

ETC ANNUAL REPORT

2025-2026



EDUCATIONAL TECHNOLOGY COLLABORATIVE

Connecting AV & IT in Higher Education

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*Imagine the Possibilities,
Achieve the Extraordinary!*



EDUCATIONAL TECHNOLOGY COLLABORATIVE

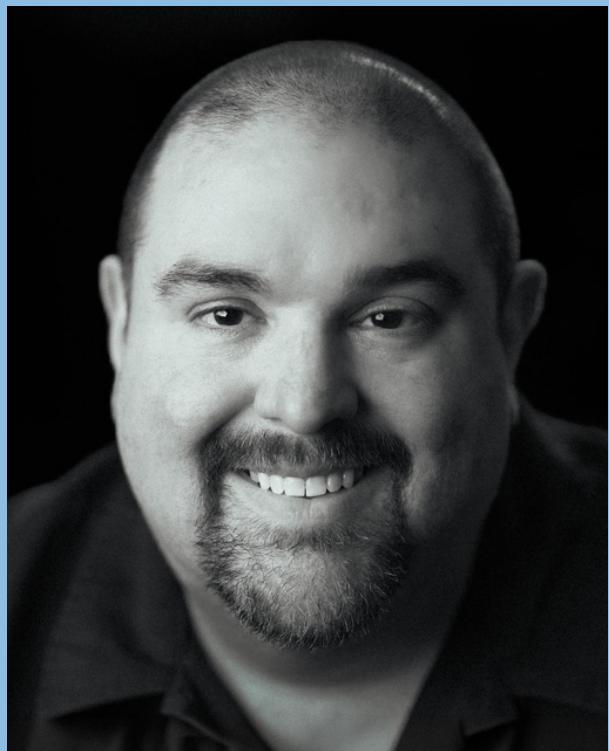
2025 ANNUAL CONFERENCE

October 14-17, 2025

NC STATE UNIVERSITY

Raleigh, NC

PRESIDENT'S MESSAGE



**Dave
Test**
President
2025-2026

PennState[®]



In a time when the future stability of higher education is in question, having an organization like ETC to rely on is an invaluable resource, no matter what role you have in our industry. From leadership skills development, to technical deep dives, to corporate opportunities and more, ETC provides a stable foundation to help you and your organization thrive. We've accomplished a lot over the past year. Here are a few highlights:

- * Annual ETC Conference at NC State - Our organization's largest event ever, with 262 attendees and 39 corporate sponsors coming together in Raleigh, NC to learn, share, and celebrate.
- * ETC Regional Events - South Texas College, University of Wisconsin-Milwaukee, and University of Central Florida all hosted regional events, offering training and community in their local areas.
- * Code of Conduct for Events - To ensure that our events foster a safe, welcome, and respectful atmosphere for everyone, ETC's new Code of Conduct for Events offers clear, concise ground rules on what is and is not acceptable behavior.
- * EDUCAUSE Partnership - ETC partnered with EDUCAUSE to offer a seamless hybrid classroom experience for their attendees during their conference. The event was a huge success, and our organizations are now working to formalize our partnership for years to come.
- * Global Higher Ed AV Tech Day - Partnering with AETM, Schoms, and sponsoring partner Panasonic, our organizations combined forces to present 24 hours of training sessions across the globe.
- * 30+ Webinars - With our monthly Community Conversations, IDEA committee discussions, technical training, and soft skills development webinars, ETC members have had consistent access to timely and relevant development and community-building opportunities.
- * Institutional Membership Tier Changes - Working closely with the Membership Committee, the organization has increased the number of member slots available to institutions at the level at which they've joined. This enables smaller institutions to add more of their teams to our membership roles so that they can take advantage of all that ETC offers.

These are just a sampling of all of the great work ETC, through our volunteers, have accomplished in the past year. If you'd like to become more involved in ETC, please consider volunteering. We're always looking for motivated members to serve on committees, task forces, and more.

Representing ETC as President has been an honor of a lifetime, and I'd like to thank the members of the Board of Directors, Kristy and everyone at AMR, all of our great volunteers, and the membership-at-large for welcoming and supporting me over the past year.

- Dave Test, ETC President

PRESIDENT ELECT'S MESSAGE



Cass Hall

President-Elect
2025-2026



California State
University **Chico**

As I look back on this year with ETC, I am reminded of why I first decided to volunteer for this organization. From my very first ETC conference experience in 2014 at Portland State University, I knew this organization had a place for me. I hear the same thing from first-time attendees every year: there is something different about this conference and this community. People feel heard, valued, and included.

I think about the incredible network I have been able to build throughout my career, and my experiences with ETC have been one of the largest contributors to that network. The relationships I have formed here have provided support, perspective, inspiration, and connection in ways that extend far beyond our annual conference.

This year's conference broke another attendance record, with NC State pulling out all the stops to create an amazing experience for participants. And as much as I love that annual event, I value just as much the ongoing opportunities to connect with my ETC colleagues through the listserv, committee meetings, and the many events we offer throughout the year.

Beyond Community Conversations, Connecting in the Cloud, and our Regional Events, this year also marked our first Global Higher-Education AV Tech Day Webinar, a collaborative event with AETM and schoms, our sister organizations representing Australasia and the UK. This unique event gave our members the opportunity to hear from colleagues at institutions around the world and reinforced something important: many of the challenges we face, and the solutions we are developing, transcend national borders. Expanding our networks beyond the U.S. gives us even more opportunities to learn from one another, share ideas, and strengthen our profession.

We also made significant progress on our Strategic Plan this year, and I am excited about the work ahead as we continue turning those goals into action. Our focus on meeting the evolving needs of our members, growing and strengthening the organization, and expanding ETC's role in advocacy will help ensure that this community continues to be a place where people feel connected, supported, and valued.

As I reflect on the year, that sense of belonging remains at the heart of ETC for me. It is what drew me to this organization more than a decade ago, what has kept me engaged ever since, and what I hope we continue to create for every person who finds their way to this community.

FINANCIAL REPORT 2025-2026



**Kevin
Jahnke**

Treasurer & Finance
Committee Chair

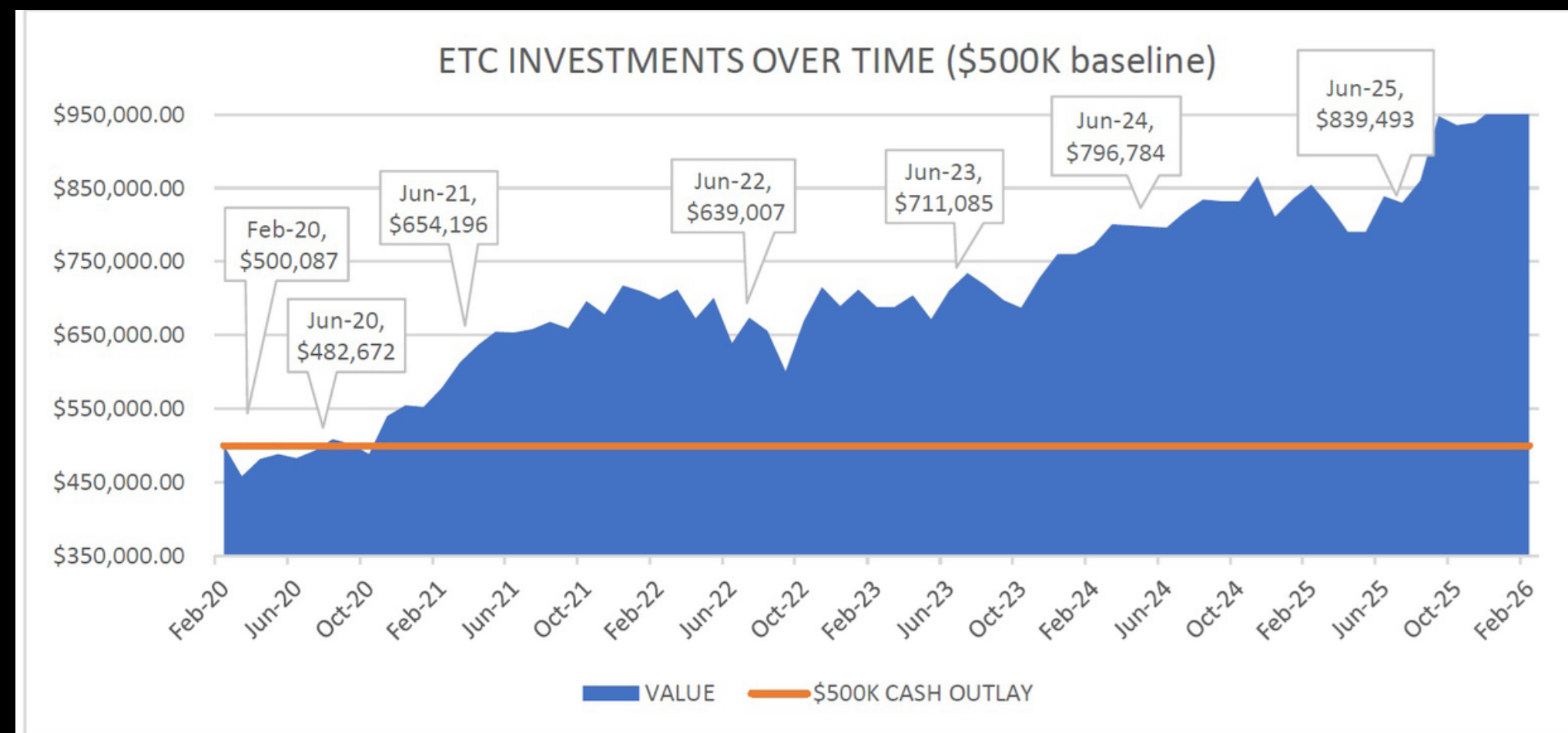
UNIVERSITY OF WISCONSIN
MILWAUKEE

ETC's strong fiscal position, healthy cash reserves, and well-managed investment portfolio continue to provide opportunities to enhance value for both the membership and the organization. ETC expects to build upon these strengths and expand member-focused initiatives in the years ahead.

Through diligent financial stewardship by the AMR staff, working in close collaboration with the ETC Board of Directors and Finance Committee, the organization has maintained a consistently balanced and financially sound annual budget.

Independent annual audits were again conducted by Besten & Dieruf, which completed a comprehensive review of ETC's financial records and prepared all required tax documents and organizational filings. These submissions were accepted by the appropriate regulatory agencies without issue.

The "Investments Over Time" chart illustrates the ongoing work of past ETC boards to ensure the organization's finances continued to steadily grow. These investments now meet or exceed industry recommendations to maintain fiscal stability in the event of unforeseen circumstances in the coming years.



FINANCE COMMITTEE ANNUAL REPORT FY25-26

Finance Committee Report

• The ETC Finance Committee met regularly throughout the past fiscal year to provide guidance and oversight into the development of the annual operating budget in partnership with AMR staff.

Development and Board approval of a comprehensive Investment Guidelines document was completed.

This investment policy provides a framework for the management of ETC's investment assets, helping to ensure the organization's long-term financial stability while supporting strategic opportunities such as scholarships, collaborative initiatives, and major one-time investments that benefit the membership and the organization as a whole.

Sincere appreciation to the committee members for their service and commitment throughout the year.

Finance Committee Members

Kristy Howard – ETC Executive Director

Kevin Jahnke – Chair

Kayden Kassoff – ETC Board of Directors Representative

Michael Doll – Committee Member

Tim O'Neil – Committee Member

Brian Shanks – Committee Member

Matt Wilk – Committee Member

SECRETARY'S REPORT



**John
Pfeffer**

Secretary
2024-2026



**University
at Buffalo®**

The State University
of New York

As Secretary of the Educational Technology Collaborative, I continue to view the annual report as both a record of ETC's accomplishments and an opportunity to better communicate the value and direction of the organization.

This year, I focused on continuing to improve the annual report and the process used to develop it. That includes creating greater consistency in how information is collected, organizing accomplishments around ETC's priorities, and making the final report more useful to members, partners, and prospective members.

I have also worked to improve administrative processes through clearer documentation, more consistent communication, and repeatable practices that support continuity as ETC continues to grow. These improvements help reduce the burden on volunteers while strengthening the organization.

Finally, I continue to see the Secretary's role as supporting ETC's broader advocacy and growth. Our reports and communications should clearly demonstrate the value of the Collaborative and give members useful tools to advocate for ETC within their own institutions and professional networks.

Looking ahead, I will continue working to strengthen ETC's reporting, processes, and communications in support of the organization's continued growth and visibility.

PROGRAM COMMITTEE



**Dave
Test**

President
2025-2026

PennState®



Program Committee - 2025 Annual Conference Report

The 2025 Annual ETC Conference was held at NC State in Raleigh, NC. With 262 attendees, this was the largest ETC gathering to date! Hot topics at the conference included AV over IP, accessibility technologies, universal design, USB-C, and many others. Pre-conference workshop attendance was strong, with 70 attendees participating in the "Active Learning" and "Invisible Risks of Management" workshops. Our partner organizations AETM and Schoms attended and presented. Kudos to the folks at NC State for putting on such a wonderful event! The 2026 Annual Conference will be held at Penn State on October 12-15, 2026.

- Dave Test, President and Program Committee Chair

RECOGNITION COMMITTEE

Recognition Committee entered its second year. The committee was formed to recognize the outstanding contributions within our community culminating with the distribution of awards during the Recognition Dinner at the ETC annual conference, held Wednesday October 15, 2025 hosted by North Carolina State University at the Sheraton Raleigh Hotel. We were so happy with the winners of our two Awards this year and felt that they were incredibly deserving. Congratulations again to Drew Cave of Spectrum Industries, the recipient of the 2025 Leadership Award, and Jewell Pratt, the 2025 Volunteer of the Year. Thank you also to the committee members who reviewed and selected these winners: JJ Reeser (Oakland University), Gina Sansivero (AtlasIED), Cecile-Anne Sison (Northwestern University, Committee Chair), and Adam Stewart (University of Utah).

Volunteer of the Year Award



Jewell Pratt

IT Specialist, NC State University

Leadership Award



Drew Cave

*Regional Sales Manager, West Spectrum Industries
ETC Membership Committee Co-Chair*

RECOGNITION COMMITTEE

Plans for 2026-2027:

Recruitment more committee members

Increase submissions

Begin the process earlier to allow more time for people to write (first meeting and posting in July rather than August)

Explore marketing strategies such as:

- More personal calls to submit
- Announcements at ETC in person Events
- Word of mouth outreach to encourage people to nominate
- Publish rubrics for transparency about decision making and also as a guide to write
- Launch Mentorship Award
- Formalize Annual Schedule/Pace for this committee
- Build the culture of recognizing excellence
- Enable submissions Year Round
- Kudos Board
- Identify someone to chair for 2027-2028 by May 2027

CORPORATE COMMITTEE

ETC 2025 Corporate Annual Report

2025 conference at North Carolina State University included:

(4) Strategic Partners: Crestron, Draper, Shure, Extron

(1) Welcome Reception Partner: ClarkPowell

(1) Sponsor Showcase Lunch Partner: Yealink

(1) Conference App Partner: Liberty

(30) Supporting Partners: Alfatron Electronics Inc, Atlona, Biamp, Bluum, Catchbox, Computer Comforts, Daktronics, Empirical Systems, Epiphan Video, Epson America, Inc., Evertz USA Inc, Innomate, INOGENI, IVS, Legrand AV, Logitech, NETGEAR, Nureva, Panasonic, Panopto, QSC, LLC, Sennheiser Electronic Corporation, Sony Electronics, Spectrum Industries Inc., Squirrels, Talem3, Teledyne LeCroy, Thomas Regout Inc (BalanceBox), ViewSonic, WolfVision

(1) Contributing Partners: CCS Presentation Systems

A la carte partners included 1 15-minute case studies (Logitech) and Lanyard Partnership (AVI-SPL)

Corporate member revenue for FY 25-26 \$25,600

Corporate Partner Revenue from Annual Conference \$193,460

FY25-26 There were (54) Corporate Partners vs. (55) in FY24-25. FY24-25 (196) individual corporate members, vs. FY 25-26 (173).

THANK YOU TO ALL OUR CORPORATE PARTNERS that helped make the 2025 Annual Conference possible!

STRATEGIC PARTNERS



WELCOME RECEPTION PARTNER



SPONSOR SHOWCASE LUNCH PARTNER



CONFERENCE APP PARTNER



SUPPORTING PARTNERS



CONTRIBUTING PARTNER



LANYARD PARTNER



ELECTIONS COMMITTEE

The ETC Board Member Elections were held within the requirements of our bylaws, beginning on March 4 and ending on March 24, 2026. The ratified election results are as follows for the 2026-2027 year:

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.

President Elect:

Drew Cave, Spectrum Industries

Secretary:

John Pfeffer, University at Buffalo

Institutional Directors:

Shawn Colvin, North Carolina State University

Mike Pedersen, Iowa State University

Corporate Director:

Steve Bogart, Hall Research

Continuing Board of Directors

Past President: Dave Test, Penn State

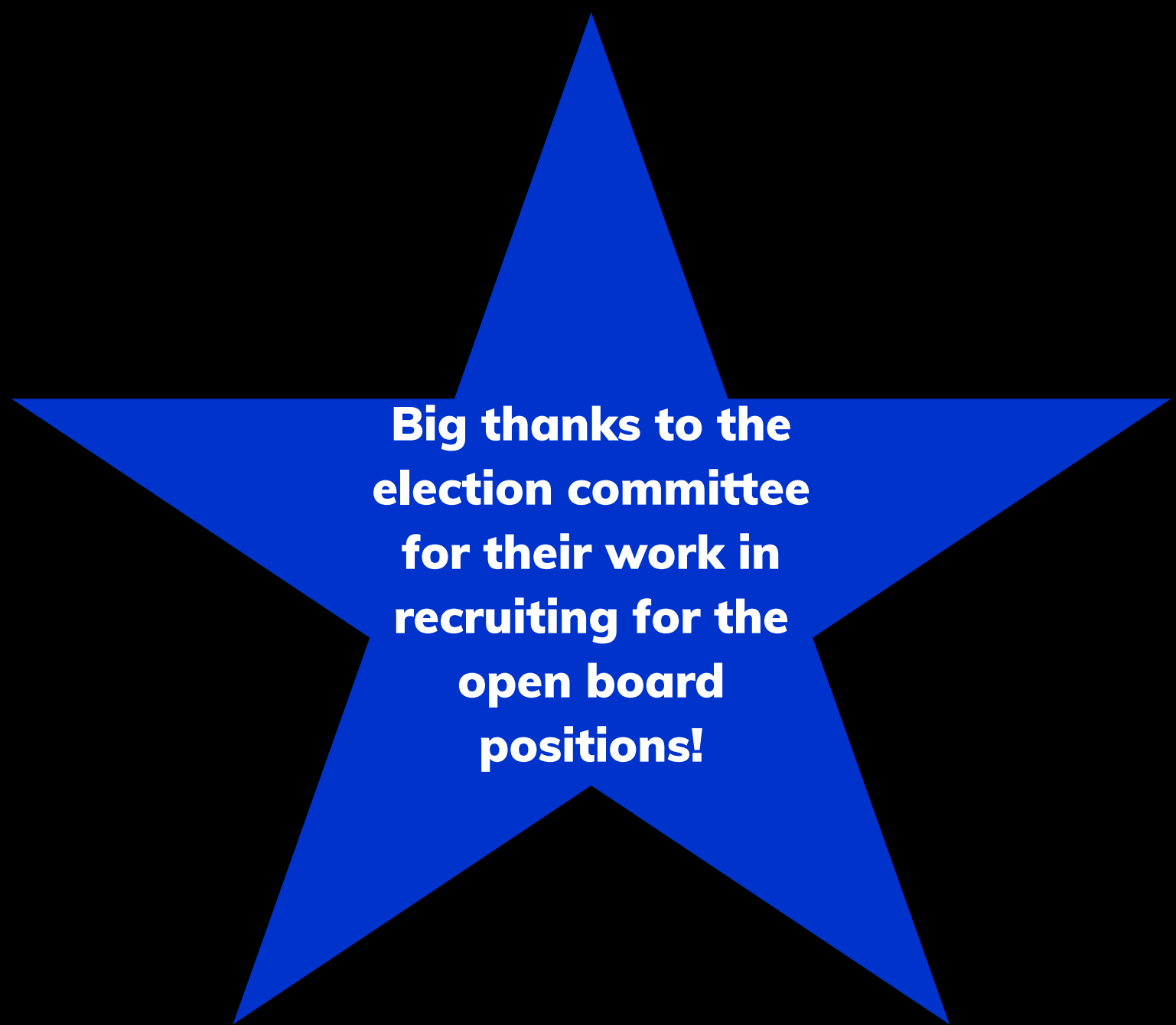
President: Cass Hall

Treasurer: Kevin Jahnke

Corporate Director: Jim Spencer, Legrand

Institutional Directors: Joey Wall, Marist

Tim Cichos, Notre Dame



**Big thanks to the
election committee
for their work in
recruiting for the
open board
positions!**

EXECUTIVE OFFICE MANAGEMENT COMMITTEE

The EOMC continued to meet quarterly and ensured that the EO and AMR were executing and progressing projects in line with the organization's priorities and best-interest. Ultimately, AMR has brought a level of expertise, efficiency, and professionalism to the organization that's helped elevate ETC as an industry resource. It was recommended to the board that some "AMR time" be added to the upcoming fiscal budget to help to continue to elevate and grow the membership and execute a more robust marketing strategy moving forward.



IDEA COMMITTEE MEMBERS

Sarah J Hava (Life Member)

Steve Bogart (Atlona)

Cecile–Anne Sison (Northwestern University)

Rick Nimtz (University of Notre Dame)

Natalie Gillespie (Northwestern University)

Raiza Ramos–Deatherage (University of Central Florida)

Allan Pierce (University of West Florida)

Steven Crane (University at Buffalo – Joined May 2026)

Javad Hashemi (FAU – March 2026)

IDEA COMMITTEE INITIATIVES

Dr. Matt Wegmann of Tulane's Resolution and Restorative Engagement Program presented on the program's development, implementation, and service portfolio. Grounded in empathy, inclusion, and accountability, the program provides individual conflict coaching, facilitated dialogues, and community-building circles to address interpersonal and community harm. Central to the work is the Restorative Dialogue Model, which trains community members in restorative questions and conversation strategies to navigate difficult situations and strengthen relationships. The presentation highlighted the program's practical tools and scalable approach for fostering accountability, repairing harm, and building more resilient, inclusive campus communities.

Continuing next year since the inception of IDEA, the next fiscal year we feel it is important to continue the what we have carried through from the effort that Rick and Cecile started during the inaugural year as they foster a feedback / response mechanism that allows the committee to remain relevant with initiatives that are 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 2026), themes of the year and feasible suggestions for partnerships with other ETC committees will become clear.

IDEA COMMITTEE

The IDEA Committee continued its efforts to foster belonging at the Annual Conference. Committee members attended first-timer orientation events and wore IDEA badges to identify themselves as available resources. The committee also built on the successful non-alcoholic dessert social introduced at the 2023 Los Angeles conference. Based on attendee feedback, a similar event is being planned immediately following the Recognition Dinner at the 2026 State College conference. Hall Research will sponsor the event, helping provide the space and activities while highlighting shared IDEA values.

IDEA COMMITTEE

GOALS 25-26

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

MEMBERSHIP COMMITTEE

Led by co-chairs Yolanda Martinez and Drew Cave, the Membership Committee successfully executed several key initiatives: implementing a revised institutional membership tier structure, conducting outreach to non-member event attendees and non-renewing entities, and framing the “What ETC Means to You” video contest. Alongside these projects, the committee continued welcoming newcomers via the ETC listserv, while Tim and Steve managed the ongoing new member onboarding program.

The Membership Committee is composed of Rick Boccadoro, Steve Bogart, Drew Cave, Tim Cichos, Kelsey Kirsch, Kerry Linda Martin, Yolanda Martinez, Mike Pedersen, Marta Scoppa, and Dave Test.

Fiscal Year Membership Totals

- Institutional

- o Total Institutions: 129

- o Total Individuals: 957

- Corporate

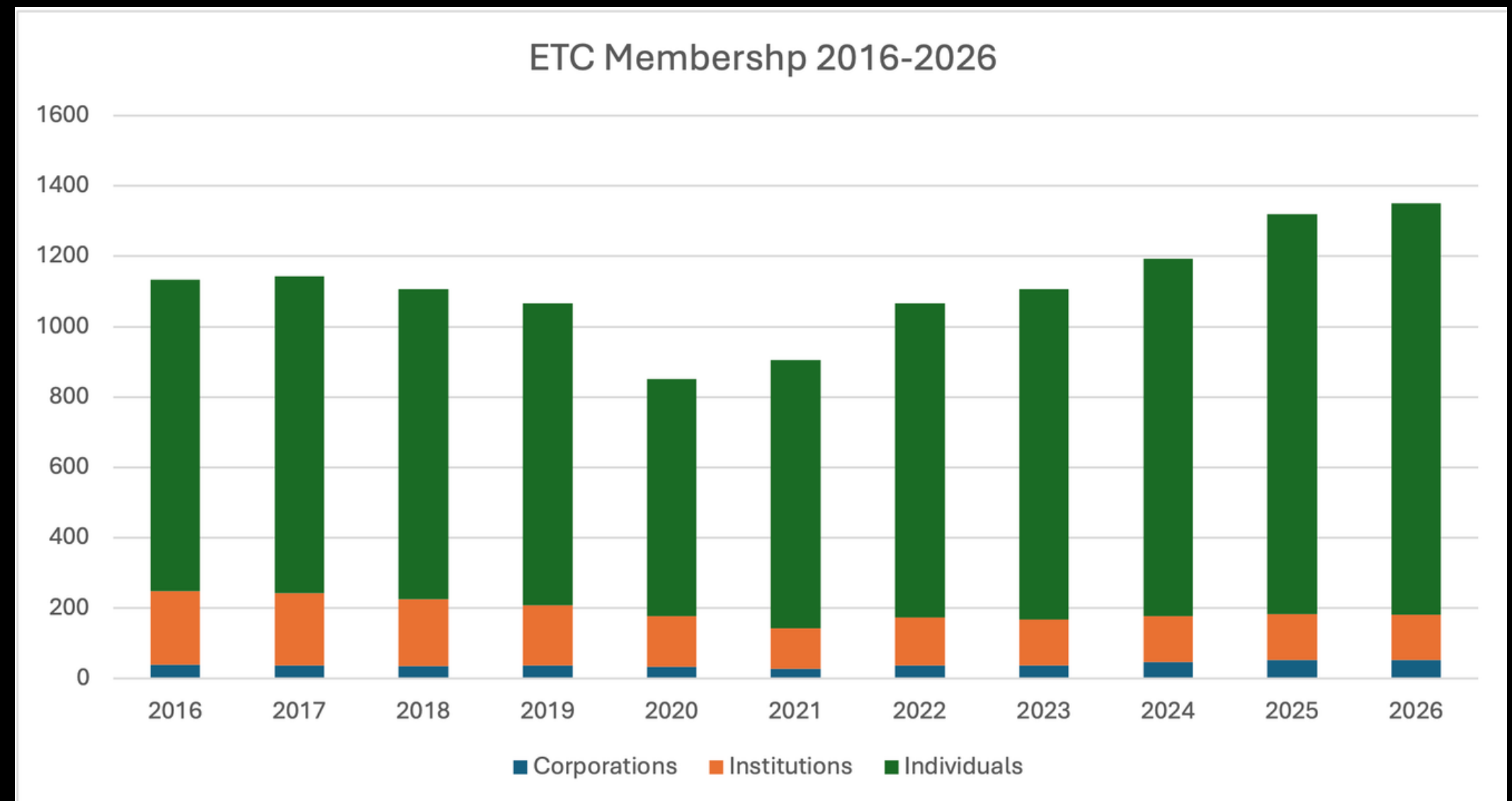
- o Total Corporations: 52

- o Total Individuals: 173

- Associate: 2

- Life: 35

- Total Individuals: 1170



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

MEMBERSHIP COMMITTEE

Institutional Membership Tier Changes

The new membership structure aims to foster greater team engagement, broaden opportunities for individuals from a diverse range of institutions and roles, and enhance member retention by increasing access and value. These changes are designed to maximize the return on dues, expand participation across entry-level and specialized positions, and strengthen ETC's community through improved networking, recruitment, and organizational knowledge sharing.

1-5 Sub-Accounts	\$400
Department Membership - up to 10 Sub-Accounts	\$800
Unlimited Membership - as many Sub-Accounts as needed	\$1,200

ETC Professional Development Committee

Year in Review

New Co-chairs/Committee Members

Kalee Luke new Member and Co-chair

Andy Page new Member and Co-chair

John Schrenker new Member

Brian Dyer new Member

Mike Tomei new Member



6 Connecting in the Cloud Events

- ADA Requirements in Classroom Design
- Studio Design & Build Presentation
- USB & USB-C: The Newest Old Connection in Classroom AV
- Power Up – Controlling Surges Reboots Sustainability on Campus
- Using Network Filters, AV over IP Meets Access Control Lists
- Zoom Rooms

158 Attendees 61% attendance rate for registrants

ETC Professional Development Committee

Connecting in the Cloud Topics Survey

Top 3 topics requested

- **Sustainability & power management**
- **Accessibility & compliance**
- **Vendor management & procurement**

Top current use of AI

- **Documentation & knowledge management**

Top AI topic requested

- **Practical AI use cases in higher-ed AV/IT**

Preferred formats are

- **Presentation**
- **Live demo & discussion**

ETC Professional Development Committee

Future Looking:

Sessions on developing soft skills, such as:

Managing up

Managing conflict

Preparing an executive briefing

Top Survey Requests

Sustainability & power management

Accessibility

Vendor management & procurement

Practical AI use cases in higher-ed AV/IT

Exploring adding CTS RUs



**Have an idea for a
future topic?
Share it with us!**

INTEREST GROUPS

Interest Groups returned as an in-person offering at the 2025 Annual Conference, continuing ETC's commitment to creating space for meaningful peer discussion around timely topics in higher education technology. Held during the lunch afternoon on Wednesday and Thursday of the conference, these sessions encouraged open conversation, networking, and idea sharing among attendees with common interests and professional focus areas.

The 2025 conference featured five Interest Groups:

- Emerging Technologies, facilitated by Mike Pedersen and Chris Dechter, with 44 participants**
- Women in Technology, facilitated by Yolanda Martinez, with 17 participants**
- Leadership, facilitated by Mike Ferry, with 14 participants**
- Instructional Design, facilitated by Allan Pierce, with 6 participants**
- Diversity and Inclusion, facilitated by Steve Bogart, with 5 participants**

Interest Groups are intended to provide an informal environment for attendees to exchange experiences, discuss current challenges and opportunities, and build professional connections around shared areas of interest.

RESOURCES & ARCHIVE COMMITTEE

ETC RAC Annual Report 2025-2026

The Resource and Archives Committee (RAC), is a standing committee within the Educational Technology Collaborative, focused on several key initiatives during the 2025-2026 timeframe:

- Monthly messaging to the ETC community about the available ETC Resources on the ETC Hub.
- ETC Staffing Survey, last done in 2016 during the CCUMC Era.
- RAC content being shared on the ETC RAC YouTube Channel
- Corporate “Rolodex” information with contact information on ETC Corporate partners.

Many of these are ongoing initiatives for the RAC. In 2026-2027, we hope to develop a relationship with the ETC Professional Development Committee to work on shared initiatives and other tasks that will support the greater good of the ETC community.

ETC RAC Committee Roster for 2025-2026

- Mike Ferry, University of Central Florida (co-chair)
- Doug McCartney, Oakland University (co-chair)
- Beth Fellendorf, University of Buffalo
- Cassidy Hall, California State University, Chico
- Christian Sumbat, University of Pacific
- Jameel Miles, University of Central Florida
- Jeff Rhind, Suffolk University
- Michael Treacy, Daktonics
- Kelsey Kirsch, AMR Project Coordinator
- Katherine Barnhart, AMR Project Coordinator

EVENTS COMMITTEE

The Events Committee had a busy year helping organize 3 regional events, organizing a get together at InfoComm, and streamlining policies to open up new opportunities for regional event hosts. The members of the committee have taken an active role in recruiting hosts and attendees as well as sheparding volunteer hosts through the planning process. Events were held at South Texas College, University of Wisconsin at Milwaukee, and the University of Central Florida. We are currently targeting new regions for events and looking into new in-person opportunities for the ETC membership. The purposes of ETC Regional Events are recruitment of new members, providing educational opportunities for the higher education technology community, and creating space for networking for those who do not have the means to attend an annual conference and the Events Committee looks forward to continuing this work.

REGIONAL EVENTS



On July 23–24, 2025, South Texas College proudly hosted a Regional Educational Technology Collaborative (ETC) event, bringing together 50 professionals from across the region. The two-day conference focused on beyond the basics, advancing techniques in AV creation/system design and explored how emerging technologies can enhance teaching, learning, and student engagement.

A highlight of the event was a panel discussion showcasing the success of South Texas College's Emerging Technologies Academy, an innovative initiative designed to empower faculty and staff with the knowledge and skills needed to effectively leverage college-supported emerging technologies. The discussion generated meaningful dialogue and shared insights on fostering technology adoption and innovation in higher education.

The event also featured a networking social sponsored by Panasonic at the University Drafthouse, which provided attendees with valuable opportunities to connect, exchange ideas, and build professional relationships. Throughout the conference, participants actively shared best practices, experiences, and lessons learned, creating a collaborative environment focused on advancing educational technology.

Feedback from attendees was overwhelmingly positive, with many praising the quality of the sessions, networking opportunities, and overall organization of the event. The conference successfully strengthened regional partnerships, facilitated knowledge sharing, and reinforced South Texas College's commitment to innovation and leadership in educational technology.



Presentations, including the primary sponsors were:

- Interactive Classroom Technology Innovations by Audio Visual Aids (Sponsor)
- Tech-Enhanced Teaching: Educational Technologies that Transform Classrooms by STC EdTech Staff
- Howard Technology Solutions by Howard Edu (Sponsor)
- ETC Benefits of Membership by ETC Membership Committee Co-Chairs Drew Cave and Dr. Yolanda Martinez
- When to Project in a Monitor World by Draper(Sponsor)
- Emerging Technologies Academy Presentation and Panel Discussion by STC ET Academy Committee Members
- Daktronics Sponsor Presentation
- Beyond the Basic Classroom AV System by Atlona (Sponsor)
- Creating Immersive Experiences: Adapting AV Technology for Dynamic Venues and Modern Classrooms by STC EdTech Staff
- Finalized with a STC Campus Tour



REGIONAL EVENTS

University of Central Florida Regional Event



UNIVERSITY OF
CENTRAL FLORIDA

The Educational Technology Collaborative (ETC) hosted a regional event at the University of Central Florida on February 27, 2026, bringing together more than 40 higher education technology professionals and industry partners from across Florida. Five corporate sponsors supported the event, providing attendees with opportunities for professional development, networking, and collaboration. The program featured sponsor presentations, campus tours, and discussions on educational technology and audiovisual innovation. Attendees exchanged ideas, shared best practices, and strengthened professional connections within the ETC community. The event received overwhelmingly positive feedback, with participants recognizing the quality of the presentations, organization, and networking opportunities.

The UCF regional event successfully advanced ETC's mission of fostering collaboration and knowledge sharing among higher education technology professionals.

REGIONAL EVENTS

On November 5-6, 2025, UW-Milwaukee hosted an Educational Technology Collaborative regional event in conjunction with the Universities of Wisconsin group, the Educational Media Technology Council (EMTC) with 49 attendees.

On Wednesday evening a tour of the Potawatomi Casino Sports Book was followed by dinner at Sportsbook Dining sponsored by Camera Corner and Intelligent Video Solutions.

Thursday morning the day began at the UW-Milwaukee Lubar Entrepreneurship Center with a presentation by EMTC members showcasing projects at various Universities of Wisconsin campuses. This presentation was followed by a demo of live captioning technology used on the UW-Madison campus. A recording of the morning sessions can be found at the ETC Resource Hub – ETC Regional Event at the University of Wisconsin – Milwaukee.

After the closing of the large group presentations the attendees moved to smaller breakout spaces throughout the building. Each sponsor focused on technology solutions from their particular area of expertise, impacting higher education. Engaging sessions from Extron, Spectrum Industries, Intelligent Video Solutions, Legrand AV, and Shure started before lunch and into the afternoon.

After the breakout session the group reconvened for a brief discussion of the day's activities followed by a short campus tour of several recently updated UW-Milwaukee facilities. The event wrapped up on campus with a casual networking dinner at the UW-Milwaukee Gasthaus sponsored by Forté and Crestron.