



EdTOA Executive Committee Meeting  
New York Network, Albany New York  
Monday, November 15, 2004

In attendance:

Manny Bekier – Chair  
Dave Geasey – Chair Elect  
Peggy Noll- Southeast Rep  
Jim Vivenzio – Central Rep

Hailey Dick – Treasurer/Secretary  
Peter Houghton – Webmaster  
Emily Trapp – Southeast Rep  
Pat Wright – Central Rep

Guests:

Joiel Ray-Alexander – Assistant Vice Chancellor of Public Relations and SUNY TV  
John Wolf – Office of Public Relations / SUNY TV

**Approve Minutes from September 15, 2004:** Spelling corrections. Accepted  
(Houghton/Trapp)

**Treasurer's Report:** We received the proceeds from STC 2003 \$5174.11. We also received a bill from SODEXHO for the Binghamton Extron Central Meeting where we will be paying lunch, the total was \$275.50; there might be an additional fee but Jeff Donahue will let me know Wednesday. Current balance is: \$8029.91. This is before any travel expenses are paid for today's meeting. We finally have a debit card AND the account is in the correct name!!!! Accepted (Wright/Vivenzio)

**Regional Reports:**

- Northeast – Bob had his training session at HVCC on State Contracts which Emily said was EXCELLENT! It was very exciting...
- Central – Extron Training at SUNY Binghamton is this Wednesday. Jeff has had an overwhelming response and had to cut off registration at 30.
- Western – No report
- Southeast – B&H showed up at Emily's door and made a proposal to New Paltz to sponsor a 2 day conference. Requested 40 vendor tables and 4 session rooms. All expenses paid by them – vendors, entertainment, food. Free to SUNY faculty, staff, and students. Travel will have to be paid by individual campuses. Could be the Fall Business Meeting for '05. We are interested and would like to make this work to our advantage. Emily will research further.

**Committee Reports:**

- DL – No report
  - Technology Enhanced Classrooms – No report
  - Membership – No report
  - Web Page – Needs to add regional meetings to conference list and also update committee membership list.
- Manny received an email from Justin Sipher stating that SUNY System Administration CIO Dave DeMarco would like to have a single clearing house website. Discussion ensued in reference to changing our association's website.

### **STC Report:**

- Theme – STC 2005 – Continuing Our “Open Source” Tradition; June 12-15, 2005

### **Old Business:**

- EdTOA survey – Manny passed out the new draft of the EdTOA survey. Discussion ensued to try and streamline it and make it easier to understand for all constituents. All information will remain confidential and information will only be shared with those who participated in the survey.
- Recognition of new EdTOA members at STC (coded badges?) – Manny would still like to identify new members at EdTOA.
- CUNY Relationship – Manny will look into going to CUNY and trying to build a relationship with them.

### **New Business:**

- SUNY IT web site – See above under Web Page Committee Report
- Sessions for STC 2005 – EdTOA networking opportunity – Leave at 10:15 to go to the Culinary Institute of America for a 3 course meal and tour of the campus technologies. The meal alone is \$28, tour is \$5, bus is \$12. The total would be \$45 per person. STC will apply \$15 to the total cost as a box lunch will not be provided so it brings the cost down to \$30.
- STC Possible Sessions - Lighting for Video; Scheduling programs for the media office; Digital production (perhaps NYN)

### **SUNY TV updates:**

Joel – Here to provide the update to SUNY TV, brain child of Chancellor King. 64 SUNY campuses that need to have an avenue to provide the public with the information from these campuses. In June, the background for SUNY TV was stated by Chancellor King (Thus the survey that our president's received). What was our vision of SUNY TV? They received a 98% response rate from the survey. The survey showed that of respondents would like the channel to cover the campus 50% of the time and then different programming the other 50% of the time.

Promotional press kit created to show what SUNY TV should/could be (Joiel will present this during the teleconference.)

John – Showed promotional video to Cable Television Network Association (Trade Association) hoping to come out of meeting at Sagamore with a dedicated carriage. This did not happen. Concerns expressed included how much would be original programming from SUNY compared to Annenberg. (The programming that NYN is putting up but is not being pulled down with any consistency). Another meeting has been scheduled and John believes this one will be more positive. The meeting was scheduled for this week but has been delayed. Once SUNY TV goes to them with a schedule of original programming, it is believed that they will provide the channel and once the commitment has been made to underwrite the project we can then set a launch date for SUNY TV. Fall '05 is the new anticipated launch date, but again this has not been set in stone.

Joiel – Stressed the fact that SUNY TV needs a dedicated staff, possible truck for programming. What comes first? Secondary survey went out to the campuses trying to find out technical issues (IE. Who provides phone, are you wireless, who has cable contract.) Staffing on the campuses was found to be lacking, also old antiquated equipment, media staff lines that were cut. SUNY TV wants a consistent look so updating on the campuses would be necessary. The wealth of opportunity for programming on the individual campuses is immense, unfortunately there are a lot of different issues...contractual issues...release agreements...talent release forms.

CUNY TV is a good model and has been very helpful trying to get SUNY TV launched. Internal advisory group will have ongoing meetings. Campuses have been sending Joiel sample programming. Some has been wonderful....some have been, interesting. SUNY “Retro” TV programming was discussed☺.

Discussion ensued of perhaps presenting SUNY TV to STC.

Chair Bekier asked for a motion to adjourn. (Houghton/Noll)  
Meeting ended at 11:55am.