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
- 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?

[Diagram showing percentage distribution of roles within MassCUE]

Vendor 2%
Classroom 25%
Tech Direct 34%
Library 8%
Other 10%
Consultant 2%
Supt/Asst 7%
Network Admin 3%
Curric Leader 3%
Principal/AP 6%
K-12 Specialist 2%
Higher ED 1%
The mission of MassCUE, an organization of technology-using educators, is to create, share & support visions of teaching and learning 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