SIGUCCS' mission is to foster the professional development of practitioners involved in the support, delivery, management, and leadership of information technology services in higher education. This is pursued through providing forums for interaction and sharing knowledge and experiences, professional development opportunities, and recognition for leaders who contribute in the field.

Awards

Penny Crane Award for Distinguished Service
The Penny Crane Award for Distinguished Service was first awarded in 2000 and recognizes an individual’s significant and/or multiple contributions to SIGUCCS, the IT profession, and higher education over an extended period of time. The 2017 recipient was Tim Foley, Chief Information Officer of Library and Technology Services at Lehigh University.

SIGUCCS Hall of Fame
The Hall of Fame awards were first awarded in 2000. They recognize nominated individuals who have contributed their time and energies to benefit SIGUCCS. The 2017 recipients were: Melissa Bauer, Baldwin Wallace University, Allan Chen, Muhlenberg College, Beth Rugg, University of North Carolina Charlotte, and Kelly Wainwright, Lewis & Clark College.

Communication Awards
The Communication Awards are an annual competition where the winners are invited to participate in the annual conference as poster presenters. A full description of categories can be found at [http://www.siguccs.org/communication_awards.shtml](http://www.siguccs.org/communication_awards.shtml)
- Category 1 – Computing Services Public/Mobile Website
  - Best of category: New York University, NYU Information Technology
- Category 2 – Computing Newsletter (Print or Electronic)
  - Best of category: Southeast MO State University, Tech Talk Quarterly
  - Award of Excellence: New York University, Connect: Information Technology at NYU
- Category 3a – Printed How-to Guides
Best of category: Texas A&M University, Welcome Home Brochure

Category 3b – Electronic How-to Guides
  Best of category: Indiana University, UITS IT Training – Creating Research Posters Online Course

Category 4a – Instructional Classroom Materials
  Best of category: Indiana University, UITS IT Training – Page Design and Layout Basics

Category 4b – Quick Reference Guides
  Best of category: Mercer University, AV Quick Reference Guide

Category 5a – General Service Promotional Materials

Category 5b – General Service Campaign Materials
  Best of category: Virginia Commonwealth University, Two is Better than One

Category 6a – Short Promotional Video
  Best of category: Texas A&M University, Aggies Map 100 Miles of Campus Fiber Video

Category 6b – Long Promotional Video
  Best of category: Indiana University, UITS IT Training Security First Video Series: Use of Administrative Accounts

Category 7 – Use of Social Media
  Best of category: New York University, New York University Information Technology Facebook page and Twitter account

Category 8 – Student-created Materials
  Best of category: Texas A&M University, Computer Lab Poster Campaign

Proceedings

There were 39 papers submitted in the proceedings of the 2017 ACM Annual Conference on SIGUCCS. At the annual conference, presentations were also provided by industry leaders and panels. Significant topics included: Classroom Design, Leadership and Management Development, Lab Management, Change Management, Augmented and Virtual Reality, Communicating Effectively in Tech Support, IT Service
Programs

Mentoring Program
The Mentoring Program kicked off its 6th annual cohort in December 2017. SIGUCCS is committed to developing IT Service and Support professionals. We started the mentoring program in 2012 to pair service professionals together for 1 year to learn and grow. An advisory team administers the program and provides support for mentor pairs. We pair professionals with individuals who work at similar institutions in similar jobs or who have similar development interests. The expectation is that mentors and mentees communicate once a month about professional development topics. This program runs from January through October.

There are 36 participants this year. At the end of the program, mentors and mentees celebrate at a networking event during the annual conference.

Pre-Conference Seminars
The registration cost for pre-conference seminars was dramatically reduced, offering a significant price reduction for members. Registration numbers for these sessions increased over previous years' numbers. These workshops provide an opportunity to explore topics in-depth and learn and share with colleagues around the world.

We offered 3 pre-conference workshops for the 2017 conference. There were a total of 52 registrations. Approximately 25% of the conference attendees participated in the pre-conference workshop experience.

1. Understanding Your Customer Service Experience and Journey Mapping and Data Collection facilitated by Cara Giacomini & Jeff Blancato from the University of Washington: 16 participants
2. IT Governance: A Hands-On Approach to Defining Policies and Process facilitated by Tom Gerace from Tulane University: 9 participants
3. Be a Leader Who Inspires Others: Transforming Yourself into the Leader You are Meant to Be facilitated by Joan Cheverie, Educause Professional Development Coordinator: 27 participants.

Webinars
SIGUCCS offered nine webinars on a variety of topics. These webinars are available to the public – membership in SIGUCCS is no longer required. We have seen our registration and attendance increase since the membership requirement was lifted. The
webinars are often an extension of content offered in the conference. Past webinars are available on our web page, and we have content dating back to 2010.

The SIGUCCS Marketing Committee also created a brief presentation for the start of each webinar that introduces SIGUCCS and shares announcements about the annual conference, awards programs, and other SIG activities. Each webinar is recorded and made available on our YouTube Channel.

(https://www.youtube.com/user/SIGUCCSVideos)
- Adventures in Management: Incentives with Flair
- Communications Toolkit Workshop: Hands-on Guide to Creating Meaningful Messages that Support Your IT Change
- How Using Virtualized Apps Streamlined VDI at Le Moyne College
- Increasing Security by Focusing on the End-Points
- Giving More Effective Feedback
- Fostering independence: Project Work for Student Techs
- Connecting Students to Life Beyond the Campus Walls
- You know you want to read this: Communicating Effectively in Tech Support
- Identifying IT Core Competencies
- Enhancing the Performance of Cross-Functional Teams

Broadening Participation

Conference Attendance Grants

The purpose of the SIGUCCS Conference Attendance Grant program is to provide partial support for individuals in institutions of higher education to participate in the annual SIGUCCS Conference. This support is funded by SIGUCCS and consists of a full registration to the Annual Conference; hotel room accommodations; and registration for one half-day pre-conference seminar. The Fall 2017 recipients were: Deyu Hu, Virginia Tech, Maria Contreras Michel, University of Texas at El Paso, and Ralph M. Miller, University of Pittsburgh-Johnstown.

Communication Efforts and Online Communities

One of the major recommendations from our marketing consultant was to increase our frequency of communication to the SIGUCCS community. We also decided to focus on two primary communications channels: the SIGUCCS-L email list and a Facebook SIGUCCS Community group. While our focus is not on these other communications channels, we are doing some minor communications on Twitter through automatic announcements of our newsletter articles. We are also posting conference content announcements and monthly recaps on LinkedIn. We hope to add more content to these channels in the coming year.
The Marketing Committee coordinates our communication schedule to ensure that we send a message to the community, through at least one of these channels, every weekday. The messages come from a variety of Committees: the Executive Committee, our annual conference, marketing, awards selection, and professional development.

**SIGUCCS Webinars YouTube Channel**

We have continued to upload our monthly webinars to YouTube, and organize them into a playlist. We also let the community know when the video is available.

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### Key Issues in the next 2-3 years

#### Tracking volunteers

SIGUCCS continues to seek a solution to tracking our members’ contributions to the community. This becomes most necessary when we nominate individuals for awards and have to search through multiple locations for their contributions. It is also needed to identify future conference and executive committee volunteers.

#### Outreach beyond existing member list

Outreach and increasing our community continues to be a priority for SIGUCCS. We are continuing to focus on frequent communication about our activities and offering compelling webinars. We hope to expand our online communities by sharing unique content in order to assist in finding volunteers and attendees that live near future conference locations.

#### Cost of conference keynote speakers

Recent conference committees have experienced difficulty in finding keynote speakers with fees within our conference budgets. The Executive Committee frequently discusses options to ease this concern, including utilizing the ACM Distinguished Speaker Program, sponsoring speakers outside of the conference budget, reducing the number of keynote speakers, and finding higher education technology leaders located near the conference site.