

# What is ETC?



The [Educational Technology Collaborative \(ETC\)](#) is a professional organization designed specifically for those navigating the intersection of technology and higher education. If you're looking for a way to bridge the gap between AV/IT challenges and actionable solutions, here is how ETC helps:

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## The Elevator Pitch

*ETC is a network of higher education professionals and industry partners dedicated to collaborative problem-solving and the advancement of higher education technology. At the heart of our community are the opportunities we create for members to connect in person throughout the year through our [Annual Conference](#) and regional events, fostering meaningful relationships, shared learning, and ongoing collaboration. We also provide members with a Resource Hub of peer-created educational content and conference recordings, alongside a direct Community Communication Platform for real-time troubleshooting with experts worldwide. Beyond these resources, ETC supports professional growth through committee work, webinars and workshops, a dedicated Career Center, mentorship opportunities in collaboration with WAVIT, and informal "Connecting in the Cloud" sessions, ETC ensures you never have to solve a campus technology challenge in a vacuum.*

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## Key Value Pillars Performance

- **Peer-to-Peer Support:** Access an active Community Communication Platform and "Connecting in the Cloud" sessions to discuss everyday challenges with people who actually "get it."
- **Professional Development & Centralized Knowledge:** The [Resource Hub](#) serves as a growing library of member-driven research, roundtable materials, and past conference sessions. A collaborative mentoring program focuses on building the next generation of AV/IT leaders.
- **Inclusivity & Community:** Supported by the IDEA Committee, ETC creates safe spaces for diverse voices within the higher ed AV world.
- **Partnerships:** We maintain global partnerships to increase opportunities for our members. Current partners include [AETM](#), [EDUCAUSE](#), [Schoms](#) and [WAVIT](#).

For a list of upcoming opportunities, please refer to the [ETC Calendar](#) and ETC [Newsletter archive](#).

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