



# Certified Education Technology Leader (CETL®)

## Candidate Handbook

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## Introduction

The Consortium for School Networking (CoSN) is the premier professional association for education technology leaders. CoSN provides thought leadership resources, community, best practices, and advocacy tools to help leaders succeed in the digital transformation. Through its members, CoSN represents over 13 million students in school districts throughout the USA and around the world and continues to grow as a powerful and influential voice in K-12 education.

### Our Challenge

Technology is an essential element of learning, yet the use and application of it is inequitable.

### Our Vision

CoSN is a community of visionary technology leaders empowering every learner to achieve their unique potential in a changing world.

### Our Mission

CoSN provides current and aspiring education technology leaders for PreK-12 with the community, knowledge, and professional development they need to create and grow engaging learning environments.

### CoSN Board of Directors

CoSN is an independent, not-for-profit organization governed by a Board of Directors composed of dedicated, knowledgeable, and experienced individuals who are representative of the certificant population.

### Certification Governance Committee

The affairs of the Certified Education Technology Leader (CETL®) certification program are managed by the Certification Governance Committee (CGC). It is the CGC's duty to carry out the objectives and purposes of the CETL certification program; to this end, the CGC serves as an independent and autonomous body with respect to the development, maintenance, and oversight of all certification program policies and procedures. The CGC is solely responsible for all important aspects of the certification program, including, without limitation:

- Policy decisions regarding and standards of initial certification and recertification;
- Development, maintenance, and administration of examinations and other assessment instruments;
- Selection of personnel; and
- Program operations.

All of CoSN's policies and procedures related to certification are developed and approved by the CGC.

### Applicant and Certificant Responsibility

- Applicants and certificants are responsible for updating their online profile or notifying CoSN of changes to their contact information. Failure to keep CoSN informed of current contact information (including but not limited to email address) may result in non-receipt of important information such as application status or recertification information.
- Certification expires automatically at the end of each 3-year certification period. Recertification is required for continued use of the certification and its associated certification marks (logo, spelled-out title, and acronym). It is the certificant's responsibility to renew their certification before it expires—even if recertification notices are not received by the certificant.
- Individuals who allow their certification to expire (or from whom the certification is suspended or revoked) may not represent themselves as being certified as a CETL.

- CoSN will not be held responsible for loss of certification, wages, employment, or other consequential damages in the event that a certificant fails to recertify in a timely manner prior to the expiration of certification.

## Contact Us

Please email us at [certification@cosn.org](mailto:certification@cosn.org) if we can be of any assistance. Email is typically the most efficient and fastest method of communicating with us about certification issues.

Phone: +1-202-524-8464

Fax: +1-202-524-8464

Mailing Address: PO Box 300, Attn: CoSN Certification Department, McLean, VA 22101-0300, USA

## Certified Education Technology Leader (CETL®) Certification

**CoSN's CETL certification program and its body of knowledge were created by and for education technology leaders.**

For K-12 education technology leaders, earning the CETL certification will demonstrate to your staff, superintendent, and other stakeholders that you have mastered the knowledge and skills needed to define the vision for and successfully build 21<sup>st</sup> Century learning environments in your school district or other education organization. The program is governed by the Certification Governance Committee (CGC), which is comprised of education technology leaders with a combined total of more than 160 years of experience in the field.

Following certification industry best practices, there is a strict firewall between the CGC and CoSN's certification staff team (on one side of the firewall) and CoSN's education staff, CoSN Professional Advancement Committee members, CoSN education course developers and instructors, and CoSN Board members (on the other side of the firewall). This ensures the integrity and insulation from undue influence of the CETL certification program and its exams. The CGC has autonomy in setting policy and content related to the CETL program; those at CoSN who are responsible for creating preparatory materials for the exam do not have access to the exam's content.

### The Purpose of the CETL Certification Program

Those who hold the CoSN CETL certification have demonstrated their mastery of the knowledge and skills needed to be a successful education technology leader. Once certified, CETLs must recertify every three years in order to maintain their status, thus assuring their peers, their employers, and the students they serve that they are dedicated to staying current in the education technology field and will bring that knowledge to their education organizations.

CoSN is an independent association representing education technology leaders. These leaders go by many titles including Chief Technology Officer (CTO), Chief Information Officer (CIO), Director of Technology, and more. No matter their title, our members are committed to helping lead education organizations into the 21st century. We know that when appropriately implemented with strong leadership and a clear vision as well as sufficient professional development, that technology can be profoundly powerful and transformative. Education technology leaders are the professionals responsible for overseeing and implementing the technology that is increasingly complex, greater in number and scope, and ever more integrated into the daily instructional and administrative routines of today's school districts and other education organizations. CoSN developed the CETL certification to clearly identify the education technology leaders who have mastered the skills needed to bring the technology our students need *today* to compete in the global marketplace of the *future*. CoSN believes that our certification program will

- Enable strategic and systemic use of technology to improve learning in K-12 schools.
- Recognize the evolving role of the CTO and address the gap between the dual aspects of a CTO's job – both educational and technical – thereby serving as a self-assessment.

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- Create a clearly identifiable role for the CTO within an education organization’s leadership structure, elevate the profession, and encourage districts and other education organizations to ensure that the CTO is participating in conversations at the cabinet level.
- Help CTOs and aspiring CTOs identify and find necessary professional development opportunities that will help them acquire or strengthen skills and competencies required for success as 21<sup>st</sup> -Century education technology leaders.

### **Statement of Non-Discrimination**

CoSN endorses the principles of equal opportunity. Eligibility criteria for examination and certification as a Certified Education Technology Leader is applied equally to all individuals regardless of age, race, religion, gender, national origin, veteran status, or disability.

CoSN does not discriminate against individuals with respect to age, sex, color, religion, national origin, ethnicity, disability, marital status, sexual orientation, gender identity, veteran status, or any other characteristic, class, or status protected by law. Reasonable and consistent use of non-discrimination and impartiality policies and procedures apply to all certification program processes, to include application, assessment, and business operations. CoSN complies with applicable federal, state, and local laws.

### **Records Retention Policy**

CoSN institutes best practices with regards to retention, security, and disposal of paper and electronic records received from applicants and certificants. These practices are reviewed regularly and may be modified at any time by CoSN at its sole discretion for compliance with applicable local, state, and federal laws, including EU GDPR.

Certification records are considered confidential information, and include but are not limited to academic transcripts, continuing education documents, education records (FERPA), financial data, personally identifiable information (PII) / unique identifiers as defined by HIPAA, and personal data as defined by EU GDPR. Data from paper records may be entered into the CoSN database, the repository for all pertinent and associated information. This information becomes a permanent electronic record and will be used by CoSN for purposes of managing the applicant’s or certificant’s (or past certificant’s) certification-related activity and to market CoSN products and services (including but not limited to recertification) to the individual whose data is being stored by CoSN.

All documents submitted for application, initial certification, or recertification become the property of CoSN. Individuals should retain copies of their records for personal use. CoSN is under no obligation to return or issue copies of these documents for future use by an applicant, certificant, or past certificant. Failure to submit required documentation or fees will delay the review and approval of an application for initial certification or recertification.

# The Benefits of Earning your CETL

By becoming a CETL, you are joining thousands of other dedicated professionals in enhancing the status and credibility of the profession.

1. **Certification grants you more credibility.** Certification serves as an impartial, third-party endorsement of your knowledge and experience in the context of the Framework of Essential skills of the K-12 CTO.
2. **Certification can improve career opportunities and advancement.** Certification can give you the edge when being considered for a promotion, raise, or other career opportunities.
3. **Certification prepares you for greater on-the-job responsibilities.** Certification is a clear indicator of your willingness to invest in your own professional development.
4. **Certification improves skills and knowledge.** Achieving CETL certification requires training, study, and familiarization with changes and trends in the profession. CETL certification showcases your individual competency by validating proficiency in and knowledge of the field. CETL certification also requires recertification every three years, demonstrating that you stay ahead of the curve and are fully invested in continual learning.
5. **Certification demonstrates your commitment to the profession.** Earning the CETL credential shows your peers, supervisors, and other stakeholders your commitment to your chosen career and your ability to perform to globally recognized standards.

The CETL certification program is specifically designed for CTOs and those aspiring to be CTOs. Holding the CETL credential demonstrates to your colleagues, superintendents and other executive leaders, and subordinates that you:

- Have mastered the body of knowledge needed to bring 21<sup>st</sup>-Century technology to K-12 school districts and other education organizations
- Are dedicated to remaining current in the education technology field
- Will work collaboratively with your education organization and its stakeholders to ensure that technology is considered and implemented within the context of your organization's strategic plan to advance student learning outcomes

If you aspire to achieve these goals, the CETL certification is right for you.

# The CETL Certification Process

The following steps outline the process to apply for the CETL program.

**Step 1: Create a profile** on the [CoSN Website](#).

**Step 2: Register, pay for the exam, and complete the application.** Within 10 business days of submitting payment, applicants receive an email with a link to submit an online certification application.

In completing the certification application, applicants will document their satisfaction of the eligibility requirements (education and experience) and commitment to the *CETL® Certificant Code of Conduct and Terms of Confidentiality* (see *Appendix B*).

**Step 3: Applications are reviewed** for completeness and adherence to eligibility requirements. Applicants who are deemed eligible (or who are clearly ineligible based on their stated qualifications) are notified of the eligibility determination within 10 business days of completing the application and submitting all supporting documentation. Incomplete applications or documentation may result in delays in the eligibility analysis process. Applications that are still incomplete (including failure to submit all required supporting documentation) 30 days after the applicant was sent the link to submit the certification application will result in a finding of ineligibility, in which case the exam fees paid by the applicant will be forfeited; future (re-)applications will need to be accompanied by the then-applicable fees.

**Step 4:** Eligible candidates receive an **Authorization to Test (ATT)** email that will include an Eligibility ID# and instructions on how to schedule an exam appointment. The exam is administered at Prometric Test Center around the world on the date and time of the candidate's choosing (subject to availability at the selected test center). Exams are also administered in conjunction with the CoSN Annual Conference. **Candidates have 90 days from the date of the ATT notice to take the exam.**

**Step 5: Prepare for the exam.** Taking a professional certification exam should be approached thoughtfully and with care. It is recommended to start with the [CETL Self-Assessment available on the CoSN website](#), which can assist candidates in identifying topical areas to focus their studies.

CoSN offers a [Knowledge Center](#), which includes resources linked to areas of the [CETL Detailed Content Outline](#), as well as a number of online courses which may assist in filling knowledge gaps.

**Step 6: Schedule the CETL exam.** Candidates then schedule their exam using the details provided in the ATT notice. It is advised to schedule in advance to obtain one's preferred testing date and time, as exam appointments are first-come, first-served.

**Step 7: Take and pass the CETL exam.** Candidates receive their exam results via email from Prometric, typically within one hour of completing the exam. Candidates who pass the exam subsequently receive an official certificate, digital badge, and lapel pin celebrating their success. Candidates who do not pass the exam may retake it after a mandatory 90-day waiting period, for a reduced, retake fee.

## Eligibility Requirements

In order to qualify for the CETL certification, you must meet the following criteria:

- **Education:** A minimum of a **Bachelor's degree**
- **Experience:** **Four (4) years** of education technology experience in a K-12 educational setting.

“Education technology experience” is defined as: *Demonstrable experience in the tasks included on the Detailed Content Outline for the CETL exam, which fall into three broad categories: Leadership and Vision; Understanding the Educational Environment; and Managing Technology and Support Resources*

In addition, candidates are required to agree to a *Code of Conduct* and *Terms of Confidentiality (Appendix B)* before an application is reviewed.

### Waiver of Education Requirement

If a candidate does not meet the minimum **education** requirement, the candidate may submit an appeal demonstrating at least **seven (7) years** of experience in education technology. This appeal must be in writing and must include the following:

- A current CV or resume
- A cover letter outlining a minimum of seven years of experience in education technology, specifically relative to the content areas covered in the Detailed Content Outline
- A signed recommendation from the candidate's supervisor attesting to their experience.

This request may be sent via hard copy to: CoSN Certification Governance Committee – Eligibility Request, PO Box 300, McLean, VA 22101-0300. A PDF of the signed request may also be emailed to [certification@cosn.org](mailto:certification@cosn.org).

These application appeals are reviewed by the Appeals Committee of the CGC. If approved by the Appeals Committee of the CGC, candidates are granted a waiver of the education requirement.

No requests for a waiver of the **experience** requirement may be made.

### Application Audits

CoSN audits 10% of all CETL applications. Applicants randomly selected for audit will be asked to provide:

- A current CV or resume
- Job descriptions for positions in which experience in education technology was gained.
- A signed letter from a superior attesting to that work experience.
- An official transcript or diploma from your college or university showing your highest degree achieved.

# The CETL Certification Exam

Candidates who satisfy the eligibility requirements for initial certification must pass the CETL exam (assessment) to earn certification.

The CETL exam is a multiple-choice exam consisting of 100 items, each of which consists of a stem (question) and four answer options. All 100 exam items are scored. There is no negative scoring (incorrect answer options are worth zero points, rather than detracting from the candidate's exam score—so guessing when uncertain of the correct answer is better than leaving an answer blank).

The exams are administered at secure, computer-based test centers around the world through our test delivery partner, Prometric. To ensure exam security, there are multiple, equated exam forms, the items within each exam form are presented to each candidate in random order, and the test centers operate under strict security protocols.

During public health crises, test centers may continue to administer exams within the context of enhanced security and health protocols, such as mandatory social distancing, enhanced sanitizing procedures, and reduced candidate volume.

Candidates have two (2) hours to complete the exam. Exam results are emailed from Prometric to the candidate (typically within one hour of exam completion), along with an overview of the candidate's performance in each of the three major domains. For exam security purposes, candidates will not be informed of which specific exam items were answered correctly or incorrectly, and scores are reported using a scaled score format rather than a raw score format.

## Exam Fees

CoSN Member exam fee:	USD 349
Nonmember exam fee:	USD 599
Exam retake fee (Member or nonmember):	USD 220 per retake

Certification exam fees and retake fees are non-refundable under any circumstances. Please be certain that you meet the eligibility requirements—or email us at [certification@cosn.org](mailto:certification@cosn.org) if you have any questions about eligibility—before you apply.

## Member Discounts

In order to receive the CoSN Member discount for the CETL exam fee, applicants must have a Corporate, Institutional, or Individual membership with CoSN that is currently active at the time the certification exam fee is paid; no retroactive discounts or refunds will be provided. All affiliate members of a CoSN Corporate or Institutional Member will receive the Member discount (see “Affiliate Membership” below for more information). An outline of CoSN membership categories appears below.

### Corporate Membership

For corporate participation through membership and sponsorship opportunities.

### Institutional Membership

For school districts, educational service agencies, charter or independent schools, state departments of education, colleges and universities, or other associations.

### Affiliate Membership

An individual officially associated with a Corporate or Institutional Member account (e.g., district staff, corporate employees, organizational members).

Affiliate Members must be registered with CoSN to be eligible for Member rates. The CoSN key contact person within an institutional or corporate membership is responsible for approving and registering Affiliate Member accounts on the

CoSN website. Once the account is set up, the Affiliate Member will receive a User ID, which will be used to obtain the Member discount when applying for certification. If you are an employee or associate of a CoSN Corporate or Institutional Member and do not have a CoSN Member number, contact the CoSN key contact at your school or organization to ask to be added as an Affiliate Member.

### **Individual Membership**

For individuals with an interest in educational technology issues, such as recent retirees, graduate students, or edtech consultants.

### **Nonmembers**

If you are not a CoSN Member and do not wish to become one, you must create an online user account in order to register for the CETL certification program and pay the exam fee. Please note that the nonmember exam fee will be charged to those with nonmember CoSN online user profiles; creating an unpaid online user account does NOT constitute membership.

### **Preparing for the Exam**

The CETL certification exam is based on the [Framework of Essential Skills of the K-12 CTO](#), as defined in the [Detailed Content Outline](#) (*Appendix A*). Individuals come to the CTO field in a variety of ways (e.g., from a technology background, from an educational background), therefore assessing one's personal experience in and knowledge of the education technology field should be the first step in preparing for the exam.

CoSN suggests that candidates review the [Detailed Content Outline](#) (*Appendix A*) and then take the [Self-Assessment](#), available on the CoSN website, which helps identify the skill areas in which to concentrate one's studies. Once gaps are identified, there are a number of ways to improve knowledge and skills:

- Visit the [CoSN Knowledge Center](#) to review CoSN's library of resources available to education technology leaders. All of these resources support concepts found on the *Detailed Content Outline* and are also linked to CoSN's Core Body of Knowledge, the *Framework of Essential Skills for the K-12 CTO*.
- Identify someone whose job role may be different, but covers the topical areas in which you need to improve, and ask to shadow this professional.
- CoSN (and other related organizations) offers [online and in-person training courses](#) that may assist in filling your knowledge gaps. Be sure to look for your state's CTO Clinic or State Conference, which may offer education sessions that address your needs.
- Form a study group with members of your local CoSN Chapter or your colleagues from your district or education organization.
- Identify a mentor in the CTO field who is willing to guide your preparation for the exam.

## Exam Accommodations

In compliance with the provisions of the US Americans with Disabilities Act (1990) and Title VII of the US Civil Rights Act, as amended (42 USCG 2000e, et seq.), CoSN's Certification Governance Committee (CGC) provides reasonable and appropriate accommodations to qualified candidates who supply appropriate documentation, to ensure that all eligible candidates have the opportunity to take the CETL certification exam on an equitable basis, in a manner that fairly assesses each candidate's competency on an even playing field with all other eligible candidates. The Certification Governance Committee follows the *Principles of Fairness* set forth by the Institute for Credentialing Excellence.

An applicant requesting special accommodations must do so in writing by completing the Request for Special Accommodations Form. Applicants must first declare they will be requesting Special Accommodations as part of their online application for certification. Applicants should then submit a completed Request for Special Accommodations. The request must include proper documentation from a licensed professional or certified specialist who diagnosed the disability condition AND the specific testing aids or modifications being requested.

Accommodations, if approved, will be provided at no additional charge. CoSN certification staff will review the request and provide a response in writing to the applicant along with the eligibility determination. If the applicant has been deemed eligible, the Authorization to Test (ATT) notice will include the accommodations that have been approved.

All special accommodation forms and related documentation are confidential and will not be released to any parties outside of CoSN's staff, contractors and certification partners, and relevant volunteer leaders (CGC or Appeals Committee members, e.g.) without the written consent of the applicant. See *Appendix D* for further details and the Special Accommodations Form.

## Exam Eligibility Extensions

If a candidate is unable to test during the initial 90-day exam eligibility period, the candidate may request a one-time exam eligibility extension at no additional cost.

Only ONE exam eligibility extension may be requested by a candidate; second requests cannot be granted. The extension request can be made at any time between the date of the candidate's ATT notice and the last day of the exam eligibility period. The candidate must request an extension in writing via email to [certification@cosn.org](mailto:certification@cosn.org). The candidate **must cancel** any previously scheduled exam appointments **directly with Prometric** in order to take advantage of this option, and all rescheduling or cancelation fees apply.

Extensions of exam eligibility and associated fees are applied only to the original candidate and are not transferable to another person, even if the candidate's fees were originally paid by somebody other than the candidate.

## Failure to Schedule an Exam

If a candidate does not schedule an appointment for, or take the exam during, the original 90-day exam eligibility period for which he or she was approved, and the candidate does not request an extension before the last date of the original eligibility period for which he or she was approved, the candidate forfeits the exam fee in its entirety.

Candidates who subsequently wish to re-apply will need to submit a new application and pay the then-current fees to continue their pursuit of certification. Such re-applications will be subject to all eligibility criteria in effect at the time of the new application.

## Canceling or Rescheduling an Exam

Once deemed eligible, candidates have 90 days to take and pass the exam. Candidates may reschedule their exam 30 days or more before their scheduled exam date without paying additional fees. If rescheduling 5-29 days before the scheduled exam date, candidates will incur a USD 35 cancellation / rescheduling fee, which is paid directly to Prometric by the candidate.

It is mandatory that candidates who need to cancel or reschedule their exam FIRST make those arrangements directly with Prometric (via the contact information provided in the ATT notice) and THEN notify CoSN of the change via email to [certification@cosn.org](mailto:certification@cosn.org). Only the candidate may request a cancellation, regardless of whether the exam fee was paid by the candidate or another party.

Prometric is unable to honour cancellation or rescheduling requests received fewer than five (5) days prior to a scheduled exam appointment. Exams cancelled or rescheduled fewer than five (5) days before the scheduled exam appointment result in the candidate forfeiting all fees; if there is still time within the exam eligibility period, the candidate may pay the retake fee to reschedule the exam. Once an exam appointment is cancelled, a candidate may be request an exam eligibility extension (once), if needed.

## Failure to Appear for a Scheduled Exam

If a candidate fails to appear for the scheduled exam appointment, the candidate forfeits all fees.

If a candidate arrives late for a scheduled exam appointment, admission to the test is at the discretion of the Test Center staff. Candidates arriving late may not be allowed to test, in which case all fees will be forfeited, and the candidate will need to pay the retake fee to reschedule the appointment.

Refunds will not be given to candidates who fail to appear or arrive late for their exam appointments for any reason.

## Exigent Circumstances

If a candidate is unable to keep an exam appointment due to an exigent circumstance that arises within the five (5) days prior to the scheduled exam appointment, the candidate is required to submit a formal request to reschedule due to exigent circumstances, accompanied by supporting official documentation, by email to [certification@cosn.org](mailto:certification@cosn.org) in order to avoid forfeiting fees. This information must be received by the CoSN Certification Department within seven (7) calendar days after the candidate's scheduled exam appointment. The following exigent circumstances will be considered if appropriately supported by official documentation:

- Emergency room visit or hospitalization
- Severe medical condition requiring non-elective hospitalization (of the candidate or the candidate's spouse, child or other legal dependent, parent, grandparent, or sibling)
- Death of an immediate family member (the candidate's spouse, child or other legal dependent, parent, grandparent, or sibling)
- Jury duty
- Active military duty

In summary: Candidates who do not schedule and take an exam—and fail to request an extension—within the 90-day exam eligibility period, and candidates who cancel within five (5) days of the scheduled exam appointment or fail to show up on time for a scheduled exam appointment—and do not provide sufficient official documentation of an acceptable exigent circumstance (at the sole discretion and interpretation of CoSN's certification department staff)—will forfeit all fees.

## What to Expect on Exam Day

Please plan to arrive at the testing center at least thirty (30) minutes prior to your scheduled exam appointment. You will be required to present one currently valid, government-issued, photo ID with a signature (e.g., driver's license, non-driver's state or national ID card, or passport) and bearing the exact same name you used on your certification application. The identification document must contain your photograph (except in countries in which driver's licenses and national ID cards do not include photos) and signature. If your name on your ID does not EXACTLY match the name in your CoSN online account, you will not be allowed to test, will be considered a no-show and will forfeit all fees, and will have to pay the retake fee to reschedule your exam.

If you are testing outside of your country of citizenship, the ID you present at the test center must be a valid (not expired) passport. If you are testing within your country of citizenship, you must present either a passport, driver's license, non-driver's state ID, national ID, or military ID; whichever ID you present must be valid on the date of your exam appointment.

### Test Center Security

Please be prepared for a high-security test delivery environment. This means all personal items must be locked in a locker for exam security purposes, so please limit what you bring to the test center. Security procedures are strict and are designed to minimize the risk of cheating and protect the intellectual property of exams being administered.

Candidates will need to empty their pockets, remove all outerwear and bulky clothing that might conceal illicit items, register fingerprints, and be scanned with a metal detector or other body-scanning or detection devices, at the discretion of the test center staff.

During public health crises, test centers may continue to administer exams within the context of enhanced security and health protocols, such as mandatory social distancing, enhanced sanitizing procedures, and reduced candidate volume.

You will not be permitted to bring into the exam room any reference materials, notes, dictionaries, language translation dictionaries or devices, cellular telephones or smartphones, PDAs, computers or tablets, calculators, cameras, video cameras, scanners, digital watches or smart watches, or other electronic or communications devices, weapons of any kind, outerwear (coats, etc.), jewelry (other than wedding and engagement rings), or handbags. We do suggest dressing in layers to allow for variations in room temperature. No food or drink will be allowed in the test center (unless authorized in writing by CoSN in advance, in accordance with the Exam Accommodations procedures).

The policy on taking breaks during the exam (and protocols for signing out, being accompanied during breaks, and signing back in) will be explained to you upon your arrival at your exam appointment. Please expect these procedures to be strict and uniformly enforced; these rules are intended to enhance your safety and the value of the CETL credential.

For additional details on the security procedures at Prometric test centers, please click [here](#).

## Exam Scores

One point is granted for each correct answer. There is no penalty assessed for an incorrect answer; points are scored only for correct answers.

The “cut score” (passing point) for the examination has been set according to accepted practices for standardized testing. The modified Angoff method was utilized to set the exam’s cut score. This is a common testing and measurement technique, through which a panel of subject-matter experts determine the difficulty of each exam item and recommend the cut score based on the expected performance of a minimally qualified candidate. CoSN’s CETL Cut Score Task Force performed this type of formal cut score study and recommended the exam’s cut score, which was subsequently considered and recommended by CoSN’s CETL Exam Committee, and then was considered and approved (as originally recommended by the Cut Score Task Force of subject-matter experts) by CoSN’s Certification Governance Committee.

There are 100 multiple-choice questions on the CETL exam, all of which are scored. Exam scores are reported to candidates as scaled scores ranging from 0 to 800 (rather than as raw scores). Candidates must achieve a scaled score of 600 or higher to pass the CETL exam.

To support ongoing professional growth and help direct continued studies, score reports provide a summary of the candidate’s performance in each of the three major content areas of the exam.

## Re-Examination

Candidates who do not achieve a passing score are permitted to retake the exam after a mandatory 90-day waiting period. The exam may be retaken as many times as necessary during a two-year period, as long as the 90-day waiting period is observed between each exam.

Candidates’ certification eligibility determination remains valid for a two-year period following the date of the ATT notice. If you do not pass the exam successfully within the two-year period, you must wait two years after your previous eligibility notice date before re-applying (and paying the then-applicable fees).

Exam Retake Fees (CoSN Member or nonmember): USD 220 per retake

## Official Notice of Certification

Within ten business days after achieving a passing score on the exam, candidates receive official notice via email of having successfully earned CETL certification. Following this notification, certificants may add the CETL® designation to their email signatures, social media, and business cards.

After you receive notice of successfully passed the exam, CoSN will provide you with a variety of materials to help you promote your certified status. This includes:

- A hardcopy certificate noting your achievement;
- A digital badge for use across social media platforms or to embed in your email;
- A sample press release to help make sure your colleagues and community know of your achievement;
- The opportunity for CoSN to notify your superintendent and school board of your achievement;
- CETL lapel pin;
- Inclusion in the CETL Directory on the CoSN website.

Please note: Use of the CETL® mark, logo, spelled-out words, or digital badge must be in accordance with the *Use of the Certification Mark Policy*, found at the end of this Handbook.

# Release of Certificant Information

## Confidentiality and Disclosure Policy

CoSN understands that security and protection of privacy are necessary in a credentialing process. The utmost care is taken to ensure all applicant, candidate, and certificant documentation, including application status and examination scores, remains confidential. No information about your file is shared with individuals or organizations outside of CoSN staff, CoSN certification and test delivery and digital badging contractors, or CoSN Certification Governance Committee (CGC) or Appeals Committee members without your express written permission.

The certification application stipulates that data provided by or obtained from an applicant may be used for research purposes, and submission of the application authorizes such use of the data. The use of applicant, candidate, certificant, or past certificant data for any research project, study, or activity would have prior approval from the CoSN CGC or Board of Directors.

Individual examination score report data is retained in an candidate's (or certificant's or past certificant's) file. Access to the information in the file is restricted to members of the CoSN CGC, authorized CoSN staff and certification contractors, and CoSN research and evaluation consultants, except where the individual provides a written request for distribution of information to another agency, individual, or organization.

Names, geographic locations, and organization names of individuals who have earned the CETL certification and whose certification is currently active (and who have opted in through or after the certification application process) shall be available to the public via the online [Certification Directory](#), through CoSN's digital badging provider, or through inquiry to CoSN staff or certification contractors. This publicly available information shall be limited to confirming an individual is "currently certified" or individual is "not certified". The Directory also contains the most recent school district / employer and state listed in the certificant's CoSN website user profile.

Candidates' contact information (other than what is mentioned above) is not published by CoSN. Any further details regarding an individual's certification status are only released upon receipt of a release signed by the certificant about whom information is being sought. Upon receipt of the signed release, CoSN may release the following information for CETLs whose certification is currently active:

- Name of the individual
- Name of the designation
- Initial certification date
- Certification expiration date

Confidential information that will not be released, even if a signed release is provided, includes: Names of candidates for certification who have not yet passed the exam; names of individuals who were not successful on the examination; information regarding past certificants whose CETL has expired; and individual exam scores.

If CoSN receives a lawful subpoena or court order to release applicant, candidate, certificant, or past certificant information, it will comply with that order, regardless of candidate release or general policy to the contrary. In other words, compliance with applicable law supersedes CoSN policy.

If formal disciplinary action is taken by the CoSN CGC against an applicant, candidate, certificant, or past certificant (such as suspension or revocation of the credential), that disciplinary action may be made public, at the discretion of the CGC.

## Recertification

The CETL certification is valid for three (3) years from the date of issue. Certificants are required to stay current in the education technology field by completing 60 hours of continuing education activities (CEAs) or by retaking and passing the CETL exam within that three- (3-) year period in order to remain certified. Recertification activities must take place within each three- (3-) year certification cycle.

Recertification through continuing education ensures the continued competence of each CETL and maintains the professional standards of those engaged in implementing and maintaining the integration of technology into K-12 learning environments.

The Continuing Competency requirements established by the Certification Governance Committee are that CETLs:

- obtain current professional development information;
- explore new knowledge in specific content areas;
- master new skills and techniques related to educational pedagogy and the use of technology;
- enhance approaches to effectively use technology in learning environments, both within their specified job role and beyond;
- further develop professional judgment;
- conduct themselves in their role as education technology leaders in a legal and ethical manner.

The Certification Governance Committee expects that education technology leaders engage in lifelong development to maintain and improve knowledge and skills for competent practice. This includes continuous self-assessment to identify professional strengths and learning needs, establishment of short- and long-term goals for individual professional development, and selection of appropriate professional development to meet these goals.

Candidates for recertification should choose those professional development activities that provide them with the most benefit, keeping in mind that the length and rigor of a program contribute to its value. Advance planning for professional development enables certificants to choose optimally appropriate learning content and also to control expenses. Professional development programs are one of the main methods of keeping up with professional practice.

Each candidate for recertification must demonstrate that he or she meets the current requirements in order to successfully recertify and be permitted to continue to use the CETL designation. Given that the average lifecycle of technology infrastructure is less than 5 years, a three-year recertification period allows an appropriate amount of time for an education technology leader to become aware of new advances, thought leadership, and legal requirements and to be able to educate other members of the education community on those changes with sufficient planning time to ensure students can continue to thrive.

All CEAs must be tied to one of the knowledge and task statements found on the CETL Examination [Detailed Content Outline](#). CEAs are exclusively a CoSN CETL measurement and are calculated as noted below. Credit is only awarded for education-related activities supporting elements of the *Detailed Content Outline* and furthering the CETL's knowledge of the profession (registration, exhibit hall, round-table discussions, and meal time hours at education activities should not be included in CEA calculations). CEAs may be earned in the following ways:

# Continuing Education Activities (CEAs)

## CoSN Conferences or Similar Conferences

Sessions at CoSN or other similar conferences count as 1 CEA per conference “hour” of at least 50 minutes. A maximum of **48** hours or up to **80%** of the required CEA hours can be achieved this way, over the 3 years of the relevant certification cycle.

## Structured Continuing Education

Structured continuing education includes activities such as seminars, college courses, on-the-job professional development classes, or similar learning vehicles that contribute to the certificant’s knowledge and understanding of the profession. For most structured education, 1 education hour (at least 50 minutes) equals 1 CEA. For university / college courses, one credit hour equals 15 CEAs. A maximum of **48** hours or up to **80%** of the required CEA hours can be achieved this way over the 3 years of the relevant certification cycle.

## Professional Activities

Professional activities that contribute to the certificant’s further knowledge and understanding of the profession can also earn CEAs. Such activities fall into the following categories:

- ***Project or Industry-Related Certification***

Four (4) CEA hours will be awarded per project or industry-related certification earned, including micro-credentials, specifically for CoSN, PMI, Comp TIA, CISSP, and select vendor certifications (at the discretion of CoSN certification staff). A maximum of **12** hours or up to **20%** of the required CEA hours can be achieved this way over the 3 years of the relevant certification cycle.

- ***Professional Membership***

Membership in CoSN, ISTE, or another approved organization related to the education technology field earns 2 hours per year, per membership. A maximum of **5** memberships or up to **17%** of the required CEA hours can be achieved this way over the 3 years of the relevant certification cycle.

- ***Published Works***

Articles, white papers, instructional materials, and other published works (paper or online) that impart significant knowledge related to one or more of the 10 skill areas earn 4 hours per publication. A maximum of **12** hours or up to **20%** of the required CEA hours can be achieved this way over the 3 years of the relevant certification cycle.

- ***Teaching / Instruction***

Instruction, including sessions on new technology-enhanced learning options for key personnel such as faculty or administration in the district or state, earns one CEA for each hour the instruction is delivered—but only the **FIRST** time the CETL delivers that instruction. A maximum of **30** hours or up to **50%** of the required CEA hours can be achieved this way over the 3 years of the relevant certification cycle. **NOTE:** if course content changes significantly, the new version can count as a first-time presentation.

- ***Volunteer / Leadership Work***

Work performed as an active member of a CoSN committee, a CETL Ambassador, a study group leader, CTO mentor, or other extra-job related activity involving one or more of the content areas founds on the *Detailed Content Outline (Appendix A)*. Volunteer hours can be reported as CEAs, hour for hour, for up to a maximum of **21** hours or up to **35%** of the required CEA hours over the 3 years of the relevant certification cycle.

## Recertification FAQs

### How Much Does it Cost to Recertify?

The cost to recertify is USD 165 for CoSN Members (USD 330 for nonmembers). Your recertification application must be accompanied by this recertification fee.

### How Do I Submit My Recertification Activities?

Keep track of your CEAs as you accumulate them (see *Appendix D* for a sample form). Once you have accumulated the required 60 hours of CEAs, you may submit your CEAs for CoSN's review. Please do not submit your activities until you have accumulated all of the required 60 hours. If you have questions about what activities are eligible for recertification CEA credit, please email [certification@cosn.org](mailto:certification@cosn.org). Please put "Recertification" in the subject line.

### How Do I Provide Proof That I Have Completed an Activity?

You will only be asked to provide documentation of activities if you are audited (10% of recertification applications, randomly selected by CoSN certification staff); therefore, please keep a file of receipts and other proof of completion of your CEAs for at least six months after you have submitted your CETL recertification application. For conference attendance, keep a list of the specific education sessions you attended.

### Can I Retake the Exam to Recertify?

Yes. Instead of accumulating 60 hours of CEAs, you may retake the exam before your three-year certification cycle ends. You must pay all CETL exam fees applicable at the time of your application to take the exam for recertification purposes. Of course, you must pass the exam again to recertify in this way. To recertify by exam, the exam must be taken prior to expiration of your CETL, in last twelve (12) months of your certification cycle.

### What if I Miss the Recertification Deadline?

If you do not submit your recertification application or retake the exam by the end of your three-year certification cycle, you will lose your certification and must begin the initial certification process again, with all applicable fees. We strongly recommend that you do not let your certification expire.

### Will CoSN Send Me Alerts When My Deadline Is Approaching?

CoSN will send email notifications when your deadline is approaching; therefore, please ensure that your email is up-to-date in your CoSN website user profile. Please add [certification@cosn.org](mailto:certification@cosn.org) to your email address book and whitelist [certification@cosn.org](mailto:certification@cosn.org) on your email account (or server), so you do not miss important communications related to your credential. Ultimately, however, it is your responsibility to keep track of your certification cycle end dates; failure to receive CoSN communications regarding certification expiration or recertification opportunities is not an acceptable basis for appealing the expiration of a certification.

## Appeals Process

The Certification Governance Committee (CGC) of CoSN makes every attempt to make fair and accurate decisions based on the information provided by the applicants and certificants. An appeals procedure is available to those who wish to contest any adverse decision related to his or her initial certification eligibility, exam accommodations, exam exigent circumstances, or recertification.

The CGC's Appeals Committee will review appeals of adverse certification decisions from CETL certified individuals ("certificants"), individuals whose CETL certification has expired ("past certificants"), applicants for CETL certification ("applicants"), and applicants who have been deemed eligible but have not yet passed the CETL examination ("candidates"). Parties other than those listed here have no standing to file an appeal of an adverse certification decision.

Candidates are permitted to appeal an adverse certification decision on the grounds that CoSN certification staff or the CGC did not properly apply published certification eligibility criteria or that the decision was based on a factual error that affected the outcome. Adverse certification decisions include: Denial of eligibility for initial certification, denial of exam accommodations, rejection of claimed exigent circumstances as an excuse for failing to appear for a scheduled exam appointment, and denial of recertification. Sanctions imposed by the CGC's Discipline Committee have a separate appeals policy and procedure, as described in the Complaints and Discipline section of this Handbook.

No appeal may be taken from an adverse decision based on an individual's incomplete application or receipt of a failing score on a CETL examination, absent extraordinary circumstances, as determined solely by the CGC.

Individuals cannot appeal (1) the CETL exam's cut (passing) score or actions taken in setting the cut score; (2) of the CETL certification program's eligibility criteria; (3) CETL exam items; or (4) CETL exam content validity.

The forms, content, scaled score conversion table, answer keys, and results of CETL examinations are CoSN's privileged, confidential, trade secret, and proprietary information. Due to the importance of exam security and intellectual property protection, none of that information will be disclosed or made available for review by candidates or by any other party other than CoSN certification staff and contractors, the CoSN CGC (and subordinate committee) members, and CoSN's test delivery partner.

Upon receipt of the notice of an adverse decision, the applicant, candidate, certificant, or past certificant has the right to submit a written appeal to the CGC's Appeals Committee within fifteen (15) days after the date the notice of the adverse decision was issued by CoSN, by emailing [certification@cosn.org](mailto:certification@cosn.org). Any individual who does not file an appeal within the required time limit shall permanently waive the right to appeal.

In the written appeal, the appellant shall detail the nature of the request for appeal, the specific facts and circumstances supporting the request, and all reasons why the action or decision should be changed or modified. The appellant has the burden of producing any documentation necessary to support the appeal. The applicant shall bear the burden of proving that the adverse decision was based on CoSN certification staff or the CGC improperly applying published certification eligibility criteria or that the adverse decision was based on a factual error that affected the outcome.

Appellants shall receive notification of the results of the appeal within fifteen (15) business days after CoSN receives the written appeal. Should the appellant not be satisfied with the decision rendered by the CGC's Appeals Committee, the candidate may submit a secondary, written appeal to the CGC itself within fourteen (14) days of the date of the initial appeals decision notice, by emailing [certification@cosn.org](mailto:certification@cosn.org). Any individual who does not file a secondary appeal within the required time limit shall permanently waive the right to appeal.

The CGC will review the secondary appeal and accompanying documentation and will make a *de novo* determination.

Secondary appellants will be notified of the CGC's decision within forty-five (45) business days after CoSN receives the written secondary appeal. The CGC's decision is final and cannot be further appealed.

**Send all appeals to [certification@cosn.org](mailto:certification@cosn.org).**

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# Complaints and Disciplinary Process

The CGC's Discipline Committee has the responsibility to maintain and enforce standards of professional conduct and ethics of those certified by CoSN. The Discipline Committee will review and respond to cases of possible or actual misconduct by applicants, candidates, and certificants. A complaint may be filed by anyone who becomes aware of a perceived violation of the *Certified Education Technology Leader Code of Conduct*.

The Discipline Committee will investigate complaints which allege violations of the *Certified Education Technology Leader Code of Conduct*. Complaints regarding alleged violations should be reported to the CGC by email to [certification@cosn.org](mailto:certification@cosn.org) and should include a detailed description of factual allegations supporting the charges and any relevant supporting documentation. Complaints lacking sufficient rational basis, detail, or supporting evidence may be dismissed at the discretion of CoSN's certification staff or the Discipline Committee.

The Discipline Committee will make every effort to follow the timeline requirements established in this policy. However, failure to do so shall not prevent the resolution of any investigation or action, and discipline may be imposed at the conclusion of the process even if the timelines set forth herein are not met. Complainants and respondents are required to comply with established timeline requirements. Time extensions or postponements may be granted for good cause by the Discipline Committee.

Information exchanged during the complaint investigation and any hearing process will be considered confidential and will be addressed in a discreet and professional manner by the members of the Discipline Committee, CoSN staff, and any consultants. However, absolute confidentiality cannot be guaranteed, as circumstances may dictate that some level of disclosure is necessary, as determined in the reasonable discretion of CoSN staff, the Discipline Committee, or applicable law.

Further, CoSN will make reasonable efforts to provide respondents with appropriate due process, including the right to confront one's accuser, so complainants should expect that respondents will be informed of the complainant's identity, and a complaint is likely to be dismissed by CoSN staff or the Discipline Committee if the complainant is unwilling to be confronted by the respondent within the context of the complaint hearing process.

All complaints and supporting evidence and materials shall become the property of CoSN once delivered to CoSN. At the conclusion of the proceedings, submitted complaints and all supporting evidence and materials will be retained by CoSN and shall not be returned to complainants or respondents.

## Process:

Note: The timelines referenced throughout this policy are in business days.

## Initial Complaint Review

Each complaint should contain the following minimum information:

1. The name, address and contact information of the complainant;
2. The name of the individual against whom the complaint is being made, and his or her contact information, if known;
3. The nature of the complaint, including the factual background and time period involved;
4. The name of other individuals or organizations who may have information regarding the particulars set forth in the complaint; and
5. Any documentary information supporting the complaint.

Complaints will be received and reviewed by CoSN certification staff to determine if the complaint should be forwarded to the Discipline Committee. Each complaint will be evaluated based on the following:

1. Whether the subject of the complaint is or was a certificant or an applicant or candidate for certification at the time of the alleged occurrence.
2. Whether sufficient information concerning the allegation is provided which would warrant the complaint to be forwarded to the Discipline Committee. NOTE: If uncertain, CoSN certification staff should consult the Discipline Committee Chair, or Vice Chair in the Chair's absence.

If it is determined that a complaint meets these minimum criteria, then the complaint (with identifying information redacted by CoSN certification staff), will be forwarded to the Discipline Committee to determine whether the complaint merits investigation. If deemed actionable by the Discipline Committee, the complaint will be considered accepted.

If CoSN certification staff determine that the complaint does not meet these minimum criteria, CoSN certification staff will notify the complainant that insufficient information is available to proceed. If the complainant does not provide additional detail within five (5) days after being notified that the complaint does not meet the minimum criteria, CoSN certification staff will notify the complainant that the investigation has been closed and the complaint has been dismissed. NOTE: Willfully filing a frivolous or malicious complaint is considered a form of professional misconduct. Individuals who do so are subject to disciplinary action under this Policy.

#### **Initial Review by Discipline Committee**

To determine whether to accept a complaint, the Discipline Committee will schedule a meeting at the earliest possible time to discuss the merits of the complaint. Such meeting may be conducted face-to-face, by webconference, or by teleconference.

If the Discipline Committee determines that it will not accept a complaint, CoSN's certification staff will notify the complainant by email within 30 days of the rejection decision, and will provide the reason(s) for the determination in writing.

If the Discipline Committee decides to accept a complaint, the following procedure will be followed:

1. All available information in its original form will be provided to the Discipline Committee. Members of the committee will be instructed to declare any real or potential conflicts of interest. The Committee will determine the seriousness of the conflict and, if deemed manageable, determine how the conflict will be managed. Declaration of real or potential conflict of interest, its nature, assessment of manageability, and method will be recorded in the minutes. Any member who has an unmanageable conflict of interest, or who so prefers even if the Discipline Committee determines the conflict is manageable, will be recused. The recused member may not participate in the discussion, deliberation, or vote; however, if the recused member possesses information potentially relevant to the investigation, the recused member may provide the information to the Committee.
2. A written notice will be issued to the subject of the complaint (respondent) within 15 days from the date the committee determined an investigation was warranted, via any traceable method. The notice will include: a) The substance of the complaint and its alleged factual basis, b) A copy of the Discipline and Complaints policy, c) A request to submit a response to the Discipline Committee, d) A deadline for the response to be received, which shall be no more than 20 days from receipt of the notice, and e) Notification to the respondent that all communications from and to the subject of the complaint will be routed via CoSN's certification department.
3. A written notice will be issued to the complainant within 15 days from the date the committee determined an investigation was warranted, via any traceable method. The notice will include: a) Notification that the Discipline

Committee will pursue an investigation; b) A copy of the Discipline and Complaints Policy; c) Notification that the subject of the complaint will be notified, and that the complainant will be identified to the respondent; d) Notification of the composition of the Discipline Committee; e) Request for declaration of perceived conflict(s) of interest of the Discipline Committee members within 15 days of receipt; f) Notification that investigations are confidential, and the complainant is expected to maintain confidentiality at all times and should not be engaging in discussion with the respondent throughout the process; g) Notification that the Discipline Committee may seek additional information during the investigation process, and the complainant is expected to comply with the requests in a timely manner; and h) Notification that the only communication channels are to be with the Certification Director's email account, and that attempted communications directly with any Discipline Committee member are prohibited and may be grounds for disciplinary proceedings against the complainant.

4. The Discipline Committee members with no conflicts of interest and those with declared but manageable conflicts will comprise the Investigation Team.

### **Investigation Procedure**

1. The Discipline Committee Investigation Team will meet to review the complaint, any response provided by the respondent, and any additional information, within 20 days of receipt of a response from the respondent. The Committee may, as necessary, appoint consultants from outside the Discipline Committee with content knowledge and expertise relevant to the complaint to advise and inform the Discipline Committee, but any such consultants shall not vote on any action items before the Committee. Any consultants must be approved, in advance, by the CoSN Certification Director and the CoSN Executive Director. Any such external consultants shall be bound by the confidentiality requirements in this policy.
2. The Discipline Committee may invite the respondent to be available by telephone or webconference to respond to questions during the review meeting and any subsequent review meetings, as necessary. However, the respondent will not otherwise be entitled to participate during the initial investigation.
3. Based upon the evidence obtained to date which indicates that the allegation may ultimately be substantiated, the Discipline Committee will schedule a hearing which includes: Applicable witnesses, the respondent, members of the Discipline Committee, and applicable CoSN staff, including the CoSN Certification Director. The respondent will be provided with the names of the members of the Discipline Committee as well as the names of any consultants involved in the investigation.
4. The respondent will have the right to notify the CGC of any potential conflict of interest the respondent believes exists with any of the members of the Discipline Committee or consultants. Based upon the information provided by the respondent, the CGC will determine if any individual should be recused from participating in further deliberations of the Committee.
5. The hearing may be conducted in person, by webconference, or by teleconference, depending upon the recommendation of the Discipline Committee. The respondent is expected to participate in the hearing. The respondent shall be entitled to make a brief statement, no more than ten minutes, providing any additional information relative to the complaint, after which the respondent will respond to questions posed by members of the Discipline Committee.
6. If, for valid and unavoidable reasons (as determined by CoSN Certification Director, at his or her sole discretion), the respondent is unable to attend the hearing as scheduled, or the respondent's attorney(s) or witness(es) are unable to attend, the respondent may request a one-time rescheduling of the hearing, to be held no later than 30 days after the original hearing date.

7. If the respondent refuses to participate in a hearing, or is otherwise unresponsive to inquiries from the CoSN Certification Director, Discipline Committee, or CGC, the hearing will continue in accordance with this policy.
8. If practical, the hearing will be held no more than 60 days from the acceptance of the complaint. If the respondent wishes to have an attorney or witness(es) participate in the hearing, the respondent must notify CoSN's Certification Director at least 10 days before the hearing date. Any attorney representing the respondent may advise the respondent but is otherwise prohibited from participating in the deliberations of the committee.
9. CoSN reserves the right to have its attorney(s) present.
10. In order for a hearing to be conducted, the following individuals must participate:
  - a. The Chair of the Discipline Committee or his or her designee,
  - b. The Vice Chair of the Discipline Committee or his or her designee,
  - c. At least a sufficient number of other members of the Discipline Committee to achieve quorum (i.e., 50% plus 1)
  - d. CoSN's Director of Certification
11. Hearing proceedings will not be open to the public.
12. Testimony will be recorded, either electronically or via transcription. The respondent will have the right to request a copy of the testimony.

Following the hearing, the Discipline Committee members who were present at the hearing will make a decision regarding the complaint. The decision will be based on the affirmative vote of the majority of members present and upon review of the applicable evidence, the rules and regulations of the Certification Governance Committee, any applicable statutes or regulations promulgated by any applicable government legislature or regulatory authority, the governing documents and policies of CoSN and the CGC, and the best interests of CoSN and the CGC. The Discipline Committee members making the decision shall apply a preponderance-of-the-evidence standard when evaluating whether one or more *Code of Conduct* violations occurred.

The complainant and the respondent will be notified by the CoSN Certification Director of the decision and the appeals process, in writing via any traceable method, within 30 days following the hearing. Then, the outcome of the investigation hearing by the Discipline Committee will be forwarded to the CGC by the CoSN Certification Director within 10 days after the respondent has been notified.

## Disciplinary Actions

Disciplinary actions imposed by the Discipline Committee may include any one or combination of the following actions:

1. Decision that the respondent be temporarily (for a period of time determined by the Committee) or permanently ineligible for certification or recertification, or that an application for certification be denied.
2. Requirement that corrective actions be taken by the respondent.
3. Suspension of certification for a period of time determined by the committee.
4. Permanent revocation of certification.
5. Decision to recommend that CoSN consider imposing a public or private reprimand.

Depending upon the nature, severity, and circumstances of the violation, the CGC may recommend to the CoSN Executive Director that the final decision of sanctions imposed be published on the website of CoSN. This will include a Publication of Decision for Public Reprimands, Suspension, and Revocation and will not include details of the complaint or investigation. Only the respondent's name, geographical location, and imposed sanction will be disclosed. Publication on the website will be made once the appeals process is completed, if the respondent elects to pursue an appeal or after the time period in which the respondent may pursue an appeal is exhausted without an appeal being submitted. In addition to the foregoing, CoSN or the CGC may notify appropriate government, law enforcement, or professional bodies of any final disciplinary action taken.

## Appeals

Within 30 days after the receipt of notice of a sanction, the affected respondent may appeal that adverse decision to the CGC, in writing via any traceable method. In the appeal, the appellant shall state the reasons for the appeal. The following are the sole appropriate grounds for appeal of the Discipline Committee's decision:

1. There were substantial errors of facts or omissions in the consideration process that would have significantly changed the outcome of the investigation or hearing;
2. The Committee failed to conform to published criteria, policies, or procedures, which significantly changed the likely outcome of the investigation or hearing.

Within 30 days of receipt of the appeal, the CGC shall refer to the CGC's Appeals Committee, constituted of individuals with familiarity with ethics processes, a review of the complete record of the complaint, investigation, hearing, initial decision, and appeal. Within 45 days of its initial constitution, the Appeals Committee will seek to review the appeal and issue a recommendation to the CGC regarding the appeal. Within 30 days of receipt of the Appeals Committee's recommendation, the CGC shall render a decision and shall notify the appellant, the complainant (if there is one), and all other appropriate parties (as determined by the CGC at its sole discretion), in writing via any traceable method.

The Appeals Committee may only consider whether the Discipline Committee's decision that a violation of the *Code of Conduct* occurred—or the sanction imposed—was inappropriate because of one or both of the "appropriate grounds for appeal" identified above.

The appellant may consult with legal or other counsel at any time during the appeals process. The Appeals Committee may consult legal or any other counsel at any time during the appeal process. The Appeals Committee may, at its sole discretion, permit the appellant to make an oral or a written presentation. The appellant may be asked to appear in person before the Appeals Committee.

The recommendation of the Appeals Committee shall either affirm or overrule the determination of the Discipline Committee. If the Appeals Committee recommends affirming the determination of the Discipline Committee and such

recommendation is confirmed by the CGC, the disciplinary sanctions imposed by the Discipline Committee shall remain intact.

The decision of the CGC with regards to an appeal is binding upon CoSN and the CGC, the appellant, and all other persons. The Appeals Committee may recommend to the CGC one or more of the following actions:

- 1) Affirming the decision of the Discipline Committee;
- 2) Overruling the decision of the Discipline Committee and re-opening the investigation, if the Appeals Committee determines and the CGC agrees that errors were made in the process that could have significantly changed the outcome. In this case, the CGC will appoint a new Discipline Committee.
- 3) Overruling the decision of the Discipline Committee, closing the investigation, and dismissing the complaint.

### **Admission of Guilt**

At any point in the investigative or hearing process or appeals period, an individual who is the subject of a disciplinary proceeding (the respondent / appellant) may admit to having violated the *Code of Conduct*. At such point, investigative procedures shall be stopped, and the Discipline Committee shall determine a sanction and follow the notification procedures defined herein. By admission of guilt, the respondent / appellant waives his or her right to a hearing and waives his or her right to an appeals process.

### **Voluntary Resignation**

If at any point in the investigative or hearing process, the individual who is the subject of the complaint (respondent / appellant) voluntarily resigns his or her certification or application for certification, the Discipline Committee may choose (at its sole discretion) to cease its proceedings or to continue its consideration until it completes the discipline and complaints process. A voluntary resignation will be reported to the CGC as appropriate and may be reported publicly or to relevant governmental agencies, law enforcement, or professional bodies. The individual surrendering his or her certification or application shall not be eligible for future certification by CoSN until after the matter is finally decided by the Discipline Committee (plus any applicable appeals).

### **DEFINITIONS**

*Applicant*: An individual who has submitted an application for certification by CoSN

*Certificant*: An individual who holds an active CETL certification CoSN

*Complainant*: The individual who reported the alleged incident of non-compliance

*Day*: Business Day (if necessary, timelines may be extended at the sole discretion of CoSN's Certification Director or the CGC)

*Respondent / Appellant*: The subject of the complaint

*Investigation*: The process of evaluating all relevant information related to the complaint received

*Investigation Team*: The team of individuals comprised of Discipline Committee members who were not recused and any consultants appointed to aid in the investigation

# Policy on Use of the Certification Mark

This policy is applicable to all individuals certified by CoSN.

CoSN offers the Certified Education Technology Leader (CETL®) credential.

CoSN and its Certification Governance Committee (CGC) grant limited permission to individuals who have met all of the certification program eligibility criteria, passed the applicable exam, received notification by CoSN that they have successfully earned the certification and may use the CETL® designation, and maintained the certification in compliance with the recertification requirements.

The CETL® designation is a federally registered certification mark (trademark) in the United States of America, and its use is protected by applicable trademark law in the USA and in other countries and jurisdictions.

This limited permission allows only individuals whose certification is currently active (not expired, suspended, or revoked) to use the designation as part of the certificant's professional title. Proper uses of the designation include:

- Signatures
- Business cards
- Letterhead
- Directory listings
- Social media profiles
- Marketing materials (e.g., press releases, ads, etc.)

Acceptable examples:

Jane J. Torres, CETL

Jacqueline R. Smith, CETL®

Jane D. Jones, Ed.D, CETL

Jordan Doe, Ph.D., CETL®

Use of the CETL designation by individuals whose certification is not currently active and in good standing (e.g., have not been granted certification by CoSN, have failed to properly maintain certification (periodically recertify), or have had the certification suspended or revoked) is strictly prohibited. Improper use of the designation or certification mark (trademark) may result in disciplinary or civil or criminal legal action.

A CETL credential holder has the affirmative responsibility to report the unauthorized use, misuse, or other violation of this Policy to CoSN via email to [certification@cosn.org](mailto:certification@cosn.org) in a timely manner.

This reporting responsibility includes any circumstance in which the use of a CoSN certification mark is related to an individual or organization that is not a CETL credential holder, or where the certification mark is used improperly by a CETL credential holder. Suspected improper use of the CETL designation should be reported in writing via email to the CoSN Certification Department at [certification@cosn.org](mailto:certification@cosn.org).

A report of improper use must include a copy of the materials showing the misuse (e.g., a copy of a CV, email signature line, business card, online profile, etc.). The complainant must include his or her name and contact details when lodging a complaint. However, CoSN shall make reasonable efforts to keep the complainant's identifying information

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confidential from the individual alleged to have misused the certification mark.

Within ten (10) business days after receipt of a report of suspected misuse, CoSN certification staff will verify the current certification status of the individual reported to have been misusing the designation. If the individual's CoSN certification is currently active and in good standing, and the certification mark is not being misused, CoSN certification staff will notify the complainant of that.

If the individual purportedly misusing the designation is not currently certified in good standing, CoSN certification staff shall contact the individual in writing, via any traceable method. The letter shall request that the respondent forward any evidence of current certification (copy of certificate, or award of certification letter) to CoSN's certification staff within 15 business days after the date of the notification. The respondent may also reply acknowledging the improper use, with evidence that corrective action has been taken (e.g., removal of the designation from business cards, website, CV, etc.) or evidence that an application has been submitted to achieve the certification.

If no response is received within the stipulated timeframe, CoSN certification staff shall then request legal counsel to send a cease-and-desist letter to the individual, demanding a response and applicable mandatory corrective action.

# Appendix A: CETL® Examination Detailed Content Outline

## Total Test Questions = 100 scored questions

Effective March 2020

### I. Leadership and Vision (36% Total)

#### A. Leading and Creating the Vision (15% Subtotal)

CETL® certificants should be able to provide leadership while working with the executive team to develop a strategic plan that will support the organization's mission, vision, and goals with technology.

##### Related Knowledge

- Communication and relationship-building skills
- Roles and responsibilities of the executive team / cabinet
- Priority and time management skills
- Decision-making techniques
- Techniques for evaluating emerging technologies and potential applications
- Benchmark measurements for key innovations
- Pedagogical strategies leveraging technological resources
- Leveraging vertical relationships
- Organizational structure of educational institutions (formal and informal)
- Identifying stakeholder groups and their demographics
- Educational terminology
- Processes for gathering data and feedback
- Change management processes
- Effective marketing and communication strategies (e.g. social media; online, hardcopy, public speaking; modeling behaviors)
- Importance of transparency in communications

#### B. Strategic Planning (15% Subtotal)

CETL® certificants should possess a high-level view across the organization and work with teams to identify steps needed to transform the educational and operational technology vision into a strategic plan in alignment with the organization's mission, vision, and goals.

##### Related Knowledge

- Strategic planning techniques and best practices
- Technology frameworks (e.g., SAMR, TIM, TPACK)
- Sources of funds including federal, state and local
- Public and private grants
- Budget development
- Industry best practice methodologies, tools, and programs (e.g., ITIL, SDLC, Baldrige)
- Implementation of methodologies, tools, and programs in support of organizational goals
- Financial metrics
- Conducting a needs assessment
- The research methodologies to identify successful solutions
- The means through which technology supports each system or department
- Program and systems performance metrics
- Data-driven continuous improvement processes

### C. Ethics and Policies (6% Subtotal)

CETL® certificants should be able to manage the creation and implementation of policies and procedures relating to the social, legal, and ethical issues involving technology use throughout the organization and modeling responsible decision-making.

#### Related Knowledge

- Applicable federal / national, state, and local laws (e.g., copyright, privacy, compliance, and (in the USA) FERPA, COPPA, HIPPA, CIPA)
- Compliance management
- Organizational policies (e.g., responsible use policy for students and employees, student information, ethical use of organization's resources and internet)
- Cybersecurity and physical security best practices
- Environmental protection and energy-saving practices
- Best practices for appropriate equipment disposal
- Balance between usability and security
- Equitable access facilitation (e.g., UDL information, ADA (in the USA), IDEA, EL, and internet access)

## II. Understanding the Educational Environment (33% Total)

### A. Instructional Focus and Professional Learning (18% Subtotal)

CETL® certificants should be able to: Budget, plan, and coordinate ongoing, relevant professional learning for all staff using technologies; and ensure or recommend a sufficient budget through the implementation and assessment process of emerging technologies.

#### Related Knowledge

- Effective uses of technology to maximize learning for diverse students
- Adult learning theory
- Contracts/collective bargaining agreement language
- Technology resources in support of educational best practices
- Technology and curriculum standards alignment
- Educational best practices supported by research
- Personalized professional learning
- Methods for assessing staff proficiency
- Professional learning plan development
- Methods for fostering collaborative environments within and beyond the organization's borders
- Serving in an advisory capacity to empower new teachers
- Student skills necessary for college and career success
- Organizations responsible for developing and modifying standards

### B. Team Building and Staffing (15% Subtotal)

CETL® certificants should be able to create and support collaborative teams for decision-making, technology support and professional learning in support of the organization's mission, vision, and goals.

#### Related Knowledge

- Cross-functional team leadership and development
- Distributed leadership
- Mentoring and succession planning
- Team dynamics
- Frameworks for current and target metrics (e.g. scorecards, dashboards, and/or progress summary)
- Key Performance Indicators that support continuous improvement
- Hiring and retention practices, including screening and interviewing processes that match the knowledge, technical and interpersonal skills necessary for success in the job.
- Qualifications that are appropriate for the position and the environment
- Processes for developing and keeping up to date job descriptions
- Principles of staff assessment and feedback
- Evaluate the organizational structure for alignment with the organization's vision, mission and goals
- Evaluating positions and re-assigning based on organizational needs

### III. Managing Technology and Support Resources (31% Total)

#### A. Information Technology (7% Subtotal)

CETL® certificants should be able to lead the integration of technology into all appropriate areas of the organization.

##### Related Knowledge

- Standards and best practices for system design, scalability and interoperability
- Project management principles and strategies
- Standards and best practices for system maintenance and lifecycle planning
- Pilot projects
- Importance of periodic re-evaluation of all systems (e.g., TCO, ROI, VOI, comparison of planned to actual, etc.)
- Operational Key Performance Indicators (e.g., utilization, uptime statistics, equity, staff efficiency, ratios of technicians to users and devices, mean-time-to-repair (MTTR), etc.)
- Resources that are “mission critical”
- Business continuity, disaster recovery, and security plan development
- Means of assessing risk and potential impact

#### B. Communication Systems (2% Subtotal)

CETL® certificants should be able to leverage technology to improve communication and collaboration with stakeholders.

##### Related Knowledge

- System interoperability and scalability
- Appropriate use of modern communication methods and tools
- Administration of electronic communication systems
- Emerging communication tools and their potential use within the education environment

### C. Business Management (10% Subtotal)

A CETL® certificant should be able to manage the budget and serve as a strong business leader who guides purchasing decisions, and fosters mutually beneficial relationships with vendors, potential funders, and other key groups.

#### Related Knowledge

- Differences between capital and operational expenses and funding
- Differences between leasing and purchasing
- Differences between fixed expenses and variable expenses
- Salary administration
- Differences between budgeted costs and actual costs
- Budget cycle
- Fiscal year
- Principles of and differences between TCO and VOI (soft and hard benefits)
- Aligning purchases to goals and needs
- Competitive Bidding and RFP processes
- Bulk purchasing, warehousing, just-in-time purchasing
- Laws and monetary limits
- Contracts and contract negotiations
- Impact of inventory and insurance practices on purchasing decisions
- Asset management life cycle
- Differences between line item budgeting and categorical budgeting
- Financial reporting and forecasting
- Budget rollover or carryover
- Role of governing bodies in appropriating funds
- Organization, state, and federal purchasing policies and guidelines
- Volume purchasing and educational discounts
- Outreach to community business partners
- In-kind contributions and donations
- Negotiation strategies
- Vendor performance management
- Milestones for contract payments based on implementation

### D. Data Management (5% Subtotal)

CETL® certificants should be able to implement and maintain systems and tools for gathering, mining, integrating, and reporting data.

#### Related Knowledge

- Database structures and concepts
- Effects of invalid data
- Platforms, interoperability, and scalability
- Data mining concepts
- Data migrations
- Data loss management
- Health monitoring of data systems
- On-demand data
- Automation of data capture
- Interoperability standards (e.g. SCORM, OneRoster, LTI, SIF)
- Data validation processes

## E. Data Privacy and Security (7% Subtotal)

CETL® certificants should be able to implement practices and systems to ensure the privacy and security of organizational data.

### Related Knowledge

- Security standards and best practices
- Data privacy standards and regulations
- Methods for network security risk mitigation and access controls
- Vulnerabilities and threat types
- Vulnerability assessment and auditing
- Data security terminology
- Elements of a secure network
- Data privacy agreements
- Cyber security insurance
- Security awareness programs

## Appendix B: Code of Conduct and Terms of Confidentiality



### **CoSN's CETL® Applicant, Candidate, and Certificiant**

#### **Code of Conduct and Terms of Confidentiality**

Those holding CoSN's Certified Education Technology Leader (CETL®) credential represent, through knowledge and conduct, the highest professional standards expected of an educational technology leader. Those seeking and holding the CETL agree to abide by this Code of Conduct and Terms of Confidentiality, as follows:

As a professional seeking or having earned the CETL credential, I agree to the following Code of Conduct. I shall:

- Comply with all local, state, and federal laws, regulations, and statutes applicable to the field of education technology
- Demonstrate the highest standards of integrity and professional conduct
- Encourage others in the profession to act in an ethical and professional manner
- Fully and accurately disclose any professional or business-related conflicts or potential conflicts of interest in a timely manner
- Refrain from offering or accepting payments or other forms of compensation or tangible benefits, which do not conform with applicable laws and which may provide unfair advantage for themselves or others they may represent
- Conduct professional activities in a manner that is fair, honest, accurate, unbiased, and otherwise appropriate
- Respect and protect the intellectual property rights of others, and properly disclose and recognize the professional and intellectual contributions of others
- Strive to enhance professional capabilities, skills and knowledge, and accurately and truthfully represent professional qualifications
- Not discriminate on the basis of race, color, religion, national origin, age, sex, disability, family status, or any other local, state, or federally protected class
- Not obtain or attempt to obtain certification or recertification by misrepresentation, bribery, fraud, or deception

As a professional seeking or having earned certification as a CETL, I agree to the following Terms of Confidentiality:

- The questions and answer options on the CETL exam are the exclusive, proprietary, trade secret, and confidential property of the Consortium for School Networking (CoSN), are copyrighted, and are protected by CoSN's intellectual property rights
- I shall not disclose the exam questions or answer options or discuss any of the content of the exam materials with any person without prior written approval of CoSN's Certification Director
- I shall not remove from the examination room any exam materials of any kind provided to me, or any other material related to the exam, including, without limitation, any notes or calculations
- I shall not copy or attempt to make copies (written, photocopied, electronically, or otherwise) of any exam materials, including, without limitation, any exam questions or answer options
- I shall not sell, license, publish, reproduce, transmit, distribute, give away, or obtain from any other source other than CoSN the exam materials, including, without limitation, any exam questions or answer options, without the prior written approval of CoSN's Certification Director
- Obligations under these Terms of Confidentiality will continue in effect after the examination and, if applicable, after termination of my certification, regardless of the reason or reasons for termination, and whether or not such termination is voluntary or involuntary

I have read the above Code of Conduct and Terms of Confidentiality, and I agree to uphold and abide by its terms. I understand that a violation of the Code of Conduct or the Terms of Confidentiality may be grounds for disciplinary action, including cancellation of exam scores, denial, suspension, or revocation of certified status, or referral to government agencies, law enforcement, or professional bodies.

(NOTE: Those applying for CETL certification will be prompted to accept these terms completing the online application.)

*CETL Applicant, Candidate, and Certificant Code of Conduct and Terms of Confidentiality – approved 2017 09 01*

## Appendix C: Special Accommodations Forms

# REQUEST FOR SPECIAL EXAMINATION ACCOMMODATIONS

If you have a disability covered by the Americans with Disabilities Act, please complete this form and the Documentation of Disability-Related Needs, so your request for accommodations for testing can be processed efficiently. The information you provide and any documentation regarding your disability and your need for accommodation in testing will be treated with strict confidentiality. Please return this form to CoSN via email to [certification@cosn.org](mailto:certification@cosn.org) within 15 days after you submit your application for certification.

## APPLICANT INFORMATION

↓Name (Last or Family Name, First or Given Name, Middle Initial)

↓Mailing Address

↓

↓City State/Province

↓Zip Code/Postal Code

↓Country

↓Daytime Telephone Number with country code

↓Email Address

## SPECIAL ACCOMMODATIONS

I request the following special accommodations for the CETL® examination: (check all that apply)

- Reader
- Extended examination time (time and a half)
- Extended examination time (double time)
- Reduced distraction environment
- Large print examination (paper and pencil exam administrations only)
- Circle answers in examination booklet (paper and pencil exam administration only)
- Other special accommodations (please specify:)

Comments: \_\_\_\_\_

## PLEASE READ AND SIGN:

I give my permission for my diagnosing professional to discuss with CoSN staff, certification contractors, and test delivery partners my records and history as they relate to the requested accommodation(s).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return this form to the CoSN Certification Department via email to [certification@cosn.org](mailto:certification@cosn.org)

If you have questions, please email us at [certification@cosn.org](mailto:certification@cosn.org)

# DOCUMENTATION OF DISABILITY-RELATED NEEDS

Please have this section completed by an appropriate professional (education professional, physician, psychologist, or psychiatrist) to ensure that CoSN is able to process the request for examination accommodations.

## PROFESSIONAL DOCUMENTATION

I have known (applicant name) \_\_\_\_\_ since \_\_\_\_ / \_\_\_\_ / \_\_\_\_ in my capacity as a (professional title) \_\_\_\_\_.

The applicant discussed with me the nature of the examination to be administered. It is my opinion that, because of this applicant's disability described below, the applicant should be accommodated by providing the special arrangements listed on the reverse side.

Description of Disability:

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Recommended Accommodations:

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Signed: \_\_\_\_\_ Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Address:

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Telephone Number: \_\_\_\_\_

Date: \_\_\_\_\_ License # (if applicable): \_\_\_\_\_

Return this form to:

CoSN Certification Department via email to [certification@cosn.org](mailto:certification@cosn.org)

If you have questions, please email us at [certification@cosn.org](mailto:certification@cosn.org)