

## **Special Interest Group Report Fall 2009**

The fall report informs the ACE board about the summer SIG business meeting, SIG professional development plans, and goals for the upcoming year.

**Name of SIG:** Electronic Media

**Mission statement:** Our mission is to provide ACE members involved in audio, video and multimedia production with timely and relevant professional development opportunities, a constructive Critique and Awards program, and regular networking opportunities.

**Officers:** Chair: Deb Pryor, Kansas State University

Vice Chair: Maggie Lawrence, Auburn University

Vice Chair-elect: Tomilee Turner, New Mexico State University

### **Summary of SIG business meeting at annual conference:**

Number of members attending: 20

Topics of discussion, decisions, plans, etc.:

Reminders:

- Opportunity to tour the PBS station in Des Moines during the conference.
- Consider attending the EVP conference in Indianapolis on Sept 22-25.
- Consider attending the ACE Round Table to discuss hi-def web portals.

Discussion topics included:

- Use of Blue Ray
- C&A Judges – perhaps have 3 for each category
- Collaborate more with other states on video projects
- Consider annual story summit.
- Repurposing video and audio for various media
- Working on relationships with TV stations – help facilitate finding subject matter experts, and look for new opportunities for local programming.
- Stimulus money may be used to increase rural broadband capabilities

**How are leadership responsibilities being divided among the officers?**

- The chair will write the reports, update the website, and maintain contact with the EM SIG members and EVP.
- All three officers will help find judges for the Critique and Awards.
- Our professional development officer will create a skills survey and help determine the topic for a training workshop at the next ACE Conference.
- All three officers will provide input on programming for the next ACE Conference, and will help elect the Award of Excellence winner.

**How are SIG leaders communicating with members, and on what schedule?**

Correspondence will occur 12+ times per year (E-mail, telephone conferences, and newsletters) and is coordinated by Deb Pryor

**How are SIG leaders encouraging members to communicate with each other?**

By e-mail, telephone conference, and newsletters.

**What is the status of the SIG web site?**

Web page updated/maintained by Deb Pryor and will be updated as needed.

**Are there SIG concerns relative to the C&A program?**

There is concern over having only one judge for each class. But we realize that reimbursing more than one judge could be costly, and would take more time in the review process.

**What steps will you take to solicit nominations for the Award of Excellence?**

We will request nominations by e-mail.

**How will the SIG select its Award of Excellence winner?**

All three officers will vote on the nominations.

**How are you encouraging members to submit articles and reviews to the JAC?**

By e-mail reminders and reminding them during the SIG meeting at the annual conference.

**What other issues or concerns would you like to bring to the board? What, if any, action would you like to request?**

## Annual Strategic Plan and Three-Year Professional Development Plan for Years: 2009 - 2010

**SIG Goals.** Include goals that specifically support ACE objectives. See ACE Strategic Plan online at <http://www.aceweb.org/leadersh/StrategicPlanChart2006revised.pdf> .

Goal 1. Development and delivery of at least one training workshop on vide/audio production in conjunction with the 2010 or 2011 ACE Conference.

### Action Step

- Determine content. Select date, advertise and conduct SIG training

### Method

- Survey EM SIG members, tabulate results.
- Decide on topic and design delivery mechanism
- Contact SIG members and promote training
- Organize and deliver training to SIG

### Responsibility

- EM SIG Professional Development Coordinator will create a skills survey, solicit input from SIG membership and tabulate the results.
- SIG leadership will discuss the results and shop for training opportunities within and outside of ACE membership

### Timeline – ACE Conference 2010 or 2011

- Complete survey by December 2009
- EM Leadership meets in January 2010
- Coordinate with ACE board and EM SIG membership to offer professional development opportunity. January 2010 – ongoing.

Goal 2. Continue interaction with Extension Video Producers (EVP) group, particularly with respect to cooperation in future ACE conferences.

### Action Step

- Maintain communication and cooperation with EVP
- Determine areas of cooperation and mutual interest
- Initiate activities

### Method

- Stay connected with EVP via EM SIG members who are also members of EVP. EM SIG Chair should attend the annual EVP meeting if possible.
- Use email, phone conferences to discuss mutual planning for future conferences or events.
- Invite EVP members to ACE workshops/training

### Responsibility

- SIG leadership and interest members

### Timeline – June 2009 - ongoing

Goal 3. Provide input on programming for 2010 ACE Conference

Action Step

- Survey membership on 2010 proposals for ACE presentation topics

Method

- Share topics presentation and have SIG membership rank their choices

Responsibility

- EM SIG leadership will work with SIG membership and send recommendations to the program planning committee

Timeline – February 2009

**Three-Year Professional Development Plan.** Include as much detail as possible.

Year 1 (20\_\_\_\_ -20\_\_\_\_)

Year 2 (20\_\_\_\_ -20\_\_\_\_)

Year 3 (20\_\_\_\_ -20\_\_\_\_)