Looking Ahead

One of the most exciting duties as President-Elect is to work with the Program Committee to plan for the annual conference. The committee has been hard at work on the program and we are grateful to all the members who submitted proposals. It is wonderful to see colleagues who want to share their knowledge. I must thank the Program Committee members for all their efforts as we met extensively over many weeks. Thanks to Mark Ramsden, Joey Wall, John Fick, Gabrielle Dean, Lauren Turin, Lee Walis, Doug McCartney, Ken Mangum, Todd Hughes and Kathy Dooley. The committee owes a huge thanks to Aileen Scales and Kirsten Phillips in the CCUMC Executive Office for their stellar contributions not just for the conference, but for everything they do year round to make our organization run so well. We have a great conference program ready for Pittsburgh! We are responding to comments from past conference evaluations and have created three tracks for the sessions. Our hope is that the tracks will provide additional information for attendees to help choose the sessions they would like to attend. The three tracks are Services, Management/Leadership, and Classroom Technologies. Another addition will be a conference app that will provide a way to share information with attendees. We have four host institutions this year and they are doing a great job in preparing for the conference with campus tours and showcasing attractions in Pittsburgh. Our local outing will be to PNC Park, home of the Pittsburgh Pirates. We will tour the facility, including the media areas, which will be of great interest to our group. The hosts this year are Grove City College, Duquesne University, University of Pittsburgh, and Westminster College.

The Board of Directors continue to develop initiatives in line with the Strategic Plan that was passed by the membership in October 2014. A survey will be sent to the entire membership to gather feedback about the services and programming our organization can provide. One initiative is already underway. Members have asked for ways to stay connected to CCUMC throughout the year in addition to the annual conference. I will be appointing a task force to explore and promote ways to support members to create regional meetings.

Our organization succeeds due to the volunteers who offer their time and talent. I encourage all members to explore volunteer opportunities. There are committees, task forces, and interest groups that cover a variety of areas. These provide a great way to network with peers, gain expertise, expand leadership skills, and give back to the organization. I look forward to an exciting year as President and I am honored to work with such a great group.

President's Message

As I reflect on this past year as President of CCUMC, I am grateful for the opportunity to serve such a wonderful organization. I sincerely thank the Board of Directors and Executive Office staff for their support and friendship. The work of this organization couldn't get done without such dedicated and caring members.

Most of the Board's monthly meetings were online, although face-to-face meetings in July, October, and March gave us the chance to deal with issues in more depth, as well as get to know each other better. In fact, the March meeting was held in Bloomington, IN, which allowed those of us who arrived early to tour the campus as well as see CCUMC's newly renovated office space. Needless to say, the tour gave us a much better understanding and appreciation of the support IU provides for CCUMC's Executive Office.

In looking back over the past year, I want to highlight a few notable events. We had the largest attendance ever at the Annual Conference in Portland, OR. In addition to the wonderful presentations and activities, the updated Constitution and Bylaws and the Strategic Plan were presented to the membership. These documents will guide the organization in the coming years and the Task Forces that worked on them deserve our thanks and appreciation for a job well done.

To help us implement the Strategic Plan, several groups are working on initiatives to identify specific activities that will help CCUMC move forward. It's been a long time since CCUMC has done a member survey so we are designing a member survey that will give us more complete and up-to-date information on our members and their needs.

The Publications Advisory Board (PAB) is continuing to find ways to improve services to members, especially through electronic means. The College & University Media Review has ceased publication, but the CCUMC website has expanded to include discussion areas for interest groups and as well as hosting the online conference proceedings and all future editions of the Leader, which will be in electronic form rather than hard copy.

The Executive Office Management Committee (EOMC) has developed a master calendar/timeline of critical tasks and activities and is developing a formal emergency contingency plan for the Executive Office. The EOMC is working to identify a consultant with experience in association management to assist in that effort.

Several initiatives are underway to build stronger working relationships with other professional associations, such as InfoComm and SCHOMS. In addition, a new program is being developed for supporting regional meetings.

CCUMC is fortunate to have so many members willing to serve on various committees and I hope you will consider joining them if the opportunity presents itself. Like me, I think you'll find it to be a very rewarding experience, both professionally and personally.

Publications Advisory Board Report

The Publications Advisory Board (PAB) is charged to implement, manage, and review all official publications of the Consortium of College and University Media Centers. This includes the Leader (newsletter), the Proceedings (conference material), the College and University Media Review (our professional journal related to media issues in higher education), and the CCUMC web site. We continually analyze CCUMC publication needs in order to set and achieve publication goals.

Recently the Board of Directors made sweeping changes to CCUMC's publications. Last year they suspended publication of the College and University Media Review because of lack of contributions. This year they voted to cease publication of the Leader, the organization's newsletter, and integrate the content into CCUMC's web presence, which is to become our primary publication and information

One of our most valuable resources is the LISTSERV, currently maintained at the University of Florida. In the interest of merging this function with the Executive Office administration, the Board of Directors tasked the PAB with exploring options. We reviewed six LISTSERV offerings and are currently testing one of the finalists. We hope to finish evaluation shortly and are able implement a new CCUMC LISTSERV through the Executive Office.

The PAB is also in the process of examining options for support of CCUMC's web presence and presented a proposal to the Board which they approved in June 2015. The plan will establish a number of associate editor positions to support various portions of the web effort. The PAB will continue to implement the plan and begin identifying members to fill these new positions.

Lyn McCurdy, PAB Chair

Corporate Member Committee Report

Robert Schmitt from Cochran Inc. finished out his two year term on June 30, 2015. Ken Mangum of Extron Electronics is currently serving his second term and continues to serve as Chair of the Corporate Committee.

The committee established guidelines for corporate members' usage of the CCUMC LISTSERV and has been well corporate members. We look forward to continued contributions, and hope that an invaluable resource for all while also organization. maintaining the collegial atmosphere between corporate and institutional members.

The committee will continue to work received by both institutional and with the Executive Office to encourage corporate members to take great advantage of the CCUMC website and the LISTSERV will continue to provide increase their participation within the

Ken Mangum, Corporate Chair

Executive Office Management Committee Report

Two of the four Executive Office Management Committee (EOMC) members Sandra Miller and John Fick, along with Sue Clabaugh, President, and Pat Poet, President-Elect, visited the CCUMC offices on March 25th to tour the new facilities that the Executive Office (EO) had moved into within the last year. We reviewed CCUMC's current facilities. EOMC members Jim Twetten and Cody Gregg were able to join the group on March 27, 2015 for meetings with the Executive Director (ED); her Indiana University supervisor, Beverly Teach;

CCUMC. The EOMC members discussed issues related to the EO and its role in CCUMC's continued success.

Facilities and Resources were found moment, but the upcoming maternity and Marketing will need to be covered CCUMC Board. with temporary staffing. The Board responded by approving the added cost. The Emergency Plan is underway

and with Kirsten Phillips, the Manager, as responsibilities and expectations of Membership and Marketing assigned to various CCUMC positions are being laid out on a grid so that accommodations can be identified in case of emergency. In addition, the EOMC created an RFP for a consultant on organization and management to help guide future to be adequate. Staffing is fine for the direction for staffing, EO succession and possible re-location. Altogether, there leave of the Manager, Membership were nine recommendations made to the

Sandra Miller, EOMC Chair

2014-2015 Board of Directors

President

Sue Clabaugh University of Maryland, College Park

Past President

Sandra Miller William Paterson University

President-Elect

York College of Pennsylvania

Secretary

Brenda White Washburn University

Treasurer John Fick Life Member

Susan Brower Loyola University New Orleans

Director

Cody Gregg South Texas College

Director

Doug McCartney Portland State University

Director

Joev Wall Marist College

Corporate Director Ken Mangum **Extron Electronics**

Corporate Director Robert Schmitt

Cochran Inc.

Executive Director

Aileen Scales Indiana University, Bloomington

Editor-in-Chief

Lyn McCurdy Whittenberg University

Membership Committee

Members throughout the were Susan Brower (Chair), Loyola University New Orleans, Rod Davis-University of Washington, Kirsten Phillips-Executive Office, Lauren Turin-Duquesne University, and Bill Brown-BD Brown Communications; John Pfeffer-University at Buffalo joined the committee in March.

During the Fall 2014 semester, the Membership Committee engaged in a phone calling project where we called 31 institutions and 7 corporations who had dropped their membership during the 2013-2014 year. Data was gathered as to why their membership had lapsed. The most common answer was budgetary reasons; another reason given was that there was a change in the institution's organization. We asked whether there were professional needs that CCUMC was not addressing, and few if any answered "yes" to this question. In several cases, the organizations only needed a reminder to rejoin, and the

personal call helped move them to do so. Spreadsheets of results were shared with the Executive Office on October 6th, a week prior to the fall conference.

During the Spring 2015, Susan Brower participated in two projects which are relevant to CCUMC membership:

- 1) Creating a new, updated membership survey (Sue Clabaugh, President, is spearheading this effort)
- Developing a new project (with Joey Wall, BoD, and Mark Ramsden, Chair of the Professional Development Committee) for CCUMC to help support local and regional meetings. proposal was approved at the June 22nd 2015 Board meeting.

Once these projects move forward, the Membership Committee can help with the work and help lead to their SUCCESS.

Individual Memberships		
in 2014-2015		
Institutional Corporate Associate Student Life Retiree TOTAL	729 80 0 0 42 2 853	
Members by Units in 2014-2015		
Institutions 1-2 Members 3-4 Members 5-6 Members 7+ Members TOTAL UNITS	136 50 34 13 233	
Corporations 1-2 Members 3-4 Members 5-6 Members 7+ Members	33 4 1	

Susan Brower, Membership Committee Chair

39

Professional Development Committee

The committee is currently staffed by six members (down one from this time last year). We are grateful for assistance provided by Aileen Scales and Kirsten Phillips who attend all meetings, handle external communications, surveys, etc. and generally keep us on track.

On March 15, 2015, we hosted the Innovative Collaborative Learning Environments webinar where four representatives from three CCUMC institutions presented their unique responses to the growing demand for collaborative spaces in higher education. Presenting were Lauren Turin and Todd Hughes (Duquesne University), Joanna

Schmidt (Texas Christian University), Willie Franklin (Otterbein University). Florida).

On June 10, 2015, we hosted the Best Practices in Digital Media webinar where two representatives from two CCUMC institutions presented on different storage while Patrick Ryan (William provide timely topics worth exploring! Paterson University) addressed process and production. The result was a wellrounded webinar on a topic suggested at the 2014 annual conference.

Both webinars were hosted by

and Briley Rooney (University of Central Interestingly, all presentations this year demonstrated leadership in action through thoughtful actions based on perceived or demonstrable need on their campuses.

The committee will continue to meet aspects of Digital Media production throughout the summer months to Colin Bates (Bates College) handled the plan webinars for 2015-16. We rely question of facility design and media on feedback from CCUMC members to

> Mark Ramsden, Professional Development Chair

2014-2015 Task Force, Committee Chairs and 2015-2016 Election Results

Awards/Research

Sandra Miller William Paterson University

Corporate Members

Ken Mangum **Extron Electronics**

Flections

Sandra Miller William Paterson University

Executive Office Management

Sandra Miller William Paterson University

Finance

John Fick Life Member

Government Regulations and Public Policy

Jane Hutchison William Paterson University

Membership

Susan Brower Loyola University New Orleans

Professional Development

Mark Ramsden Le Moyne College

Program

Sue Clabaugh University of Maryland, College Park

Interest Group Coordinator

Joey Wall Marist College

Election Results for 2015-2016

President-elect

TOTAL UNITS

Doug McCartney Portland State University

Treasurer

John Fick Life Member

Institutional Director

Kathleen Dooley Midwestern University

Institutional Director

Darrell Lutey University of Nevada Las Vegas

Corporate Director

William "Bill" Brown **BD Brown Communications**

Government Regulations and Public Policy Report

The GR&PP Committee continues to highlight important events on copyright issues and cases on the CCUMC website.

The CCUMC Board of Directors approved the recommendations from the GR&PP Committee to endorse the ALA higher education statement on net neutrality. This action was publicized on the website.

For the Fall 2014 CCUMC conference.

Stanton) presented a preconference Created Media Content." workshop on CopyWrites: Crafting Successful AV Copyright **Policies** for Your Institution on October 15, 2014. All workshop participants were presentation after the workshop.

Lindley Shedd, Anthony Helm, and

several members of the GR&PP Jane Hutchison presented at the Fall Committee (Anthony Helm, Jane 2014 CCUMC conference a session Hutchison, Lindley Shedd and Kim on "Copyright, Copyleft and Student-

Several members have been working with the Copyright section on the website to make it more relevant to our sent documents, resources, and the membership. This is an activity that will continue.

Jane Hutchison, GR&PP Chair

Interest Groups Report

As we transition into the new year, we thank our outgoing Interest Group Chairs and welcome those about to start their terms. The Interest Groups (and each Chair) are as follows: Administration & Campus Services (concluding Hunt Conard, incoming Jason Railton), Collection Development Management (concluding Stanton, incoming Carleton Jackson), Emerging Technologies (concluding Michael Doll, incoming Darrell Lutey), Instructional Design (concluding Jason Spartz, incoming Anthony Helm) and Leadership (ongoing Mark McCallister).

This year, after much consideration and deliberation, and after receiving

feedback from the membership, the outreach to keep members interacting the Small Institutions Interest Group. Participating in recent years has been consistently small. It was ultimately decided that it would not need to be its own Interest Group because that populations is being adequately served through the five other Interest Group areas, the listsery, and other services we provide.

Again this year, Kirsten Phillips hosted an informative and thorough online session with the Interest Group Chairs, giving them an overview of the new website and its many features. Chairs are encouraged to provide targeted

Board decided to indefinitely suspend prior to and after the conference in meaningful ways.

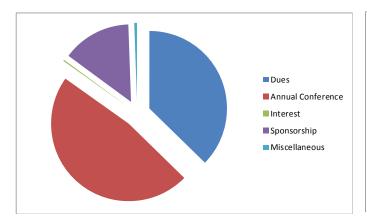
> Attendance at the Interest Group sessions at the Annual Conference was as strong as usual. The five Interest Groups held a total of six sessions and were attended by groups of varying size from 12 to 100 at each. Breakfast sessions always attract the largest groups.

> Membership in the online groups has grown. There are nearly 250 members populating the groups.

> > Joey Wall, Interest Group Chair

Financial Report 2014-2015

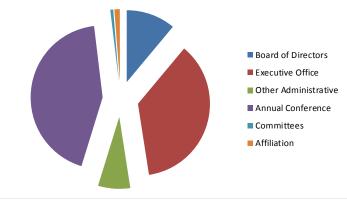
Income



Dues	\$121,035.00
Annual Conference	\$154,100.00
Interest	\$815.44
Conference Sponsorship	\$46,475.00
Miscellaneous	\$1,809.49
TOTAL	\$324,234.93

John Fick, Finance Committee Chair

Expenditures



Board of Directors	\$30,422.32
Executive Office	\$100,339.70
Other Administrative	\$19,874.25
Annual Conference	\$119,175.86
Committees	\$1,810.26
Affiliation	\$3,409.66
TOTAL	\$275.032.05

Key Events and Decisions 2014-2015

Executive Office

- · Executive Office is developing a partnership with SCHOMS and AETM.
- · Evaluation of the Executive Office was made by the EOMC at the time of the spring 2015 meeting in Bloomington, Indiana.

Executive Office Management Committee

- Master calendar/timeline was created to assist in emergency/ contingency plans.
- · EOMC is researching cloud storage for storage of files and contracts.
- · EOMC is finalizing an RFP for a consultant to review and propose recommendations concerning organization and management of CCUMC in regards to: location of Exec. Office, Exec. Dir. succession, and staffing.

- · No changes were made in fees for membership, conference, workshop, and sponsorship levels/fees for 2015.
- · A new mileage reimbursement rate of \$0.575/mile was implemented.

Government Regulations & Public **Policy Committee**

· CCUMC officially endorses the ALA higher education statement on net neutrality, that "preserving an open Internet is essential to our nation's freedom of speech. educational achievement, and economic growth," so that the Government Regulations & Public Policy Committee can begin to educate the membership on the impact of this issue.

Membership

- · Retiree membership category was created.
- · A membership survey is being constructed and will be sent out to the general membership to ask questions about their desired programs, membership and support from CCUMC.
- A phone calling project was initiated by the Membership Committee.

Constitution & Bylaws

- · The Constitution and Bylaws were reviewed and changes made to reflect:
- Adding a new retiree membership category.
- Change Membership Committee chair position to be chaired by Executive Director or designate.
- Membership Committee, chaired by the Executive Director or a member of the Board of Directors and composed of at least 2 other members appointed by the President.
- Change term of Program Committee chair to provide consistency through the conference.
 - Change Research Committee chair

to now be chaired by a member of the the Board of Directors.

- Redefine Executive Director Position description, so it is broad in the Bylaws. Details will be addressed in the job description. The Constitution and Bylaws revisions were presented to the general CCUMC membership for vote at 2014 annual conference and were approved.

Strategic Plan

· A Strategic Plan was developed, finalized, and presented to the general membership at the October 17th, 2014 Business Meeting. The BOD will develop Strategic Plan.

Election Results

New BOD members:

Doug McCartney, President Elect John Fick, Treasurer Bill Brown, Corporate Director Kathleen Dooley, Institutional Director Darrell Lutey, Institutional Director

Those continuing on the BOD will include:

Pat Poet, President Sue Clabaugh, Past President Brenda White, Secretary Ken Mangum, Corporate Director Cody Gregg, Institutional Director Joey Wall, Institutional Director Lyn McCurdy, PAB Editor in Chief

Publications Advisory Board

- · Publication of the Media Review was suspended.
- institution.
- Conference Proceedings hosted on the Website this year.
- · March 6th the Fall 2014 Leader was distributed electronically.
- Website Support Plan approved by BOD.

Corporate Committee

- Corporate Guidelines for CCUMC guidelines would assist corporate request process. members on appropriate usage of the CCUMC LISTSERV.
- Corporate sponsorship levels were streamlined to two levels (gold and platinum) for annual conference, essentially eliminating the middle tier in an effort to both simplify and in response to corporate membership suggestions.

Conference

- · Conference rate for retirees set the same as students, spouse, and life members.
 - Changes were made to how

- Technical Liaison position for conference is filled and what compensation for their work is provided by CCUMC.
- · Originally an in-kind registration fee was paid by CCUMC for the technical liaison at the annual conference.
- Technical Liaison will lead a 3 member team composed of the past, present, and future Technical Liaisons.
- · The Technical Liaison would be a CCUMC member and from the conference host(s) institution.
- · Additional support for the Technical Liaison position was approved - CCUMC action plans each year to support the will provide hotel costs and conference registration fees for the Technical Liaison position for 2 years. (Year they are lead Tech Liaison and following year as the past Technical Liaison).

Awards

· Innovation/Collaboration award-two awards restructured into one award that can be given to either an individual or group/department.

Research Committee

- · Research Award on hold until more evaluation of award and requirements reviewed by Research Committee.
- · Denied an extension for the research grant to Cynthia Johnson Turner.

New Initiatives

Regional Meeting Support from CCUMC

 A task force (Wall, Brower, Ramsden) • New LISTSERV options are being proposed a pilot regional professional reviewed -options should include development program that could grow hosting at the executive office, not an CCUMC membership. CCUMC support of regional groups and nurturing other professionals in the field would help support the Strategic Plan by " increasing its involvement in and support of initiatives and partnerships, both internally and externally, to positively promote the mission of the organization and advancement in the field of academic technology in higher education." task force will propose a document at the LISTSERV developed and communicated April 2015 BOD online meeting, outlining to the corporate members. These the CCUMC involvement/support, and

Annual Conference

The 2014 CCUMC Annual Conference took place at the Portland Hilton and Executive Tower in Portland, Oregon from October 15-19. The conference was hosted by Portland State University, Office of Information Technology, Instructional Technology Services.

The conference commenced on Wednesday, October 15 with (3) half day pre-conference workshops. These workshops addressed topics that were not only of interest, but also critical topics in the field of instructional technology management. Digital signage, audiovisual copyright policy development, and the use of RF and Wireless technology were the focus of these well attended workshops. Digital Signage for Technology Managers was presented by Bill Thomas, infoComm Academy faculty member. CopyWrites: Crafting Successful AV Copyright Policies for Your Institution was team presented by CCUMC's own: Anthony Helm, Jane Hutchison, Lindley Shedd, and Kim Stanton. RF & Wireless, Soups to Nuts was presented by Pete Putnam, ROAM Consulting. In the evening, an opening reception was held at the Hilton in the Pavilion Foyer. It was a wonderful time to greet old colleagues and meet new ones.

Thursday, October 16 kicked off with a welcome to Portland & Portland State University by President Wim Wiewel. Dr. Wiewel addressed both the history of Portland State University, starting out as the Vanport College in 1946. In May 1948 the campus destroyed by the Vanport Flood of 1949. The college became known as "the college that wouldn't die" for refusing to close after the flood. After years of temporary headquarters, Portland State University established itself at it's current location in 1953. The morning's Keynote was delivered by: Eric Denna, Vice President for information Technology and Chief Information Officer, University of Maryland. The presentation was titled, "Higher Education, Disruption and Learning." Attendees then were given the opportunity to visit with the largest collection of vendors ever in attendance at the Sponsor Showcase. The first round of presentation sessions commenced, with each session well attended and

Future CCUMC Conference Schedule

2015 - October 14-18

Duquesne University

University of Pittsburgh

Grove City College

Westminster College

2016 - San Antonio, TX

2014 Conference Summary

Date: October 15-19, 2014

Site: Portland Hilton and Executive

Tower, Portland, OR

Host: Portland State University

Attendance: 238
Members: 205
Non-Members: 27
Spouse/Partner: 6

Registration Fees:

 Members:
 \$590.00

 Late Fee:
 \$640.00

 Non-Members:
 \$690.00

 Late Fee:
 \$740.00

 Spouse/Partner:
 \$340.00

well presented. After lunch, more presentations on topics ranging from clicker use, flipped classrooms, projection screens to streaming media. Those in attendance were treated to a Portland delicacy at the mid afternoon dessert at the Sponsor Showcase. Every type of Voodoo Doughnut was available for sampling. No one was disappointed. More late afternoon presentations were held for attendees. The Sponsor Showcase remained open to attendees later than in the past, so individuals would have time to visit the various sponsors and not feel rushed. The busy day concluded with the CCUMC Awards Dinner, honoring those for service and leadership to the organization.

Friday, October 17 opened with the Emerging Technologies Interest Group. Always a lively discussion with much participation, people openly discuss how they are managing technology change on their campus. People discuss challenges, triumphs, and difficulties that they have not only with the new technology, but with client expectations. Morning sessions followed which included sessions on collaboration, wireless classrooms, av systems, and 4k displays. Lunch included the yearly CCUMC business meeting with committee reports. More sessions filled the afternoon with topics including: mobile devices, lecture capture, av design standards, and AV technology expectations. Instructional Design and Collection Development and Management met for an hour after the last sessions of the day. For the CCUMC Group outing event, we took buses across the Willamette River to OMSI (Oregon Museum of Science and Industry). At OMSI, we enjoyed a special exhibit on animation, where we saw many of our childhood friends, Yogi Bear, Fred Flinstone, and Huckleberry Hound. Good friends, food, and dancing to the band, Chervona, (a totally unique

musical experience) was how we ended the night.

Saturday morning started with Interest Group sessions: Administrative and Campus Services, Leadership and Emerging Technologies. We then went into a sessions filled with topics ranging from: faculty engagement strategies, 238 computer re-cycling, streaming classes, 205 and teaching multimedia production. 27 We then had a quick box lunch and 6 headed out to Portland State University, easy walking or MAX ride from the Hilton. On campus, we assembled at \$590.00 Hoffman Hall for a presentation from \$640.00 Kirk Kelly, Associate Vice-President and CIO, Portland State University. His presentation "Technology in the Blink of \$340.00 an Eye" was engaging, and reminded us all just how quickly things change with technology in our lives and in the academic environment. After the presentation, campus tours of Portland State University commenced. CCUMC attendees were encouraged to visit technology locations on campus that had an individual with knowledge about the location and could answer questions related to technology use in the space. After 3 hours, CCUMC attendees were encouraged to do sightseeing and dinner on their own.

Sunday was filled with more sessions including presentations on digital media support, life cycle of media spaces, technology enhanced active learning classrooms, and technology training. The conference ended with a Conference Wrap-up.

It was a major accomplishment to bring the 2014 CCUMC to Portland. I am grateful to all the assistance provided by the CCUMC Executive Office (Aileen and Kirsten), all Sponsors, the BOD, Lee Wall (Marist). From Portland State, the PSU Ambassadors, Nicholas Running, Stacie Potter, Brian Myers, James Hatfield, Niles Davidson, Emily Hanson (Portland State). A special thanks to Robert Schmidt (Cochran, Inc.) for the support and encouragement to make this a huge success. It was my honor to serve as host and I look forward to seeing you at the 2015 CCUMC Conference in Pittsburgh, Pennsylvania!

Doug McCartney, Conference Host