

August 24, 2009

To our members, former members, and potential new members:

Because of the state of our economy, we realize that many of you are being required to do cost-benefit analysis in order to justify continued membership in AHECTA. To help you with that justification we want to let you know what we are doing as an organization to assist you.

AHECTA is committed to promoting, developing, and expanding the use of campus communication, cable, and video services as instructional, informational and entertainment tools in Higher Education.

AHECTA is no longer just about student run TV stations or the delivery of CATV.

As technologies change, so does our focus in providing these services to our respective educational environments. With the convergence of traditional video and networking, we are seeing the need to expand our organization's scope to move beyond traditional cable TV services to include videoconferencing, streaming video, digital signage, lecture capture, and more...so what are we doing?

Rather than waiting to do a call for proposals in the spring, we are reaching out now, asking you what session topics you want.

We also want to open up conference registration earlier, offering **Early Bird discounts**, so that you can take advantage of budget cycles.

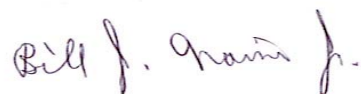
To capture potential new members, an invitation to join AHECTA is being sent to members of the former ViDe Working Group - a group under Internet2 that worked on video initiatives for campuses and research institutions.

One of our new members, Debra McGaughey, from Houston Community College TV is working to get more community colleges with TV stations interested in forming a sub group under AHECTA and encouraging them to join. We are looking at TV Station/production topics for conference sessions to peak interest from this group.

Last and certainly not least, we need more involvement from our members. We want your opinions, suggestions, and complaints. What can we offer that will help you justify remaining a member and attending the annual conference? Your involvement is crucial to this organization.

Please feel free to contact any of the [Board members](#) individually or as a group at board@ahecta.org and let's keep AHECTA going strong!!!

Sincerely,



Bill J. Naivar, Jr.
AHECTA President