



CCUMC

The Consortium of College and University Media Centers

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CCUMC Strategic Plan, 2005-2008

Mission

The mission of CCUMC is to provide leadership and a forum for information exchange to the providers of media and technology support for quality teaching and learning at higher education institutions. Specifically, the Consortium shall:

- a. Advocate the accessibility and effectiveness of educational media
- b. Provide leadership in the development of standards for the effective implementation and management of instructional technology in higher education
- c. Foster cooperative efforts among colleges and universities and other institutions, agencies, foundations, and organizations in the solution of mutual problems
- d. Gather and disseminate information about educational, professional, and operational issues, including statistics important to the profession
- e. Develop and provide programs and services that will enable members to most effectively support the missions of their institutions
- f. Provide professional development opportunities for members
- g. Inspire, generate, and coordinate research and scholarship that advances the mission of CCUMC.

Goals and Action Steps

I. Membership Development and Programming

CCUMC has seen increased growth since broadening its target audience to include media and instructional technology service providers, as well as computer support service providers, in higher education. Programming, particularly in the form of the annual conference, is seen as a major strength of the organization. Another major strength is an active listserv where members can ask colleagues for specific information at the time that they need it. To continue to provide leadership and quality member services, CCUMC must continue to grow. To continue to maintain the level of camaraderie and information sharing, which is another major strength of CCUMC, the organization should not grow too large too fast. Corporate membership is recognized as a valuable component of CCUMC but it is also recognized that this component will continue to be a small proportion of the membership.

GOAL 1. Develop strategies to increase the number of institutions and corporations to 500.

- Action 1.** Review and analyze membership activities and literature from other non-profit organizations.
- Action 2.** Continue to evaluate and enhance the benefits of membership.

GOAL 2. Provide programming and services that target membership needs and interests.

- Action 3.** Engage in ongoing planning to ensure that conference programs meet the membership needs.
- 3a. Continue to hold an annual conference hosted by a member.
 - 3b. Conduct other programming and events to meet member needs and financial needs of the organization.
- Action 4.** Collect annual demographic and other membership information to assist CCUMC to better serve its members.

II. Information Exchange

The outreach activities of the organization are another strength of CCUMC. The association should continue to develop these activities independently and in collaboration with other organizations and agencies. Through this work we enhance the professional stature of our members.

GOAL 3. Provide meaningful information about media and instructional technology, their uses, applications, and trends.

Action 5. Encourage research. Continue the annual research award program. Use commissioned research where appropriate. Disseminate the results of all research.

5a. Increase the financial support for research projects related to the field.

5b. Review the criteria for awarding research projects.

Action 6. Continue a strong program of publications.

Action 7. Increase percentage of dissemination through electronic means. The annual report, the *Leader*, abstracts of articles from the College & University Media Review and summaries from conference sessions are now available online; explore additional uses of electronic content distribution.

Action 8. Develop and/or disseminate guidelines and technical standards related to the field.

GOAL 4. Take a leadership role with regard to national and international issues that affect our organization.

Action 9. Continue to monitor intellectual property and other legal and regulatory issues. As deemed appropriate, provide input, testimony, position papers to other agencies regarding those matters.

Action 10. Provide ongoing educational opportunities for our membership on legal and governmental issues that affect our work and our institutions.

GOAL 5. Strengthen liaisons with other organizations with the purpose of building mutually beneficial relationships.

Action 11. Identify members of related or sister organizations.

Action 12. Explore opportunities for cooperative programming or projects.

GOAL 6. Develop an active public relations program.

CCUMC and its activities should be promoted as widely as possible. On the national level this would include government agencies, committees, commissions, etc.; professional organizations with similar interests; and institutions of higher education. On the local level, this would include administrators and colleagues within each individual institutional or corporate member.

Action 13. Implement the public relations duties outlined in the Board Guidelines.

Action 14. Publicize the process for public relations.

III. Organizational Structure, Leadership, and Practices

GOAL 7. Ensure that the organization is responsive to the changing nature of the membership and the profession.

Action 15. Conduct periodic evaluations of the organization to determine its relevancy to the membership and the profession.

Action 15a. As necessary, redefine the responsibilities of the board of directors and executive office staff.

Action 16. Conduct a study to determine whether the name, Consortium of College and University Media Centers, best represents the nature of the organization.

Action 16a. Periodically solicit input from the membership to determine whether a name change is in order.

GOAL 8. Encourage members to seek leadership roles within the organization.

The continued success of CCUMC depends on CCUMC maintaining its focus on member needs and having as many members as possible committed to the organization. A critical factor for success is a broad level of active involvement.

Action 17. Maintain a list of potential leaders

Action 18. Maintain a list of open positions and promote it to the membership.

GOAL 9. Conduct CCUMC's business activities via electronic means whenever appropriate.

As an organization whose mission is to provide leadership to the providers of media and technology support in higher education, it is reasonable that CCUMC use the same technology its members are supporting in their institutions.

Action 19. Continue the implementation of electronic methods to conduct CCUMC business activities such as elections, membership information access and updates, networking, surveys and conference registration.