



ETC ANNUAL REPORT 2022-2023

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etc
EDUCATIONAL TECHNOLOGY COLLABORATIVE
Connecting AV & IT in Higher Education

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PRESIDENT & PRESIDENT-ELECT MESSAGE



Figure 1: Don Merritt
President 2022-2023

What a year!

It has been an absolute privilege to lead this organization over the past year. Looking back at what we have accomplished I am even more convinced that there's even greater things yet for our future. Let me tell you why.

First, we finished executing years of strategic planning efforts to better represent ourselves to our membership and the public. Changing our name from the Consortium of College and University Media Centers to the Educational Technology Collaborative was one of the most thoughtful, thorough decisions I have seen any organization undertake. It required self-reflection and an engagement with the broader profession. It was led by volunteers, and what amazing work they did. Our new identity better reflects who we are now, post-pandemic and immersed in IT. It is work to be proud of!

We also returned to an in-person conference for the first time since 2019, and we exceeded our own expectations in how big it would be. There were familiar faces and many, many new ones, from new institutions to new companies who had only recently found us. I was proud of my UCF team's work and honored to be able to share it with you all in person. That set the stage for planning the next, even bigger event at the University of Southern California. And all of this excitement has prompted the start of smaller, more frequent regional events. I expect to see even more of those in the coming years.

We have also learned from the years during lockdown to broaden and increase our virtual offerings, from Connecting in the Cloud to the Resource Hub. We have grown closer with our international peers and discovered that we all have so much in common, from problems to solutions. The content and the benefits continue to grow and again, this is all due to the hard work of the entire membership.

Finally, this past year has renewed my faith in the professionalism, comradery, collaboration, and sense of community this organization creates. We are not just technology geeks, or events runners, or classroom support techs. We're more than managers and installers. We are people dedicated to the efforts our faculty and students undertake in the spaces that we create. We are enablers, supporters, and advocates for teaching and learning, not just tech. In the process, we have become champions for each other and are creating an entirely new profession in AVIT.

What a truly great year it has been. And it is all thanks to you, our members. I can't wait to see what you do next year.

Don Merritt
President (2021-2022)



Figure 2: George Chacko Incoming President 2023-2024

This year marked a significant milestone in our journey as we unveiled our new name and branding from CCUMC to ETC. This transformation was not just a change in aesthetics but a representation of our commitment to innovation, progress, and excellence in the field of educational technology. Our new identity symbolizes our dedication to shaping the future of teaching and learning through cutting-edge technologies and pedagogical practices. Two of the key highlights this past year were the successful return to in-person conference and the establishment of regional events. These events brought our members closer together and allowed us to foster a sense of community and collaboration on a local and national level. It is essential that we continue to build upon this momentum and expand our reach to provide valuable experiences for our members.

Moreover, our commitment to organizing meaningful events remains unwavering. We understand the importance of staying at the forefront of educational technology, and we will continue to host annual and regional conferences, workshops and webinars that promote knowledge sharing, networking, and professional growth. These events will serve as platforms for us to exchange ideas, discuss emerging trends, and showcase the remarkable work being done by our members.

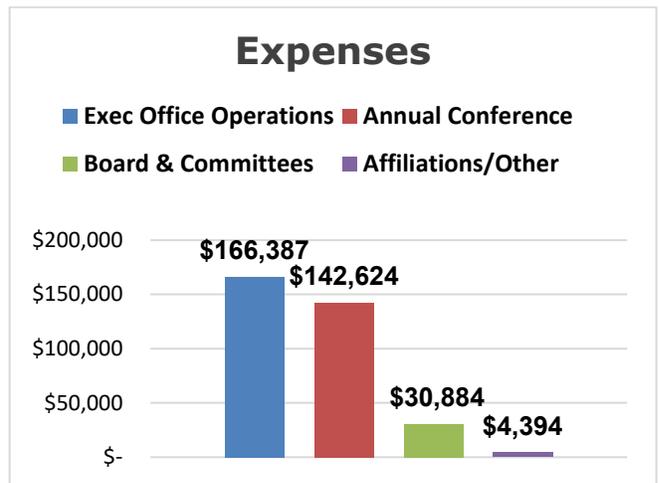
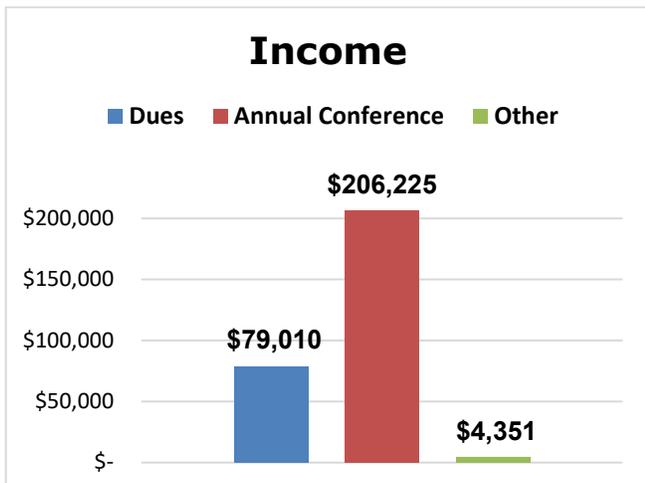
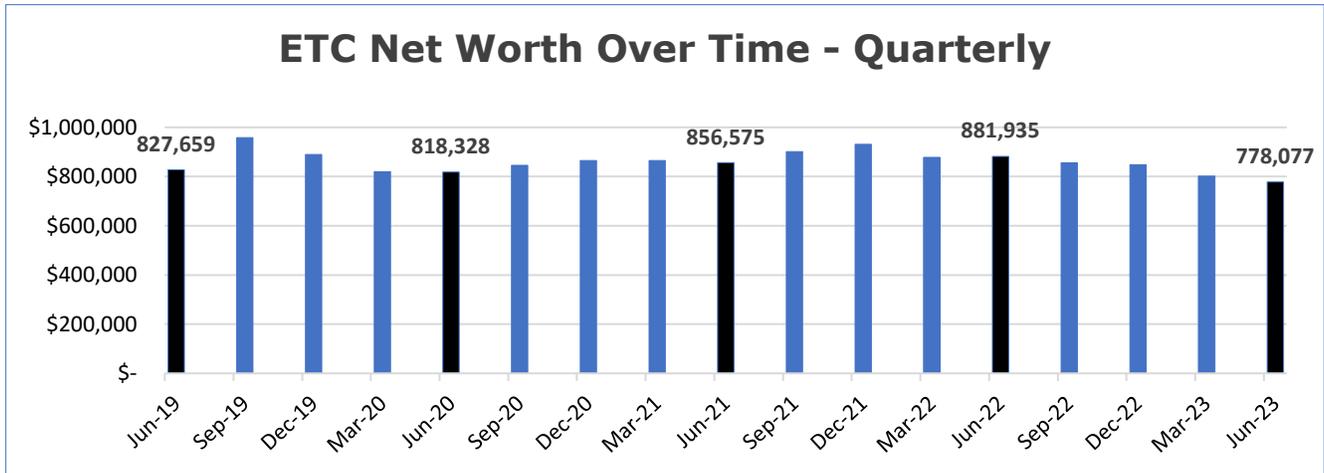
I want to express my deep appreciation for your unwavering support and dedication to ETC. Together, we have accomplished so much, and together, we will achieve even greater heights in the future. Let us continue to work collaboratively, innovate relentlessly, and make a lasting impact.

George Chacko
Incoming President (2023-2024)

FINANCIAL STATEMENTS

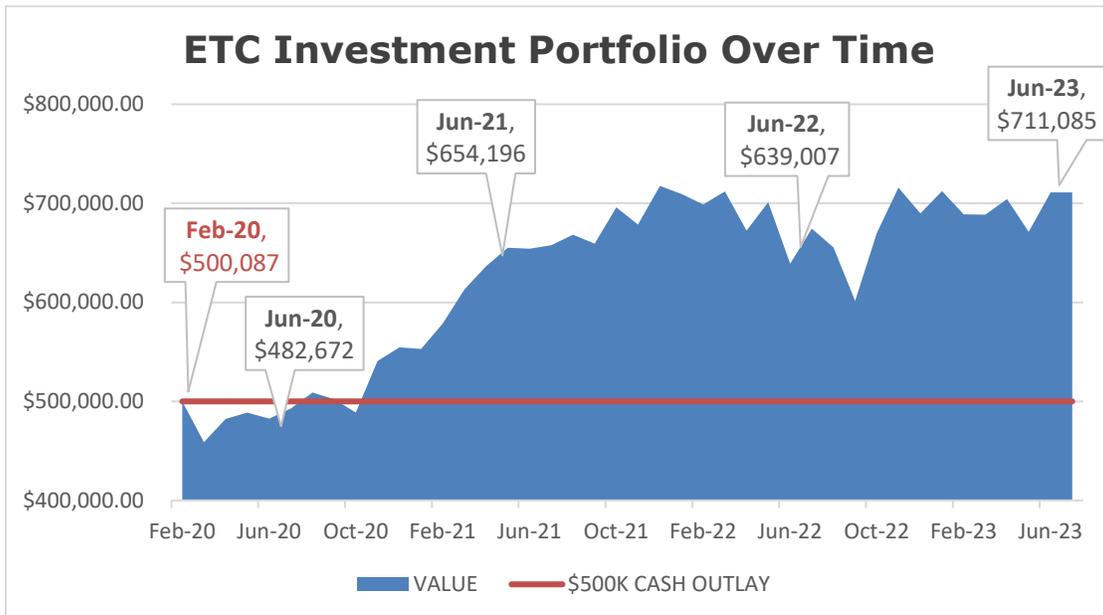
ETC Annual Financial Report 2022-2023

Matthew "Q" McQuaig, Treasurer & Finance Committee Chair | Kevin Jahnke, Treasurer-Elect



FY22-23 INCOME: **\$289,586** (107% of \$270,000 budgeted)

FY22-23 EXPENSES **\$344,289** (97% of \$355,000 budgeted)



Treasurer's Notes:

- ETC's relative fiscal stability, cash reserves and solid investment portfolio enabled focus on providing value to members, with fixed dues and no-cost virtual conferences during the pandemic-impacted years, followed by a successful return to in-person activities—including several regional events and our 2022 conference in Orlando.
- Finance Committee recommended new dues rates for FY23-24, and flat conference registrations for 2023, but expects increases for 2024 to manage cashflow and ensure operational viability amid market volatility and inflation trends.
- AMR's finance team manages day-to-day fiscal operations and prepares monthly reports for the Treasurer & Finance Committee as well as quarterly reports to the Board of Directors—we're grateful for their continued expertise.
- 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 FY22-23

ETC's Finance Committee met periodically throughout the year to review financial reports and investments, create an operating budget, and recommend new membership rates after several years of static pricing. The scalable structure continues to serve members well with tiers to fit each member type. Feedback from constituents was weaved into both the conference and committee budgets, including augmentations for the next annual conference and a new allocation for multiple regional gatherings. Rates for FY23-24 dues were approved by the full board in March 2023, and the new operating budget was adopted in June 2023. Finally, this group created a set of guidelines for accessing investment accounts to streamline future procedures with ETC's reserve funding.

FY 2023-2024 ETC Membership Rates *(board approved 2/15/2023)*

Institutional Memberships	FY22-23		FY23-24
Individual (1-2)	\$ 300	Individual (1-2)	\$ 400
Department (3-10)	\$ 600	Department (3-10)	\$ 800
Unlimited (11+)	\$ 900	Unlimited (11+)	\$ 1200
Corporate Memberships	FY21-22		FY22-23
Individual (1-2)	\$ 300	Individual (1-2)	\$ 400
Unlimited (3+)	\$ 900	Unlimited (3+)	\$ 1200
Retiree & Student Memberships	FY21-22		FY22-23
	\$ 50		\$ 100

New dues rates were approved after 4 years of static rates. Renewed memberships valid thru 6/30/24.

After two fiscal years of remote operations and virtual conferences, the organization was pleased to see strong turnout for the 2022 Annual Conference in Orlando at the University of Central Florida's new downtown campus, and a successful rebranding from CCUMC to the Educational Technology Collaborative (ETC). Plans are underway now for the 2023 conference at USC in Los Angeles.

The Finance Committee welcomes any feedback, questions and volunteers as we monitor and reassess ETC's fiscal health then make budgetary recommendations each year. It is a privilege to serve our membership alongside AMR's expert team, and we are grateful for their guidance for long-term organizational sustainability, as we collectively account for financial resources which support ETC's strategic initiatives. We look forward to seeing you at one or more of our upcoming events in this next fiscal year!

Special Thanks to 2022-2023 ETC Finance Committee Members:

Adam Stewart, Karen Ethier, Matthew Wilk, Donnie Merritt, Kevin Jahnke, Matthew "Q" McQuaig (Chair) and Kristy Howard (Executive Director), with great appreciation also to Bill Ray and Carissa Bradt from AMR's accounting team.

Report Submitted by Matthew "Q" McQuaig, Treasurer & Finance Committee Chair & Kevin Jahnke, Treasurer-Elect

CONFERENCE COMMITTEE

The 2022 Annual Conference brought us all back together in person. For many of us, it was the first time since the lock down of COVID. Our host the University of Central Florida welcomed us with the sunny weather of Orlando, Florida.



The conference was well attended, and exceed expectations with 180 regular registrations. The support from our 31 sponsors was tremendous.

The Keynote address was present by Theron Skees, the Senior Creative Executive of the Designer's Creative Studio. Theron is a highly adaptive, solution-oriented creative executive with over 25 years of experience in assembling and leading multi-disciplined teams for both domestic and international projects in the Themed Entertainment Industry.

After months of hard work by the Branding Task Force, CCUMC shared a "Big" announcement with the community at the 2022 Annual Conference...

CCUMC was moving forward with a new name, tagline and brand:

Educational Technology Collaborative
Connecting AV & IT in Higher Education

The 2023 Annual Conference was confirmed to be hosted by the University of Southern California for September 20-23. We'll share the details for this conference at the next general business meeting.



AWARDS

For the 2022 Annual Conference, the awards committee consisted of Adam Stewart, University of Utah; Doug McCartney, Oakland University; Kristy Howard, AMR & George Chacko, Pace University. Presidents Adam Stewart, Donnie Merritt and George Chacko presented the following special service awards at the conference's Awards Ceremony:

- Christian Sumabat (University of the Pacific)
Secretary
2020-2022



- Brian Shanks (Texas State University)
Institutional Director
2020-2022



- Kayden Kassof (American University)
Institutional Director
2018-2022



- Jason Railton (University of Norte Dame)
Institutional Director
2019-2022



- Gina Sansivero (AtlasIED)
President
2019-2022



- Willie Franklin (Otterbein University)
2022 Life Member Award
Member since 2004



- University of Central Florida
Office of Instructional Resources
2022 Conference Host Award



CORPORATE COMMITTEE

In 2022-2023 ETC had 36 Corporate Member Organizations, and 136 individuals involved from those organizations.

For the 2022 Annual Conference hosted by the University of Central Florida in Orlando, there were 4 Strategic Partner Corporations: Legrand AV, Panasonic, Sharp/NEC and WolfVision.



There were 26 Supporting Partners: Atlona, Audinate, Biamp, Bluum, Canon, Catch Box, Crestron, Daktronics, Draper, ELMO, Epiphan Video, Epson, Extron, Kramer, Logitech, Mersive, Mimo Monitors, Q-SYS, Sennheiser, Shure, Sony, SP Controls, Spectrum, Starin, Talem 3, Vivi.



There was 1 Contributing Partner: Diversified



There were 3 Corporate Membership meetings in 2022. Bernie Pearo and Darryl Krall were the two corporate members who served on the Executive Board. There were 3 Corporate Membership meetings in 2023 at the end of August 2023. We added Michael Hooper from Bi Amp as Co-Chair of the Corporate Membership committee. Throughout the year we continued to promote the Ambassador Program, and promote ETC to new potential Corporate Partners and Institutional Members.

Panasonic hosted an ETC “meet up” at InfoComm – Orlando, FL in June at one of Panasonic meeting rooms. There were approximately 35+ Institutional & Corporate members who attended.

Darryl Krall actively participated on the Program Committee for both the 2022 conference at the University of Central Florida and the 2023 conference at USC in September.

Worked with the ETC Executive office on a 2023 post conference survey for feedback from our Corporate Members. Responses will be reviewed and share with the Board when available.

Report Submitted by Darryl Krall, Corporate Director

ELECTIONS

Election Slate for 2022:		Institution
President Elect	Karen Ethier	Roger Williams University
Treasurer	Kevin Jahnke	University of Wisconsin - Milwaukee
Corporate Director	Darryl Krall	Panasonic Connect
	Shay Lynch	QSC
Institutional Director	Kayden Kassof	American University
	Jeff Rhind	Suffolk University
	Cecile-Anne Sison	Northwestern University
	Andy Vogel	Ohio State University

Election Results: New Board of Directors (Effective July 1, 2023)		Institution
President Elect	Karen Ethier	Roger Williams University
Treasurer	Kevin Jahnke	University of Wisconsin - Milwaukee
Corporate Director	Darryl Krall	Panasonic Connect
Institutional Director	Kayden Kassof	American University
	Cecile-Anne Sison	Northwestern University

Continuing Board of Directors		Institution
Past President	Don Merritt	University of Central Florida
President	George Chacko	Pace University
Secretary	Samantha Marshall	Roger Williams University
Corporate Director	Bernadette Pearo	Legrand AV
Institutional Director	Matthew Wilk	Rutgers University
	Dave Test	Penn State University

EXECUTIVE OFFICE MANAGEMENT COMMITTEE



The EOMC met quarterly over the 2023 fiscal year and focused on the drafting of the FY2024 AMR Workplan, the 2023 AMR Client Satisfaction Survey, as well as creating committee charter drafts for all of ETC's committees.

The EOMC recommended several new items be added to the FY24 Workplan to aid committees in achieving their goals. AMR will be providing full committee support and assistance with deliverables for the Membership, Professional Development and Resource Advisory committees. Also, AMR will be providing additional support for our regional events which are starting to happen with increasing frequency. These much-needed additions were approved by the Board of Directors and have been incorporated into the FY24 plan.

AMR distributed the annual satisfaction survey to the Board in January 2023 and the survey scores and feedback were very complimentary. AMR has continued to do an outstanding job managing ETC's operations and this is reflected in the results.

During the Spring 2023 In-Person Board Meeting, the EOMC was assigned the task of creating charter documents for all ETC committees to provide guidance to current and future committee members. Complimenting the work of the Bylaws Task Force, these documents will provide definition around purpose, deliverables and other guidelines of committees in a charter format, rather than having committees defined in the Bylaws. This will provide much more flexibility when edits or additions to the guidelines are needed in the future. The EOMC worked on these documents in the last several months of FY23 and will have them finalized in the early weeks of FY24.

Submitted by: Adam Stewart, Past-President

IDEA COMMITTEE

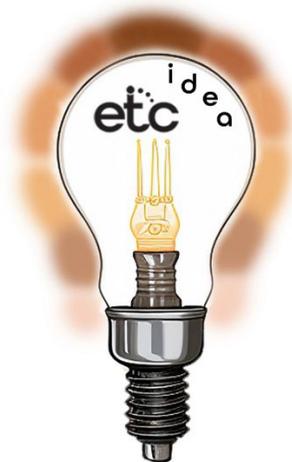
The IDEA (Inclusion, Diversity, Equity and Accessibility) Committee had a busy first year! After a summer strategizing session, the group undertook a number of initiatives and projects, beginning with the drafting of an Inclusion Statement that was designed to clearly communicate a welcoming and open organization. During the early Fall, IDEA co-sponsored a professional development session with SCUP fellow Shannon Dowling, who shared her work on designing diverse, equitable and inclusive campus spaces and worked with the Elections committee to author a volunteer FAQ document to clearly state expectations for board, committee and task force members. At the annual conference, IDEA introduced social interaction comfort level stickers and committee members presented and facilitated several DEI-related sessions. Later in the Fall, the committee helped update the ETC Digital Accessibility Statement and submitted a proposed change to the bias incident reporting process. During the winter, IDEA distributed and collected their annual demographic survey and held a workshop for all ETC volunteers and leaders to discuss how to better infuse inclusion, diversity, equity and accessibility into all aspects of the organization. The workshop included some great discussions that went deep and identified some key initiatives to move forward. In the Spring, the committee planned for a chair succession, with Karen Ethier stepping down and Cecile-Anne Sison and Rick Nimtz taking over. Throughout the year, IDEA communicated with the membership through the listserv, once with a pre-conference newsletter and once with a pre-survey email.

Plans are in the works by IDEA for an accessibility training (spearheaded by retired, but very active IDEA member Willie Franklin), along with several initiatives for the 2023 annual conference (ice cream social, IDEA panel, interactions with newcomers).

ETC Inclusion Statement:

ETC welcomes the participation of individuals who thrive at the intersection between education, technology, and pedagogy at all levels and various sizes of organizations. We are committed to building a community that strives to acknowledge and value a diversity of voices. We provide opportunities for all our members, however one identifies, to be empowered and grow.

Report Submitted by Karen Ethier, Institutional Director



EDUCATIONAL TECHNOLOGY COLLABORATIVE
IDEA COMMITTEE
Integrating Inclusivity, Diversity, Equity and Accessibility
 into ETC's programs, communications and activities

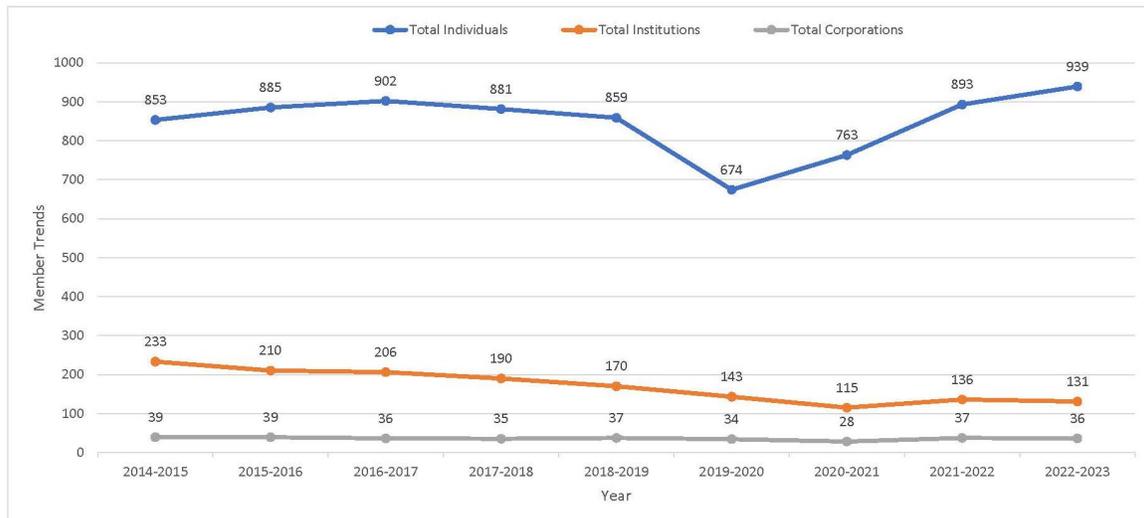
MEMBERSHIP COMMITTEE

The Membership Committee, chaired by Brian Shanks for the period of July 2022 to March 2023 and Mike Pedersen and Richard Mitchell for the period of May 2023 to June 2023, played a vital role in enhancing ETC's growth and outreach. The committee worked diligently to promote membership, create new initiatives, and adapt to a changing landscape. The Membership Committee was composed of Joe Auger, Steve Bogart, Susan Brower, Thomas Callan, Kent Cawthorne, George Chacko, Anthony Chirico, Barry Duvall, Napoleon Garcia, Michael Hooper, Richard Miller, Gina Sansivero, Brian Shanks, David Test, Stephen Thomas, and Matthew Wilk. During FY 22-23, the committee made significant contributions. The Ambassador Program was launched at the 2022 Annual Conference. Amidst a strategic brand redesign, the committee created justification flyers for institutional and corporate memberships to effectively communicate the value of membership. Additionally, a Lands End store was established for branded merchandise to encourage additional promotion and create a sense of community. The committee concluded the year by focusing on developing new membership campaigns and email templates to increase marketing efforts.

Fiscal Year Membership Totals:

- Institutional
 - Total Individuals: 768
 - Total Institutions: 131
- Corporate
 - Total Individuals: 136
 - Total Corporations: 36
- Retiree: 2
- Life: 33
- Total Individuals: 939

Membership Trends:



PROFESSIONAL DEVELOPMENT

The Professional Development Committee focused this past year to provide more variety in presentations and roundtable discussions on topics of interest to all members of the ETC community. In addition to the Connecting in the Cloud series, we continued sessions that involve the Interest Groups of ETC. Over the last fiscal year, each interest group has presented twice outside of the annual conference. The PDC is continuing to seek topics that are geared towards technicians. Our goal is to gain the interest of more technicians into ETC as a whole.

Jim Spencer led as chair in Fall 2022; and Shay Lynch and Samantha Marshall stepped up to co-chair in the spring. At that time, the committee moved forward with exploring more resources for training sessions including AVIXA and our ETC Corporate sponsors. There are more sessions to come training sessions for both management and technicians.

All of these activities wouldn't have been possible without the support of the Professional Development Committee: Shay Lynch (chair), Benjamin Crull, Scott Deetz, Cecile-Anne Sison, Karen Ethier, Marie Evans, Regina Greenwood, Thomas Herb, Ken Mangum, Samantha Marshall (past chair), Brian Raley, Jim Spencer (past chair), Joe Way, and Matthew Wilk, Kathleen Dooley, Kevin Jahnke, and Martina Zuniga-Johnson.



Report Submitted by Professional Development Committee

INTEREST GROUPS

Interest Group leaders and participants represent multiple colleges and universities from the CCUMC membership. While attendance was slightly lower than past years the groups continue to work with the Professional Development Committee to offer webinars at the CCUMC conference and Connecting in the Cloud series.

Connecting in the Cloud sessions:

- Leadership (December 15, 2022) - 12 in attendance
- Instructional Design (February 21, 2023) - 21 in attendance
- Women in Technology (May 4, 2023) - 19 in attendance
- Diversity, Equity & Inclusion (April 20, 2023) - 13 in attendance
- Planning & Design of Diverse, Equitable and Inclusive Campus Environments (September 22, 2022) - 35 in attendance

Interest Group	Name	Institution
Interest Group Chair	Kevin Jahnke	University of Wisconsin-Milwaukee
Leadership & Campus Services		
Co-Chair:	Kevin Jahnke	University of Wisconsin-Milwaukee
Co-Chair:	Matthew Wilk	Rutgers University
Emerging Technologies		
Co-Chair:	Jim Spencer	University of Notre Dame
Co-Chair:	Trey Herb	University of Florida
Instructional Design		
Chair:	Cecile-Anne Sison	Northwestern University
Women in Technology		
Chair:	Kathy Dooley	Midwestern University
Diversity, Equity & Inclusion		
Chair:	Kayden Kassof	American University Library

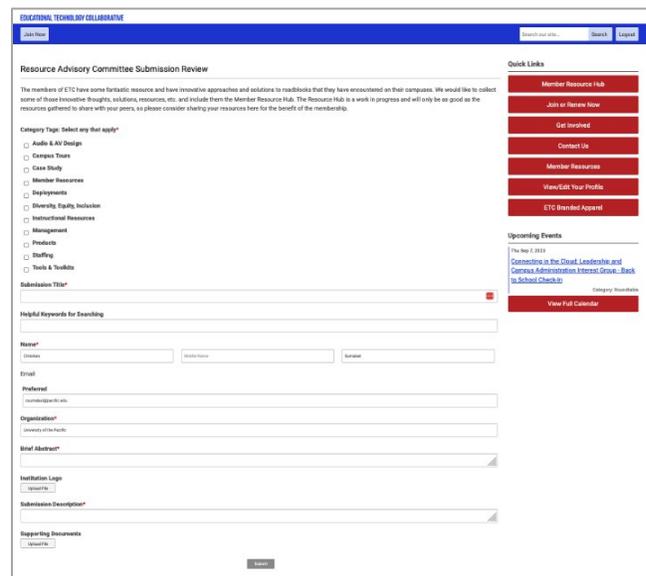
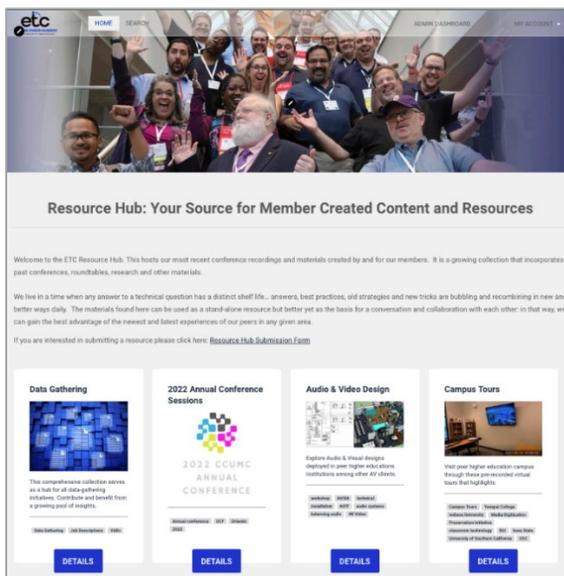
Report Submitted by Kevin Jahnke, Institutional Director

RESOURCE ADVISORY COMMITTEE

The Resource Advisory Committee (RAC), which is a standing committee within the Educational Technology Collaborative or ETC (formerly CCUMC), was re-established as part of the bylaws revisions approved in 2019-2020. In the fiscal year 2023, the committee continues to implement a tactical approach, with a primary focus on enhancing the Resource Hub. This includes a site redesign to align with our current branding and the completion and launch of the Hub's submission form.

The Resource Hub serves as a repository for the latest conference recordings and materials generated by our members. Notably, recent additions to the "Resource Hub" in the Data Gather section include job descriptions and an integrator rolodex. These are living documents that our members can access and contribute to.

We extend our gratitude to former committee members Aaron Peterson (Mechdyne), Cory Schaeffer (QSC), and Amanda Babineaux (South Texas College) for their invaluable contributions to the RAC. Additionally, we warmly welcome our newest members, Mike Ferry (University of Central Florida), Jeff Rhind (Suffolk University), and Cassidy Hall (University of Idaho), to the committee.



The current volunteer for this committee is comprised of:

- Co-Chair – Christian Sumabat (University of the Pacific)
- Co-Chair – Douglas McCartney (Oakland University)

Committee members:

- Mike Ferry (University of Central Florida)
- Jeff Rhind (Suffolk University)
- Cassidy Hall (University of Idaho)
- Robert Smith (Stanford University)
- William Hydrick (Tulane University)
- Debra Krawczykiewicz (University of Florida)

Report Submitted by Christian Sumabat

REGIONAL EVENTS

Roger Williams University was thrilled to be chosen to kick off ETC's new regional event initiative! The event, held on February 10, 2023 and sponsored by Audinate, Q-SYS, and Wolfvision, was truly a collaboration among ETC members. Sponsor representatives Kathryn Taub, Shay Lynch, Marta Scoppa and Jason Dovel joined RWU IT's Samantha Marshall and Karen Ethier to plan the event from the beginning. After a networking breakfast, the event's fifty or so attendees were welcomed by ETC President, Donnie Merritt, and RWU CIO, Daryl Ford. The remainder of the day was filled with sponsor and host school presentations, an open discussion of challenges faced at our institutions, and a student panel that many said was the highlight of the event. Optional tours were also offered. Some feedback from attendees included: "Everything about the national conference highlighted in just 7 hours", "Found exactly the group of people we want to meet", and "Great interaction between institutional and corporate participants".



February 2023, ETC-Roger Williams University

Pace University proudly hosted the second ETC regional event, sponsored by AtlasIED, CTi, Wolfvision, and AVNation. The event started with classroom tours, setting the stage for a day of learning and collaboration. The event began with Lunch and Learn sessions from Flexspace, Wolfvision, and Catchbox. The USC team demonstrated their digital creative lab virtually. Following this, speakers from Crestron, Data Tele, and Columbia Med highlighted the significance of standardization in educational technology. Finally, a panel discussion featuring ETC board members (past and present) Don Merritt, Gina Sansevero, Matthew Wilk, Joey Wall, and George Chacko who shared insights into the benefits of joining ETC. The conference concluded with a networking event, sponsored by Crestron.



April 2023, ETC-Pace University

Reports Submitted by Karen Ethier, Institutional Director and George Chacko, Incoming President (2023-2024)

BRANDING TASK FORCE

The Branding Task Force concluded their charge in FY 22-23 with the successful renaming and rebranding of the organization. The new name, tagline and brand were introduced at the 2023 Annual Conference hosted by the University of Central Florida in October 2022. This name change became official at the 2023 Annual Business Meeting when the membership voted to update the name in the organization's bylaws to become the Educational Technology Collaborative. We are excited that the new name better identifies who we are as an organization.



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