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CCUMC
Leadership in Media &
Academic Technology

CCUMC ANNUAL REPORT 2021-2022

CCUMC Leadership in Media & Academic Technology

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PRESIDENT & PRESIDENT-ELECT MESSAGE



Figure 1: Adam Stewart President 2021-2022

Another fiscal year is in the books! The 21/22 year continued to present the CCUMC community with disruption and change brought on by the pandemic. Many of our institutions started the year out with students returning to campus, only to send students back online within weeks. Whether it was dealing with supply chain issues or supporting this constant back and forth between required in-person and remote modalities, this was a year that was challenging and unpredictable. Throughout it all, we met these trials with innovation and supported our users with empathy, adopting new technologies on our campuses in a timeframe that would have been unfathomable in past years. Thanks to CCUMC, we've been able to support each other through it all!

This year, we came together for another successful virtual annual conference. Conference in the Cloud Returns commemorated 50 years of CCUMC conferences. While this year's conference honored our organization's past, our upcoming annual conference will be a celebration of the future of our profession and a return to connecting the community once again, in person. This October we will be "facing the future, together" in Orlando! What great bookends to a year of such transition for our organization!

The CCUMC Board of Directors spent the past year working diligently to move forward on several objectives outlined in the [2020-2025 Strategic Plan](#). In November 2021, the Board voted to move forward with the Organizational Identity Task Force's proposal to rename and rebrand CCUMC. This is a major step for our organization to stay relevant and grow within the market and reflect the everchanging make-up of our work. The Branding Task Force was put in place to assist the Board in the renaming and rebranding of CCUMC and has spent much of the second half of the year working on this effort. Our new name and logo will be announced at our upcoming annual conference!

The Board also pursued another strategic goal this year, engaging in activities that promote diversity. The IDEA (Inclusion, Diversity, Equity and Accessibility) Task Force was formed to establish a charter and goals for an ongoing IDEA effort. We now have a standing IDEA committee that will assist our organization with progressing on IDEA related goals and recommendations. We're so excited to be moving forward in implementing this goal of making IDEA activities an ongoing and essential part of CCUMC!

I would like to thank all of our volunteers, the Executive Office and AMR, as well as our membership in general for all their great contributions to CCUMC over the last year. It's been an honor to serve as president during this time and I can't wait to see what's in store for this fantastic organization in the years to come.

Adam Stewart

President (2021-2022)



Figure 2: Don Merritt Incoming President 2022-2023

Take a moment to step back and look at everything we have accomplished together over the past two years. We have jumped five or more years ahead on deploying collaborative technologies on our campuses than our plans would have predicted two years ago. Some of us have made even greater strides than that. Our corporate members have delivered on huge demands and are reimagining their offerings to meet these new challenges, whether redesigning products for better sourcing in our new environment or adapting products to meet new and more demanding user needs. Our users are also more tech savvy than ever before, and their creativity and enthusiasm has been infectious and uplifting.

It has not been all roses, though. Not all users have been as enthusiastic or as understanding as we've needed. Not all products have arrived in time to meet the incredible demands that have been placed on us. And our own creativity has been challenged to keep up with demands that change so frequently that it sometimes feels like we're creating new plans several

times a week.

Throughout it all, though, CCUMC has been here for us. I've reached out to so many of you for assistance and have been overwhelmed with the response. I've seen you all do it for each other so many times over the past two years that it makes me incredible proud to have been selected to be a leader for this organization. CCUMC has increased its training and development offerings as a result of all the needs you've made clear to us, and we'll continue to build on that momentum in the future.

And the future is getting brighter! We will be back together in person this October for the first time in two years. We simply cannot wait to shake hands, share hugs, play spoons, and maybe shed a few joyful tears at long delayed reunions. It'll be a time to make new friends and reconnect with old. Professional bonds will be forged, and new partnerships will bloom.

And this year CCUMC will be reforged, too. We will take on a new name and logo, one that reflects the creativity, professionalism, dedication, and can-do spirit that this organizations' members embody. We are often asked to do a little bit of everything, and we need a name that helps reflect our versatility and effort to get to "yes", whatever the project. It will be a reflection of the changed landscape of our work lives over the past 20 years, and I can't wait to share it with you all!

This is an opportunity for renewal – of relationships, of commitment, and a renewal of the personal and professional bonds that inspire and renew. I look forward to seeing all of you, and I look forward to seeing the new leaders that emerge help us face the future – together!

Don Merritt

President (2022-2023)

EXECUTIVE OFFICE MANAGEMENT COMMITTEE



Fiscal Year 2021 was the first full year that AMR acted as CCUMC's executive office, fully assuming the role of executive director, membership and association administration, accounting, council, and events coordination. The EOMC initially met monthly to review the final transition to ensure that both AMR and CCUMC were comfortable with the newly formed relationship. Ultimately, AMR helped to bring a more stable administrative foundation (during a time of significant upheaval) that allows CCUMC to focus on some strategic initiatives as outlined in the 2019 strategic planning task force summary including (but not limited to) assembling a branding task force to survey membership and recommend to the board a wholly new, but complimentary, brand, name, and persona for CCUMC which is scheduled to be completed in FY 22. CCUMC is also able to focus on membership retention and recruitment activities by leveraging AMR's experience. The annual survey distributed by AMR to help understand CCUMC's satisfaction with the relationship as contracted was entirely complementary and further reinforced that AMR was the right decision for CCUMC. Moving forward, the EOMC has determined it unnecessary to meet monthly, as the transition from IU to AMR is complete. The EOMC will continue to meet quarterly, or more frequently as determined necessary by the group.

Submitted by: Gina M. Sansivero, Past-President

MEMBERSHIP

The membership committee for the period of April 2021 to June 2022 was led by Brian Shanks (Texas State University) and Kristy Howard (CCUMC Executive Director) as Co-Chairs. The committee members were George Chacko, Stephen Thomas, Thomas Callan, Napoleon Garcia, Chi Hang Lo, Joshua Joseph, Matthew Wilk, and Gina Sansivero.

The membership calendar year ends June 30, annually. This committee is charged with determining strategies that will increase and diversify the members, promote the benefits of membership, and implement membership campaigns. [The committee completed the new member welcome video.](#) They have also fleshed out the Ambassador Program that will be presented at the fall conference. In the works is a membership justification brochure for both institutional and corporate members. There are also new marketing materials that will be released and available at the fall conference.

The membership rates for 2022-2023 will remain the same as 2021-2022. The rate structure is listed below:

- Institutional members: 1-2 individuals \$300, up to 10 individuals \$600, unlimited individuals \$900
- Corporate members: 1-2 individuals \$300, unlimited \$900

	Institutions/Organizations	Individuals
Institutional	136	723
Corporate	37	138
Retiree		1
Life		31
Total	173	893

Report Submitted by Brian Shanks, Institutional Director

INTEREST GROUPS

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

2021 CCUMC Conference Interest Group recap:

- Administration & Campus Services (Matthew Wilk, Samantha Marshall) - 24 in attendance
- Emerging Technologies (Jim Spencer, Trey Herb) - 42 in attendance
- Leadership (Kevin Jahnke) - 27 in attendance
- Instructional Design (Marina Zuniga-Johnson, Patrick Smith) - 32 in attendance
- Women in Technology (Kathy Dooley) - 23 in attendance
- Diversity & Inclusion (Kayden Kassof) - 16 in attendance

Interest Group	Name	Institution
Interest Group Chair	Kevin Jahnke	University of Wisconsin-Milwaukee
Administration & Campus Services		
Co-Chair:	Matthew Wilk	Rutgers University
Co-Chair:	Samantha Marshall	Roger Williams University
Emerging Technologies		
Co-Chair:	Jim Spencer	University of Notre Dame
Co-Chair:	Trey Herb	University of Florida
Leadership		
Co-Chair:	Kevin Jahnke	University of Wisconsin-Milwaukee
Instructional Design		
Chair:	Marina Zuniga-Johnson	Texas State
Co-Chair:	Patrick Smith	Sam Houston State University
Women in Technology		
Chair:	Kathy Dooley	Midwestern University
Diversity & Inclusion		
Chair:	Kayden Kassof	American University Library

Report Submitted by Kevin Jahnke, Institutional Director

IDEA TASK FORCE

The IDEA (Inclusion, Diversity, Equity and Accessibility) Task Force was formed in response to a request by the CCUMC Board at their September meeting in an effort to establish a charter and goals for a standing IDEA Committee. The task force's first project was to create and distribute a demographic survey to the membership, in an effort to better understand the group's diversity and experiences with the values of IDEA. This survey was sent in January and received 136 submissions. Using the survey results as a guide, the task force then authored a committee charter and a series of goals to be completed over the next two years.

At their March meeting, the CCUMC board voted to formalize a standing IDEA Committee.

IDEA Task Force Membership:

- Karen Ethier, Roger Williams University (Chair)
- Kayden Kassof, American University
- Robert Kennedy, The University of Scranton
- Julio Ojeda, South Texas College
- Cecile-Anne Sison, Northwestern University



Report Submitted by Karen Ethier, Institutional Director

ELECTIONS

Election Slate for 2021:		Institution
President Elect	George Chacko	Pace University
Secretary	Tony Solano	Pace University
Corporate Director	Bernadette Pearo	Legrand AV
Institutional Director	Dave Test	Penn State University
	Matthew Wilk	Rutgers University

Election Results: New Board of Directors (Effective July 1, 2022)		Institution
President Elect	George Chacko	Pace University
Secretary	Tony Solano	Pace University
Corporate Director	Bernadette Pearo	Legrand AV
Institutional Director	Dave Test	Penn State University
	Matthew Wilk	Rutgers University

Continuing Board of Directors		Institution
Past President	Adam Stewart	University Of Utah
President	Don Merritt	University of Central Florida
Treasurer	Matthew “Q” McQuaig	Santa Rosa Junior College
Corporate Director	Darryl Krall	Panasonic
Institutional Director	Jason Railton	University of Notre Dame
	Karen Ethier	Roger Williams University

CORPORATE COMMITTEE

In 2021-2022 CCUMC had 37 Corporate Member Organizations, and 138 individuals involved from those organizations.

For the Annual (virtual) Conference in 2021 there were 6 Strategic Partner Corporations: Panasonic, Sennheiser, Shure, Talem3, Trox+Tierney and Wolfvision.



There were 11 Supporting Partners: Mersive, Spectrum, Extron, AtlasIED, Draper, Atlona, Kramer, NEC, Intelligent Video Solutions, QSC, Legrand AV.



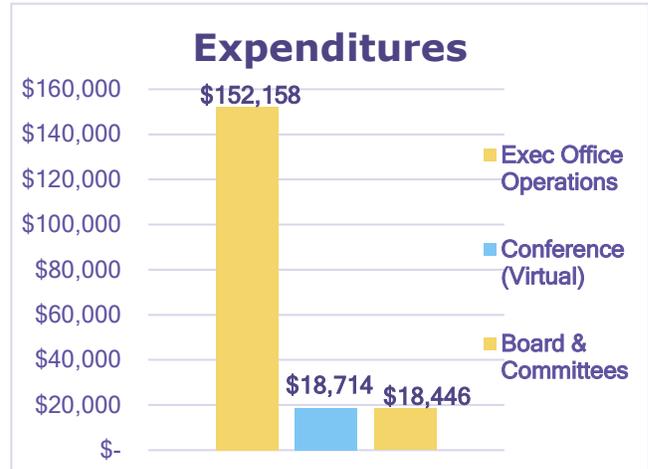
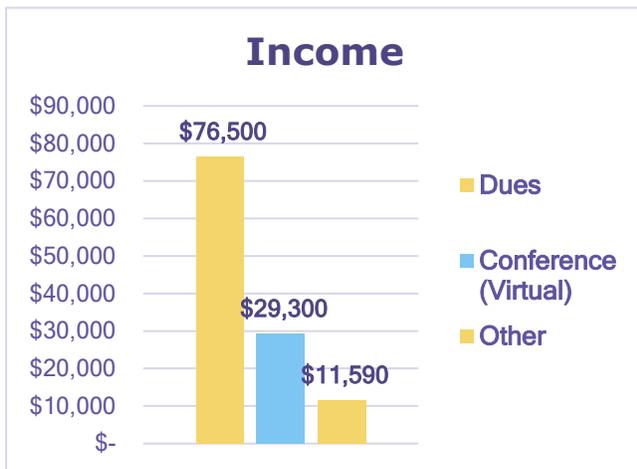
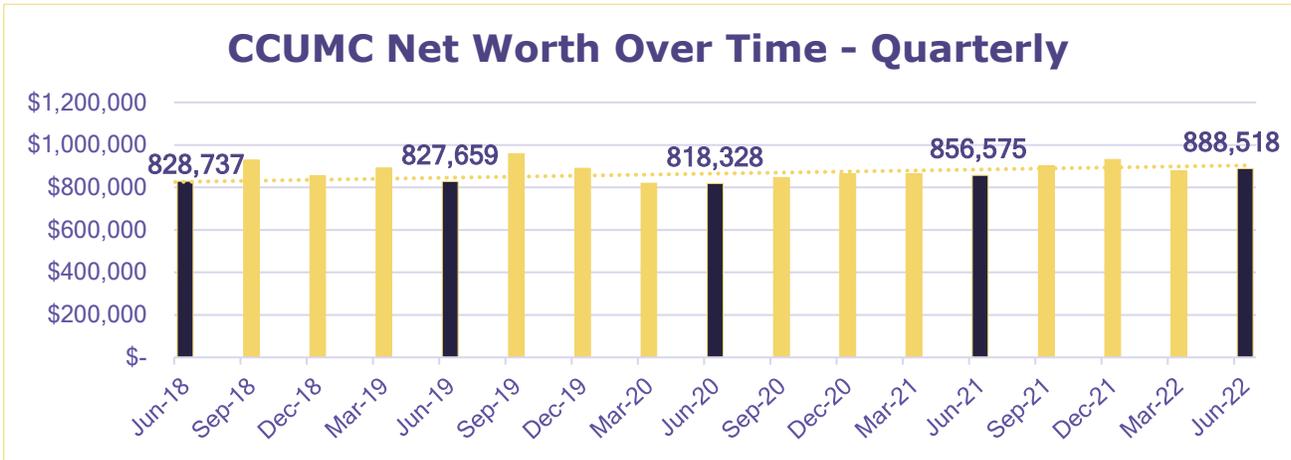
There were 3 Corporate Membership meetings in 2021. Bernie Pearo and Darryl Krall were the two corporate members who served on the Executive Board.

Report Submitted by Darryl Krawl, Corporate Director

FINANCIAL STATEMENTS

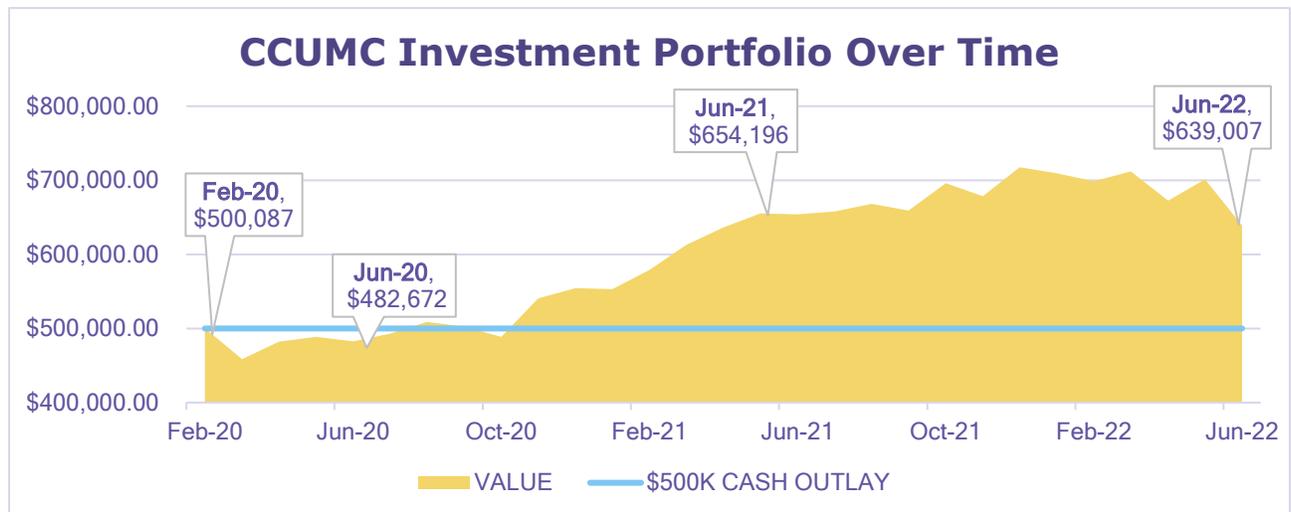
CCUMC Annual Financial Report 2021-2022

Matthew "Q" McQuaig, Treasurer & Finance Committee Chair



FY21-22 INCOME: \$117,390 (106% of \$111,000 budgeted)

FY21-22 EXPENSES \$189,319 (97% of \$196,000 budgeted)



Treasurer's Notes:

CCUMC's relative fiscal stability, cash reserves and solid investment portfolio enabled ongoing focus on providing value to members, with fixed dues and no-cost virtual conferences for the last two pandemic-impacted years.

Looking forward, the finance committee anticipates recommending a rate increase both to member dues and future conference registrations to ensure operational viability amid market volatility and inflation trends.

AMR's finance team manages day-to-day fiscal operations and prepares monthly reports for the Treasurer & Finance Committee as well as quarterly reports to the Board of Directors—we're grateful for their expertise.

Comprehensive audits were again contracted through Besten & Dieruf, which conducted a thorough independent review and submitted annual tax documents / organizational filings, which were accepted by all agencies.

Finance Committee Annual Report FY21-22

CCUMC's Finance Committee met quarterly throughout the year to review financial reports and investments, create an operating budget, and propose one more year of static membership rates. The tiered pricing structure implemented in 2020 received positive feedback for its value to members who wished to broaden team access and was thus recommended to continue in both 2021 and 2022 without changes. Feedback from committees / task forces was weaved into both the conference budget and committee budgets, which included augmentations for the planned return to an in-person conference after two years of no-cost online conference registration for all members in good standing. Rates for FY22-23 dues were approved by the full board in March 2022, and the new operating budget was adopted in June 2022.

FY 2022-2023 CCUMC Membership Rates (board approved 3/8/2022)

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

Dues rates were unchanged for FY21-22 and again for FY22-23. Renewed memberships valid from 7/1/22 – 6/30/23.

While the 2021-2022 fiscal year began with remote operations during the pandemic, it concluded with a return to in-person activities, as the board of directors convened in March 2022 at the University of Central Florida's new downtown campus, in anticipation of the 2022 Annual Conference taking place there this fall.

CCUMC was not immune to the impacts of COVID-19: loss of revenue from in-person conferences for two consecutive years and a dip in historic membership numbers is reflected in the books; however, thanks to many years of fiscal stewardship, the organization has multi-year cash reserves (as well as a healthy investments portfolio) that allowed the finance committee to keep its promise to reinvest in members and ensure ongoing value while supporting planned transitions back to in-person activities.

After riding out the remote years, this organization is committed to supporting its strategic initiatives and regrouping, and we will continue to monitor and reassess fiscal health with an eye on new cashflow needs. Our volunteer committee is pleased to serve its members alongside AMR's expert team, with gratitude for their guidance for long-term organizational sustainability.

Special Thanks to 2021-2022 Finance Committee Members:

Gina Sansivero, Adam Stewart, Karen Ethier, Donnie Merritt, Matthew "Q" McQuaig (Chair) and Kristy Howard (Executive Director), with great appreciation also to Tyler Hedges, Cody Embry, and Jenna Johnson from AMR's accounting team.

Report Submitted by Matthew 'Q' McQuaig, Treasurer

CONFERENCE

Due to so much uncertainty related to travel restrictions, budgets and COVID case counts as 2021 began, the decision



was made to hold the 2021 Annual Conference virtually for a second time.

Since 2021 marked 50 years since the first annual meeting of CCUMC in 1971, the conference theme of Celebrating our Past, Launching to the Future was chosen to commemorate this milestone.

Conference in the Cloud Returns was held in October 2021 using the Socio virtual event platform. CCUMC's second virtual annual conference had 261 regular attendees that logged into the virtual event, made up of 202 institutional and 59 corporate members.

The Keynote address was presented by Kim Komando. Ms. Komando is a founding partner of WestStar TalkRadio Network and hosts America's largest and most listened-to weekend talk radio program, *The Kim Komando Show*. Known as America's Digital Goddess®, Kim speaks to people from all walks of life about ways to use tech and digital products and services to enhance their lives. In her presentation, "**Five People You Meet with Digital Dilemmas**", she shared best practices for engaging with users of varying technological sophistication and better serving them based on each individual's level of technical acumen, enthusiasm, and desire to get things done.

The conference also featured virtual campus tours from the Media Digitization and Preservation Initiative at Indiana University and Yavapai College, as well as AVIXA technical workshops on *Balancing Audio Systems* and *Installation Issues for Converged AV/IT Systems*. In addition, the conference's closing ceremony included a panel of CCUMC Life Members who shared stories from throughout the years of CCUMC's half century history.

Thanks to everyone who helped make *Conference in the Cloud Returns* another successful virtual conference!



AWARDS

CCUMC is primarily a volunteer run organization. We rely on our members to lead the consortium through their service on committees, task forces, as board members, and officers. At the 2021 Conference in the Cloud, the awards committee consisting of Gina Sansivero, AtlasIED; Doug McCartney, Oakland University; & George Chacko, Pace University presented the following special service awards:

- Institutional Director 2017 – 2021
Regina Greenwood - Texas A&M University
- Corporate Director 2018-2021
Matthew Silverman - Crestron
- Corporate Director 2019-2020
Joel Carroll – Mersive Technologies Inc.
- President & Lifetime Membership Recipient 2018-2021
Jim Pierret – Carleton College (Retired)
- Lifetime Membership Recipient
Susan Brower



Video Award:

Oakland University- “Classroom Video Operation”



Report Submitted by Jim Pierret, Past President and Chair, Awards Committee

PROFESSIONAL DEVELOPMENT

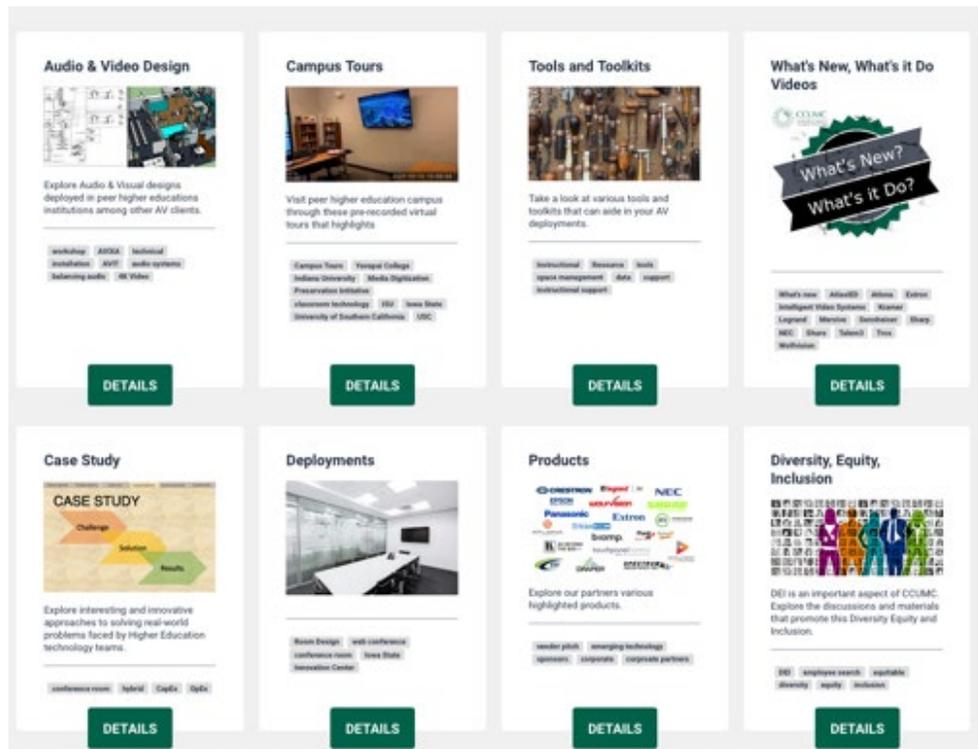
The Professional Development Committee has been extremely active this past year hosting roundtable discussions and training on a variety of topics. In addition to continuing the Connecting in the Cloud series, we continued sessions that involve the Interest Groups of CCUMC. Over the last fiscal year, nearly every interest group has presented twice outside of the annual conference. The PDC is continuing to add topics that are geared towards technicians. Our goal is to gain the interest of more technicians into CCUMC as a whole. Finally, Jim Spencer has graciously accepted the chair position of the PDC. All of these activities have added up multiple programs offered each month and wouldn't have been possible without the support of the Professional Development Committee: Scott Deetz, Karen Ethier, Marie Evans, Regina Greenwood, Thomas Herb, Ken Mangum, Samantha Marshall, Brian Raley, Jim Spencer (chair), Joe Way, and Matthew Wilk; and Interest Group Leaders: Kathleen Dooley, Kevin Jahnke, Benjamin Crull, and Martina Zuniga-Johnson.



Report Submitted by Professional Development Committee

RESOURCE ADVISORY COMMITTEE

The Resource Advisory Committee, a standing committee of CCUMC, was created to replace the Publications Advisory Board in the bylaws revisions accepted in 2019-2020. In FY22, the committee took a tactical approach and focused on developing a “Resource Hub” on the CCUMC website, currently slated for a soft launch before the end of the fiscal year. This resource hub hosts the most recent conference recordings and materials created by and for our members. It is a growing collection that incorporates past conferences, roundtables, research, and other materials. The materials found in the “Resource Hub” can be used as a stand-alone resource but, better yet, as the basis for a conversation and collaboration with CCUMC members. The team also worked on an online form that will allow members of CCUMC to submit resources, innovative approaches, solutions to roadblocks that they have encountered on their campuses that would be of value to members of CCUMC.



The current volunteer for this committee is comprised of:

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

Committee members:

- Aaron Peterson (Mechdyne), Cory Schaeffer (QSC)
- Amanda Babineaux (South Texas College),
- Debra Krawczykiewicz (University of Florida)
- Robert Smith (Stanford University)
- William Hydrick (Tulane University)

Report Submitted by Christian Sumabat/Doug McCartney