



MassCUE

Educate, Connect, Inspire

2024 ANNUAL REPORT



Letter from the Executive Director



Savvy Demers

Executive Director, MassCUE

This fiscal year has seen some incredible changes for our organization. We brought on board three new staff members, acquired a new accounting firm in Massachusetts, expanded our Spring Conference, and migrated our event management system. But even more importantly, we've expanded our professional development opportunities based on feedback from our members.

As we continue to grow and learn, we remind ourselves that equity is at the core of what we do. We will continue to expand our programming, reminding ourselves that MassCUE4ALL, means ALL educators.

Onward!

About Us



Vision

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

Mission

Our mission is to educate, connect and inspire the educational community by:

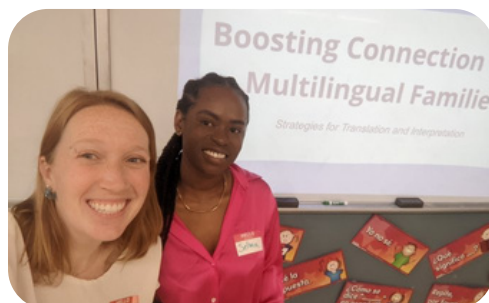
- Providing high-quality professional learning
- Leveraging knowledge and expertise
- Recognizing innovation, excellence and courage
- Advocating for strategic policies and programs

2023-24 Highlights

Following a successful launch of the Building Capacity -> Digital Equity (BC->DE) program with funding through a grant from the Department of Elementary and Secondary Education (DESE), MassCUE began offering this professional development program to other districts for a fee. The grant-funded program served 33 educators, while 25 educators participated in the fee-based program. Participants came from 16 different districts.

We launched a partnership with Bridgewater State University to offer certificate and licensing programs to MassCUE members at a discount. As part of this partnership, BSU will offer graduate credit to attendees of our Fall and Spring Conference and Professional Learning and Program Coordinator Jen Thomas is now a BSU instructor.

Educators had the opportunity to participate in day-long learning at CUECamps held throughout the commonwealth. Summer CUECamp was offered in both Duxbury and Northampton in August. Fall CUECamp in November took place in Needham and our Winter CUECamp in February was offered on two dates at the Boston Museum of Science. A total of 100 educators attended these events.



2023-24 Highlights

After a hiatus, we brought back our Better Together event, reimagined as a virtual panel discussion entitled AI: Impact on Education. This event brought together panelists from the Collaborative for Educational Services (CES), the Computer Science Teachers Association (CSTA), the Massachusetts



Association for Supervision and Curriculum Development (MASCD), the Massachusetts Educational Technology Administrators Association (METAA), the Massachusetts School Library Association (MSLA) and MassCUE with moderators Jen Thomas and Brandon Hall. This event was very well received with 160 registrants.

In May, we transitioned our CRM platform from CVENT to Wild Apricot, Swoogo and Constant Contact. This change will allow MassCUE to offer more online programming, improve reporting and streamline registration for members.

Staff News

MassCUE welcomed several new staff members. Corporate Liaison Abigail Gingrande and Director of Operations Kyra Hunter were hired as full-time employees. Veronica Reed's position was changed from part time to full time with the title of marketing and communications manager. Nicole L'Etoile was hired as a full time professional learning instructor. MassCUE would like to thank Website Coordinator Julia Colby, who retired in April after many years as a member, board member and employee of MassCUE. Her enthusiasm for MassCUE will be missed. We wish her the best in her retirement.

Corporate Partners

MassCUE's Corporate Partner Program has four levels (Platinum, Gold, Silver and Non-profit) 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 third 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.



Elections and Appointments

Spring 2024 Election results

Elected: Joli Boucher, Sarah Boyle, Tina Mahaney and Colleen Terrill to serve from 2024-2026. MassCUE would like to thank David Martinez, who will be transitioning off the board when his term expires in October.

Professional Development

In addition to our two conferences, we offered a variety of PD opportunities including:

Building Capacity through Digital Equity
Webinar Wednesdays
Coach Bootcamp
Summer CUECamp

Fall CUECamp
Winter CUECamp
Getting Started with AI: Tools for K-12 Educators

Committee Highlights

Awards and Recognition

We recognized four outstanding education professionals at our Fall Conference in October. Pathfinder Awards were presented to Michael Tinker, Digital Learning Specialist, Pembroke Public Schools; Christina Scilingo, Digital Learning Specialist, Norton Public Schools and Ryan

Robidoux, Digital Learning Specialist, Norton Public Schools. The Shelley Chamberlain Community Service Award was presented to Brandon Hall, Director of Instructional Technology, Pembroke Public Schools.



Communications

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



- Hosted five CUEups in geographically diverse locations.
- Produced and shared seven episodes of the Get a CUE podcast, including interviews conducted at the Fall and Spring Conferences.

- Celebrated nine Featured Educators, who shared their innovative practices and advice.
- Posted or reposted tech tips each month to inspire educators.

Grants and Sponsorships

A total of 22 scholarships were awarded to educators to attend the Fall Conference in October. A total of five classroom grants were awarded to educators from around the commonwealth, funding projects on drones, podcasting, laser cutting and more.

Influence and Advocacy

The Influence and Advocacy Committee shared resources with members monthly, including news articles on the Affordable Connectivity Program, AI, student privacy and more. Committee goals included advocating for E-Rate to include cyber security reimbursements, AI and policy implications, digital equity, and connectivity for all.



Three 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 one new SIG this year: Artificial Intelligence (AI) in Schools. SIGs give educators the opportunity to share information, support one another and grow as professionals. They met virtually or in person throughout the school year.

Eight active SIGs

- Artificial Intelligence (AI) in Schools
- Assistive Technology
- Coaching in Schools
- Inclusive Learning
- Makerspace and STEM
- Southeast Cape & Islands Tech Team (SCITT)
- Southeastern MA (SEMSIG)
- Technology Integration

Conferences and Special Events

Fall Conference 2023

MassCUE4ALL was the theme of the 2023 Fall Conference, which we held in partnership with the Massachusetts Association of School Superintendents (M.A.S.S.). We welcomed 1,867 attendees who could choose 337 workshops and visit 132 exhibitors and 18 nonprofits. Keynote speakers were Ken Shelton and Dr. Liza Talusan.



Corporate Partners Showcase 2024

Held at Gillette Stadium in March 2024, this complimentary event featured informative sessions and informal opportunities to meet with MassCUE Corporate Partners and other ed tech educators. 19 exhibitors and 60 educators attended this event.



Spring Conference 2024

The MassCUE Spring Conference featured a new format (expanded to two days) and a new location (Polar Park in Worcester). The theme of this event was Leveling the Playing Field. Workshops covered a variety of topics important to educators today, including dozens of sessions focused on AI in education. Keynote speakers were Marvin Venay and Dr. Sawsan Jaber. 137 educators attended this event, which featured 65 unique sessions and 56 exhibitors.



Membership as of 5/1/2024

Individual: 608

Corporate Partners: 5 Platinum, 6 Gold, 2 Silver, 1 Non-profit

Financials

***These are numbers as of April 30, 2024. Up to date independent financial analysis to be added for fiscal year end, after July 1, 2024, and will be included in the report that is submitted to the state.**

MassCUE Performance Last 12 Months:

During the past 12 months, the MassCUE portfolio has made \$128,818.13. The rate of return on the portfolio during the past year was 12.78%. The report compares the portfolio to three different Indices. Two of these indices (the Dow Jones Industrial Average and the MSCI AC World Index) take on much more risk than MassCUE's portfolio as both indices are invested in 100% aggressive assets (100% stocks). The other index (the Barclay's Global Aggregate Bond Index) takes on much less risk than the MassCUE portfolio as this index is invested in 100% conservative assets (100% bonds).

MassCUE Performance By Security Report:

This report shows every security that the MassCUE Portfolio has been invested in during the past 12 months (all securities are on the far-left side). It also shows the percentage that each security holds in the overall portfolio (far right side). The report also includes the rate of return that each security has achieved over the past 12 months (second to last column on the right).

The MassCUE portfolio is made up of 35.4% conservative assets. These consist of the following:

18.22% Bonds

5.176% JP Morgan Hedged Equity Fund. There is 12.94% invested in this fund. The fund purchases the S&P 500. However, unlike buying the index outright, it uses an option strategy which reduces the risk. Even though there are no bonds within this fund, its overall risk is similar to a traditional 60% stock and 40% bond portfolio. Therefore, we take 40% of the amount you have invested in the fund and count that towards your conservative assets.

40% of 12.94% = 5.176%

1.40% Blackrock Systematic Multi Strategy Fund

10.57% Cash

TOTAL CONSERVATIVE ASSETS = 35.4%

The MassCUE Portfolio is invested in 64.6% aggressive assets which consist of the following:

40.83% Domestic Equity

16.03% International Equity

7.7% JP Morgan Hedged Equity Fund (60% of 12.94%)

TOTAL CONSERVATIVE ASSETS = 64.6%

Contact Us

Email

masscue@masscue.org



Website

www.masscue.org



Address

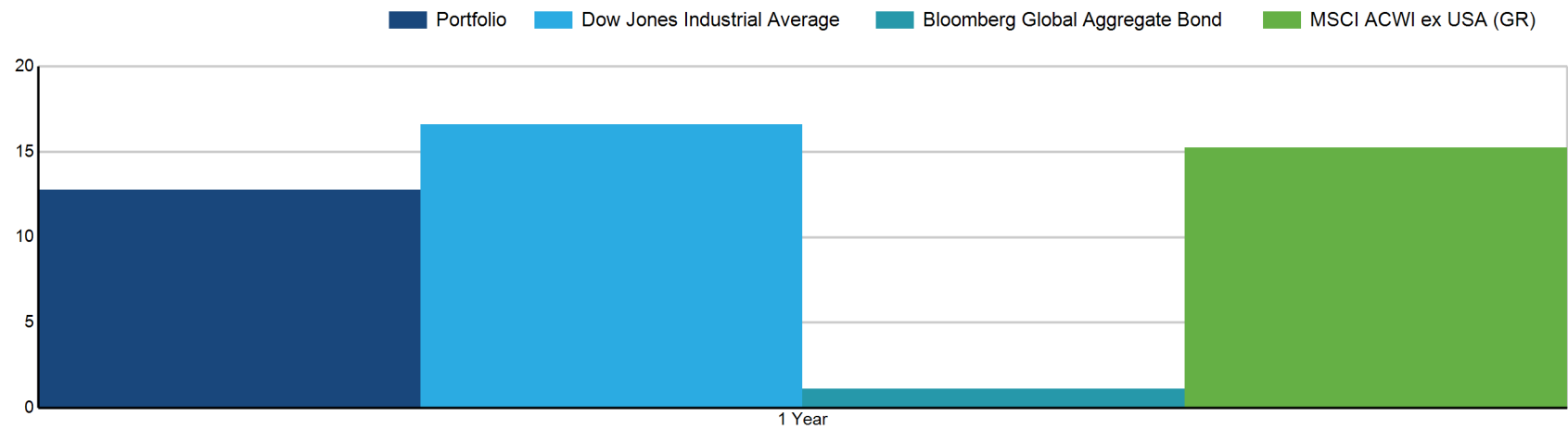
209 Burlington Road, Suite 113
Bedford, MA 01730-1404



Performance Summary

As of 6/3/2024 MassCue Inc.

Time Weighted Return



Activity Summary

Beginning Balance (06/04/2023)	\$1,008,293.50
Net Contributions / Withdrawals	(\$9,250.07)
Realized Gain / Loss	\$5,246.90
Unrealized Gain / Loss	\$99,276.55
Interest	\$0.00
Dividend / Cap Gains	\$33,719.47
Ending Balance (06/03/2024)	\$1,137,286.35
Total Gain / Loss After Fees	\$128,818.13

Performance Summary

Period	Portfolio	Dow Jones Industrial Average	Bloomberg Global Aggregate Bond	MSCI ACWI ex USA (GR)
1 Year	12.78	16.59	1.11	15.26

Note: Returns are time-weighted and annualized for any period greater than one year. This report is incomplete without the accompanying disclosure page.

Performance Summary

Disclaimer

The information displayed is provided by Commonwealth Financial Network® ("Commonwealth"), Member FINRA/SIPC. It is provided for informational purposes only, should not be relied upon for tax or legal purposes, and is based upon sources believed to be reliable. No guarantee is made as to the completeness or accuracy of this information. Commonwealth urges you to compare your account custodian statements with the statements you receive from us. If you believe there are material discrepancies between statements, please contact Commonwealth directly at 800.251.0080. Past performance is not indicative of future results.

Position and account values shown are based on trade date and do not necessarily reflect actual current market prices or the value you would receive upon sale of such assets. Fixed income securities do not account for cost basis adjustments associated with holding these securities. The investment return and principal value of an investment will fluctuate, so an investor's shares, when redeemed, may be worth more or less than their original cost. Certain assets may be illiquid and unavailable for sale at any price. There is no assurance that your investment objective will be attained.

An investment in a money market fund is not insured or guaranteed by the Federal Deposit Insurance Corporation ("FDIC") or any other governmental agency; although the fund seeks to preserve the value of the investment at \$1 per share, it is possible to lose money. Non-bank deposit investments are not FDIC- or NCUA-insured, are not guaranteed by the bank/financial institution, and are subject to risk, including loss of principal invested.

*"Current yield", if reflected in this report, is the percentage of interest (bonds) or dividends (stocks) that the security is yielding based on the security's current price. It is calculated by dividing a bond's current interest rate, or a stock's dividends paid over the prior 12 months, by the current market price of the security as of the date of this statement. Current yield, if reflected in this report, is provided for informational or illustrative purposes only and is not an accurate reflection of the actual return an investor will receive because bond and stock prices are constantly changing due to market factors. "Distribution rate" applies to securities that are not listed or traded on a national securities exchange (i.e., nontraded real estate investment programs). Distribution rates and payments are not guaranteed and may be modified at the program's discretion. Distributions may consist of return of principal (including offering proceeds) or borrowings. A breakdown of the distribution components and the time period during which they have been funded from return of principal, borrowings, or any sources other than cash flow from investment or operations can be found in your tax forms, which the sponsor will provide. When distributions include a return of principal, the program will have less money to invest, which may lower its overall return. When distributions include borrowings, the distribution rate may not be sustainable. Please refer to the relevant prospectus or offering memorandum for additional information and disclosures about the nature of and potential source of funds for distributions relating to nontraded securities.

All returns are shown net of fees unless otherwise indicated. Commonwealth relies upon data, formulas, and software to calculate the performance of portfolios. Periodic software enhancements may possibly cause inconsistencies with some performance calculations. Please notify your advisor if you have reason to believe calculations are incorrect to help ensure proper performance calculations going forward.

Certain assets listed in this report (identified as "Additional Assets" or "Advisor Manually Entered Account(s)") may not be held through Commonwealth and may not be covered by SIPC. Such assets are not subject to fee billing and are excluded from account performance calculations. Descriptions and valuations of Additional Assets or Advisor Manually Entered Account(s) are based upon information provided by you (or by a third party acting on your behalf) to your advisor, have not been verified by Commonwealth, and may not be accurate or current. The "unknown" label located in the value field indicates that no current value for the holding(s) has been able to be obtained. If you have a custodial statement indicating the current value, and wish to see it listed on future reports, please provide it to your advisor.

For more information on third-party data sources, please see <https://www.advisor360.com/third-party-terms>

Blended benchmark returns are composed of individual index data and index composition may change over time. All indices are unmanaged and it is not possible to invest directly in an index or blended benchmark. Unlike investments, indices and blended benchmarks do not incur management fees, charges, or expenses.

Note: Returns are time-weighted and annualized for any period greater than one year.
This report is incomplete without the accompanying disclosure page.

Report Generated on: 6/4/2024 4:26:04 PM Eastern Time

Performance Summary

Dow Jones Industrial Average - Computed by summing the prices of the stocks of 30 companies and then dividing that total by an adjusted value--one which has been adjusted over the years to account for the effects of stock splits on the prices of the 30 companies. Dividends are reinvested to reflect the actual performance of the underlying securities.

Bloomberg Global Aggregate Bond - The Bloomberg Global Aggregate Bond index provides a broad based measure of the global investment grade fixed-rate debt markets. It is comprised of the U.S. Aggregate, Pan-European Aggregate, and the Asian-Pacific Aggregate Indexes. It also includes a wide range of standard and customized sub-indices by liquidity constraint, sector, quality and maturity.

MSCI ACWI ex USA (GR) - The MSCI ACWI ex USA (Gross) is a free float-adjusted market capitalization weighted index that is designed to measure the equity market performance of Developed and Emerging Markets. The MSCI ACWI ex USA index does not include the United States. (Total Return Gross USD)

Note: Returns are time-weighted and annualized for any period greater than one year.
This report is incomplete without the accompanying disclosure page.

Report Generated on: 6/4/2024 4:26:04 PM Eastern Time

Massachusetts Computer Using Educators, Inc.

Profit and Loss

July 2023 - April 2024

	TOTAL
Income	
4.01 Conference	18,850.00
4030 Booth Income	378,750.00
4100 Registration Income	457,810.00
Total 4.01 Conference	855,410.00
4.01.001 Workshops/Trainings	19,960.00
4.02 Membership Revenue	69,693.00
4.10 Sponsors/Contributions	288,720.01
4999 Uncategorized Income	10,000.00
Services	3,035.00
Total Income	\$1,246,818.01
GROSS PROFIT	\$1,246,818.01
Expenses	
5.01 Salaries and Wages	309,274.00
5.02 Payroll Taxes CGS & Operating	40,290.31
5.03 Advertising	5,253.00
5.05 Bank Charges and Fees	16,148.03
5.15 Dues and Subscriptions	3,199.63
5.16 Grant	0.00
5.20 Insurance	6,080.78
5.25 Licenses and Permits	14,943.12
5.30 Meetings and Seminars	18,174.41
5.35 Office Supplies and Expense	7,404.41
5.45 Professional Fees	129,417.23
5.45.001 Contract Labor Expense	
6030 Contract Labor	33,606.07
6032 Presenter Costs / Keynote Costs	15,000.00
6033 Event / Conference Staff Costs	31,271.74
6035 Outside Labor Costs	81,959.02
Total 6030 Contract Labor	161,836.83
Total 5.45.001 Contract Labor Expense	161,836.83
5.50 Rent	
6080 Facility Rental Expense	467,403.41
Total 5.50 Rent	467,403.41
5.55 Partnership Expense	
6171 M.A.S.S.	10,000.00
Total 5.55 Partnership Expense	10,000.00
5.75 Telephone and Internet	
6260 Telephone Expense	918.09
Total 5.75 Telephone and Internet	918.09

Massachusetts Computer Using Educators, Inc.

Profit and Loss

July 2023 - April 2024

	TOTAL
5.77 Travel	
6280 Travel Expense	
6281 Lodging Expense	26,484.86
6282 Mileage Expense	0.00
6283 Meal Expense	483.55
6284 Air Travel Expense	407.80
6286 Car Rental/Taxi/Uber/Rail	399.47
Total 6280 Travel Expense	27,775.68
Total 5.77 Travel	27,775.68
6270 Training Expense	800.00
Uncategorized Expense	691.80
Total Expenses	\$1,219,610.73
NET OPERATING INCOME	\$27,207.28
Other Income	
4.50 Investment Income	
4061 Interest	1,147.89
7007 Dividend Gain / (Loss)	22,022.00
7010 Unrealized Gain / (Loss)	37,034.20
Total 4.50 Investment Income	60,204.09
7000 Other Revenue	
7026 Grant Income	58,076.00
Total 7000 Other Revenue	58,076.00
Total Other Income	\$118,280.09
Other Expenses	
5.99 Miscellaneous Expenses	
6010 Awards Expense	336.99
6100 Gift Expense	229.23
6110 Giveaway Expense	97.50
Total 5.99 Miscellaneous Expenses	663.72
8000 Other Expenses	51,870.13
5.90 Depreciation and Amortization	
8020 Depreciation Expense	526.47
Total 5.90 Depreciation and Amortization	526.47
8030 Stipend Expense	19,999.97
Total 8000 Other Expenses	72,396.57
Total Other Expenses	\$73,060.29
NET OTHER INCOME	\$45,219.80
NET INCOME	\$72,427.08