CCUMC
Leadership in Media & Academic Technology

Looking Ahead

As the incoming president of CCUMC, it's my pleasure to report on the previous year. First, however, I want to thank Mark McCallister for his excellent guidance as president for 2010-2011, as well as those who gave their time to committees, presented at the annual conference, or contributed in some other way to the success of this organization.

Much of this time has been spent with conference planning and I think many of us are looking forward to visiting South Padre Island, Texas to learn, network with colleagues, and recharge our internal batteries. Some of the changes that will be taking place this year at the conference deserve mention. First is that we're going to try out a new presentation format the opening evening of the conference. This will consist of many short, tightly focused presentations/discussions occurring simultaneously in the ballroom. We'll have time to get food and drink, then sit at a table where there's a topic we're interested in, and spend a few minutes learning from and sharing with others who are also interested in that topic. The other change will be as we introduce our first virtual proceedings. In the past, the conference proceedings document was an excellent resource but it was costly to produce and required that presenters submit their materials several weeks in advance of the conference. As we pilot-test the online version, we'll be saving money on printing, using less paper, and enabling presenters to submit materials right up until the conference begins. Attendees will then download the materials in which they're most interested and either print them or refer to them on their own laptop during the conference sessions. Many of the details remain to be worked out, but I'm confident that we'll see many benefits to putting these materials into a virtual environment. Finally, the conference website (http://ccumc.southtexascollege.edu) is up, registration is active, and the program is available for viewing. We hope that the difficult fiscal situation won't impact too negatively on attendance, but we won't know for several weeks where we stand on attendance figures.

The past year also saw the Professional Development committee develop and present two live webinars that were very polished and well-attended. These were both on the topic of classroom technologies, and the idea had originally evolved from a message that Willie Franklin posted to the discussion list querying the members about their experience and interest in the topic. This is an excellent example of the kind of ground-up approach that makes CCUMC so strong. We have such a wealth of great ideas among our membership and I'm hopeful that these types of events will continue into the coming year.

I'm looking forward to an exciting year as CCUMC president. I know that together we can make some great things happen!

Susan Zvacek, President-Elect

President's Message

It was my pleasure and honor to serve CCUMC in the office of President for the 2010-2011 term. CCUMC continues to play an important role in the professional lives of media and academic technology professionals in colleges, universities, and corporate entities.

CCUMC's annual conference, one of CCUMC's most important member activities, was hosted this year by the University at Buffalo, and proved to be one of CCUMC's most successful conferences ever, both in terms of attendance, quality and quantity of presentations and keynote speakers, and from a financial perspective. CCUMC members Lisa Stephens and John Pfeffer led the team from UB and made sure that CCUMC members had a great tour of the campus, and who could forget the fabulous boat tour of Niagara Falls and a night on the town, with some of us even having dinner in Canada?

CCUMC's Professional Development committee, under the leadership of Sandie Miller, did a tremendous job putting on two professional development webinars on classroom design issues this year. The March webinar focused on partners and processes, while the June webinar focused on standards and budgets. The webinars accomplished the twin goals of providing excellent content to CCUMC members as well as other professionals, while providing a highly effective mechanism for increasing CCUMC's visibility. Both webinars drew several hundred registrations, with a strong percentage of those registrants viewing the presentations live as they were delivered.

CCUMC also continued its ongoing efforts to reaching out to its membership with the LEADER and Media Review publications, along with the Donald A. Rieck Research Grant award program. This year, CCUMC began a dialog with the United Kingdom's Standing Conference for Heads of Media Services (SCHOMS), which is an organization very similar to CCUMC, consisting of media and academic technology professionals in the UK. I hope that this dialog can lead to some cooperative efforts in the future that will multiply the positive effects of the efforts of members of both organizations.

Let me close by first thanking all of the hard working volunteers, including the Board of Directors who served with me this last year, Susan Zvacek, Jane Hutchison, Pat Poet, Jim Twetten, Brian Burns, Chris Dedrick, Andrew Lokie, Jim Pierret, Dan Pyne, Bruce Ritchie, Carleton Jackson, and of course CCUMC's silver bullet, Executive Director Aileen Scales. Along with the Board, all of the committees and everyone who donated their time and effort to CCUMC's various volunteer activities this last year were crucial to CCUMC's continued success. CCUMC needs the constant infusion of new energy and new ideas to make new initiatives work and to keep enhancing the impact of CCUMC's activities, so if you are not already doing so, please consider volunteering for a CCUMC position. We would love to have you aboard, and I think you will find it both personally and professionally rewarding.

I am looking forward to seeing everyone in South Padre in October!

Mark McCallister, President

Publications Advisory Board Report

The Publications Advisory Board (PAB) editors and the Executives Office, oversee these publications: *College & University Media Review*, *Leader* and the *Proceedings*, *Membership Directory*, *Organizational Bulletin* and the CCUMC organizational website. A major goal of PAB continues to be the recruitment of more content from inside and outside the CCUMC membership.

There continues to be a need to adopt more automatic, even electronic processes for the peer-reviewed *Media Review*. Peer review depends on the traditional style of close criticism by expert editors. The Review Editor

still has to solicit enough material to keep the publication schedule, but the process is being streamlined for more membership involvement. Strong peer reviewers and editors are still and will always be needed. The *Leader* has now had an Assistant Editor working with the Editor for almost a year and this new relationship is successful. The *Proceedings* are being supplemented by lecture capture that was available for a select number of presentations at the 2010 conference. The Executive Office has moved the web site to the new hosting infrastructure. The introduction of the new Web Editor has contributed

to the reorganizing and updating of the web site to better serve our members.

The overarching PAB goal for this year remains the production of all publications at an academic-level that will keeps them all nationally recognized. The planning for new delivery methods and uses still needs close collaboration with the BOD, Executive Office and the Membership.

Carleton Jackson, PAB Chair

Professional Development

Willie Franklin had sent a call out to the CCUMC listserv asking if there was any interest in a Classroom Design webinar. The response was overwhelming so the Professional Development Committee created two webinars to thoroughly cover the topic.

The first webinar, entitled "Classroom Design: Partners and Processes", was held on March 9th, 2011, at 12:00pm ET and covered the following outcomes:

– How have we seen the teaching model change and how has that impacted the design?

– How is information from the users gathered for the initial design? (When it didn't happen, what happened?)

– When have the partnerships worked well and when not? How have the partners gone about developing their relationships?

We had 207 attendees with 441 registrants. There were 166 views

of the recording and the recording is available from the CCUMC website.

The second webinar, entitled "Classroom Design: Standards and Budgets", was held on June 22nd, 2011, at 12:00pm ET and covered the following outcomes:

-Look at the value and impact of standardization within a single institution (infrastructure, user interface, hardware). Highlight how far to go/not go with standardization, i.e. best practices

-Being able to budget for equipment replacement and life expectancy.

There were 384 registrants with 105 attendees. The archived recording was posted on the CCUMC home page and at the CCUMC webinar page on June 28, 2011.

The Professional Development Committee also worked with the Program Committee on developing possible topics for pre-conference

workshops. The suggestions were made as follows and were shared with the Program Committee:

- Project Management
- Classroom Inventory Control System
- Developing an Effective Group of Technology Users
- Engaging in Course or Program Redesign
- Reorgs that have worked well and those that haven't (Thriving in Transition – Marcia Perkins) – rethinking one's identity
- Workshop on content management
- Managing the new digital media infrastructure
- Mobile computing – devices and apps

Sandra Miller,
Professional Development Chair

Membership Committee

Kevin Huffaker, Texas State University San Marcos, accepted the role as the new chair of the committee. He has been working with the Executive Office, as well as the committee, on membership recruitment and retention. The committee conducts an exit survey to all non-renewing CCUMC members. Unfortunately, budget constraints and shifts in organization structure are the top reasons why people are unable to renew their membership. On a positive note, many former members hope to rejoin CCUMC when their budgets become more stable.

The committee also has been working hard on welcoming new CCUMC members, done on a quarterly basis. This personal touch has been very well received.

In June, the chair of the committee, along with the Executive Director, attended InfoComm11 in Orlando, Florida. CCUMC hosted a booth at the tradeshow. A very special thank you to all of the wonderful CCUMC members who volunteered to host the booth at the event. It was a great networking opportunity for the organization. We were able to establish new contacts at various higher education institutions and corporations located throughout the United States.

The committee is also working on a student outreach initiative in an effort to increase student awareness of the organization. A marketing campaign is being developed and will be distributed later in the year to member and nonmember higher education institutions across the country.

Kirsten Phillips, CCUMC Executive Office

Individual Memberships in 2010-2011

Institutional	612
Corporate	47
Associate	0
Student	3
Life	42
TOTAL	704

Members by Units in 2010-2011

Institutions

1-2 Members	148
3-4 Members	40
5-6 Members	20
6+ Members	8
TOTAL UNITS	216

Corporations

1-2 Members	25
3-4 Members	1
5-6 Members	0
6+ Members	0
TOTAL UNITS	26

Task Force and Committee Chairs

Awards/Research
Jane Hutchison
William Paterson University

Corporate Members
Dan Pyne
WebCheckout

Elections
Jane Hutchison
William Paterson University

Executive Office Management
Jane Hutchison
William Paterson University

Finance
Jim Twetten
Iowa State University

Government Regulations and Public Policy
Carleton Jackson
University of Maryland/College Park

Membership
Kevin Huffaker
Texas State University, San Marcos

Professional Development
Sandra Miller
William Paterson University

Program
Susan Zvacek
University of Kansas

Strategic Planning Task Force
Lisa Stephens
University at Buffalo

Interest Group Coordinator
Andrew Lokie
Missouri State University

2010-2011 Interest Groups

The CCUMC Interest Groups continue to provide a forum for professional development, networking, and interaction. There are currently six interest groups: Administration and Campus Services, Collection Development & Management, Emerging Technologies, Instructional Design, Leadership, and Small Institutions.

The Administration and Campus Services group is led by Hunt Conard, Skidmore College. The focus of the group varies, and has recently focused on ADA requirements and how people are handling that at their institutions.

The Collection Development & Management group is led by Carleton Jackson, University of Maryland, College Park. This group is a forum for study and discussion of the selection, acquisition, and cataloging of items and the evaluation & weeding of members' collections

The Emerging Technologies group is led by Michael Doll, University of Kansas. There are several hot topics this group focuses on, including the use of iPads and iPods in the higher education setting.

The Instructional Design group is led by Susan Zvacek, University of Kansas. Many topics are explored, such as: student engagement and instructional spaces, and online courses.

The Leadership group is led by Lisa Stephens, University at Buffalo.

The Small Institutions group is led by Jim Pierret, Carleton College. It focuses on higher education institutions that have full time enrollment of 4000 or less.

Andy Lokie, Interest Group Coordinator

Government Regulations and Public Policy Committee

The Government Regulations & Public Policy Committee is a non-standing committee whose charge is to function as an educational resource for the membership regarding regulations and policies affecting educational technology, and to recommend and undertake initiatives designed to implement standards which advocate the accessibility and effective uses of information technology in higher education.

Ongoing actions:

Action item: GRPP Committee complete full proposal to send to BOD by 12/1/2010.
Status: not completed.
Proposed action: finish proposal and send to BOD by September 15, 2011 in order to have site ready to integrate with Conference sessions and pre-conference.

Action item: complete revision of Copyright Matters section of CCUMC web.
Status: complete revisions proposed September 24th, 2010.

Action item: reserve slot for Annual Conference "Copyright Update" session; prepare update report for presentation and proceeding abstract.
Status: report in process until Conference; proceeding abstract done.

Action item: update additions/revisions for Copyright Webliography and consider web formats for presentation with PAB Editor in Chief and Web Editor.
Status: additions/revisions ongoing; presentation formats still need to be considered and selected.

Action item: work on behalf of CCUMC with other education, leadership and technology organizations to understand and assemble practices that relate to the copyright and educational technology.
Status: members have represented CCUMC and their own institutional perspectives with organizations compiling community copyright practices.

Carleton Jackson, GR&PP Chair

Corporate Member Report

The corporate participation in the CCUMC represents just over 12% of the total institutions during the 2010-2011 fiscal year.

During 2009-2010 fiscal year, total corporate membership was 47 individual members from 26 total corporations, bringing a diverse range of products and services to the CCUMC membership.

Corporate participation in the Sponsor Showcase at the 2009 and 2010 Annual Conferences was successful, with 100 per cent of the available spaces to participate sold. The Corporate Member Committee expects maximum participation at the 2011 Annual Conference.

In January, 2011, Dan Pyne from WebCheckout, Inc. was re-elected to a second term on the board, continuing to serve with Chris Dedrick from Films Media Group as Chair of the Corporate Committee. Chris Dedrick's board position will be available in the 2012 elections as he will be concluding his final year of his second and final term.

For the third consecutive year, a survey was handed out to the corporate sponsors at the Sponsor Showcase in Buffalo to solicit their feedback. The Corporate Committee distributed 22 surveys and received back 15 completed, which was a 68% response rate. Detailed results of the survey, which largely indicated a positive experience at the Sponsor Showcase, were distributed to the Board of Directors at the 2011 Spring Board meeting in Houston, TX. Another survey will be distributed at the 2011 Annual Conference in South Padre Island, Texas.

Chris Dedrick, Corporate Director

Executive Office Management Committee

The Executive Office, located at Indiana University in Bloomington has been running efficiently under the direction of Aileen Scales, our CCUMC Executive Director. Executive Office Management Committee (EOMC) members Jane Hutchison, Chris Dedrick and John Fick visited the Executive Office on April 21-22, 2011. During the day and a half, we met with Aileen Scales, Beverly Teach, and Kirsten Phillips, individually and together, to review and discuss operations. The EOMC reports that the Executive Office continues to run smoothly and efficiently, with the Executive Director more than achieving her responsibilities within an adequately configured facility at Indiana University. The Executive Office has taken on more responsibilities, such as conference coordination and web site maintenance as well as developing CCUMC online submissions for various awards, registration, etc through the web site. Even with the departure of Kirsten Phillips in March, Aileen has been able to maintain the functions of the office with support from her staff at Indiana University. The EOMC had a number of recommendations to forward to the Board for consideration as it strives to make the organization stronger and more viable to our membership.

Jane Hutchison, EMOC Chair
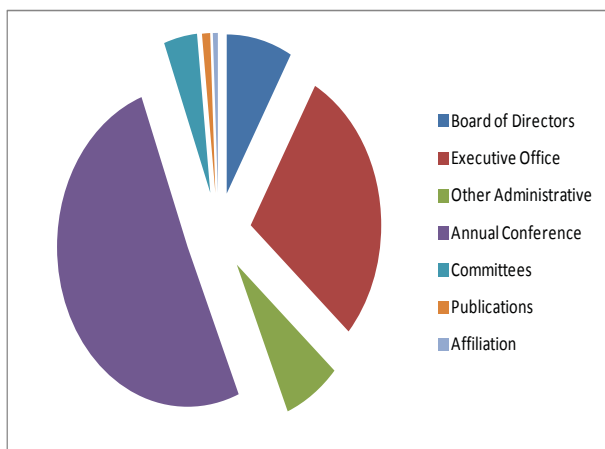
Financial Report 2010-2011

Jim Twetten, Finance Chair

Income
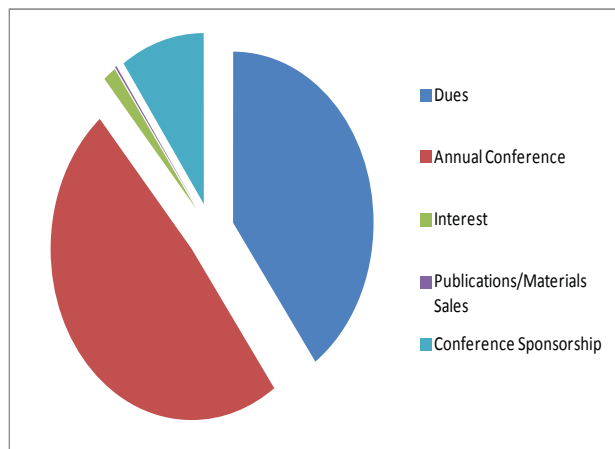
Expenditures

Dues	$91,730.00
Annual Conference	$111,368.05
Interest	$3,384.78
Publications/Materials Sales	$412.26
Conference Sponsorship	$22,102.55
TOTAL	$228,997.64

Board of Directors	$18,236.09
Executive Office	$63,120.34
Other Administrative	$15,726.81
Annual Conference	$112,741.63
Committees	$9,152.35
Publications	$2,262.05
Affiliation	$1,378.15
TOTAL	$222,617.42

Key Events and Decisions - Election Results for 2010-2011

• The Publicatons Advisory Board was tasked with researching WIKI to be featured on CCUMC web site

• Approved Lifetime CCUMC Membership to Jeff Clark

• Approved the Executive Office Management Committee to conduct bi-annual visits to Executive Office

• Two new pre-conference, and one post-conference workshops were introduced at the annual conference in Buffalo, NY

• The Publications Advisory Board will now hold one face-to-face meeting at each conference

• Approved new name change from "Vendor Showcase" to "Sponsor Showcase"

• Approved the creation of a new, online interest group called "iTunesU"

• Approved the creation of new taskforce to create a classroom design standards template

• A new online conference proposal form was introduced

• Approved the President-Elect would assume chair of Program Committee on March 1

• The newly redesigned CCUMC web site was published and greeted with a warm reception

• CCUMC was a sponsor (in name only) of an educational technology workshop at InfoComm 2011

• Kevin Huffaker agreed to be the new chair of the Membership Committee

• Kim Stanton accepted the role as Web Editor

• A new, electronic format for grant submissions was introduced

• Approved no change in membership rates for 2011-2012

• Approved to increase the Silver sponsorship level from $1850 to $1900

• Approved a new Technical Coordinator position for the annual conference

• Approved a complimentary conference registration to current full-time graduate students with accepted conference presentation proposal as primary presenter and provide a travel stipend of $400

• Approved a monthly online Board of Directors meeting schedule

Election Results for 2010-2011

President-elect
Sue Parks
University of North Texas

Corporate Director
Dan Pyne
WebCheckout

Institutional Director
Susan Brower
Loyola University, New Orleans

Institutional Director
Bruce Ritchie
Northeastern University

Annual Conference

The 2010 CCUMC annual conference was hosted by the University at Buffalo in the Buffalo-Niagara region – anchored at the Downtown Hyatt Regency. The theme of "Convergence: Media, Technology & Learning" was well served by a very strong conference program. The program committee had a tough job selecting from the proposals submitted, with those accepted feeding directly and clearly into the conference theme. Given the tough economic climate for many of our members, there was early concern regarding the pace of registration, but when the dust settled, the conference proved to be self-sustaining and very well attended!

This year's conference served to explore synergy combining CCUMC's core strengths with our friends from the New Media Consortium and the EDUCAUSE Learning Initiative – as Malcolm Brown, director of ELI was a keynote speaker who provided a presentation on effective learning environments and the new ELI "Seeking Evidence of Impact" initiative grounded in his "Learning Environments: The New Learning Ecology" talk. Other keynote speakers discussed topics that reinforced this

2010 Conference Summary

Date: October 5-9, 2010

Site: Hyatt Regency Buffalo
Host: University at Buffalo

Attendance:	227
Members:	173
Non-Members:	50
Spouse/Partner:	4

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

theme – Professor Robert Shibley presented on UB's "The Learning Landscape", and Joan Getman, Director of Academic Technology at USC joined Malcolm to discuss the "2010 Horizon Report." Mark Greenfield provided a vision of how web technologies are impacting the student experience with "The end of the Web as we know it" and John Cabra capped off the keynotes and tied the theme together with "The Challenges of Technology Driven Creative Opportunities."

The program committee was pleased that both Malcolm Brown and Joan Getman were able to join Lisa Stephens and Jim Twetten for a panel-style conversation for the Leadership interest group. Other interest groups for Instructional Design, Administration and Campus Services, College Development and Management, Services Management and Small Institutions – and the multi-session interest group for Emerging Technologies were well attended, with many new ideas exchanged.

Concurrent session highlights included updates on classroom technologies, use of wiki-clips, effective use of videoconferencing and web streaming (including the Opencast Matterhorn Project), and other cloud-based initiatives that reflect our current leadership challenges in academic technologies.

There were two significant changes launched at this conference: it began a day earlier than the traditional Thursday start, and the concluded on Sunday, (rather than spilling into the following Monday); and pre- and post-

conference workshops were offered for the first time.

Pre-conference sessions were of special interest to our instructional design community discussing how to "right size" infusion of classroom technologies, and to classroom technology support folks with an opportunity to learn more about Crestron's new technology digital media offerings (for which 2 CTS renewal units were awarded). A post-conference session on creative problem solving was of general interest to attendees focused on organizational change.

Finally, the outing to Niagara Falls "Maid of the Mist" and an "Evening on Elmwood Avenue" was well received and provided for many good photo ops to share. We wish our friends at South Texas College all the best and are looking forward to another great CCUMC conference in 2011.

Future CCUMC Conference Schedule

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

2012 - October 3-7
      University of Nevada,
      Las Vegas
      Las Vegas, Nevada