

# State of CoSN 2016

JULY 1, 2015 – JUNE 30, 2016



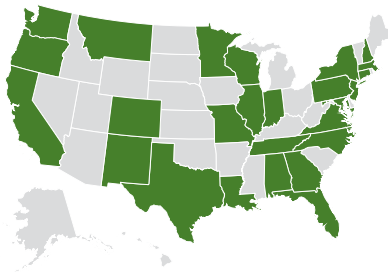
## Strong Growth. Big Impact. Thought Leadership.

### ROBUST GROWTH

OVER  
**800**  
DISTRICT  
MEMBERS  
REACHING  
NEARLY  
**13M**  
STUDENTS

**25** CHAPTERS  
REPRESENTING 26 STATES

New chapters in Connecticut, Montana,  
North Carolina, and New Jersey.



**50% INCREASE!**

in certified CETL  
education leaders  
over past year—  
**245 NATIONWIDE**

**2,100**  
ATTENDEES  
at national  
and regional  
events during  
the year

### ACTIVE ENGAGEMENT

Nearly **9,000** thought  
leadership resources  
downloaded from  
**cosn.org**

Close to  
**1,700 MESSAGES**  
sent to Congress through  
CoSN Advocacy Network

Over **279,000** unique  
page views of our website, **cosn.org**

### STRONG SATISFACTION



**98%**  
MEMBER  
SATISFACTION

Go-to source for reliable information on ed tech with  
**MORE THAN 331,000 MEDIA IMPRESSIONS**

Increasing presence on social media channels with  
 **12,000+** FOLLOWERS ON TWITTER

# IMPACT

CoSN is the only national professional association dedicated exclusively to education technology leaders working to transform learning.

CoSN provides thought leadership resources to these leaders. Our tools inform the work of our members, shape our advocacy efforts, advance the knowledge of school system leaders, and build community. To accomplish our goals, we highlight success and partner with others committed to transforming education with technology.

Guided by our [new strategic plan](#), 2016 was another great year for CoSN! Here are the highlights:

## INFORM WITH THOUGHT LEADERSHIP RESOURCES

- [New Framework for School System Technology Success](#) detailing what leaders need to do to succeed digitally
- [Trusted Learning Environment \(TLE\) Seal](#) to help schools implement aspirational practices for student data privacy and security
- [EdTechNext Reports on Students as Digital Creators and Identity and Access Management: Fundamentals for Securing Student Data and Privacy](#)
- [Maximizing K-12 Fiber Connectivity Through E-Rate Toolkit](#)
- [2016 K-12 IT Leadership Survey Report](#)
- [Incredible India: Endless Possibilities](#), report of CoSN Delegation to India
- [Digital Equity Action Toolkit](#)
- [Interactive webinar series](#) on key topics
- [Safeguards Against Ransomware](#)
- [Updates to SEND, Leadership for Mobile Learning, Empowered Superintendents, and SmartIT Leadership Initiatives](#)
- [Interoperability Update: Why Open Standards Matter](#)
- [3<sup>rd</sup> Annual Infrastructure Survey](#)

## ADVANCE KNOWLEDGE AND SKILLS

- [Virtual and face-to-face preparation for Certified Education Technology Leader \(CETL®\) program](#)
- [Online courses on Protecting Privacy in Connected Learning, Mobile Learning, Building Team Leadership for a Digital Transformation](#)

- [2016 Annual Conference \*Accelerating Success: Powered by an eLearning Culture\*](#)
- [2016 CoSN / UNESCO International Symposium](#) on digital strategies that promote equitable learning
- [8 CTO Clinics](#) in partnership with our state chapters
- [CTO Forums: \*Assessing if Your School System is Ready to Make a Digital Leap\* and \*Building on the Past to Invent the Future\*](#)

## ADVOCATE

- [Policy agenda](#) focused on education technology funding, FCC deliberations, Every Student Succeeds Act, open educational resources, and privacy legislation
- [CoSN Advocacy Network](#) to stay up to date on the issues and communicate with elected officials
- [EdTech Summit](#) to carry a message to Congress

## BUILD COMMUNITY

- [Four new state chapters](#) in Connecticut, Montana, North Carolina, and New Jersey
- [Teaming for Transformation](#), a blended professional learning model with a site visit, collaboration and networking

## COLLABORATE AND PARTNER

- [Horizon K-12 Report](#) identifying emerging trends with [New Media Consortium](#)
- [Student Data Principles with Data Quality Campaign \(DQC\)](#) and 38 leading national education organizations

- Leading the Digital Leap, joint campaign with AASA, The School Superintendents Association and National School Boards Association
- Trusted Learning Environment (TLE), with AASA The School Superintendents Association, Association of School Business Officials International and Association for Supervision and Curriculum Development
- Communication tools on student privacy with National School Public Relations Association
- *Maximizing K-12 Fiber Connectivity Through E-Rate: An Overview* with the Harvard University's Berkman Center for Internet, and Society
- CoSN's Infrastructure Survey with AASA The School Superintendents Association, and MDR
- Washington Ed Tech Policy Summit with State Education Technology Director's Association

### CELEBRATE SUCCESS

- CoSN Awards for Team, Withrow CTO of Year, Excellence in Public Service, Partnerships that Matter, as well as Volunteer of Year, Hurley Private Sector Champion and Seymour Papert Lifetime Achievement Award
- Next Generation Leaders program, a new national initiative that recognizes emerging K-12 education technology leaders

### MISSION, VISION AND STRATEGIC GOALS: 2016-2019

#### Our Mission

CoSN empowers educational leaders to leverage technology to create and grow engaging learning environments.

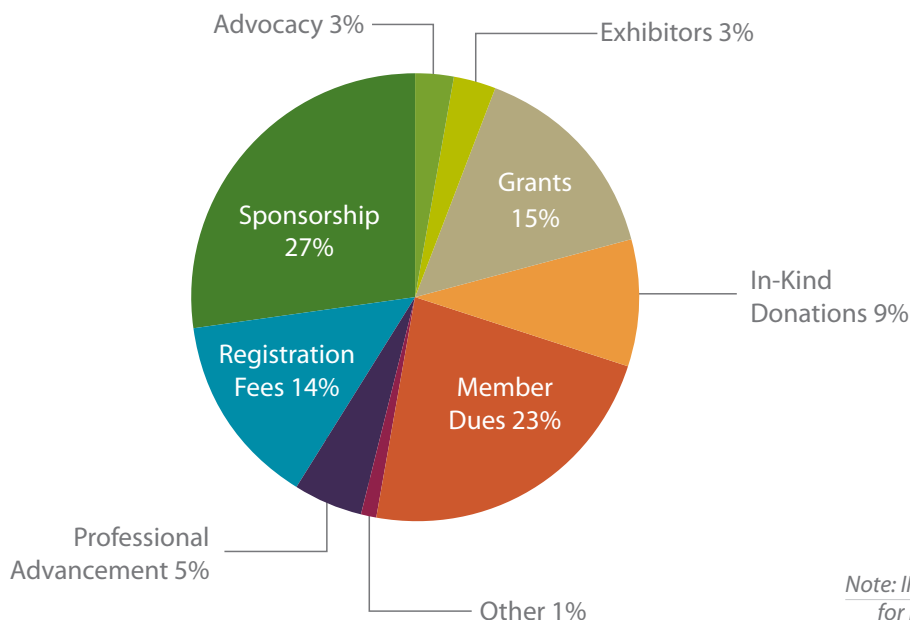
#### Our Vision

We envision a world where the unique potential of individual learners is fully realized and where education is transformed and improved through visionary, strategic technology leadership.

#### Our Goals

- **ESSENTIAL SKILLS:** Build the essential technology skills that all education leaders will need to be successful.
- **FUNDAMENTAL REQUIREMENTS:** Identify and promote fundamental requirements for the equitable and effective use of technology in next-generation learning environments.
- **ADVOCACY:** Advance policies that provide sustainable and substantial investment in the technology to power next-generation learning environments.
- **ORGANIZATIONAL CAPACITY:** Expand CoSN's capacity to provide thought leadership and exemplary service to chapters and members.

### STRONG AND DIVERSIFIED REVENUE: FY 2016



*Note: IRS 990 Tax Form is available for more complete information*

## CoSN 2016-2017 Board of Directors

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**Teneisha Brown**

External Relations Coordinator

\*denotes At-Large Members of the Executive Committee

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