Texas CTO Clinic™

Produced by CoSN and the Texas K-12 CTO Council

June 17-18, 2015

DoubleTree by Hilton Hotel Austin
6505 IH-35 North
Austin, Texas 78752
Complimentary Wifi is available in all meeting rooms.

**Wireless Connection Instructions:**
1. Select the network ibahn_conference.
2. Launch a web browser.
3. Type "ibahn" in the address bar and press Enter.
4. Follow the on-screen instructions and enter Conference Code 0B37E6 when prompted.
Welcome!

The Texas K-12 CTO Council welcomes you to our tenth annual Texas CTO Clinic™, co-sponsored by CoSN (the Consortium for School Networking). This is a very special year as we are celebrating 10 years of being officially organized. The Texas K-12 CTO Council was incorporated in August of 2005.

This clinic and the time you will spend with your peers will help you develop your capacity to lead technology initiatives with long-term, big-picture perspectives. You will gain leadership ideas to take back to your district that will help shape technology innovation and contribute to meeting your district’s goals.

The 2015 Texas CTO Clinic™ will provide tremendous benefit by opening avenues of sharing with and learning from your fellow technology leaders. We have carefully selected sessions which will expand your vision about technology leadership, including an Opening Keynote on June 17 by Mark Strama, Field Marketing Manager for Google Fiber.

This year we have also included workshops that will provide expanded time for groups to work together to solve problems. Join one of the Texas CTO Council Committees and find ways to share your talents and become more involved.

This opportunity would not be possible without the support from a great group of sponsors. Be sure to meet with the K-12 technology sponsors who will be here at the clinic exhibiting their latest, cutting-edge products and services. We encourage you to share your needs and discuss the challenges you see in your district with our sponsors. They may have just the right product or service to help you plan strategically.

We trust you will find this day filled with opportunities to learn and expand your leadership. Again, welcome to the 2015 Texas CTO Clinic™!
Organization
Founded in 1992, the Consortium for School Networking (CoSN) is the premier professional association for school district technology leaders. CoSN is committed to providing the leadership, community and advocacy tools essential for the success of these leaders. CoSN is a tax-exempt 501 (c)(3) nonprofit organization headquartered in downtown Washington, D.C.

Mission
Empowering educational leaders to leverage technology to realize engaging learning environments.

Core Beliefs
- The primary challenge we face in using technology effectively is human.
- Technology is a critical tool to personalize learning.
- Equitable and ubiquitous access to technology is a necessity.
- The effective use of technology for transformation of learning cannot occur without strong leadership and vision.
- Technological fluency allows children to be prepared for the world of today and tomorrow.
- Technology enables innovation in our educational systems, which results in greater efficiencies and productivity.
- Global connections are vital to transforming the education process and improving learning.

CoSN Team
Keith R. Krueger, CAE
Chief Executive Officer
keith@cosn.org

Dresden Farrand, CAE
Senior Director of Membership and Chapters
dfarrand@cosn.org

Sarah Landers
Communications Manager
slanders@cosn.org

Mikala Schantz
Administrative Assistant
mschantz@cosn.org

Irene K. Spero
Chief Strategy Officer
isperso@cosn.org

Marci Giang
Project Manager
mgiang@cosn.org

Mindy Halpert, CMP
Conference Manager
mhalpert@cosn.org

Robert Duke, CAE
Chief Operating Officer
rduke@cosn.org

Parvin Zahedivash
Senior Accounting Manager
pzahedivash@cosn.org

Alyson Stewart
Interim Membership Manager
astewart@cosn.org

Follow Us on Social Media:

- twitter.com/CoSN
- linkedin.com/CoSN
- facebook.com/mycosn
- flickr.com/photos/cosn
- youtube.com/user/CoSNweb
- pinterest.com/mycosn
Organization
The Texas K-12 CTO Council is a non-profit association of chief technology officers from Texas schools. We were the first state Chapter of CoSN and were officially incorporated in August 2005. Our petition to the CoSN Board launched the process of creating state chapters.

Purpose
Our purpose is to assist Texas K-12 school districts in understanding how to plan for the use and successful implementation of information technology in Texas school districts and advocate for districts’ technology needs to improve student learning.

Officers
Alice Owen, CETL Executive Director
Kevin Schwartz, CETL Chair
Karen Fuller Chair - Elect
Victor Valdez, CETL Treasurer
Jeffrey Harris, CETL Secretary
Frankie Jackson, CETL Past Chair

Follow us on:  &

Mark Your Calendars!
Texas K-12 CTO Council Fall Meeting
October 23, 2015
Doubletree by Hilton Hotel, San Antonio
CoSN’s Framework of Essential Skills of the K-12 CTO

The Framework of Essential Skills of the K-12 CTO is comprised of three primary professional categories that sum up the work you do in the education technology field. These categories encompass 10 specific skill areas which outline the responsibilities and knowledge needed to be a viable educational technology leader. The Framework is the body of knowledge upon which CoSN’s CETL exam is based and is the guide to everything a successful CTO needs to know and do. All of CoSN’s professional resources are based on the Framework.

The Framework contains 10 specific skill areas within 3 primary professional categories:

I. Leadership + Vision

Leadership + Vision  |  Ethics + Policies  |  Strategic Planning

II. Understanding the Educational Environment

Instructional Focus + Prof. Development  |  Team Building + Staffing  |  Stakeholder Focus

III. Managing Technology & Support Resources

Information Technology Management  |  Communication Systems Management  |  Business Management  |  Data Management

Download the full Framework of Essential Skills of the K-12 CTO at cosn.org/framework.

Look for the icon next to each session in this program to identify the skill area.
## Agenda

### Wednesday, June 17, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 - 9:00</td>
<td>Registration and Breakfast with Exhibits</td>
<td>Phoenix Ballroom</td>
</tr>
<tr>
<td>9:00 - 10:00</td>
<td>Don't Get Caught in the Cabling Conundrum: When Technology Services Become Construction</td>
<td>Robertson South</td>
</tr>
<tr>
<td></td>
<td>Two attorneys discuss the legal considerations related to procuring and contracting for the installation of cabling and other technology services that involve construction. Participants will learn about common misconceptions regarding the purchase of technology services requiring construction and the best practices for avoiding them. The session covers topics such as identifying when technology services constitute construction, the legal requirements for procuring such services, and recommended contract terms.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lena Engel, Attorney, Rogers, Morris &amp; Grover, LLP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sarah Langlois, Attorney, Rogers, Morris &amp; Grover, LLP</td>
<td></td>
</tr>
<tr>
<td>9:00 - 11:30</td>
<td>CETL Exam</td>
<td>Austin</td>
</tr>
<tr>
<td></td>
<td>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 21st century learning environments in your school district.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Workshop: Bridging the Gap: Technology and Instruction</td>
<td>DeWitt North</td>
</tr>
<tr>
<td></td>
<td>We believe that integrating technology and instruction involves teamwork among the technology, instruction, and administrative services departments. We will share ideas to leverage the strengths from each group to motivate staff, promote collaboration, and ensure success among team members at all levels.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Deanne Hullender, Director of Professional Development &amp; Instructional Services, Dallas County Schools</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jane McKinney, Technology &amp; Instructional Services Manager, Dallas County Schools</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leatha Mullins, Assistant Superintendent/Chief Information Officer, Dallas County Schools</td>
<td></td>
</tr>
<tr>
<td>9:00 - 11:30</td>
<td>Workshop: Hot Topics</td>
<td>DeZavala North</td>
</tr>
<tr>
<td></td>
<td>This interactive session is designed to help CTOs address the current hot topics they are facing each day. Crowd-source ideas with your colleagues to solve the problems you are facing right now!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alice Owen, Executive Director, Texas CTO Council</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Steve Young, Chief Technology Officer, Judson ISD</td>
<td></td>
</tr>
<tr>
<td>9:00 - 11:30</td>
<td>Workshop: CTO Boot Camp</td>
<td>Robertson North</td>
</tr>
<tr>
<td></td>
<td>This session is designed for new and aspiring CTOs to help them with the strategies and skills of becoming a Chief Technology Officer. Learn about the Essential Skills Framework for CTOs and the Certified Education Technology Leader (CETL) certification program. Current CTOs can also benefit from this session!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Frankie Jackson, Chief Technology Officer, Cypress-Fairbanks ISD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kevin Schwartz, Chief Technology Officer, Clear Creek ISD</td>
<td></td>
</tr>
</tbody>
</table>
Agenda

Wednesday, June 17, 2015 ~ continued

10:00-11:30  **Social Media for School Districts: Legal Pitfalls and Best Practices**
Robertson South
Social media is here to stay, but knowing how it can impact your district is critical as a leader. This session will highlight the top five legal pitfalls of social media for school districts as well as best practices for implementing social media in your district. Join us as we discuss topics such as managing the use of social media through district-owned technology resources, implementing social media and developing policies regarding its use, and responding legally to student and employee use of social media off campus.
*Diana Benner, Director of Professional Development, TCEA*
*Lena Engel, Attorney, Rogers, Morris & Grover, LLP*

11:30-12:15  Lunch & Exhibits
Phoenix Ballroom
Sponsored by Netsync

11:45-12:15  Sponsor Session: Netsync
Phoenix Ballroom

12:15-12:45  Welcome and Opening Message
Phoenix Ballroom
*Kevin Schwartz, Chief Technology Officer, Clear Creek ISD*
*Irene Spero, Chief Strategy Officer, CoSN*

12:45-1:30  **Keynote Speaker: Mark Strama**
Phoenix Ballroom
Remember dial-up Internet service? Remember how much the Internet changed when broadband came along? The Internet will undergo a similar transition in the coming years, as fiber optic networks are deployed to businesses, schools, and residences - enabling internet speeds of up to a gigabit per second. How will this next generation Internet change the way we use the Internet at home, at work, and in schools? Join Mark Strama, head of Google Fiber operations in Austin and a former member of the Texas House of Representatives, as he discusses the future of connectivity and how it can impact student learning.
*Mark Strama, Field Marketing Manager - Google Fiber, Google*

1:30-1:45  10th Anniversary Celebration
Phoenix Ballroom
*Karen Fuller, Chief Technology Officer, Klein ISD*

1:45-2:20  Break with Exhibitors
Phoenix Ballroom

2:20-2:50  **Sponsor Session: Microsoft**
Phoenix Ballroom
*How Office365 Can Help you Lightly Manage your Identity*
This session is designed to help answer the question: “What don’t you know about Office365?” in a way that will help attendees understand how Office365 can be leveraged to help you lightly manage identity to provide single sign on.
*Doug Thompson, Education Technology Strategist, Microsoft*
*Bill Kilcullen, Education Solutions Director, Microsoft*
Agenda

Wednesday, June 17, 2015 ~ continued

With schools and districts asked to do more with less, efficient and effective operational processes are a must. The APQC Education North Star Community is a collection of over 120 K-12 school systems across the US, Australia, and Canada using Process and Performance Management methodologies to save money, increase stakeholder (customer) satisfaction, and improve student outcomes. Please join us for this session which will cover the following:
- An overview of Process and Performance Management and how these methodologies can be applied in K-12 systems
- A case study presentation about how Round Rock ISD has streamlined and improved processes in transportation, student enrollment, curriculum assessments, personnel, and service desk requests
A case study presentation about how Cypress Fairbanks ISD has used these methodologies to build relationships with stakeholders, take a close look at how the district determines requirements, expectations, and preferences, and understand the key factors that lead to stakeholder satisfaction, focusing on how the district seeks knowledge, satisfaction, and loyalty to students and other stakeholders.
Fred Bentsen, Senior Vice President, American Productivity & Quality Center
Mark Gabehart, Executive Director, Round Rock ISD
Frankie Jackson, Chief Technology Officer, Cy-Fair ISD

Be a SLACKer  ✏️  DeWitt South
How do you communicate with your team? What tools do you use to manage all of the chaos in your department? Learn about how the Midway ISD technology department collaborates and shares with each other. These ideas and tools can transfer to any team within your district or business.
Seth Hansen, Executive Director of Technology, Midway ISD

Legal Update: Understanding the Latest Findings on Access to Online Learning and Web Access by the Office for Civil Rights  ✏️  Austin
The presenter just completed researching and writing the iNACOL publication "Access and Equity for All Learners in Blended and Online Learning," which required studying the recent OCR compliance and resolution letters. These findings change many of the traditional views about access and equity in online learning and institutional website access. This session is essential for all CTOs with district websites, blended, and online learning activities and programs.
Ray Rose, Online Learning and Accessibility Evangelist, Rose & Smith Associates

Making Connections with Data and Resources  ✏️  Robertson North
Directors from Katy ISD will present solutions that have been put in place to connect users with data and resources. You will learn about their solutions for the districts’ dashboards, learning management system, and cloud-based portal. Attendees will see how these solutions in Katy ISD keep the staff, students, and community connected 24/7 to resources and information.
Joseph Christoffersen, Director of Technology Operations, Katy ISD
Jamey Hynds, Director of Business Intelligence, Katy ISD
Darlene Rankin, Director of Instructional Technology, Katy ISD
Managed Printing - Who Needs to Print?  
Robertson South
Klein ISD staff will discuss how the district went from printers in all classrooms and no monitoring to centralized printing on the campuses and monitoring printing and copying. What's next? Do we need to print wirelessly?
*Jesse Garcia, Application Specialist Elementary, Klein ISD*
*Craig Richardson, Manager Servers & Storage, Klein ISD*

The Power of 2
DeZavala North
Two districts, Clear Creek ISD and Pasadena ISD, leverage some key relationships and SEND (Smart Education Networks by Design) principles to connect their districts to Internet 2 and inland data centers while creating a new business model that drives down Internet access costs and opens the door to neighboring school districts.
*Polly Gifford, Founder, Education Partners Solution, Inc.*
*Kevin Schwartz, Chief Technology Officer, Clear Creek ISD*
*Steve Wentz, Chief Technology Officer, Pasadena ISD*

Understanding Innovation in Education
DeWitt North
The term "Innovation" is becoming as ambiguous as other industry buzzwords like "cloud" or "digital." What exactly is innovation and how does it impact education? The truth is that innovation is far more accessible than generally understood and is a key component in driving most industries forward. Based on Everett Rogers' "Diffusions of Innovations" and Clayton Christensen's idea of "Disruptive Innovations," this presentation will look at the true definition of innovation as it relates to K-12 education and how innovations are key in urging along stagnant processes and ideas while increasing cost efficiency and efficacy.
As district leaders, learn how to identify key players in the process of innovation and how to harvest ideas within your own work community to help usher in better processes and methods of management.
*David McGeary, Manager of Innovation, Harris County Department of Education*

Sponsor Session: Cisco Meraki
Phoenix Ballroom
Cisco Meraki Cloud Technology in the Modern Classroom
From tracking classroom attendance to setting new standards in campus safety, Cisco Meraki’s networking solution is ideal for large districts and independent schools alike. Come learn how Cisco Meraki's cloud managed technology is revolutionizing the modern classroom with simple, centralized networks.
*Dustin Cooper, Systems Engineer, Cisco Merkai*

Sponsor Session: AppSense
DeZavala North
Transforming Education IT with User Virtualization
Learn how the decision to start with the user’s experience can ensure a successful VDI deployment, help significantly reduce IT costs, and enable a desktop that promotes access to learning, regardless of a user’s building, campus, or device.
In this session, you will learn how to:
- Deliver a consistent user experience across any location or device
- Optimize application performance and increase users per server across your virtual environments
- Reduce help desk incidents and need for on-location support
- Get the most out of your existing hardware. Old or new. Physical or virtual.
- Remove local admins and secure the desktop without interrupting learning
*Trey Baumgardner, Solutions Engineer, AppSense*
Agenda

Wednesday, June 17, 2015 ~ continued

3:25-3:55  Sponsor Session: CDW.G  Austin
Shaping the Conversation: Preparing to Navigate Your EdTech Roadmap with CDWG
Please join Mike Patterson, one of CDWG’s K12 Learning Environment Advisors (LEA), as he discusses the various ways he and his team can help shape the EdTech conversations in your schools. As a former educator, Mike is working closely with schools in the great state of Texas to select the appropriate tools for connecting technology with your curriculum. Attendees will discover the resources and methods available when you partner with CDWG’s K12 Team using pedagogy as the driving force to overcome the trap of putting the cart before the horse with education technology.
Mike Patterson, SLS-K-12 Business Development, CDWG

Sponsor Session: Code 42  DeWitt North
The Financial Implications of Endpoint Data Loss
What are the productivity and financial costs to your institution if a laptop is lost, stolen, or hacked? How much does it cost to recover from a data loss versus proactively safeguarding the information? In this session, Code42 will discuss the opportunities and challenges associated with managing the security, control, and visibility of endpoint data while protecting the mobility and productivity of your users.
Tim Martin, Enterprise Systems Engineer, Code 42

Sponsor Session: FileWave  DeWitt South
How to Manage all Windows PCs, Mac OS X, and iOS Devices with a Single Solution. Looking at 1:1, BYOD, or Just to Streamline Your Technology Environment? FileWave Can Help.
Since 1992, FileWave has understood that in most organizations multi-platform support is highly desired and often a requirement. We allow IT, Curriculum, and other Administrators to take full control of their technology (Windows, OS X, Android, & iOS Devices) within a single interface. When it comes to having a complete systems & mobile device management software, FileWave makes it easy! Image, Deploy, Manage, Maintain, Inventory. FileWave also brings technology into the classroom through "Engage" Classroom Management, which integrates with many student information system databases. This is a simplistic teachers interface providing quick access to main requests coming out of the classroom.
Stephen Mirante, National Director of Sales & Engineering, FileWave

Sponsor Session: Google for Education  Phoenix Ballroom
Scaling Professional Development for Google EDU
While no two districts are the same, it is safe to say that we can all agree on one fact: no one likes to see their technology investments and initiatives sit the shelf and collect dust. Join the Google for Education team as they discuss Professional Development strategies and resources that will ensure your teachers and students are making the most of technology in the classroom.
Jamie Neuworth, Regional Program Manager, Google
Kevin Hodges, Regional Program Manager - Midwest, Google
Christy Fennewald, Google Certified Teacher, Instructional Technology Specialist, Round Rock ISD
Agenda

Wednesday, June 17, 2015 ~ continued

3:25-3:55  **Sponsor Session: Identity Automation**  DeZavala South

**Doing More with Less: IDM in EDU**
A growing user population, a growing inventory of resources, a growing demand for service levels; the only things not growing are your budget and the staff to manage it. How can you meet the demand coming down the pipe, and what is your plan for managing it? Learn how Identity Management can give you the flexibility to do more with the resources you have today.

*Tim Till, Sales Manager, Identity Automation*

3:25-3:55  **Sponsor Session: Juniper**  Robertson North

**Getting Texas School District Networks Ready for Digital Learning**
Digital learning is poised to transform K-12 Education by enhancing student engagement and improving student outcomes. That is why digital learning is pushing school districts and their CTOs to prioritize getting their network infrastructures ready. In this presentation, attendees will see how well they compare with their Texas peers in meeting the digital learning connectivity targets set out by SETDA and the FCC and obtain an understanding of what the critical network readiness areas are for digital learning.

*Gavin Lee, Business Development, Juniper Networks*

3:25-3:55  **Sponsor Session: Promethean**  Robertson South

**Building the Modern Classroom For Maximum Return on Instruction**
It is no secret that we are in the midst of a transformation in the creation and sharing of knowledge, fueled by the impact of technology in the teaching and learning process. Many have redefined the model for an ideal learning environment, one that leverages these emerging education technologies to drive progress, calling it the ”21st century classroom.” But what does that really mean? Aren’t we well into the 21st century already, and how can we measure the impact of the investments made in new teaching and learning technologies?

Most would agree that increasing student achievement is one of the most commonly sought after outcomes of new teaching strategies and tools. Research has determined that positive student engagement in the classroom is a compelling factor that can be critical in enhancing student achievement. Join Promethean Education Account Managers Lee Baird and Zach Harris as they share their insights into the framework for the Modern Classroom. They will discuss the technologies that can help maximize ”return on instruction” by creating active, engaging learning environments.

*Lee Baird, Education Software Sales Manager, Promethean*

*Zach Harris, Territory Sales Manager, Promethean*

4:00-4:30  **Sponsor Session: Pearson**  Phoenix Ballroom

**Empowering Dynamic Data Strategies**
In this session, participants will explore a problem common to many public school districts—setting up a data repository and how to best analyze data. K-12 Dynamics—a vendor partner—will also be present to share their web-based, mobile-friendly solution.

*Gary Clarke, Chief Information Officer, K-12 Dynamics*

*Traci Clarke, Vice President of Business Development, K-12 Dynamics*

*Miguel Guhlin, Director of Technology Operations, East Central ISD*

*Virgil Kirk, Systems Interface Specialist, East Central High School*
Agenda

Wednesday, June 17, 2015 ~ continued

4:00-5:00  Genie! At Spring Branch ISD Empowering School Leaders to Make Data Driven Decisions
Robertson South

All of us have common goals, such as:
- Improving graduation rates
- Reducing dropout rates
- Increasing enrollment in college programs.
- Improving attendance, etc.

Better reporting and analytics are important steps in progressing towards these goals. More than just reporting metrics, schools need to understand how the various dimensions of performance and participation relate to each other and which factors matter. Adding to the complexity, the impact of various factors change with time.

Spring Branch ISD has deployed the Quicklogix Genie!, a real-time analytics platform that addresses this gap. We have partnered with Quicklogix in evolving a solution that empowers school leaders to make data driven decisions. This solution has a revolutionary Google type query screen where users can ask questions in simple English and get sophisticated reports and insights on demand.

School leaders are now able to find the information they need from all available district data without needing any technical/programming help.

Ganesh Raghupathy, CEO, Quicklogix
Venu Rao, CIO, Spring Branch ISD

IMA Update
DeZavala South

82nd legislative session SB 6
- IMA, tech allotment, more freedom to choose and procure instructional material, technology equipment, technology services

83rd legislative session HB 2
- Publishers given free market, no state max cost, adoption cycle 6 years to 8 years,

84th legislative session bills passed: cause and affect

TEA: Adoption Cycle, proclamations, bid contracts
Publishers: bundles, packaging, pricing, subscriptions, licenses, buyer beware, publisher promises, publisher contracts, leverage
IMA funding: Obstacles, resolutions, IMCAT stance

Technology: technical support, accessible online instructional materials, collaborative departments, user friendly website to ensure access for students and teachers, software and hardware compatibility with publisher programs, timeline/deadlines, and single user sign on.

Rose Ojeda, Technology Director, Waller ISD
Kellie Skarda, Goose Creek CISD
Abel Villarreal, Book Processing Supervisor, Corpus Christi ISD

Is Virtual Computing Future Ready?
DeWitt South

Virtual desktop computing has been in play for several years now, but with the explosion of Chromebooks and iPads is this still a viable solution? This session will provide an update on the virtual desktop projects at Tyler ISD and Arlington ISD, and their plans for the future.

Chad Branum, Assistant Superintendent of Technology, Arlington ISD
John Orbaugh, Director of Technology, Tyler ISD
4:00-5:00  
**Preparing for Excellence: Creating and Sustaining an Environment Providing Customer Service and Support**  
DeZavala North  
The process leading to and supporting the recent transformation in the Cypress-Fairbanks ISD’s customer service program will be shared. Successfully moving from over 5,000 open service requests to an average of 400 SLA dependent service requests does not happen overnight, but with systematic planning, review, and analysis. Monitored metrics, review checkpoints, and keys to success will be shared. Discussion between participants will be encouraged to identify common metrics used across the state among participants.  
*Jennifer Miller, Performance Excellence Manager, Cypress-Fairbanks ISD*

**Protecting Privacy and Student Data in a Digital Age**  
Austin  
Participants will learn about CoSN’s Privacy Resources and a practical set of tools and resources for managing the burgeoning set of student data in the cloud.  
*Sheryl Abshire, Ph.D., CTO, Calcasieu Parish*  
*Steve Young, Chief Technology Officer, Judson ISD*

4:30-5:00  
**Sponsor Session: TrueNorth Consulting Group**  
Phoenix Ballroom  
**What is Success?**  
We all have our own personal definitions of success. Each of our school systems has expectations for success: of its learners, of its staff, of its programs (including technology). Are those definitions for success aligned and interconnected? Do your efforts and implementations translate into transformative experiences and increased opportunity for learners and educators? Or are we pulled by multiple demands and expectations that may not support a unified and aligned definition of success for you, your team, your learners, and your school system?  
*Russ Johnson, CEO TrueNorth Consulting Group*  
*Sean Casey, Vice President, TrueNorth Consulting Group*

5:00-6:00  
**Reception & Exhibits**  
Phoenix Ballroom  
Come join the sponsors for a networking reception!
Agenda

Thursday, June 18, 2015

7:30 - 8:15  Breakfast with Exhibits  Phoenix Ballroom

8:15-8:30  General Session- Welcome  Phoenix Ballroom
Karen Fuller, Chief Technology Officer, Klein ISD

8:30-9:30  Keynote Panel - Salary Reboot: Rethinking Pay for K-12 Technology Jobs
Keeping connected to market salaries can help ensure districts are prepared to hire and retain top tech talent in today’s competitive job market. A panel of compensation and data experts from TASB HR Services will share salary trends for key benchmark K-12 technology jobs using their latest salary survey data, including diving into market values and trends by region and district size. Panel members will discuss new strategies for compensating and rewarding these employees, common career pathways to IT jobs in districts and the salary variances that may occur, and the role gender may play in current salaries of top IT administrators.

Topics to be Covered:

- Salary trends in K-12 technology jobs
- Market values for tech jobs by enrollment group, region, etc.
- Our survey data integrity, response rates, etc.
- Value of non-school market data
- Strategies for hiring and retaining tech talent
- Separate pay structures
- Willingness to adjust pay
- Willingness to provide differential increases to respond to market
- Career pathways for tech jobs
- Staffing levels/trends in tech jobs
- Instructional technology vs. regular IT
- Market value differences
- Career pathway salary differences
- Gender pay equity for CTOs
- Values of IT certifications

Troy Bryant, Data Services Manager, TASB
Luz Cadena, Senior Compensation Consultant, TASB
Amy Campbell, Assistant Director of HR Services, TASB
Ann Patton, Managing Compensation Consultant, TASB

9:30-10:00  Annual Meeting & Installation of Officers  Phoenix Ballroom
Karen Fuller, Chief Technology Officer, Klein ISD
Alice Owen, Executive Director, Texas K-12 CTO Council
Victor Valdez, Executive Director of Technology, Pflugerville ISD

10:05-10:35  Break with Exhibitors  Phoenix Ballroom
Agenda

Thursday, June 18, 2015 ~ continued

10:40-11:10  Sponsor Session: Best Buy  
Future State of Education Roundtable
Roundtable discussion around the issues and concerns of school districts and how they will use and leverage technology moving forward.
Scott Parson, Account Manager, Best Buy

Sponsor Session: Dell  
Create your own Innovative Learning Space
Innovation within learning environments can come in all shapes and sizes. Our panel of Round Rock ISD students will describe their design process for creating their vision for the Library of the Future. Learn how the students used technology and next generation skills such as problem solving, communication, collaboration, creativity, and innovation to complete their project as well as how other districts are implementing unique makerspaces and active learning environments.
Snow White, Global Professional Learning Manager, Dell
Students-Cedar Ridge HS, Round Rock ISD

Sponsor Session: iBoss  
Protecting Students' Personal Information: What your school should know about data breaches
The need for K-12 schools to protect against data loss has never been more important. Increasingly, schools hold a wealth of sensitive information on students, teachers, and staff that if exposed can cause lasting damage. Regulatory laws such as CIPA, HIPAA, and others have been expanded, requiring schools to be more vigilant in protecting sensitive data or risk costly compliance violations. The loss of personal student data can cause damage that follows K-12 students into adulthood. Unfortunately, many school Web filters are not equipped to meet the challenges of the modern threat landscape. As data theft exploits become more sophisticated, schools must ensure they have the technology needed to stop them.
In this session, you will learn:
• The important of protecting sensitive data on school networks
• Why visibility over the full Web stream is critical
• How behavioral anomaly baselining can protect against data loss
• The critical "Must-Haves" to ensure data security in your school
Mark Ward, Director of Sales, iBoss

Sponsor Session: itslearning  
Today's Classroom Crossover Vehicle: The Personalized Learning Engine
If Google and Amazon built “the Maserati” of the personalized user experience, then education must develop the motor to power the vehicle that provides instructional strategies and content to meet learning needs but also addresses each student’s performance level, learning style, and preferences. To achieve this goal, educators must be willing to make themselves vulnerable, letting go of the steering wheel and proceeding as learning collaborator rather than expert leader. Engineering the learning platform for today’s learner will require leaders to establish different relationships, avoid detours, and drive through barriers to changing the learning landscape. Identifying and delivering a personalized learning experience for each student will be mobilized through innovative crossover designs for learning and performance analytics.
Beatriz Arnillas, Director - IT, Education Technology, Houston ISD
Bailey Mitchell, Chief Academic Officer, itslearning
Sponsor Session: Jive Communications

Sponsor Session: Lightspeed Systems

Messy or Managed? Tips for Getting a Handle on Your District’s Devices

YouTube, Google, SSL, state testing, proxies, authentication... The promise of mobile devices for learning is high, but the challenges can be, too. Lightspeed Systems can help—with solutions to filter device access on and off campus, monitor student activity, control devices policies, push apps, and a lot more. And since these devices are being used in the classroom, a Teacher Dashboard lets IT manage district policies while teachers can easily manage classroom use. Whether you’re 1:1 or BYOD, iOS or Chromebook or Windows or Android, or some mix of it all, we’ll share tips and tools for getting your mobile learning program managed.

Brent Dunlap, Regional Sales Manager, Lightspeed Systems

Sponsor Session: EdCredible

Reviews and Ratings by Educators for Educators™

How do you know that the product or services you are purchasing will meet the promises made by the vendor? How do you know that they will meet your expectations? More importantly, how do you know they will meet the promises you made to your district board or administrators?

EdCredible provides the way. Find out what other districts, your peers, CIO’s, and more importantly the users have to say about the products and services. No sales pitches. No over-promising and no under-delivering. Just honest assessments by the people who know what works and what doesn’t—the users!

Ken Sumrall, EdCredible

Sponsor Session: Video Insight

Critical Components for K-12 Safety and Security

How can we enhance classroom security in this day and age of school shootings and violence? Integrating a Panic Button application into your video surveillance software and MonitorCastEdu provides a direct link to classrooms and gives control to teachers and administrators in a crisis situation.

With a Panic Button teachers can discretely request assistance by pressing a button on a wearable microphone. Activating the Panic Button triggers various alerts – which are customizable within the Video Management Software integration – including an audio alert, location of the classroom on an integrated map, and playback of images recorded immediately preceding the alert. MonitorCastEdu allows you to see who comes in and out of the school, enhancing your campus security.

David Alford, VI Team, Video Insight

Sponsor Session: Layer3 Communications
Agenda

Thursday, June 18, 2015 ~ continued

11:15-12:15  **Building a Highly Reliable, Multi-platform Network Through Co-location Facility, Multiple ISPs, and Data Center Upgrades**
Robertson North

Cy-Fair ISD staff will present strategies and plans to design and implement a network infrastructure, including wireless and BYOT, connecting 90 campuses with a 99% uptime. The design strategy is built on CoSN’s Smart Education Network by Design (SEND) Initiative!

*Greg Rhodes, Manager of Network Operations, Cypress-Fairbanks ISD*
*Paula Ross, Director of Network Infrastructure & Communications, Cypress-Fairbanks ISD*
*Oscar Villar, Senior Network Specialist, Cypress-Fairbanks ISD*

---

**Data Breach Mitigation Strategy - Spring Branch Case Study**
Robertson South

In the eyes of the law, any unauthorized access of sensitive data is a "Data Breach". Most of us will experience a sensitive data "incident" sometime in our career. It is a matter of when, not if.

When sensitive data gets into the wrong hands, the organization finds itself in a defensive posture, having to answer many questions: how did the data end up in the wrong hands, what safeguards did you have in place, who had access to the data and why, why were there lax procedures, did you have the right policies in place, was your staff trained on the right procedures, etc.

Even when you are the victim of hacking, you find yourself defending all you did or didn't do leading up to the hacking incident. In the eyes of the person whose data was exposed, you are the criminal (for not adequately protecting their personal information).

It's not just computer data either. Sensitive information resides in many places in an organization. So what do you do? Here's what we are doing at Spring Branch ISD to safeguard sensitive data.

*Mark Maxwell, Applications Director, Spring Branch ISD*
*Larry Patrick, Manager PEIMS, Spring Branch ISD*
*Venu Rao, CIO, Spring Branch ISD*

---

**IMA Update**
DeZavala South

82nd legislative session SB 6
- IMA, tech allotment, more freedom to choose and procure instructional material, technology equipment, technology services

83rd legislative session HB 2
- Publishers given free market, no state max cost, adoption cycle 6 years to 8 years,
- 84th legislative session
- bills passed: cause and affect

TEA: Adoption Cycle, proclamations, bid contracts
Publishers: bundles, packaging, pricing, subscriptions, licenses, buyer beware, publisher promises, publisher contracts, leverage
IMA funding: Obstacles, resolutions, IMCAT stance
Technology: technical support, accessible online instructional materials, collaboration with departments, user friendly website to ensure access for students and teachers, software and hardware compatibility with publisher programs, timeline/ deadlines, and single user sign on.

*Rose Ojeda, Technology Director, Waller ISD*
*Kellie Skarda, Goose Creek CISD*
*Abel Villarreal, Book Processing Supervisor, Corpus Christi ISD*
Implementing the Next Generation Digital Classroom: A Partnership

Between Information Services, Instructional Technology, and Program Evaluation

When it comes to integrating technology into the classroom, no CTO should go it alone. In this session, key leaders from Round Rock ISD will describe the process of planning, implementing, and evaluating the Next Generation Digital Classroom pilot. Attendees will leave with an understanding of critical timelines and tasks necessary for rolling out a district technology initiative while monitoring and reporting on the impact on students and teachers.

Mark Gabehart, Executive Director of Information Services, Round Rock ISD
Lannon Heflin, Director of Instructional Technology, Round Rock ISD
Cathy Malerba, Director of Research and Evaluation, Round Rock ISD
Scott Stansbury, Director of Technology Infrastructure, Round Rock ISD

Meeting of the Minds: All it Takes is Planning!

Learn how a Texas High Performing School District, Klein ISD, uses Long Range Technology Planning and inter-departmental collaboration to meet current technology needs and shape the future. Leaders from the Instruction and Information Technology Departments will demonstrate how an action team approach can be used to lead technology project implementation to create future ready graduates.

Dr. Angie Anderson, Executive Director, Instruction & Student Services, Klein ISD
Dr. Susan Borg, Associate Superintendent, Klein ISD
Karen Fuller, Chief Technology Officer, Klein ISD
Candace Threadgill, Director Information Technology, Klein ISD

Using BrightBytes Clarity to Inform Technology Decisions

BrightBytes Clarity is a student, teacher and parent survey tool that collects, triangulates, and analyzes school district progress with technology programs and beliefs. Learn how Lewisville ISD uses this data to paint a picture for reviewing programs and informing conversations across the district.

Barbara Brown, Chief Technology Officer, Lewisville ISD
Jerram Froese, Director of Instructional Technology, Lewisville ISD
Robin Stout, Library Media Services Director, Lewisville ISD
Barry Fox, Director of Instructional Technology, Arlington ISD
Darlene Rankin, Director, Instructional Innovations, Katy ISD

Tweet using #TXCTOClinic15
Agenda

Thursday, June 18, 2015 ~ continued


Houston ISD has created a Safety, Privacy, and Security Rubric (SPSR) in conjunction with its PowerUp (1:1 initiative) to rate tools frequently used by our students and teachers. The goal is to promote appropriate use of technology (AUT) and to increase awareness of safety, privacy, and security concerns among students, teachers, and parents. Houston ISD invited Common Sense Media and a select group of school districts to review, test, and refine the instrument. The following school districts enthusiastically endorsed and joined in our efforts: New York City Department of Education, Chicago, Metropolitan Nashville, Fairfax County, Clarke County, and Denver. The SPS Rubric has been posted as an online instrument on Common Sense’s Graphite.org, and is currently being tested to calibrate and ensure ease of use. Since then, more school districts and representatives from K12 groups have been invited to the Houston ISD and Common Sense SPS Rubric Committee, including Texas districts Judson, Katy, Pasadena, and Klein; other large USA districts, such as LA USD and Broward Co (FL), as well as representatives from CoSN, ISTE, and the Council of Great City Schools (CGCS). Join us to learn about the rubric’s features and uses.

*Beatriz Arnillas, Director IT - Instructional Technology, Houston ISD*  
*Omar Khan, Chief Product and Technology Officer, CommonSense*  
*Brittany Lewis, Education Technology Specialist, Houston ISD*

11:45-12:15  **Sponsor Session: nDivision**

*Virtual Engineer as a Service – the future of IT, Today*

Today, the largest part of a CIO’s IT budget is typically not hardware, software, or services, but people costs. The majority of these resources are focused on maintenance and remediation, with only a small proportion aligned to strategic initiatives. nDivision’s Virtual Engineer as a Service (VEaaS) automates up to 90% of all repetitive Tier 1 tasks, and on average, 56% of all Infrastructure Operations tasks. Remediation times are reduced dramatically and service levels to the business are improved, while key resources are released to add value to the business.

*Mike Beavers, VP of Services, nDivision*  
*Brad Wiggins, Chief Solutions Architect, nDivision*

12:15-1:30  **Lunch & Exhibits**

Sponsored by Presidio

1:00-1:30  **Sponsor Session: Presidio**

*The Leap to Transformational Learning Requires an Evolution of the Network: Is Your District SEND Ready?*

Commitment to technology rich transformational learning requires the continued evolution of the district network infrastructure. The Smart Education Networks by Design (SEND II) initiative provides an executable roadmap. Proper navigation of this roadmap can be achieved with the assistance of a partner who understands the history, landscape, and proven successful results. Join Presidio as we discuss practical approaches to building the foundation of your connected learning environments.

*Bob Daughrity, Director, Education Solutions, Presidio*

1:30-2:00  **Sponsor Session: Conterra Broadband**

*Choosing the Right Infrastructure Partner*

Greg Spraetz, EVP Sales and Marketing, Conterra Broadband  
Steve Stiles, Executive Director Technology, El Paso ISD
Agenda

Thursday, June 18, 2015 ~ continued

1:30-2:30  Benchmark4 Excellence  🌟  Austin
Come hear about the TX CTO Council collaboration with Benchmark4 Excellence and hear a presentation of the final benchmarking report for this year. Find out how you can be a part of the 2015-16 cohort!
Rick Imig, President, Benchmark 4 Excellence
Venu Rao, CIO, Spring Branch ISD

Cyber Safety and Citizenship for the Classroom  🌟  Robertson North
In today’s day and age, it isn’t enough to just teach kids to be successful citizens in their community; they need to learn to be safe citizens online, too. During this presentation, we will feature various techniques to teach teachers and students to be responsible users of social media and safe online citizens while building a positive reputation online and building beneficial lifelong information literacy skills.
Lynnice Hockaday, Technology Analyst, Harris County Department of Education
David McGeary, Manager of Innovation, Harris County Department of Education

Education in 3D  🌟  Robertson South
Learn how 3D printing cannot only enhance your STEM program and robotics team, but also be used throughout all grades K-12 in all subject areas. Lesson plans, purchasing guides, and much more will be provided.
Mark Simmons, Director of Technology, Sabine Pass ISD

How to Manage your Inventory  🌟  DeWitt South
Come hear about two districts and how they are managing their technology inventories. Tyler ISD completely transformed its entire IT infrastructure by implementing several different solutions to better manage and maintain its needs. With over 60,000 technology assets, for 20,000 students and staff, across 27 schools, learn what solutions helped Tyler ISD build, operate, and deliver the necessary services and how you can streamline your efforts with similar tactics.
With 1:1 initiatives and BYOD programs becoming more of a focus in 2015, schools have more assets than ever that need to be tracked, reported and protected. Learn how Lewisville ISD plans on tackling the challenging yet necessary task of managing those assets.
Barbara Brown, Chief Technology Officer, Lewisville ISD
Joseph Jacks, Coordinator of Technology Service, Tyler ISD
John Orbaugh, CETL, Director of Technology, Tyler ISD
Robin Stout, Library Media Services Director, Lewisville ISD

TEA Update  🌟  DeZavala North
Come hear about the latest projects from TEA staff and how new legislation has impacted technology in Texas.
Kerry Ballast, Director, Educational Technology, TEA

Teacher iPad Deployment in a Large School District  🌟  DeZavala South
Garland ISD recently deployed over 4,200 iPads for teachers. In this session, you will learn about the logistics behind this project, from distribution of the iPads to the teacher and administrators training.
Jasna Aliefendic, Tech Apps Coordinator, Garland ISD - Curriculum
Agenda

Thursday, June 18, 2015 ~ continued

1:30-2:30  **What Did I Get Myself Into?**  
DeWitt North  
A humorous look at technology projects that may not have gone the way you thought they should! Come hear and share your stories about funny things that have happened during technology projects. We have to laugh at ourselves so we don’t cry!  
*Diane Borreson, Executive Director of Technology Services, Hays CISD*  
*Karen Fuller, Chief Technology Officer, Klein ISD*  
*Steve Young, Chief Technology Officer, Judson ISD*

2:30-5:00  **Workshop: Benchmarking Cohort**  
Austin  
This is a meeting of the 2014-15 Benchmarking Cohort. Come hear the results from the final report. Help plan to revise the rubric for the following year.  
*Rick Imig, President, Benchmark 4 Excellence*

2:30-5:00  **Workshop: Collaboration Committee**  
Phoenix Ballroom  
Come join the Collaboration with Natural Allies Committee to brainstorm ideas of how we can collaborate with other organizations to provide better services to our members.  
*Mignon Plyler, Director of Technology, Sherman ISD*

2:30-5:00  **Workshop: Communications Committee**  
DeWitt North  
How can we improve our website, social media presence, and marketing messages for the Texas K-12 CTO Council? Join this committee to help the Council plan for the future!  
*Seth Hansen, Executive Director of Technology, Midway ISD*

2:30-5:00  **Workshop: Consultative Services Committee**  
Robertson South  
Come join the Consultative Services Committee to brainstorm ideas of services we can provide to our membership!  
*Dan Armstrong, Assistant Superintendent Technology Services, Plano ISD*

2:30-5:00  **Workshop: Finance Committee**  
DeZavala South  
Come join the Finance Committee to help Texas K-12 CTO Council plan for future budgeting and investments!  
*Victor Valdez, Executive Director of Technology, Pflugerville ISD*

2:30-5:00  **Workshop: Legislative Committee**  
DeWitt South  
Come hear the latest updates about what is happening in the Texas legislature. Work together to find out how the Texas CTO Council can support legislation.  
*Deborah Giles, Vice President, Government Relations, Texas Technology Consortium*

2:30-5:00  **Workshop: Membership Committee**  
Robertson North  
Come join the Membership & Marketing Committee to brainstorm ideas of how we can increase our membership and improve our messages to prospective members!  
*Hedda Alexander, Director of Technology, Jacksonville ISD*  
*Matt Flood, Chief Technology Officer, Goose Creek CISD*

2:30-5:00  **Workshop: Professional Development Committee**  
DeZavala North  
Come work with the Professional Development Committee to help plan for future training needs of CTOs in Texas!  
*Frankie Jackson, Chief Technology Officer, Cy-Fair ISD*
Find an Exhibitor

<table>
<thead>
<tr>
<th>#</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Absolute</td>
</tr>
<tr>
<td>3</td>
<td>AirWatch</td>
</tr>
<tr>
<td>8</td>
<td>AppSense</td>
</tr>
<tr>
<td>7</td>
<td>ARC</td>
</tr>
<tr>
<td>2</td>
<td>Barrier1</td>
</tr>
<tr>
<td>6</td>
<td>Best Buy for Education</td>
</tr>
<tr>
<td>5</td>
<td>CDW.G</td>
</tr>
<tr>
<td>1</td>
<td>Certica Solutions</td>
</tr>
<tr>
<td>16</td>
<td>Cisco</td>
</tr>
<tr>
<td>40</td>
<td>Cisco Meraki</td>
</tr>
<tr>
<td>12</td>
<td>CODE 42</td>
</tr>
<tr>
<td>11</td>
<td>Conterra Broadband Services</td>
</tr>
<tr>
<td>15</td>
<td>DecisionED</td>
</tr>
<tr>
<td>54</td>
<td>Delcom</td>
</tr>
<tr>
<td>10</td>
<td>Dell</td>
</tr>
<tr>
<td>14</td>
<td>Directron.com</td>
</tr>
<tr>
<td>13</td>
<td>DocuNav Solutions</td>
</tr>
<tr>
<td>56</td>
<td>Edlio</td>
</tr>
<tr>
<td>53</td>
<td>EdCredible</td>
</tr>
<tr>
<td>20</td>
<td>EST Group</td>
</tr>
<tr>
<td>9</td>
<td>Filewave</td>
</tr>
<tr>
<td>24</td>
<td>Google</td>
</tr>
<tr>
<td>19</td>
<td>GovConnection</td>
</tr>
<tr>
<td>18</td>
<td>Hayes Software Systems</td>
</tr>
<tr>
<td>55</td>
<td>HP</td>
</tr>
<tr>
<td>23</td>
<td>iBoss</td>
</tr>
<tr>
<td>22</td>
<td>iIDENTITY AUTOMATION</td>
</tr>
<tr>
<td>48</td>
<td>IK Network Solutions</td>
</tr>
<tr>
<td>17</td>
<td>InfoSnap</td>
</tr>
<tr>
<td>32</td>
<td>Intel</td>
</tr>
<tr>
<td>31</td>
<td>iSphere</td>
</tr>
<tr>
<td>21</td>
<td>itslearning</td>
</tr>
<tr>
<td>28</td>
<td>Jive Communications</td>
</tr>
<tr>
<td>27</td>
<td>Juniper Networks</td>
</tr>
<tr>
<td>30</td>
<td>Kajeet</td>
</tr>
<tr>
<td>51</td>
<td>Landesk</td>
</tr>
<tr>
<td>26</td>
<td>Layer 3 Communications</td>
</tr>
<tr>
<td>29</td>
<td>Lenovo</td>
</tr>
<tr>
<td>25</td>
<td>Lightspeed Systems</td>
</tr>
<tr>
<td>36</td>
<td>Lightspeed Technologies</td>
</tr>
<tr>
<td>39</td>
<td>Microsoft</td>
</tr>
<tr>
<td>38</td>
<td>nDivision</td>
</tr>
<tr>
<td>35</td>
<td>NetIQ</td>
</tr>
<tr>
<td>37</td>
<td>Netsync</td>
</tr>
<tr>
<td>34</td>
<td>Neverware</td>
</tr>
<tr>
<td>44</td>
<td>Pearson</td>
</tr>
<tr>
<td>43</td>
<td>Presido</td>
</tr>
<tr>
<td>42</td>
<td>Promethean</td>
</tr>
<tr>
<td>33</td>
<td>Pure Storage</td>
</tr>
<tr>
<td>47</td>
<td>SHI Government Solutions</td>
</tr>
<tr>
<td>46</td>
<td>Sprint</td>
</tr>
<tr>
<td>45</td>
<td>Tools4Ever</td>
</tr>
<tr>
<td>41</td>
<td>TrueNorth Consulting Group</td>
</tr>
<tr>
<td>50</td>
<td>Unite Private Network</td>
</tr>
<tr>
<td>52</td>
<td>Video Insight</td>
</tr>
<tr>
<td>49</td>
<td>Worth Ave. Group</td>
</tr>
</tbody>
</table>
AppSense is the leading provider of user workspace management solutions. Its User Virtualization technology allows IT to deliver unprecedented user experience and productivity while securing, lowering complexity and reducing cost of managing physical and virtual desktops. AppSense DesktopNow and DataNow have been deployed by 3,200 enterprises worldwide to over 7 million desktops. The company is headquartered in Sunnyvale, CA with offices around the world. For more information, please visit www.appsense.com.

ARC provides a full range of solutions, services and staffing to solve our customers’ IT needs. ARC uses a consultative approach to understand our client’s objectives, issues and goals; and then continues to be a partner by providing project management assistance after the sale. Since 1984, ARC has been the technology partner of choice to government, education and private entities. Our customer service is unmatched in the industry and has earned ARC numerous awards from clients, manufacturers and partners in the IT industry. For more information, visit www.arc-is.com.

We make it easier than ever to give students the tech tools they need to succeed. Our dedicated Account Managers will consult with you, offer knowledgeable, unbiased advice and guide you to the product and service solutions that best meet your needs and budget. Whether you are rolling out new devices in the classroom, launching a BYOD initiative, or upgrading the technology throughout your school, we can provide the products, support and protection you need.

CDW•G is a leading provider of technology and solutions to schools, with a mission of delivering engaging, collaborative and interactive learning environments, while securing networks and optimizing data centers. Our team of dedicated account managers and solution architects can help with assessment and pre-configuration to implementation and ongoing support. CDW•G solution areas include: classroom technology, cloud computing, data center optimization, networking, power and cooling, printers, security, software, storage, total mobility management, unified communications and virtualization. For details, call 800.808.4239 or visit CDWG.com/k12

Code42 is the endpoint data protection and management company that provides secure, integrated file sharing and backup at work, at home and everywhere in-between. The company’s award-winning products have become the gold standard for the enterprise, trusted by the most recognized brands in business and education, including Expedia, Procter & Gamble and Harvard. For more information on the company and its solutions, visit www.code42.com.
Since 2001, Conterra has been building carrier-class fiber and wireless network solutions to solve the problems of slow, unreliable Internet and phone connections as well as outdated data, media and video transport circuits. Conterra builds and customizes high-quality, scalable solutions that will meet the constantly changing needs of high-bandwidth consuming organizations. Conterra’s competitive advantage is that they build and manage new fiber-rich networks with flexible architectural designs and virtually unlimited bandwidth capacity. Conterra’s mission is to support organizations with reliable network performance. Consequently, Conterra builds solutions that will enable organizations to grow without boundaries - through the exciting opportunities generated by truly limitless communications.

Dell Inc. is committed to helping students develop the knowledge and skills they need to learn and succeed in an increasingly digital world and a globally competitive workforce. As a top provider of technology and services to schools, Dell listens to and works with students, educators, administrators, parents and community members around the world to deliver innovative technology and services that give them the power to do more in and out of the classroom. Learn more about Dell in Education at www.dell.com. Follow us on Twitter @DellEDU

Each year, U.S. Public K-12 Education spends more than $115 billion on materials, services, and systems used by more than 4 million educators in their daily efforts to educate more than 54 million students. EdCredible’s goal is to provide school districts and their staff with accurate, unbiased evaluations and ratings—created by educators for educators—of vendors and their good and services to help ensure that teachers and administrators get only the very best products and services. The system provides the ability for ‘verified K12 staff’ to created anonymous Reviews and Ratings of vendors and their goods and services.

The system and information can be used by districts to evaluate
- which products to keep,
- which products to eliminate, and
- which new products to consider for purchase.

The system can also be used to ‘real-time score’ vendor proposals and presentations during the RFP process as well as rating vendor service and quality during the implementation and training processes.

Since 1992, FileWave has provided education, enterprise, and government institutions around the world with enterprise level cross-platform systems and mobile device management software to assist IT teams throughout the entire lifecycle process of imaging, deployment, management and maintenance. FileWave’s all-in-one, highly scalable software solves the many challenges of managing a diverse and growing population of users, devices, and content by ensuring IT teams have a comprehensive solution that supports both client (desktop) and mobile devices across Mac, Windows, iOS and Android. With FileWave, IT teams can efficiently secure and support their organizations from one easy-to-use console, making even the most daunting projects, such as BYOD or large 1:1 initiatives, manageable and highly effective.
Google for Education Solutions:
A solution built for learning and designed for the classroom that includes easy-to-manage, affordable devices like Chromebooks and Android tablets, productivity tools like Google Apps for Education with Classroom, and limitless educational content in Google Play for Education. Together these tools help teachers inspire curiosity, while students learn better together, wherever they are.
Classroom: Our newest Google for Education product is a free tool within the Google Apps for Education suite that allows educators to easily create, review, and organize assignments, as well as communicate directly with students.

iboss Cybersecurity defends today's borderless networks against advanced threats and data exfiltration with innovative Web Security, Mobile Security and FireSphere™ Advanced APT Defense. Unlike legacy technology focused solely on keeping malware out, iboss offers a balanced approach with equal emphasis on prevention, detection and containment to reduce loss from data breaches. Backed by patented technology and unparalleled visibility across all inbound/outbound data channels, iboss smart defense provides security weapons that reveal blind spots, detect breaches and minimize the consequences of data exfiltration. Leveraging leading threat protection and unsurpassed usability, iboss is trusted by thousands of organizations and millions of users. Visit www.iboss.com

Identity Automation is a leading provider of scalable Identity Management software to education. Its solution, RapidIdentity, helps educational organizations quickly build streamlined security foundations, whether deployed on premises or in the cloud. RapidIdentity's architecture uniquely supports fast deployments at any scale, contributing to rapid returns and lower total costs of ownership.

itslearning is a K-12 learning management system that enables teachers to better facilitate instructional delivery and engage today's “digitally” wired students. Whether teachers are developing lessons, distributing and collecting assignments, assessing quizzes and tests, or engaging with parents, itslearning supports teaching and learning anytime, anywhere, on any device - all on one platform, in one location, requiring one login.

Jive Communications provides enterprise-grade Hosted VoIP and Unified Communications to businesses and institutions. Jive is rapidly becoming the standard for business communications worldwide. Jive’s hosted services run on Jive Cloud, a proprietary, cloud-based platform. The Jive Cloud architecture has been purpose-built to deliver the most reliable, powerful, and economical hosted communication services available to the enterprise market.
Juniper Networks delivers innovation across routing, switching and security. From the network core down to consumer devices, Juniper Networks’ innovations in software, silicon and systems transform the experience and economics of networking. Our network-enabled solutions for K-12 Education dramatically increases learning flexibility and productivity while raising network performance, availability and security that underpin digital learning, critical online assessments and administrative functions. Additional information can be found at www.juniper.net.

Layer 3 Communications, LLC. is a professional services organization and network systems integrator specializing in the design, implementation and support of local and wide area networks for data, voice and video applications.

Lightspeed Systems is committed to helping students do amazing things by enabling safe, mobile, managed learning environments. Completely focused on K-12 education, Lightspeed Systems has created the only school-specific solution with three integrated elements to address IT, educator, administrator and parental concerns. With web filtering, MDM and classroom management tools, Lightspeed Systems helps create mobile learning programs that transform classrooms.

100% Cloud Managed Enterprise Networks
Cisco Meraki cloud managed edge, branch, and campus networking solutions bring simplicity to enterprise-class networks. With wireless, switching, security, and device management centrally managed from the cloud, Meraki gives network administrators visibility and control, without the cost and complexity of traditional architectures.

Microsoft is working to bring the benefits of technology and technology skills to all. We share the ultimate aim of all stakeholders: to use technology to help improve education and learning, create opportunity, and raise living standards for people around the world. Our commitment therefore, is to the success of each educator and learner. Our mission is to help learners and educators throughout the world realize their full potential. That is why Microsoft partners with education communities around the world to deliver a relevant and effective scalable set of technologies, services and programs that focus the contributions of many on improved learning outcomes for the individual.
nDivision provides Managed Services, Hosted Applications, Professional Services and Enterprise Solutions to a broad range of commercial and public accounts, across 26 U.S. states, 40 countries and 6 continents. It has invested in world-class technologies to provide solutions like its Virtual Engineer as a Service (VEaaS) and highly available and customizable hosted single-tenant Microsoft applications. nDivision builds long-term ‘trusted advisor’ partnerships with its customers, and understands that it has to constantly earn the right to be considered a partner.

Netsync Network Solutions is a HUB-certified, minority-owned, value-added reseller (VAR), specializing in collaboration and unified communications, data center and cloud, network infrastructure, wireless and mobility, physical and network security, and end-user computing and VDI. Based in Houston, TX, with sales and engineering assets in Austin, Dallas, San Antonio, El Paso and South Texas, Netsync uses a true business consultative approach to determine clients’ requirements and architects innovative and synergistic IT solutions to meet clients’ needs. Holding the most prestigious industry certifications, our highly skilled and seasoned engineering team is available 24 hours a day, 7 days a week. A Cisco Gold Partner, Cisco Master Collaboration Partner, and an HP Platinum Partner, Netsync has built its reputation serving the public sector/SLED market, most notably K–12.

Welcome to Pearson. We have a simple mission: to help people make more of their lives through learning. We are the world’s leading learning company, with 40,000 employees in more than 80 countries helping people of all ages to make measurable progress in their lives. We provide a range of education products and services to institutions, governments and direct to individual learners, that help people everywhere aim higher and fulfill their true potential. Our commitment to them requires a holistic approach to education. It begins by using research to understand what sort of learning works best, it continues by bringing together people and organizations to develop ideas, and it comes back round by measuring the outcomes of our products.

The convergence of IT has changed the way students learn. Presidio leverages technology within K–12 and for improved collaboration, 24/7/365 mobile learning, cloud-based application delivery, wireless and Internet connectivity, storage, managed services, and security solutions. Our expert experience in E-rate and education-based technology ensures that we will bring the unique expertise and resources you need to design, build and manage your IT solutions. Presidio creates next generation educational environments that facilitate anytime, anywhere learning.
Promethean is a leading global education technology solutions company. We partner with districts, schools, and teachers to create dynamic learning environments that motivate students to learn. Promethean’s ActivClassroom solution facilitates active, engaging learning experiences by blending together a complete solution of consulting services, interactive digital surfaces for the front of the classroom, our comprehensive instructional delivery platform ClassFlow for Schools, and transformative professional development. Each year, Promethean’s interactive technology touches the lives of more than 2 million teachers and 20 million students around the world. For more information visit www.PrometheanWorld.com.

True North is a group of professionals with over 100 collective years' experience in assessment, design, strategic planning, and partnership with CIO's and school districts to answer these types of questions and to provide clarity and focus toward success in today’s and future efforts. Whether it be: advising on technology investment options and recommendations, design of learning spaces & utilizing technology in impactful ways, determining the effectiveness of adopted systems & associated processes, planning infrastructure & staffing to support growth in needs beyond today’s, facilitating efforts for community support of technology programs, True North has assembled expertise spanning enterprise technology systems, architecture, operations, education & educational technology to help you identify, align, and execute upon the critical factors for success in your environments. We can help you define, measure, and directly impact success for your learners, your educators, your school systems & community, and for your technology teams & programs!

Video Insight is a leading IP video surveillance management software used by over 25,000 customers in the financial, government, retail, and transportation sectors with a very strong presence in the education market consisting of 4,500 K-12 school/college customers. Video Insight is the easiest and most cost-effective enterprise VMS with support for over 3,000 camera models and integration with the top access control solutions in the market.
Absolute Software Corporation is the industry standard in persistent endpoint security and management solutions for computers, laptops, and ultra-portable devices—and the data they contain. Absolute Software has been the leader in device security and management for 20 years.

AirWatch by VMware is the leader in education mobility management, with more than 15,000 global customers. The AirWatch platform includes industry-leading mobile device, email, application, content, and browser management solutions. Organizations can implement these solutions across device types and use cases, including complete EMM for corporate and line of business deployments, and containerized solutions for Bring Your Own Device (BYOD) programs. Acquired by VMware in February 2014, AirWatch is based in Atlanta and can be found online at www.air-watch.com. VMware is headquartered in Silicon Valley and can be found online at www.vmware.com.

The trend in network security and the managing and defending against attacks has moved away from the deployment of individual solutions toward a consolidation of multiple applications. The evolution from standard UTM to NGFW and to Sandboxing is still not able to inspect, analyze, and react in real-time, at the point of impact. The analysis is slow by today’s standards. The ability to stop constantly mutating viruses are now a requirement. While this approach may centralize the individual point solutions, they are incapable of coordinating the communication between the individual attack vectors and various technologies.

Today, cyber-attacks are incorporating the evolving attributes of viruses, Trojans, Bots, APTs, and DDoS to evade UTM, NGFW and Sandboxing. Barrier1 and its patented analytics process, uses these attributes for the on-board Advanced Analytic Reaction Engine (AARE) that drives the multi-layered algorithms. The results far exceed any other approach in the market today and all statements have been proven by live network testing. It is why we win the national awards, like SC Magazine’s Innovation Hall of Fame, three years in a row. That is the Barrier1 Difference.

Certify™, Certica’s data integrity solution, gives Texas school districts the ability to easily detect, track and report data problems, policy issues and patterns of non-compliance that may require attention or remediation – before issues result in bigger problems, such as audits, penalties and funding losses. Certify automatically reads your district’s databases nightly and sends secure email alerts to notify your team about issues that need to be resolved and rectified – such as missing, incomplete or inaccurate data. Team members can then access and review effected student records immediately and securely, and take immediate action to make corrections directly in your systems.
Cisco is the worldwide leader in networking that transforms how educational institutions securely communicate, collaborate and educate. Cisco’s next-generation data center server and solutions platform, the Unified Computing System, unites computing, networking, storage access, and virtualization into a cohesive system that reduces total cost of ownership, increases IT staff productivity and enhances agility. IT organizations within academic institutions are looking for ways to decrease cost of ownership while increasing business value. Operational challenges are addressed by streamlining resources, scaling service delivery, and reducing the number of devices requiring setup and active management, while increasing performance and lowering costs.

At DecisionEd we do just one thing and do it well. Our data warehouse solution is built specifically for the needs of educators, consolidating all measurable data into clear, actionable information. This critical integration yields comprehensive and data-driven results. It is designed to harvest data from multiple sources, providing a robust data model to leverage. Compliance is built into every aspect of the solution, allowing users to see only the information for which he/she is authorized. This platform provides over 600 prebuilt reports, making it quick to implement and exceptionally easy to use. For more information, visit DecisionEd.com.

Delcom Group is a pioneering full-service technology integration company serving large-scale institutions through the TOLA region. We craft innovative and sensible IT solutions and manage their deployment and lifecycle – putting all of the pieces together so people can use devices, not worry about them.

Our comprehensive expertise allows us to work collectively toward a custom solution that best fits your needs. We aren’t just experts on one product line; we know all of them. As your trusted advisor, Delcom partners with you from consultation to procurement to deployment, through installation, professional development, warranty service, salvage, and recycling – and any steps in between.

Prime Systems offers high-quality, low-cost, and full-service on desktops, laptops, servers, printers, peripherals, and other IT products and services.  
- Five-year next-business-day warranty on all of our products  
- Customized desktop computers specially designed for your applications  
- Lenovo/IBM ThinkPad laptops, notebooks, and tablets  
- HP printers and imaging products  

Established in 1985, Prime Systems is one of the largest and most experienced system integrators in the greater Houston area.
Schools and districts today are challenged with overwhelming mandates to efficiently manage and share their information. DocuNav Solution’s scalable, easy-to-use Laserfiche software solutions balance control with flexibility enabling district-wide information access and streamlined business processes. Whether deployed at a campus or district-wide, DocuNav Solutions records management and e-forms software will allow you to secure records, increase staff efficiency, and ease challenges of storing, retrieving, and sharing records.

Edlio creates custom-designed websites with an intuitive Content Management System, increasing communication through education for parents, students, teachers and the community. Our proprietary CMS is designed specifically for managing K-12 school and district websites. Over 2,800 schools and districts have placed their trust in Edlio for their website needs.

EST Group is an IT solutions company, with a strong focus in providing integration and consulting services tailored around automating, managing, and securing your organization’s IT environment. Our goal is for our clients to achieve maximum efficiency and productivity. We strive to provide the best experience our clients, partners, and employees have ever had with a consulting company.

GovConnection has the unique products and services your institution needs to make the most of your technology budget. We can design and implement cost-effective, cutting-edge IT solutions that help improve faculty effectiveness and stimulate student learning. As technology changes, educators are faced with a recurring challenge. How can teachers be trained and ready to use the new devices that provide an enriching learning environment? GovConnection can help you prepare for upgrades and rollouts through our strategic consulting and device integration solutions. We provide the transfer of knowledge your staff needs to stay ahead of the curve.

Hayes Software Systems, incorporated in 1990, specializes in inventory automation solutions and consulting services to support K-12 instructional technology and asset management. Hayes has been selected as a trusted partner by over 5,500 schools across 37 states, including 25 of the top 100 largest districts in the country. Our TIPWeb-IT software encompass functionality to manage any asset the district purchases across buildings, classrooms, and assignments to staff and students. The high level management and accountability results in increased efficiencies, time and cost savings, and powerful reporting.
HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

InfoSnap®, Inc. is the leading provider of cloud-based registration management solutions, designed specifically for Pre K-12 independent, charter and public schools. Our solutions provide secure, customized online forms based on your existing business processes, and are designed using SmartForm™ technology. A powerful administrative portal allows for the review, editing and managing of data. And we integrate with your student information system (SIS) through an advanced Data Integration Framework, so you can continue using your established software. All solutions are backed by dedicated solution specialists, supporting your infrastructure, staff and families.

InfoSnap was founded in 2000 and serves a growing client base of 700+ Pre K-12 clients around the world.

Intel® Education is more than technology – it’s flexible, holistic solutions that transform learning and teaching, and address education needs at every level to promote student success. Intel’s comprehensive approach includes hardware, software, content, infrastructure and professional development, as well as resources like the K-12 Blueprint at www.k12blueprint.com, which contains insights and free planning tools. Intel is inspired by the potential of technology to transform education. Intel Education works with schools and school districts around the world through local deployments and programs like Intel Teach (www.intel.com/teachers), which has helped more than 10 million teachers in more than 70 countries integrate technology into their classrooms.

Founded in 2000, iSphere is a Texas-based IT services firm specializing in the education sector. From the management of RFP processes, and development of custom applications to design of workforce management solutions, iSphere’s team has extensive knowledge of the intricacies of academia. With proven experience delivering results to school districts of all sizes, including 30 of Texas’ largest districts, and numerous state education agencies across the country, iSphere is known for an unflagging work ethic, passion for excellent service, and industry and technology expertise. iSphere’s skilled consultants are experts at turning business and technology needs into smart, profit-building IT solutions.
Kajeet, only wireless service provider dedicated to kids and education, provides mobile Education Broadband™ to connect students who cannot afford Internet connectivity at home. Kajeet partners with more than 50 districts in 22 states to provide safe, filtered broadband Internet access to students with a demonstrated need. The Kajeet SmartSpot® solution, a portable Wi-Fi hotspot, combined with the Innovative Sentinel® cloud portal, enables administrators and teachers to provide CIPA-compliant, customizable filtered Internet access that keeps students focused on school work. Education Broadband is designed to block inappropriate content and minimize non-educational activities that consume bandwidth and drive up costs for the entire system.

LANDESK, the global authority on user-oriented IT, enables users to be their most productive while helping IT embrace the speed of change. Through the integration and automation of IT systems management, endpoint security management, service management, IT asset management, and mobile device management, LANDESK empowers IT to balance rapidly evolving user requirements with the need to secure critical assets and data. LANDESK is headquartered in Salt Lake City, Utah, with offices located across the globe. For more information, visit www.landesk.com.

As the world’s #1 PC Maker, Lenovo’s transformational IT solutions help leading schools and universities around the globe build stronger learners, better services, and modernized internal processes and infrastructure. Our commitment to education-built value and reliability helps institutions stretch precious technology dollars while designing future-ready digital districts that drive more successful student outcomes.

Lightspeed Technologies is passionate about improving the listening and learning environment for every child. We believe this will strengthen the connection between teachers and students that is at the heart of learning. Lightspeed provides audio solutions for today’s active, diverse classrooms. We create instructional solutions like the Flexcat audio system for small group instruction that bring listening and sharing to the forefront. Lightspeed products provide equal access to learning for all students. Our solutions give teachers access to hard-to-get yet critical insights into the moment-by-moment learning that is taking place in their classrooms.

NetIQ is a global, enterprise software company with a relentless focus on customer success. Our portfolio includes scalable, automated solutions for Identity, Access, Governance, Security, Systems and Application, Service and Workload Management that help organizations securely deliver, measure and manage computing services across physical, virtual and cloud computing environments.
Neverware offers a service that makes obsolete computers run like new. Schools pay an affordable subscription fee in exchange for technology that brings their entire inventory of computers back online – no matter what condition they are in – enabling them to balance their IT budgets by eliminating the cost of hardware upgrades forever.

Pure Storage, the market’s leading independent solid-state array vendor, enables the broad deployment of flash in the data center. The company’s all-flash enterprise arrays offer significant performance and efficiency gains over mechanical disk, at a lower price point per gigabyte stored. Pure Storage FlashArrays are ideal for performance-intensive applications, including server virtualization and consolidation, VDI, OLTP database, real-time analytics and cloud computing. To learn more, visit: www.purestorage.com.

IK Network Solutions (IK-NS) is a leading provider of end-to-end, turnkey power and advanced IT infrastructure and transport solutions. Consistently recognized for providing “world class” customer service from the “best in class” IP networking system manufacturers, IK-NS is the clear choice of strategic partners for moving your enterprise to the next generation.

- Edge to Core IP Network Infrastructure
- IP Network Assessment
- Structured Cabling Connectivity Solutions
- Outside Plant (Optical) Infrastructure

Regardless of your IT network infrastructure challenges, IK-NS has the technical expertise and proven track record to provide an advanced solution for your next generation.

SHI has transformed itself from a $1 million "software-only" regional reseller into a $3 billion+ global provider of information technology products and services. From software and hardware procurement to deployment planning, configuration, data center optimization, IT asset management and cloud computing, SHI offers custom IT solutions for every aspect of your environment. Privately-held and under the guidance of our current ownership since 1989, SHI has experienced tremendous growth in size and scope through neither merger nor acquisition. Our organic growth and two decades of stability are a direct result of backing a highly-skilled and tenured sales force with software volume licensing experts, hardware procurement specialists and certified IT services professionals. With more than 20 statewide contracts and a growing team to support our State of Texas customers, SHI is a reliable and committed IT products and services vendor.
Sprint offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers and businesses. At Sprint, we strive to connect people to what they want – and dream of. School districts are constantly searching for business solution providers who can handle their demanding and distributed environments. By choosing Sprint, you get a complete package of tailored solutions and innovations from a company with a strong history of supporting K-12 education.

A global market leader in Identity & Access Management, Tools4ever supplies a variety of software products and integrated consultancy services involving Identity Management such as User Provisioning, Password Management, Single Sign On (SSO), Self-Service and Workflow Management. Tools4ever mission is to offer pragmatic and affordable Identity & Access Management solutions.

UPN provides high-bandwidth, fiber-based communications networks and services to schools, governments, carriers, data centers, hospitals, and enterprise business customers across a 20 state service area. Service offerings include dark and lit fiber, private line, optical Ethernet, Internet access, data center services, and other customized solutions. Headquartered in Kansas City, MO, UPN has been providing customer focused communications solutions since 1998. For more information, visit www.uniteprivatenetworks.com.

Worth Ave. Group specializes in providing electronic device insurance for educational institutions, businesses, and individuals. For over 40 years, Worth Ave. Group and its affiliates have provided a sense of security for thousands of individuals nationwide. Licensed in all 50 states and the U.S. territories, Worth Ave. provides the highest level of protection and accessibility for its policy-holders. With low deductibles and affordable premiums, Worth Ave. Group’s insurance products are attractive to anyone who owns a cell phone, tablet, laptop, or other portable electronic device.
Top Ten Reasons To Be a Member of the Texas CTO Council

10. Receive free technical advice from the experts
9. Access national and local legislative updates
8. Participate in collaborative projects across the state
7. Laugh and learn with some very talented people
6. Access a select group of vendor partners
5. Opportunities to build your own professional capacity
4. Have a legitimate reason to come to Austin in June
3. Be a part of the first state chapter of CoSN
2. Collaborate and socialize with the BEST CTOs in the state
1. Meet Colleagues who will become lifetime friends.
Complimentary Wifi is available in all meeting rooms.

Wireless Connection Instructions:
1. Select the network ibahn_conference.
2. Launch a web browser.
3. Type "ibahn" in the address bar and press Enter.
4. Follow the on-screen instructions and enter Conference Code 0B37E6 when prompted.

CoSN’s next CTO Forum will be held during the 2015 ISTE Annual Conference.
Tuesday, June 30, 2015  2:00 pm – 4:00 pm
Philadelphia Marriott Downtown, Liberty Ballroom A-B

Making the Digital Leap: What Must Happen in the District
Register and learn more at cosn.org/cto-forums

Save the Date!

CoSN 2016 Annual Conference  April 4-7, 2016  Washington, D.C.

Thanks for attending!
Let us know what you thought by completing a short survey:
www.surveymonkey.com/s/ TXCTOCLINIC15