survey led by Kerry, outreach to Kathy for results and session potential)Strategic Initiatives and Collaborations**
- **Mentorship and WAVEIT Partnership: Explored deeper integration and collaborative programming.**
- **AVoverIP Task Force Alignment: Ensured session topics like Netgear AV did not duplicate or conflict with their initiatives.**
- **Maybe: ETC Certification/Credential Ideation: Discussed long-term training pathways with input from corporate members, exploring concepts like a Design-Build Certification (furniture, sound, AV design).**

Promotional & Operational Improvements

- **Updated promotional slides regularly to include at the start of sessions:**
- **Resource hub links**
- **WAVEIT promotions**
- **New session proposals opportunities**
- **Upcoming sessions**
- **Ensured better visibility and outreach by improving session marketing and email communications**
- **Scheduling sessions 6 weeks in advance to provide time for promotion and attendee commitment.**

INTEREST GROUPS

Interest Groups were held at the 2024 Annual Conference in Ames, IA. This year, there were five interest groups included in the agenda to foster conversation on the following topics:

· *Leadership & Campus Services, facilitated by Dave Test and Kevin Jahnke, 21 in attendance*
· *Diversity, Equity and Inclusion, facilitated by Kayden Kassof, 6 in attendance*
· *Instructional Design, facilitated by Cass Hall, 10 in attendance*
· *Women in Technology, facilitated by Kathy Dooley, 17 in attendance*
· *Emerging Technologies, Jim Spencer and Trey Herb, 27 in attendance*

The intent of the Interest groups is to create a space for topical open discussion around relevant topics. This year these sessions were held during the breakfast hour on Wednesday and Thursday of the conference from 8:15-9:15 am.

The interest groups have not held any virtual meetings since the 2024 Annual Conference, and the Board of Directors has determined that it is time to transition the interest groups back to an Annual Conference offering. Prior to 2020 interest groups were only held in person at the conference until expectations shifted during COVID to virtual offerings throughout 2020 and carried through to 2024. This will enable the Professional Development, and other committees to maintain the robust schedule of virtual networking and professional development sessions.

EMERGING TECH INTEREST GROUP

The Emerging Tech interest group meets annually at the in-person conference and hosts an open forum on emerging technology, new challenges, and creative solutions that schools are working on. It's a great opportunity to "talk shop" with peer institutions and to have a group discussion about the technology under the hood of our AV systems. These sessions have been hosted by Jim Spencer and Trey Herb since 2018. The session in Ames took place in one of the larger presentation rooms over breakfast and was well attended. Some of the conversation was a continuation of the AVoIP pre-conference workshop with discussion around clocking and multicast traffic, but delved into other topics like AEC references for spatial conferencing audio, and several others. Please join us for the next installment in North Carolina!

RESOURCE ADVISORY COMMITTEE

The Resource Advisory Committee (RAC), is a standing committee within the Educational Technology Collaborative, focused on several key initiatives during the 2024-2025 timeframe.

The committee's primary focus has been to enhance the content within the Resource Hub and better promote its use for the membership. One key focus was adding new data-gathering resources that build on discussions initiated in the all-member listserv. These resources were designed as living documents, allowing members to access and contribute to them.

RAC Initiatives in the 2024-2025 calendar year
Resource Champions Campaign - a monthly email to the ETC Membership regarding the Resource Hub as a knowledge base to serve the ETC Community.
ETC RAC "Rolodex" of corporate sponsors - updating & an ongoing project.
Work with the ETC Leadership on making improvements to the ETC Website.
Create a RAC Resource of relevant job descriptions in educational technology.
Update information regarding the ratio of support FTE per classrooms/technology locations at individual institutions.

ETC RAC Committee Roster for 2024-2025
Mike Ferry, University of Central Florida (co-chair)
Doug McCartney, Oakland University (co-chair)
Robert Butler, University of Iowa
Andrew Riggs, University of Iowa
Cassidy Hall, University of Idaho
Christian Sumabat, University of the Pacific
Jameel Mills, University of Central Florida
Jeff Rhind, Suffolk University
Dayne Decker, Roger Williams University
Todd Bergum, Legrand
Michael Treacy, Daktronics
Kelsey Kirsch, AMR Project Coordinator

COMMUNICATIONS TASK FORCE

The Communications Task Force started in October of 2024 with the goal of improving inward/outward facing communications for ETC. Since their inception, the Communications Task Force has created a new charter and framework outlining how ETC members can better communicate with the wider higher education community. This charter and framework include best practices for social media engagement, content planning tips, hashtag creation and maintenance, content calendaring, and engagement reports and metrics tracking.

This charter and framework will be published for all ETC members to review and refer to as they look to communicate via social media or on approved ETC channels. This document also helps provide calendar updates and encouragement for committees to communicate more regularly with membership about their goals and actions, providing more transparent updates from committees to wider membership in hopes of driving more engagement with the community.

This task force will end in October of 2025 after all goals are achieved and communicated so that all members are aware of how to best move forward with communicating internally and externally with their higher education peers.

Members of this task force are Jimmie Singleton, Kyle Berner, Billy Cross, Joseph Dwyer, and Christian Sumabat.

EVENTS COMMITTEE

In summer 2024, the Board of Directors decided that ETC would benefit from a dedicated Events Committee to help create four regional events per fiscal year.

The main goal of the committee is to recruit hosts, schedule, and coordinate one day regional conferences. These events began ad hoc the year before in New England and the committee has been working to expand the reach of these events around the country. During FY 25, the committee secured four events at Penn State University, State College, PA; University of Wisconsin Eau Claire, WI, Rochester Institute of Technology in Rochester, NY, and Auburn University in Auburn, AL. Attendance has varied from 25 to 70 participants and included institutional and corporate members as well as non-members. Each event also had five paid sponsors whose support covered the costs of space fees, catering, and other expenses.

Advantages of Regional Events include recruitment, opportunities for conference attendance at no cost, networking, opportunities for schools to host a mini conference, sponsor engagement in an intimate setting, and fundraising through sponsorship fees.

The Events Committee is a dedicated group of individuals and has been working hard to bring ETC to folks around the country. Thank you to members Adam Stewart, Brad Thomas, Darryl Krall, David Simon, Kayden Kassof, Kevin Schornhorst, and Theo Chatneuf as well as the amazing support provided Kristy Howard and Kelsey Kirsch with AMR.

REGIONAL EVENTS

We had a great panel session to discuss the design and build of the "Engaged Active Student Learning" (EASL) capabilities of the room/s that we were using for the conference. This was followed by a group open forum. We discussed what people would like to get back from being a member of ETC.

The six vendors gave presentations and rundowns on their products. Attendees were then able to visit one on one with the vendors in a separate room. We finished up the day with a presentation of several owls, hawks, and an eagle, that were brought in by the Auburn University Raptor Center.

REGIONAL EVENTS

The Educational Technology Collaborative (ETC) hosted a highly successful regional event at the Rochester Institute of Technology (RIT) on May 29, 2025, focusing on "Exploring how AVoverIP technology can enhance active learning environments." This gathering brought together over 40 attendees from 18 different organizations, fostering a rich environment for collaboration and knowledge sharing in educational technology. The event served as a valuable platform for professionals to connect, discuss emerging trends, and explore innovative solutions to advance education through technology, specifically within the context of AVoverIP's growing role in higher learning.

REGIONAL EVENTS

University of Wisconsin Eau Claire

On November 7-8, 2024, UW-Eau Claire hosted an Educational Technology Collaborative regional event in conjunction with the Universities of Wisconsin group the Educational Media Technology Council (EMTC) with 48 attendees.
 A tour of the Spectrum Industries manufacturing facility was followed by a tour of the nearby Leinenkugel's Brewery in Chippewa Falls, WI. In the evening a tour of the Sonnentag Events Center and Fieldhouse on the UW-Eau Claire campus was followed by a group dinner at Stella Blues in downtown Eau Claire sponsored by Camera Corner and Crestron.
Friday morning the day began with a presentation by EMTC members showcasing projects at various Universities of Wisconsin campuses. This presentation was followed by a demo of live captioning technology used on the UW-Madison campus.

Presentations from the primary event sponsors included:
· Projecting Possibilities: The Future of Projection Technology in Higher Education (Epson)
· Lectern Considerations for AV Environments (Spectrum)
· Innovative Tech in Higher Ed: Crafting Engaging Learning Environments (Q-Sys)
· Talk nerdy to me: An Exploration of Beam Forming Multi-Element Transducer Arrays (BiAmp)
· A video of the London Business School - Active Learning Case (Wolfvision).
The afternoon sessions closed with an open group discussion modeled after the ETC Emerging Technologies Interest Group. Following a break a final tour was scheduled at the Pablo Center at the Confluence in downtown Eau Claire and then dinner at The District sponsored by AVI Systems (now Forte) and Intelligent Video Systems.

REGIONAL EVENTS

The event was considered a success and all 61 who attended had a good experience.

Corporate sponsor engagement & participation was outstanding. The presentations were both timely and appropriate for the audience and very well received. Hub Stadium was an enjoyable way to finish a long, but rewarding day. Raffles prizes were a hit with all in attendance.
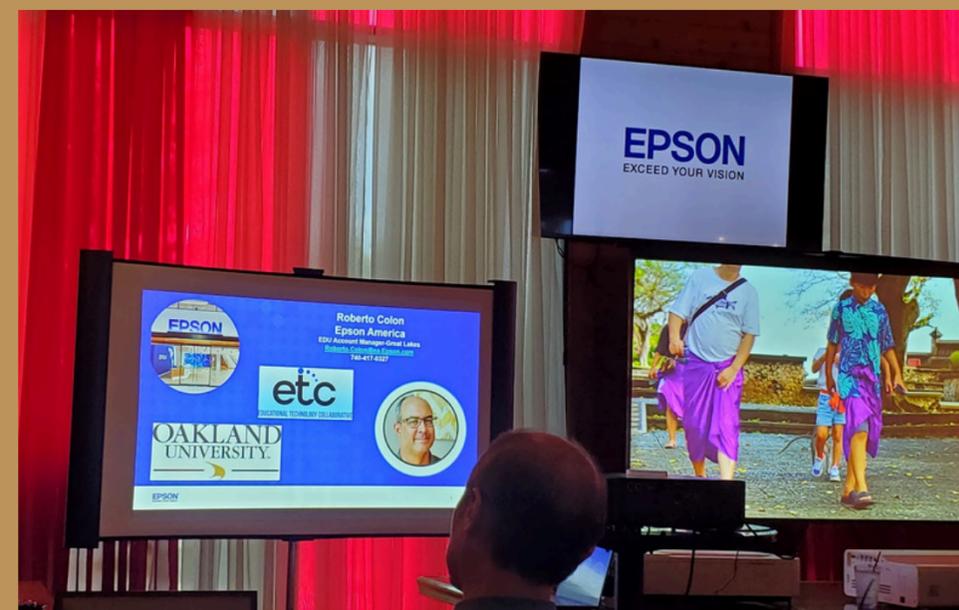
STRATEGIC PLAN TASK FORCE

The ETC 2025-2030 Strategic Planning Task Force (SPTF) was formed in January 2024. The goal of the Task Force was to follow previous protocol to inform the ETC Board of Directors on matters that should guide their decisions for the five-year period beginning July 1, 2025. Monthly meetings were held through Spring and Summer of 2024, resulting with the proposed guiding definitions as follows:

- Review of ETC Mission statement
- Review of documents from 2009-2012, 2014-2019, and 2020-2025 strategic plans.
- Review of guidance from the Board for areas of focus for new plan directives.
- Strategizing how to proceed with planning, gathering member feedback on these directions, etc.

The result was a plan of action that would focus on the following:

1. Membership Needs: specific requirements or criteria that individuals consider when deciding to join or maintain membership in a professional organization

2. Membership Growth: strategic efforts and outcomes related to increasing the number of individuals who join and maintain membership in a professional organization over time. It can enhance their influence, resources, and ability to serve their members effectively.

3. Organizational Growth (later redefined as Organizational Strength): the overall expansion and development of a professional association or organization over time.

4. Advocacy: The organization may advocate for members' interests, provide a platform for voicing concerns, or engage in lobbying efforts related to industry regulations and policies. Some organizations offer awards, honors, or recognition programs that acknowledge members' achievements and contributions to the profession.

STRATEGIC PLAN TASK FORCE

After a series of meetings and focus groups conducted with membership during the winter of 2024, the Task Force presented a final document to the ETC Executive Board in June 2025. The key components suggested by the task force for ETC to focus on over the next five years are summarized in the following four key Strategic Directions:

Strategic Direction 1: Membership Needs

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

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

STRATEGIC PLAN TASK FORCE

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.
· 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.

- Identify underrepresented regions that would benefit from ETC membership as recruitment targets.
- Enhance value through web site update, promoting Annual Conference (and regional conferences) for collaboration, partnering, friendship and learning.
- Develop website strategy to increase search engine optimization.
- Continue to promote ETC benefits such as listservs, special interest groups, conferences, professional development opportunities to engage and retain members (internally and externally).
- Creating resources to provide members (corporate and institutional) to share with potential non-members to show ETC's value.

STRATEGIC PLAN TASK FORCE

Strategic Direction 3: Organizational Strength

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

- Develop a plan to ensure the long-term fiscal sustainability of the organization
- Evaluate the internal structure of the organization
- Develop, implement and sustain a comprehensive internal and external communication plan.

STRATEGIC PLAN TASK FORCE

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.

· Create resources for members to advocate change at an institutional level
- Partner with organizations to develop the workforce
- Create incentives for members to engage student workers in ETC
- Lobbying and Policy Engagement by driving meaningful change and support for our profession

The Strategic Planning Task Force was led by Joey Wall, Matthew Wilk, and Kristy Howard. They would like to thank fellow task force members, Joshua Joseph, Rodney Fillmore, Jeff Rhind, and John Schrenker, for all of their hard work and dedication.

AVoIP TASK FORCE

The AVoIP Task Force was chartered by the president of ETC after the successful AVoIP pre-conference workshop that took place at the annual conference in Ames, IA. The group is chaired by Jim Spencer from Legrand AV and includes both institutional and corporate members including Steve Bogart from Atlona, Jeffrey Levesque from the University of Rhode Island, Ben Crull from Towson University, and Adaline Tatum from UCLA. The task force has hosted a series of online webinars throughout the year that were delivered by our members. These sessions were publicly available in an effort to recruit prospective members to the organization. One particular session even had a part in a new corporate member's decision to join ETC and present as part of the series. Topics have ranged from terminology and training to network switches, clocking schemes, and transport codecs. At the time of writing, we intend to conclude two weeks before the next in-person conference at NC State with a virtual panel discussion between ETC members.