



# 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

### 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%

# Profit and Loss

July 2023 - June 2024

|   | <b>Total</b>        |
|---|---------------------|
| <b>INCOME</b>                                       |                     |
| 4.01 Conference                                     | 10,409.28           |
| 4030 Booth Income                                   | 678,100.00          |
| 4030a Corp. Partner Booth Discount                  | -42,000.00          |
| 4030b Vendor Staff in Booth Discount                | -80,400.00          |
| <b>Total 4030 Booth Income</b>                      | <b>555,700.00</b>   |
| 4100 Registration Income                            | 479,335.00          |
| 4100a MassCUE Board Discount                        | -4,950.00           |
| 4100b Presenter Attendee Discount                   | -23,065.00          |
| 4100c Event Planner/Staff Discount                  | -4,400.00           |
| <b>Total 4100 Registration Income</b>               | <b>446,920.00</b>   |
| <b>Total 4.01 Conference</b>                        | <b>1,013,029.28</b> |
| 4.01.001 Workshops/Trainings                        |                     |
| 4150 Professional Development Income                | 380.00              |
| 4151 Event Income                                   | 3,745.00            |
| 4153 Workshop Income                                | 16,525.00           |
| <b>Total 4150 Professional Development Income</b>   | <b>20,650.00</b>    |
| <b>Total 4.01.001 Workshops/Trainings</b>           | <b>20,650.00</b>    |
| 4.02 Membership Revenue                             | -180.00             |
| 4080 Membership Income                              | 50,131.72           |
| <b>Total 4.02 Membership Revenue</b>                | <b>49,951.72</b>    |
| 4.10 Sponsors/Contributions                         |                     |
| 4120 Software Sales Commissions                     | 5,855.18            |
| 4130 Sponsorship Income                             | 284,836.28          |
| <b>Total 4.10 Sponsors/Contributions</b>            | <b>290,691.46</b>   |
| Services  | 16,100.00           |
| <b>Total Income</b>                                 | <b>1,390,422.46</b> |
| <b>GROSS PROFIT</b>                                 | <b>1,390,422.46</b> |
| <b>EXPENSES</b>                                     |                     |
| 5.01 Salaries and Wages                             |                     |
| 6182 Office Wage Expense                            | 369,827.04          |
| 6186 Health Insurance - Staff                       | 9,839.69            |
| <b>Total 5.01 Salaries and Wages</b>                | <b>379,666.73</b>   |
| 5.02 Payroll Taxes CGS & Operating                  |                     |
| 6184 Payroll Tax Expense                            | 86,096.53           |
| <b>Total 5.02 Payroll Taxes CGS &amp; Operating</b> | <b>86,096.53</b>    |
| 5.03 Advertising                                    |                     |
| 6005 Advertising / Publicity                        |                     |
| 6006 Advertising & Publicity                        | 5,253.00            |
| <b>Total 6005 Advertising / Publicity</b>           | <b>5,253.00</b>     |

|   | <b>Total</b>     |
|---|------------------|
| <b>Total 5.03 Advertising</b>                     | <b>5,253.00</b>  |
| 5.05 Bank Charges and Fees                        |                  |
| 6090 Finance Expenses                             |                  |
| 6091 Bank Service Charge                          | 8,988.01         |
| 6093 Merchant Fees                                | 17,147.85        |
| <b>Total 6090 Finance Expenses</b>                | <b>26,135.86</b> |
| <b>Total 5.05 Bank Charges and Fees</b>           | <b>26,135.86</b> |
| 5.15 Dues and Subscriptions                       |                  |
| 6060 Dues & Subscription Expense                  | 2,515.76         |
| 6067 Subscription Expense                         | 23,920.21        |
| <b>Total 6060 Dues &amp; Subscription Expense</b> | <b>26,435.97</b> |
| <b>Total 5.15 Dues and Subscriptions</b>          | <b>26,435.97</b> |
| 5.16 Grant  |                  |
| 6115 Grant Expense                                | 87,984.04        |
| <b>Total 5.16 Grant</b>                           | <b>87,984.04</b> |
| 5.20 Insurance                                    |                  |
| 6120 Insurance Expense                            | 337.69           |
| 6121 General Insurance                            | 1,704.58         |
| 6122 Liability Insurance                          | 1,501.00         |
| 6126 Conference Insurance                         | 4,735.22         |
| 6128 Workers Comp Insurance                       | 659.91           |
| 6129 Health Insurance - E.D.                      | 67.30            |
| <b>Total 6120 Insurance Expense</b>               | <b>9,005.70</b>  |
| <b>Total 5.20 Insurance</b>                       | <b>9,005.70</b>  |
| 5.25 Licenses and Permits                         |                  |
| 6130 License and Permit Expense                   | 14,943.12        |
| <b>Total 5.25 Licenses and Permits</b>            | <b>14,943.12</b> |
| 5.30 Meetings and Seminars                        |                  |
| 6230 Refreshments                                 | 10,648.95        |
| <b>Total 5.30 Meetings and Seminars</b>           | <b>10,648.95</b> |
| 5.35 Office Supplies and Expense                  |                  |
| 6160 Office Supply Expense                        | 2,702.82         |
| 6200 Printing Expense                             | 10.76            |
| 6250 Supply Expense                               | 4,588.00         |
| <b>Total 5.35 Office Supplies and Expense</b>     | <b>7,301.58</b>  |
| 5.45 Professional Fees                            | 4,482.50         |
| 6050 Design/Layout Expense                        | 4,025.50         |
| 6097 Investment Taxes, Fees & Exp                 | 1,035.65         |
| 6183 Payroll Processing Fee                       | 2,820.56         |
| 6210 Professional Expense                         |                  |
| 6213 Bookkeeping Services                         | 17,471.27        |
| 6214 Consultant/Client Advocate                   | 278.90           |

|  | <b>Total</b>        |
|--|---------------------|
| <b>Total 6210 Professional Expense</b>       | <b>17,750.17</b>    |
| 8015 Investment Fees                         | 3,206.88            |
| <b>Total 5.45 Professional Fees</b>          | <b>33,321.26</b>    |
| 5.45.001 Contract Labor Expense              | 5,487.50            |
| 6030 Contract Labor                          | 96,661.51           |
| 6032 Presenter Costs / Keynote Costs         | 22,223.48           |
| 6033 Event / Conference Staff Costs          | 31,271.74           |
| 6035 Outside Labor Costs                     | 69,614.02           |
| <b>Total 6030 Contract Labor</b>             | <b>219,770.75</b>   |
| <b>Total 5.45.001 Contract Labor Expense</b> | <b>225,258.25</b>   |
| 5.50 Rent                                    |                     |
| 6080 Facility Rental Expense                 | 479,396.91          |
| <b>Total 5.50 Rent</b>                       | <b>479,396.91</b>   |
| 5.55 Partnership Expense                     |                     |
| 6170 Partnership Expenses                    | 10,549.21           |
| 6171 M.A.S.S.                                | 10,000.00           |
| <b>Total 5.55 Partnership Expense</b>        | <b>20,549.21</b>    |
| 5.75 Telephone and Internet                  |                     |
| 6260 Telephone Expense                       | 836.08              |
| <b>Total 5.75 Telephone and Internet</b>     | <b>836.08</b>       |
| 5.77 Travel                                  |                     |
| 6280 Travel Expense                          |                     |
| 6281 Lodging Expense                         | 26,484.86           |
| 6283 Meal Expense                            | 483.55              |
| 6284 Air Travel Expense                      | 407.80              |
| 6286 Car Rental/Taxi/Uber/Rail               | 399.47              |
| <b>Total 6280 Travel Expense</b>             | <b>27,775.68</b>    |
| <b>Total 5.77 Travel</b>                     | <b>27,775.68</b>    |
| 6270 Training Expense                        | 800.00              |
| <b>Total Expenses</b>                        | <b>1,441,408.87</b> |
| <b>NET OPERATING INCOME</b>                  | <b>-50,986.41</b>   |
| <b>OTHER INCOME</b>                          |                     |
| 4.50 Investment Income                       |                     |
| 4061 Interest                                | 885.17              |
| 7007 Dividend Gain / (Loss)                  | 22,022.00           |
| 7010 Unrealized Gain / (Loss)                | 37,034.20           |
| <b>Total 4.50 Investment Income</b>          | <b>59,941.37</b>    |
| 7000 Other Revenue                           | 550.00              |
| 7026 Grant Income                            | 61,689.00           |
| <b>Total 7000 Other Revenue</b>              | <b>62,239.00</b>    |
| <b>Total Other Income</b>                    | <b>122,180.37</b>   |
| <b>OTHER EXPENSES</b>                        |                     |

|   | <b>Total</b>         |
|---|----------------------|
| 5.99 Miscellaneous Expenses                     | -1.00                |
| 6010 Awards Expense                             | 336.99               |
| 6100 Gift Expense                               | 229.23               |
| 6110 Giveaway Expense                           | 97.50                |
| <b>Total 5.99 Miscellaneous Expenses</b>        | <b>662.72</b>        |
| 8000 Other Expenses                             | 76,056.56            |
| 5.90 Depreciation and Amortization              |                      |
| 8020 Depreciation Expense                       | 526.47               |
| <b>Total 5.90 Depreciation and Amortization</b> | <b>526.47</b>        |
| 8030 Stipend Expense                            | 19,999.97            |
| <b>Total 8000 Other Expenses</b>                | <b>96,583.00</b>     |
| <b>Total Other Expenses</b>                     | <b>97,245.72</b>     |
| <b>NET OTHER INCOME</b>                         | <b>24,934.65</b>     |
| <b>NET INCOME</b>                               | <b>\$ -26,051.76</b> |

# Contact Us

Email

[info@masscue.org](mailto:info@masscue.org)



Website

[www.masscue.org](http://www.masscue.org)



Address

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

