ETC ANNUAL REPORT
2023-2024

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etc
EDUCATIONAL TECHNOLOGY COLLABORATIVE
Connecting AV & IT in Higher Education

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PRESIDENT & PRESIDENT-ELECT MESSAGE

George Chacko
President 2023-2024

It is with immense gratitude and pride that I address you in this year's annual report. Leading an extraordinary organization like ETC has been one of the greatest honors of my career. This year has been a testament to our collective strength, dedication, and unwavering commitment to excellence.

Our membership continues to be the heartbeat of ETC. Your efforts, innovative ideas, and collaborative spirit have not only propelled us forward but have also set new standards of success. Together, we have navigated challenges, seized opportunities, and celebrated remarkable achievements.

One of the highlights of this year has been our regional events. These gatherings have showcased the incredible talent and dedication within our community. Each event has provided a platform for knowledge sharing, professional development, and networking, reinforcing the vital connections that make ETC unique.

Moreover, our annual conference was a resounding success, exceeding all expectations. The energy, engagement, and expertise displayed were truly inspiring. This conference was a culmination of our collective efforts, meticulous planning, and a shared vision for the future. It was a celebration of our achievements, a forum for learning, and a springboard for new initiatives. The success of this event is a testament to the dedication and hard work of our members, volunteers, and partners.

As we reflect on the past year, let us also look forward with optimism and determination. Our journey is far from over, and there is much more we can achieve together. With your continued support, I am confident that we will build on our successes, overcome new challenges, and reach even greater heights.

Thank you for your unwavering commitment, your passion, and your trust.

George Chacko
President (2023-2024)

Karen Ethier
President-Elect 2024-2025

After an incredibly successful re-branding effort last year, ETC has continued to grow and innovate. Along with our Annual Conference at USC, members hosted 3 fantastic regional events. I attended the one at Suffolk (thank you, Jeff Rhind!) and was so struck by the incredibly relevant content, networking with local colleagues, and opportunities to tour technology spaces to get inspired.   I've heard these events being called "mini ETC conferences", which is a testament to their quality. I highly recommend that you consider attending or hosting one.

ETC continued its' commitment to the ongoing development and growth of its' members this year. Of note are the exceptional Connecting in the Cloud offerings (thank you, PD Committee!), which continue to provide opportunity for training, leadership development, and networking. The yearlong AI series (thank you, Interest Groups!) brought together ETC members and external subject matter experts to spearhead conversations about how this powerful technology will both enrich and disrupt our profession. Finally, the Resource Hub continues to grow and serve as a central location for information and resources. Many thanks to the RAC for their continued work developing and promoting the Hub!
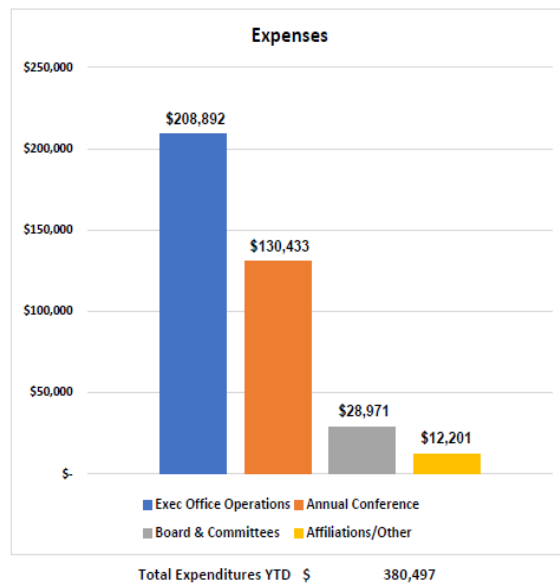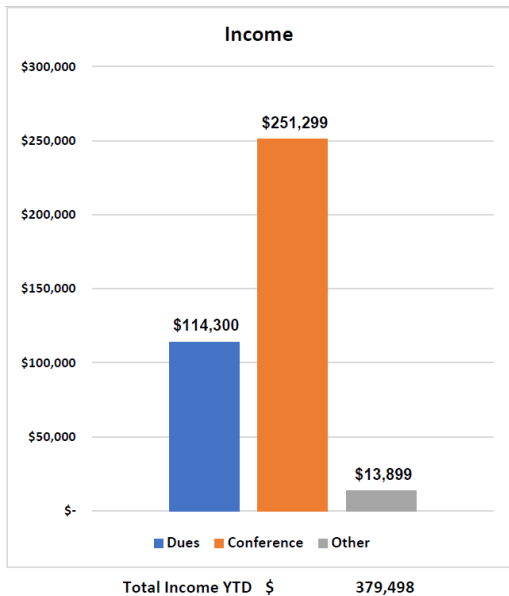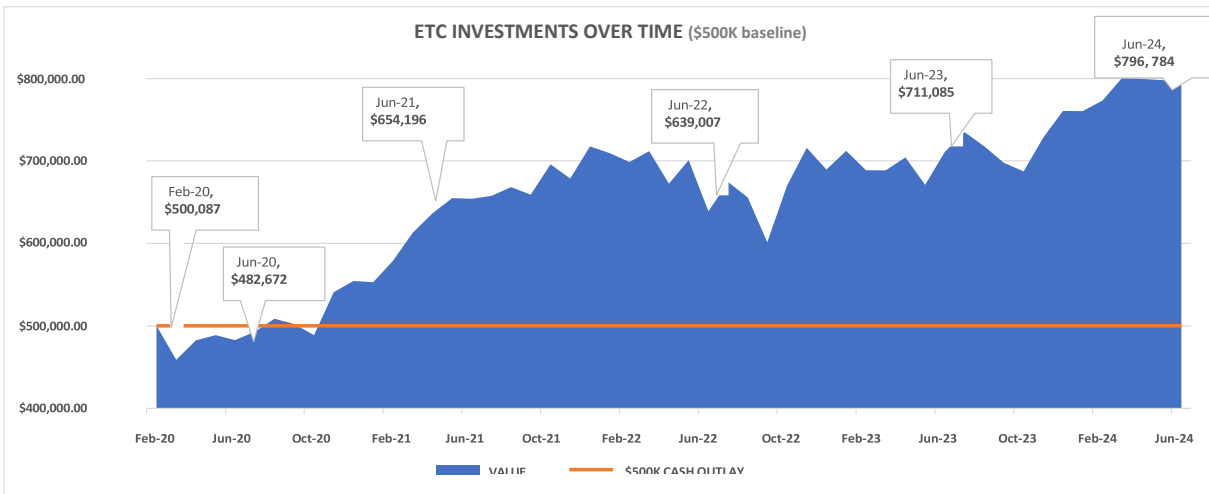
Looking ahead, I can assure you that next year we will continue on this trajectory of growth. Following on the heels of our bylaw review, a strategic plan review is underway, which will help guide our direction into 2030. The ETC 2024 Conference at Iowa State University (thank you, Mike Pedersen and crew!) will be an exceptional one, due in large part to the hard work of the Program Committee and other volunteers who have put tremendous energy, effort, and care into its' planning.

While I have thanked some specific people and groups here, I want to extend that thanks to all of you who make up this community. It is an honor to serve on your Board and I look forward to what we will all do together in the year ahead!

Karen Ethier
President-Elect (2024-2025)

FINANCIAL REPORT 2023-2024

Kevin Jahnke Treasurer & Finance Committee Chair

ETC Net Worth Over Time - Quarterly

ETC INVESTMENTS OVER TIME ($500K baseline)

Income

Total Income YTD $ 379,498
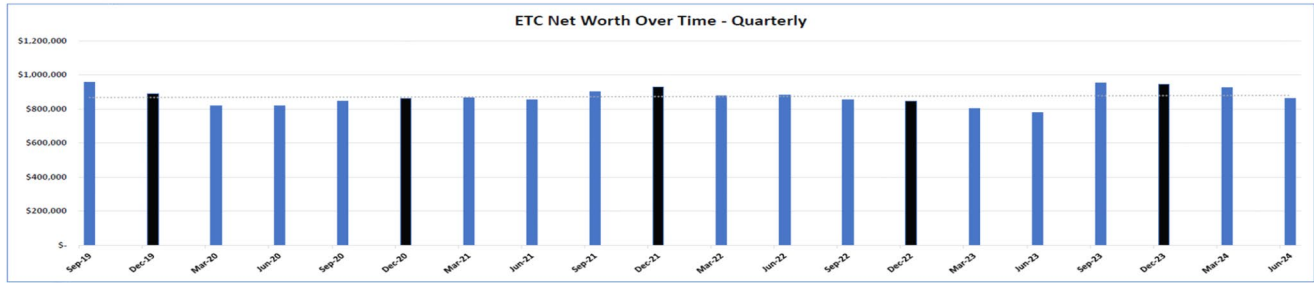
FY23-24 INCOME: $379,498
(**110%** of $345,000 budgeted)

Expenses

Total Expenditures YTD $ 380,497

FY23-24 EXPENSES $380,497
(**86%** of $440,000 budgeted)

Treasurer's Notes:

- ETC's fiscal stability, cash reserves and solid investment portfolio enabled focus on providing value to the membership in the past year.
- The Finance Committee recommended flat dues rates for FY24-25 and reduced conference registrations fees in an effort to maintain membership levels and encourage participation in the annual

conference, which are both significant sources of revenue for ETC.

- o Increased focus on conference and regional event sponsorship options has the potential to be an ongoing source of revenue.
- o The 2023 annual conference in Los Angeles, CA at the University of Southern California had 214 attendees and plans are underway for the 2024 conference in Ames, IA at Iowa State University.
- • AMR's diligent fiscal management and collaboration with the ETC Board and Finance Committee addressed a significant anticipated budget deficit of $95K.
  - o The deficit was nearly eliminated at the end of the fiscal year with a shortfall of $999.
- • 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 FY23-24

The ETC Finance Committee met periodically over the past fiscal year to review financial reports and investments, create an operating budget, and recommend new sources of revenue including increased corporate sponsor support. In the upcoming year opportunities to increase support for board members' attendance at regional events, the annual conference and travel to international partner events such as SCHOMS and AETM will be pursued as a means to further the status of the organization as well as opportunities to engage the membership at large with ETC finances. Additionally, AMR's management of day-to-day fiscal operations and preparation of monthly reports for the Finance Committee and Board of Directors were an invaluable resource that allowed for informed financial planning.

FY 2024-2025 ETC Membership Rates *(board approved 3/19/2024)*

Institutional Memberships	FY23-24			FY24-25
Individual (1-2)	$ 400	**Individual (1-2)**	$	**400**
Department (3-10)	$ 800	**Department (3-10)**	$	**800**
Unlimited (11+)	$ 1,200	**Unlimited (11+)**	$	**1200**
Corporate Memberships	FY23-24			**FY24-25**
Individual (1-2)	$ 400	**Individual (1-2)**	$	**400**
Unlimited (3+)	$ 1,200	**Unlimited (3+)**	$	**1,200**
Associate Membership (Individual)	FY23-24			**FY24-25**
	$ 100		$	**200**

Renewed memberships are valid thru 6/30/25.

The Finance Committee welcomes any feedback and questions as we monitor ETC's fiscal health to 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.

2023-2024 ETC Finance Committee Members:
George Chacko, Karen Ethier, Kayden Kassof, Donnie Merritt, Matthew Wilk, Kevin Jahnke, (Chair) and Kristy Howard (Executive Director).

Report Submitted by Kevin Jahnke, Treasurer & Finance Committee Chair

PROGRAM COMMITTEE

The 2023 Annual Conference hosted by the University of Southern California for September 20-23.

The conference was attended by 214 attendees. The support of the 37 corporate sponsors was invaluable to the conference.

The Keynote address was presented by Sam Gustman, the Associate Dean and Chief Technology Officer for the USC Shoah Foundation and USC Libraries. The USC Shoah Foundation continues to collect new testimonies and develop innovative research and educational materials for schools, universities, and museums. Gustman spoke to this work, as well as demonstrated AI, video streaming, search, and the latest learning management system technologies deployed by the foundation.

For members that could not attend the 2023 Annual Conference, many of the sessions were recorded including the Keynote address. Please log into the Resource Hub in ETC's website.

The 2024 Annual Conference to be hosted by Iowa University for October 1-4.

AWARDS COMMITTEE

The 2023 ETC Annual Conference was held in Los Angeles, CA, by the University of Southern California. The following were recognized at the event:

- **Award:**   2023 Conference Host
  Recipients: University of Southern California

- **Award:**   Recognition of Board Service
  Recipients: Regina Greenwood
                     Karen Ethier

- **Award:**   Lifetime Membership
  Recipient: Rodney Fillmore

- **Award:**   Outgoing Treasurer / Secretary
  Recipients: Matthew "Q" McQuaig

- **Award:**   Outgoing President
  Recipients: Adam Stewart

Report Submitted by Don Merritt, Past President and Chair, Awards Committee

CORPORATE COMMITTEE

In 2023-2024 ETC had 47 (vs 36 in FY 23 – 30% increase) Corporate Member Organizations, and 165 (vs 136 – 21% increase) individuals involved from those organizations.

Total revenue for corporate memberships:
 FY23-24 – $22,000
 FY22-23 - $13,500
Total revenue for corporate partnerships at the Annual Conference:
 FY23-24 - $162,275
 FY22-23 - $131,300

The 2023 Annual Conference hosted by the University of Southern California in Los Angles. there were 4 Strategic Partner Corporations: Crestron, JVC/Kenwood, Panasonic Connect, and Sennheiser

There was one Conference App Partnership: HETMA

There were 27 Supporting Partners: Atlona, B&H Photo & Video, Biamp, Bluum, Catchbox, CDW, Clear Touch, Daktronics, Draper Inc., DTEN, ELMO USA, Epiphan Video, Epson, Extron, Harman, Liberty, Marshall Furniture, QSC, Sharp NEC Display Solutions, Shure Incorporated, Spectrum, Squirrels, Talem3, Tekvox, Wolfvision, Wyrestorm, XilIca

There were 5 Contributing Partners: Cannon, CCS Presentation Systems, Kramer, Legrand AV, Starin

There were 5 Corporate Membership meetings in 2023-24. Bernie Pearo and Darryl Krall were the two corporate members who served on the Executive Board.   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. The Corporate Committee also worked with Institutional and Corporate members on supporting and promoting our ETC Regional events.

The committee also worked with the Executive office on a 2023 post conference survey for feedback from our Corporate Members.

Bernie Pearo & Darryl Krall consistently participated and contributed to the monthly Executive Board meetings and July in person meeting at USC.

Report Submitted by Darryl Krall, Corporate Director

ELECTIONS

Submitted by Don Merritt, Elections Committee Chair 2023 – 2024
Committee Members:
    Gina Sansivero, AtlasIED
    Tony Pearson, NC State University

The elections for the 2024-2025 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 Slate for 2024:		Institution
President Elect	Dave Test	Penn State University
Secretary	John Pfeffer	University of Buffalo
	Jeff Rhind	Suffolk University
Corporate Director	Steve Bogart	Atlona
	Joshua Joseph	TEKVOX
	Shay Lynch	QSC
	Richard Mitchell	Biamp
	Jimmie Singleton	CDW
Institutional Director	Scott Deetz	Cedarville University
	Cassidy Hall	University of Idaho
	Mike Pedersen	Iowa State University
	Raiza Ramos-Deatherage	University of Central Florida
	Jeff Rhind	Suffolk University
	Dave Test	Penn State University
	Andy Vogel	Ohio State University

Election Results: New Board of Directors (Effective July 1, 2024)		Institution
President Elect	Dave Test	Penn State University
Secretary	John Pfeffer	University of Buffalo
Corporate Director	Jimmie Singleton	CDW
Institutional Director	Cassidy Hall	University of Idaho
	Mike Pedersen	Iowa State University

Continuing Board of Directors		Institution
Past President	George Chacko	Pace University
President	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

EXECUTIVE OFFICE MANAGEMENT COMMITTEE

Submitted by Don Merritt, Elections Committee Chair 2023 – 2024

The EOMC focuses on the effective management of the business needs of ETC and met quarterly over the 2024 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 continued regional event and the activities of the committees. The efforts have born fruit and sustaining those efforts for at least the continued short term would be a benefit to the members of ETC.

IDEA COMMITTEE

Report Submitted by Rick Nimtz and Cecile-Anne Sison, co-chairs

IDEA Committee's Co-Chairs began their tenure in May 2023 with the focus to continue to infuse all aspects of ETC with inclusion, diversity, equity and access (I.D.E.A) at the forefront. Solidifying our brand identity included the creation of our logo - a lightbulb representing the idea/IDEA double entendre and the light emanation taken from the colors of skin tones representing our commitment for diversity. We also decided as a group to adjust the "A" of our name from Accessibility to Access, believing that the broader view of the word includes all type of access - for those who are differently abled, but also for those with different resources available to them.

Initiatives that continued this year were the pre-conference newsletter (where IDEA-related offerings at the annual conference were highlighted), the third annual demographic survey, and the brainstorming workshop for leaders in the ETC community. The workshop topics are based on results from the survey and this year the following 3 were the focus: Membership, Belonging, Outreach to communities that would benefit from ETC membership and vice versa, and creating and strengthening relationships between our institutional and corporate members. As in the previous year, deep and fruitful discussions took place in the breakout rooms.

Two initiatives were implemented this year based on the workshop - the first centered around providing opportunities at the Annual Conference where everyone could feel like they belonged.
Our first way of addressing this was intentionally having 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. Committee Member Joshua Josephs also submitted a conference session proposal for an "IDEA" panel which involved all committee members in the preparation and moderation. IDEA Committee also created a social opportunity at the Annual Conference that was not centered around alcohol. In September 2023 at the USC-hosted conference in Los Angeles, IDEA Committee hosted an Ice Cream Social after the Recognition Dinner which was well-attended and well-received. Feedback on the event indicated that similar events should be included at future conferences but to make it longer and involve activities. IDEA Committee is currently in the planning phases to incorporate this feedback in our follow-up non-alcoholic social event at the 2024 Iowa Conference. In order to provide the infrastructure to offer activities and the longer time, a corporate sponsorship option for the event. IDEA Committee wrote the guidelines and language of the offering to stress collaboration with the sponsor to highlight "IDEA Values".

The second new initiative for FY2023-2024 was a four-part virtual Accessibility Series. While rewarding, this was a large lift for our group of volunteers. Each member of the committee participated in the creation of a session, researching topics that were not necessarily in their skillset and consulting with experts. We suggest scaling back the IDEA Committee's training offerings and/or pivoting to perhaps bringing in our expert contacts to present in the future unless there are committee members who are extremely confident of their

expertise and available time prior to pushing through a series. Our sessions were: Introduction to Accessibility (November 2023, 27 attended), Digital Accessibility (April 2024, 22 attended), Accessibility in Physical Spaces (May 24, 39 attended) and Stakeholders and Accessibility (June 2024, 14 attended). Link to Recordings (password needed).

Moving forward for 2024-2025, co-chairs Rick Nimtz and Cecile Sison will step down but remain on the committee. Chair succession planning is currently underway. In the next fiscal year we feel it is important to continue the what we have carried through from our inaugural year as they foster a feedback / response mechanism that allows the committee to remain relevant with initiatives that is top of mind for our membership - especially through the cycle of the demographic survey and the brainstorming workshop. Once the brainstorms from this year are parsed at the start of the year (July 2024), themes of the year and feasible suggestions for partnerships with other ETC committees will become clear.

Goals that are on the IDEA Committee Strategic Plan which we would like to see the committee to explore are:
- To complement the ETC Digital Accessibility Statement that was written by the committee in our inaugural year, draft language for the ETC Broader Accessibility Statement to be approved by the board
- Create Best Practice Checklists for Accessibility to be housed 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

Members (2023-2024):
- Steve Bogart (Atlona)
- Willie Franklin (Life Member)
- Napoleon Garcia (Lewis University - stepped down February 2024)
- Joshua Joseph (TEKVOX)
- Kayden Kassof (American University)
- Xzavia Killkelly (Bose Pro - joined November 2023)
- Rick Nimtz (University of Notre Dame)
- Raiza Ramos-Deatherage (University of Central Florida - joined February 2024)
- Cecile-Anne Sison (Northwestern University)

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)
- 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, led by Mike Pedersen and Richard Mitchell from July 2023 to April 2024, and Mike Pedersen and Drew Cave from May 2024 to June 2024, undertook several key initiatives. The committee launched a targeted engagement program, assigning each member to connect with institutions within a 100-mile radius of their local address. While this initiative faced some challenges with return on investment and did not immediately result in new memberships, it established valuable connections and ongoing conversations with potential members.

The committee engaged in a review of the ETC website, focusing on pages frequently visited by prospective members. The committee implemented changes to improve navigation, making it easier for interested parties to join. Additionally, the committee developed a structured welcome process via the all-member ETC listserv. Lastly, the committee laid the groundwork for upcoming projects, including a stand-alone webinar on how to get the most out of ETC membership, a lapsed membership campaign planned for August 2024, and continued follow-up on connections made during the grassroots membership drive.

The Membership Committee was composed of Joe Auger, Steve Bogart, Susan Brower, Thomas Callan, Kent Cawthorne, Drew Cave, George Chacko, Barry Duvall, Michael Hooper, Richard Miller, Richard Mitchell, Mike Pedersen, Gina Sansivero, Brian Shanks, David Test, Stephen Thomas, and Matthew Wilk.

Fiscal Year Membership Totals:
- Institutional
  - Total Individuals: 814
  - Total Institutions: 132
- Corporate
  - Total Individuals: 163
  - Total Corporations: 46
- Associate: 3
- Life: 35
- Total Individuals: 1015

Membership Trends:
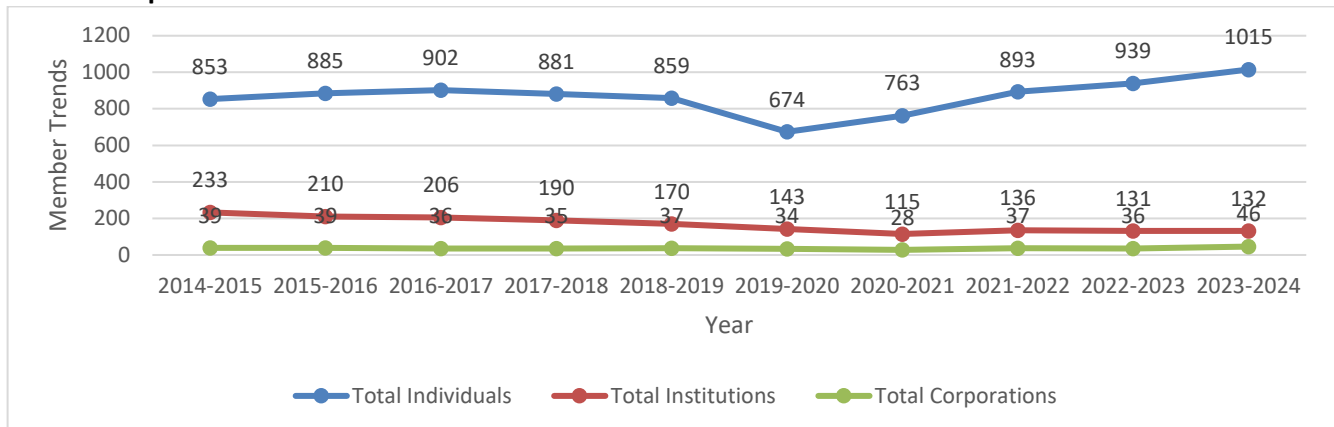
While total institutional memberships have been exhibiting a declining trend over the past nine years, there has been a recent uptick in individual institutional members. Furthermore, corporate membership has remained relatively stable, with a slight increase in the past year.

PROFESSIONAL DEVELOPMENT

The Professional Development Committee (PDC) experienced a change in leadership as Samantha Marshall handed over her co-chair role to Jon Loney. Jon worked alongside Shay Lynch for a term, after which Samantha resumed her position in June, taking over from Jon. Shay Lynch has committed to one more year as Chair of the committee and Samantha has committed to 2 more years.

During this year, the PDC has implemented a practice to classify sessions into two categories: technical trainings or organizational and leadership sessions. This classification scheme has helped us better balance our session offerings.

Additionally, Shay Lynch has been collaborating with Darryl Krall to procure an updated catalog of corporate training programs and their enrollment procedures via the Learning Management System (LMS). They've encountered some obstacles in conducting Corporate Training that awards official credits or certifications, due to incompatible registration protocols. A primary aim is to establish a streamlined process that benefits everyone involved.

Another challenge for the committee has been engagement and session volunteering within its members. Shay Lynch and Samantha Marshall are going to work on a plan to re-engage its members and encourage new ones.

As for Interest Groups, Kevin Jahnke has stepped down from his coordinator role, with Trey Herb succeeding him. Currently, the interest groups are working toward operating more autonomously from the Professional Development Committee. Nonetheless, Trey intends to participate in PD meetings to maintain a connection with PDC activities and provide support when necessary.

Connecting in the Cloud Sessions Organized by the Professional Development Committee

- AVIXA Training: Conducting Needs Analysis (July 25): 17 attendees
- Fostering Sustainability in AV: A Conversation with SAVe (August 8): 12 attendees
- Tech Talk Ticketing: Adding Equipment Loan to Your Ticketing System (August 24): 8 attendees
- AVIXA Training: Digital Signage Design Principles (September 14): 22 attendees
- Conference Recap (September 28): 22 attendees
- Parle Microphone Optimization (October 26): 19 attendees
- AVIXA Training: PAG NAG (December 12): 21 attendees
- The Art of Blending Design with Technology (January 25): 27 attendees
- Planning Clocking Domains (February 15): 18 attendees
- How to Run a Committee (April 11): 24 attendees
- Converging on Consistent Room Reporting (April 24): 21 attendees

The average attendance across the 11 sessions was 19.

Report Submitted by Shay Lynch, Professional Development Committee Co-Chair.

INTEREST GROUPS

Interest Group leaders and participants represent universities and corporate partners from the ETC membership. These groups are intended to be topical discussions with a theme that is relevant to the ETC membership. The general intention is to provide an open discussion forum with free-flowing conversation around the topic. Over time new interest groups may develop and existing groups may change, or end based upon their relevance to the ETC membership.

This year was a departure from the past format of the Connecting in the Cloud Interest Group sessions with a more formal approach and a common theme around the relationship of AI to each group. The sessions were relatively well attended with positive feedback and there was significant participation from ETC members and representatives other outside of the ETC organization. Going forward the groups will return to a less formal approach to allow for fluid development of discussion. Future topical sessions similar to the AI series will be considered separately from the Interest Groups.

- All Interest groups met at the annual conference and were well attended each morning.
- Trey Herb has replaced Kevin Jahnke as Interest Group Lead
- Russel Wilder has replaced Trey Herb as co-lead of the Emerging Technologies Interest Group
- Matt Curtin has replaced Kevin Jahnke as co-lead of the Leadership and Campus Services Interest Group

Connecting in the Cloud AI Series:
- Emerging Technology Interest Group: InfoComm Recap (July 10): 20 attendees
- Instructional Design Interest Group: Empowering Student Engagement Across Learning Environments (July 20): 28 attendees
- Emerging Technology Interest Group: Connectivity Between AV/IT Systems and IT Service Management systems (August 15): 13 attendees
- Leadership and Campus Services Interest Group: Back to School Check in (September 7): 23 attendees
- Emerging Technology Interest Group: AI Series (November 9): 54 attendees
- Leadership and Campus Services Interest Group: AI Series (December 7): 50 attendees
- Instructional Design Interest Group: AI Series (February 22): 47 attendees
- Women in Technology/DEI Interest Groups: AI Series (March 14): 28 attendees

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

Diversity, Equity & Inclusion:
The DEI interest group is focused on having challenging conversations around relevant topics to make our workplaces better. This includes talking about more than just the traditional DEI topics of race, gender and gender expression, and sexuality but also including disability, neurodiversity, socioeconomic status, education status, etc. We hope that these conversations can help folks foster a sense of trust and belonging in their workspaces.

Emerging Technologies:
The ETC Emerging Technologies Interest group is primarily focused on the discussion of new and emerging technology relevant to current trends in the AV industry. Discussions tend to be open-ended conversations.

Instructional Design:
The ETC Instructional Design Interest Group is a space to talk about technology (both hardware and software) and how it relates to teaching and pedagogy. With the rise of hybrid learning, it is increasingly important to see how these technologies are being implemented and that the hardware, software and the people using them all work well together. Topics can range from soft skills of working with faculty and/or students to specific use cases of the technologies - including different learning environments, assignments, scaffolding, training/documentation, or circulation. Past discussions have included Universal Design for Learning and ChatGPT.

Leadership and Campus Administration:
The ETC Leadership and Campus Services Interest group is primarily focused on topics related to leadership, mentorship, and the management of administrative processes in Higher Education. The discussions tend to be open-ended conversations with topics relevant to current trends.

Women in Technology:
Attendees will be invited to join in a discussion that focuses on challenges faced by women today in the technology industry. The format of the sessions will be a moderated discussion with a goal of benchmarking success strategies for managing challenges.

Report Submitted by Kevin Jahnke, Treasurer

RESOURCE ADVISORY COMMITTEE

The Resource Advisory Committee (RAC), which is a standing committee within the Educational Technology Collaborative, focused on several key initiatives during fiscal year 2024. The committee's primary aim was to enhance the content within the Resource Hub and better promote its use. 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.

To boost engagement with the Resource Hub, the RAC devised a multi-faceted plan. This included producing a concise yet compelling promotional video and establishing a network of Resource Champions. These champions played a crucial role in maintaining member interest by sending regular updates about new content and curated resource packages. Additionally, promotional business cards were created for distribution at events to further increase awareness.

A significant project for the year involved developing guidelines for campus tours, which ultimately evolved into the Space Showcase competition. This initiative was driven by data insights revealing campus tours as the most visited resource in the hub. By gamifying the submission process, the RAC aimed to significantly increase the quantity and quality of campus tour content, thereby enhancing the Resource Hub's most popular feature. At the time of publication, the Space Showcase competition is ongoing.

The committee was led by Christian Sumabat from July 2023 to February 2024 and Mike Ferry and Doug McCartney from March 2024 to June 2024. The committee was composed of Robert Butler, Cassidy Hall, Bill Hydrick, Debra Krawczykiewicz, Jameel Mills, Jeff Rhind, Bob Smith, and Mike Treacy.

REGIONAL EVENTS

The Educational Technology Collaborative started a new series for in-person events in February 2023. These events have continued to be a great success and have grown in popularity. The following events were held this past year.

July 2023, ETC-American University
On July 21, 2023, American University hosted the third the Educational Technology Collaborative regional event in Washington D.C.. The day began with presentations by the event's corporate sponsors: Biamp, Extron and Wolf Vision. Followed by an afternoon workshop about standardizing classroom technology including hybrid needs. The day concluded with a tour of the university's production studio.

November 2023, ETC-Suffolk University
On November 3, 2023, University Media Services operating as Suffolk University hosted a regional event in cooperation with the Educational Technology Collaborative at Suffolk's Sargent Hall location at 120 Tremont Street, Boston. Sponsors included: QSC, Extron, Shure Incorporated, Legrand, Red-Thread, and Wolf Vision. Approximately, 50 attendees were present which included both ETC members and non-members, institutional and corporate members as well as special guests including Suffolk University President Marisa Kelly and Suffolk University/Curry College CIO Mark Nestor.

June 2024, ETC-Penn State University
On June 25, 2024, ETC hosted a Regional Event at Penn State. Seventy-two members and prospective members attended, representing 19 institutions and 7 corporations. The event was sponsored by Crestron, Daktronics, Dobil Labs, Liberty, Panasonic, and Wolfvision. Session topics included display sizing, direct view LED, eSports, computer lab modernization, USB-C deep dive, wireless collaboration, technology standardization, and more. The event ended with a tour of classrooms and learning spaces, and an ice scream social at the campus Creamery.

Institutional hosts of Regional Events:
Kayden Kassof, Instructional Technologist and Learning Space Designer, American University
Jeff Rhind, Director Suffolk University Media Services
David Test Manager, Learning Space Technologies, Penn State