

MassCUE Annual Report

June 2014



What Did MassCUE Accomplish in 2013-14?

As we reflect on our efforts, we are better able to plan for the future. 2013-14 was a busy year for MassCUE. Our new strategic plan has given focus to our work. This Annual Report outlines our highlights. In addition, the Board did the following:

- Board changes: new officers, 7 (out of 15) new Board members
- Marketing and Communications Coordinator
- Conference Manual
- Budget development
- Financial Audit
- Executive Director Evaluation System

This year, we better defined our corporate memberships and added a new level: Corporate Partner. We are very pleased to have the following vendors as our initial Corporate Partners:



Strategic Plan

During the summer retreat in July 2013, the MassCUE Board of Directors wrote a new Strategic Plan. We identified core values for the organization. MassCUE is an organization:

- That informs its stakeholders and members with clarity, timeliness and relevance
- That provides a variety of high quality, value-added services and programs
- For others to partner and collaborate with when they are seeking vision, creativity and high quality services for the field of educational technology
- That is effective and efficient

Using these core values, we identified 4 Goals:

- *To improve marketing and communication*
- *To increase and diversify programs and services*
- *To increase mutually beneficial partnerships with intention*
- *To improve operations and governance of MassCUE*

Professional Development and Programs

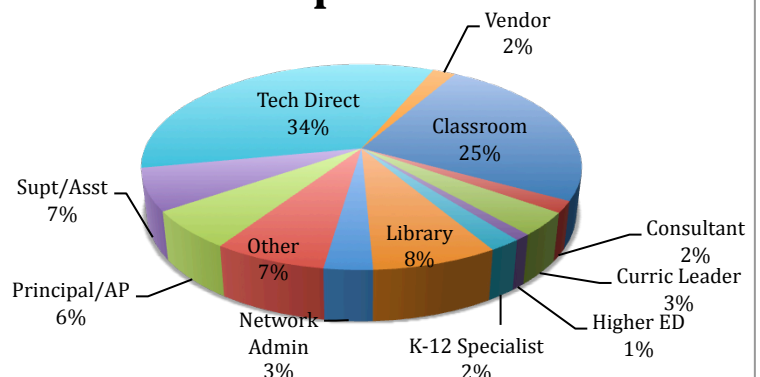
Providing professional development is at the core of MassCUE. Beyond our two major conferences, we offer a variety of opportunities to learn more about the role of technology in education. This year we provided the following:

- 6 Online courses (4 or 7 sessions)
- 6 F2F One-Day Workshops
- 2 Webinars on PBS LearningMedia with WGBH
- 2 Programs - *MassCUE Evaluators* and *Tech Leadership*

In addition to these, we partnered with like-minded organizations on events:

- *BetaTeacher Summer Event 2013* with *LearnLaunch*
- *TiE Conference* in western part of MA
- Tech Forum with Tech & Learning
- *Research Roundtable* with *Center for Digital Education*

Who Makes up MassCUE?



Committee Highlights

- **Awards & Recognition:**
 - Administrator Award: Dr. Benedict Tantillo III, Superintendent, Duxbury PS
 - Pathfinder Award: Deb Socia, Principal, *Tech Goes Home* program, Boston
- **Bylaws, Policies & Procedures:**
 - New Whistleblower, Record Retention, Reimbursement, Consent Agenda, Representation, ED Evaluation
 - Significant Bylaw updates
- **Communications:**
 - OnCUE Online
 - Communications Plan
- **Development and Outreach:**
 - Updated Marketing materials
 - MassCUE Flashdrive
- **Influence and Advocacy:**
 - House Bill 3770-IT Infrastructure
 - PARCC Speed Test
- **Special Interest Groups:**
 - Updated Handbook
 - New Microsoft SIG

Grants

- Kristin Bergeron, Falmouth: ***What's the News Around School?***
- Kevin Crowthers, Worcester Academy: ***Using 3-D Printer Technology in Biology***
- Kim Holster, Mary Shea, Mansfield Elementary: ***Freedman Gossip***
- Mary Leyden, Pioneer Valley: ***The Digital Town Crier***
- Jackie Prestor, Mansfield High: ***Presentations with Class***
- Robin Talkowski, Bedford: ***Teen Tourists: A web-based Resource for Parents and Teens to Enjoy Historic and Fun places in MA***

SIGS

- Digital Media
- Hampden County
- Microsoft: In the Classroom and in the Cloud
- Southeast, Cape and Islands
- Southeastern Mass
- Teaching and Learning in a Digital World
- Technology Integration

The **mission** of **MassCUE**, an organization of technology-using educators, is to create, share & support visions of **t**eaching and **l**earning that focus on uses of technology which *enhance* the *educational environment*.

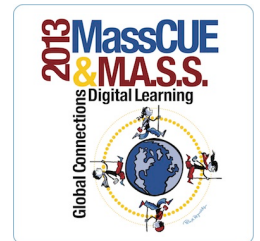
Conferences

Our fall conference is our marquis event. We partner with M.A.S.S. on this 2-day event in October at Gillette Stadium. This year's theme was *Digital Learnings, Global Connections*. Highlights:

- Keynotes: Tony Wagner and Chris Lehmann
- Attendees: ~800 per day
- Exhibitors: 120 companies (sold out)
- New: *LearnLaunch* Entrepreneurs

The focus for our spring conference was leadership. We partner with EdTech Teacher to host the 2-day event (pre-conference + conference) at Holy Cross in March. This year's theme was *Leading Future Learning*. Highlights:

- Keynotes: George Couros and Carl Hooker
- Attendees: ~250 (includes pre-conference and conference)



Membership

We saw an 8% increase in individual memberships this year!

- Individual: 735
- Institutional: 87
- Corporate: 95

Financial

Income:
\$802,467

Expenses:
\$631,464

Net:
\$171,003

