

ANNUAL REPORT

June 2023

MassCUE is a community where every learner creates, contributes, and succeeds in a connected world.



A Message from the Executive Director

As we look back on the past year, we are excited about the future of our organization. This year saw the return of in-person events, including our Fall Conference and Spring Leadership Conference. We updated our Operating Plan and Strategic Goals and launched our Equity Campaign: MassCUE4ALL.

We are grateful for the support of our members and partners as we continue to look for ways to support innovation in education.

Savvy Demers





Executive Director, MassCUE







Strategic Goals

Updates to our Operating Plan and Strategic Goals were completed in July 2022. Our four strategic goals align with our mission to connect, educate and inspire.

Mission Goal: Extend the Mission and Vision of MassCUE to Include All

Prepare for an equity audit	 Chose Auditor: Froot Consulting
Continue DEI Training for Board Members	 Ongoing twice yearly
Continue to support and expand our Diversity, Equity and Inclusion Mission	 MassCUE4ALL
Improve internal and external communication by increasing the audience utilizing inclusive messaging	 Intentional outreach

Connect Goal: Expand Membership, Partnerships and Community Participation

Examine and resolve current questions about the purpose and goals for membership	 Ongoing
Target communities previously not reached by MassCUE. These could be due to geography, demographics, access to technology, etc.	 Intentional outreach
Develop and implement partnerships with other organizations to learn and share best practices	 Collaborative for Educational Services (CES), U.S. Department of Education and more!
Foster mutually beneficial relationships with the Department of Elementary and Secondary Education (DESE)/Superintendents	 MA Association of School Superintendents (M.A.S.S.), DESE

Educate Goal: Maintain and Create High Impact Programming

Offer relevant and targeted professional development in innovative and engaging formats	✓ Hired a Professional Learning and Program Coordinator to evaluate programming
Seek membership feedback regarding targeted professional development offerings	✓ Fall Survey
Create a menu of professional development options for MassCUE 4 You to share	✓ Ongoing

Inspire Goal: Engage in Policy Efforts to Support Innovations and New Policy Directions

Collaborate with district, state, and federal level policy makers, with the goal of advocating for equity in educational technology spaces	✓ DESE, Influence and Advocacy Committee
Leverage diverse funding sources to expand MassCUE	✓ Grants, investments, partnerships
Identify under-resourced districts with whom relationships can be built	✓ Intentional outreach
Advocate and amplify student voices to gain their perspective EdTech can/does play in their lives	✓ Ongoing



2022-23 Highlights

We received a \$111,000 grant from the Department of Elementary and Secondary Education (DESE) to provide professional development to four districts in the commonwealth. Work with these districts began in December of 2022 and will continue through August 2023. We are hopeful to receive a second year of the grant as well.

As Artificial Intelligence (AI) became a focus for many educators, MassCUE held an AI Roundtable in December. Educators joined virtually to discuss the pitfalls and the potential of these new tools.

In January we launched the MassCUE4ALL Equity Campaign and we have taken several action steps:

- Launched Building Capacity -> Digital Equity (BC->DE), a new professional development offering that leverages programming developed in tandem with our friends at the Collaborative for Education Services, as a part of the DESE grant listed above. Districts can purchase this program and customize it to fit their needs.
- Migrated to Google for easier access for all.
- Hired Froot Consulting to perform an equity audit that will be sponsored by corporate partners (to be announced).



Corporate Partners

MassCUE's Corporate Partner Program has two levels (Premier and Gold) in order to provide opportunities throughout the year for our partners to engage in meaningful ways with the MassCUE Community. MassCUE is very grateful for the support of our partners throughout the year as it allows us to offer programs and events to educators at a reasonable cost.

We held our second annual Corporate Partner Showcase in May at Gillette Stadium to give technology decision makers the opportunity to meet with partners and learn about what's new in ed tech. Through our Group Buy program, we worked with partners to offer special pricing and promotions to school districts.



Staff News

MassCUE welcomed Jen Thomas as our new Professional Learning and Program Coordinator in April.

Elections and Appointments

Spring 2023 Election results

Elected: Steve Guditus, President-Elect, Kim Keith, Secretary, TJ Carron, Treasurer

Appointed to serve from 2023-2025: Jessica Brittingham, Eddie Chen, Lori Cooney, Casey Daigle, Erin Fisher, Chris Gosselin, Sanaea Simmons

David Martinez was appointed to fill the seat vacated by Jen Thomas. He will serve a 2023-2024 term.

MassCUE would like to thank the following members who will be transitioning off the board when their terms expire in October: Treasurer Jackie Collins and board members Holli Caulfield, Andrew Marcinek and Kim Zajac.

Professional Development

During the past year MassCUE has taken the opportunity to reflect on what professional learning will look like post-pandemic. We noticed that many of our “old reliables” were not well attended, and made a commitment to review all of our programming as a result. In order to gather more data, we released a massive survey at our fall conference, to ask our stakeholders for their thoughts on PD. We were able to analyze those results and our new Professional Learning and Program Coordinator, Jen Thomas, used that data to inform our new PD going forward. Some trends we noticed were:

- Assistive Technology PD
- Hands-on learning opportunities
- Webinars
- Full District PD Offerings
- Coaching
- Variety in location, timing, and type of PD
- Equity - keep it coming
- Networking and PLNs
- And much more!

With this information, Jen then curated some NEW projects (and revamped some old reliables) that we are excited to offer starting in the summer of 2023!

Building Capacity through Digital Equity (BC->DE)

BC->DE is a personalized and customizable professional learning opportunity for all educators, everywhere. This PD features choice-based professional learning experiences specially designed to align with districts' goals and objectives. Our goal is to support you to build your district's capacity for leveraging technology through an equity lens to level the playing field for your students. BC->DE was created in response to the need for more professional learning opportunities focused on digital equity. This flexible, choice-based PD ensures that educators are able to participate how, when, and where they want!

CUECamp

CUECamp is an event series designed to bridge the gap between educational technology and classroom instruction that showcases the latest tech tools and trends in a way that is beneficial to both educators and students. In collaboration with some of our Corporate Partners, CUECamp will be an opportunity for attendees to engage in hands-on learning, solve common classroom challenges, and network with fellow joblike educators. CUECamp was designed in response to many requests for both more hands-on learning and networking opportunities across the state.

Digital Citizenship Summer Webinar Series

Created in response to requests from educators for more virtual programming on digital citizenship and digital literacy, our Summer Webinar Series is designed for K-12 educators, administrators, and specialists of all content areas. This series will offer an exploration of essential topics surrounding digital citizenship in the modern classroom. Our facilitators and expert guest presenters will delve into key areas that shape digital citizenship, empowering educators to foster responsible, informed, and ethical digital practices among their students.

And even more to come in 2023-24!

Infobase Learning Cloud

MassCUE members continued to receive a complimentary subscription to Infobase Learning Cloud with 573 visits to the modules. The most popular modules were Strategies for ELL Instruction and Assistive Technology for Students with Learning Disabilities.





Committee Highlights

Awards and Recognition

We recognized four outstanding education professionals at our Fall Conference in October. Tina Mahaney, Director of Technology, Educational Data and Digital Learning for the Gill-Montague Regional School District was honored with the Administrator Award. Pathfinder Awards were presented to Jennifer Keller, 4th Grade Teacher/Building Technology Assistant, Jordan Jackson Elementary School, Mansfield Public Schools, AJ Melanson, Educational Technology Director, Milton Public Schools and Jennifer St. Michel, School Librarian, Dr. Kevin M. Hurley Middle School, Seekonk Public Schools.

Champions

MassCUE Champions are a cohort of active, passionate member-educators who have a variety of experience within the field of innovative teaching and learning. They support our mission by helping to communicate the benefits of MassCUE membership. They organized a CUEup in October in Norton to give educators an opportunity to network and talk ed tech.

Communications

The Communications Committee worked to expand our reach and tell our story on the MassCUE website and social media:

- Posted nine What's Your MassCUE Story? videos on our website and social media.
- Produced and shared ten episodes of the Get a CUE podcast, celebrating the 50th episode in May.
- Celebrated ten Featured Educators, who shared their innovative practices and advice.
- Posted or reposted tech tips each month to inspire educators.
- Expanded our social media presence to include LinkedIn.

Grants and Scholarships

A total of 46 scholarships were awarded to educators to attend the Fall Conference in October. Classroom grants were awarded to educators from around the commonwealth, funding projects from "Cybersecurity in Action" to "Hydroponics at Taft" to "Hands-On Learning for Hands-On Need" and more.

Influence and Advocacy

The Influence and Advocacy Committee shared resources with members monthly, including news articles on AI and Cybersecurity, webinars on student privacy, information on how to find your legislator and more. Four MassCUE members attended the Ed Tech Advocacy and Policy Fly-in in Washington, DC and met with legislators on key issues facing Massachusetts ed tech educators.

Special Interest Groups (SIGs)

We welcomed two new SIGs this year: Principals/Assistant Principals and Assistive Technology. These groups give educators the opportunity to share information, support one another and grow as professionals. They met virtually or in person throughout the school year. SIG highlights include a meet-up and challenges hosted by the Makerspace and STEM SIG at the STEM Playground during the Fall Conference and an Accessibility Workshop with Apple, hosted by the Inclusive Learning SIG.

Eight active SIGs:

- Assistive Technology
- Coaching in Schools
- Inclusive Learning
- Makerspace and STEM
- Principals/Assistant Principals
- Southeast Cape & Islands Tech Team (SCITT)
- Southeastern MA (SEMSIG)
- Technology Integration SIG



Conferences and Special Events

Fall Conference

After a two-year hiatus, we partnered with M.A.S.S. to bring the Fall Conference back to Gillette Stadium in October, welcoming 2,288 attendees who could choose from 178 in-person sessions and visit 141 exhibitors and 11 nonprofits. To accommodate those who could not make it to the conference in person, we offered an on-demand option, with access to the Keynote/CUEByte Speakers and 29 sessions representing various strands, topics and themes of the conference.



2,288 Total participants

64 On-demand participants



States represented **17**



28 Participants from a single district: North Attleborough

182 Presenters



20 Student panelists



178 In-person sessions

29 On-demand sessions



Social posts using **#MassCUE** **1,030**

In Whova:

81 In-person & virtual meetups

264 Topics discussed and shared

Points earned by leaderboard winners **497,200**



141 Companies exhibited

11 Nonprofits exhibited

Attendees who received scholarships **34**

18 Volunteers helped out



87%

Overall satisfaction rate



Spring Leadership Conference

“Equity: What’s Next?” was the theme for the Spring Leadership Conference, which featured keynote speeches from Co-Founder and Co-Executive Director of the non-profit Educators for AntiRacism Dr. Kandice Sumner and Deputy Director of the U.S. Department of Education’s Office of Educational Technology Kristina Ishmael. 136 educators attended this event, which featured 24 sessions, 4 spark sessions and 8 exhibitors. We offered this event in partnership with the Massachusetts Association for Supervision and Curriculum Development (MASCD).

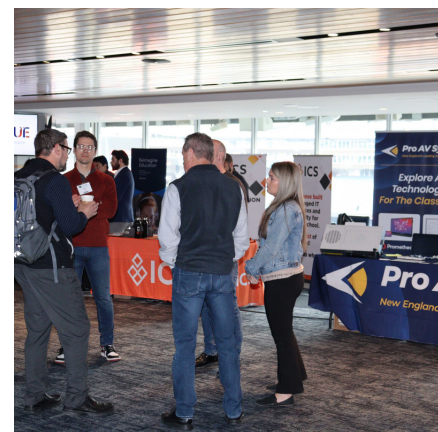


Corporate Partners Showcase

Held at Gillette Stadium in May 2023, this complimentary event featured informative sessions and informal opportunities to meet with MassCUE Corporate Partners and other ed tech educators. 15 exhibitors and 91 educators attended this event. Corporate Partners offered 14 sessions for educators on topics from the educational value of eSports to the state of student mental health, to management of classroom displays and more. Representatives from the DESE offered closing remarks.

Districts in attendance

Arlington	Pioneer Charter
Attleboro	Pittsfield
Barnstable	Plainville SD
Bi-County Collaborative	Plymouth
Blue Hills Regional Technical School	Riverview School
Bourne	Seekonk
Brockton	Shrewsbury
Bristol Aggie	Silver Lake
Danvers	SMHFC (George Hunt Campus School)
Dighton-Rehoboth Regional School District	Somerset Berkley
Everett	St. Mary’s Home for Children
Gill-Montague Regional	Stoughton
Henry B Burkland	Tiverton
Holliston	Town of Medway
Keefe	Tri-County RVTHS
King Philip	Walpole
Narragansett	Waltham
New Bedford	West Bridgewater
Norfolk	Whitman-Hanson
Old Rochester	WHRSD
	Worcester

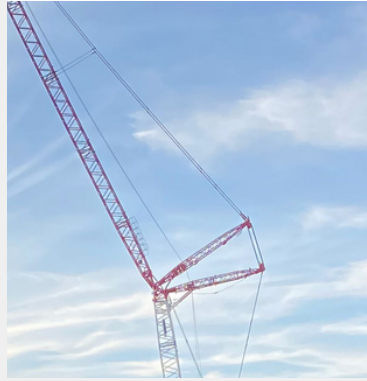
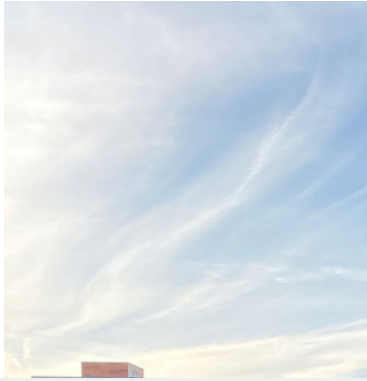


Membership as of 6/1/23

Individual	638
Corporate Members	131
Corporate Partners (Premier)	8
Corporate Partners (Gold)	7

Financials as of 5/31/23

Income	\$966,305.78
Expenses	\$980,691.23
Net Operating Income/ (loss)	\$(14,385.45)
Total Net Income/ (loss)	\$168,971.71



Thank You

We are so grateful for the members, partners and friends who have supported us in our mission this year. Moving forward, we look forward to working with you to create more opportunities to educate, connect and inspire.



+1-781-235-5332



209 Burlington Road, Suite 113, Bedford, MA 01730-1404



masscue.org