

State of CoSN 2018

JULY 1, 2017—JUNE 30, 2018



CoSN: a dynamic and growing association committed to serving its members

GROWTH

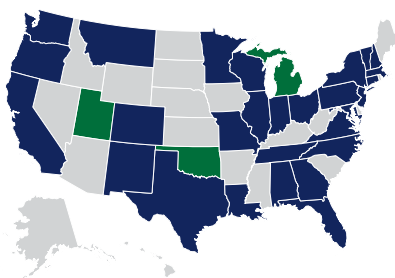
975

INSTITUTIONAL
MEMBERS

14% INCREASE!

29 CHAPTERS
REPRESENTING 30 STATES

New chapters in Oklahoma,
Utah and Michigan



463 CETL
NATIONWIDE

36% GROWTH

over the past year

ENGAGEMENT

10% INCREASE

in thought leadership
resources downloaded
from cosn.org
(11,000 items)

24% INCREASE in
messages sent to Congress
through CoSN Advocacy
Network (2,400)

> 245,000
visits to cosn.org

6,130 subscribers to **CoSN Network**, our new online community

Almost **3,000** attendees
at the 2018 Annual Conference,
CTO clinics and webinars

SATISFACTION



97%

member satisfaction

TRUSTED RESOURCE

The “go-to” ed tech resource with more than
531 million media impressions ➔ a **25% increase**

16,200 TWITTER FOLLOWERS, an **11%** increase



IMPACT

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

Our leadership resources inform the work of our members, shape our advocacy efforts, advance the knowledge of school system leaders and build community. To accomplish our mission we partner with others committed to transforming education with technology.

PROVIDING THOUGHT LEADERSHIP RESOURCES

Member Exclusive Briefs

- [What You Need to Know about the Homework Gap](#)
- [Ethics and EdTech](#)
- [Artificial Intelligence in the Classroom: Privacy Considerations for New Technologies](#)
- [Google Analytics and Privacy: What School Technology Leaders Need to Know](#)
- [Digital Screen Time](#)

**log in on CoSN website required*

Member-only **EdTechNext Reports** on emerging technologies for learning

- [Artificial Intelligence](#)
- [Micro-Credentials and Badges: Competency-Based Recognition for Learning](#)
- [Re-Designing Learning Spaces](#)

**log in on CoSN website required*

PLUS:

Accessibility

[Digital Accessibility Toolkit](#) [What Education Leaders Need to Know](#) plus updated tools

Broadband, Cloud & Robust Infrastructure

[School-to-Home: Understanding Why 24/7 Access to Broadband is Essential to Student Learning.](#)

[2017 CoSN Infrastructure Survey](#)

[Network Fiber Buildout Guidance -Updated](#)

[This should read Why Cloud, Cloud Pricing, Highway to the Cloud: Many On-Ramps, Many Routes](#)

Cybersecurity

[Cybersecurity tools for school administrators with new Guidance on Cyber Insurance](#) for school districts

Empowered Superintendents

[New Resources for Superintendents](#) including infographics on accessibility, cybersecurity, online assessment, strategic planning and investment, closing the homework gap and more

Equity

[Digital Equity Toolkit](#), updated with practical guide to community engagement and district success

[Rolling Study Hall initiative with Google](#) providing Wi-Fi on school buses and tutors

Global Lessons

[Education Innovation Down Under](#), report of the CoSN Delegation to New Zealand

Interoperability Standards

[New resources for district leaders](#) including online assessment

Leadership For Digital Learning

[Organizational Change Management: Finding Success with 1:1 Implementations.](#) Start with the 'Why'!

[Culture and Technology Catalysts for Student Achievement—Case Study](#)

[2018 IT Leadership Survey](#) highlighting changes trends challenges and priorities in ed tech

Protecting Privacy

[Protecting Privacy in Connected Learning Toolkit \(v.3\)](#)

[Trusted Learning Environment Seal Handbook](#) to help applicants and First TLE Privacy Summit

Rural Leadership

[New ed tech thought-leadership initiative for rural district leaders](#)

ADVANCING KNOWLEDGE & SKILLS

[2018 CoSN Annual Conference on Exponential Change: Designing Learning in the 4th Industrial Revolution](#)

[2018 CoSN/UNESCO Global Symposium on Educating for Digital Citizenship](#)

[Nine CTO Clinics in partnership with our state chapters](#)

[New state chapters in Oklahoma, Michigan & Utah](#)

[Suite of online courses including new ones on Advanced Persistent Prevention: Cybersecurity in K-12 Education and Protecting Student Privacy in Connected Learning](#)

[Certified Education Technology Leader \(CETL\) certification for K-12 Education Technology Leaders](#)

[Peer-to-Peer Review for school districts](#)

[CTO Forums at CoSN Annual and ISTE Annual Conference and follow up thought leadership reports on *Plugging into the Matrix: Where are you in the Digital Leap?* and *Building a Community Conversation on Digital Equity*](#)

[Interactive Webinar Series](#)

ADVOCATING

[Policy agenda focused on education technology funding, protecting student privacy, E-rate and digital equity](#)

[CoSN Advocacy Network to stay current on policy agenda and send message to federal and state policymakers](#)

COLLABORATING

[AASA—the superintendents association and National School Boards Association—*From Readiness to Opportunity* and *Online Assessment Planning Tool*](#)

[AASA, ASBO International and ASCD—Trusted Learning Environment \(TLE\) seal](#)

[Center on Technology and Disability—Accessibility Toolkit](#)

[New Media Consortium—2017 Horizon K-12 Report](#)

[AASA, MDR and Forecast5 Analytics—2017 Infrastructure Survey.](#)

[ISTE and State Education Technology Directors Association \(SETDA\)—2018 EdTech Advocacy and Policy Summit](#)

[SIIA—Feedback Focus Group](#)

[MDR and ForeCast5—K-12 IT Leadership Survey Report](#)

[Team4Tech—Rural projects in Alaska & Montana](#)

[Digital Promise—Micro credentials for school system leaders](#)

CELEBRATING SUCCESS

CoSN Awards: Community Leadership Award for Digital Equity, Excellence in Public Service, Hurley Private Sector Champion, Seymour Papert Lifetime Achievement, Team Award, Withrow CTO Award and Volunteer of the Year for outstanding achievement

Next Generation Leaders program with EdScoop recognizes emerging K-12 education technology leaders

CoSN's 25th Anniversary EdTech Time Capsule with EdScoop

VISION AND STRATEGIC GOALS: 2016–2019

Our Mission

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

Our Vision

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

Our Goals for 2016–2019

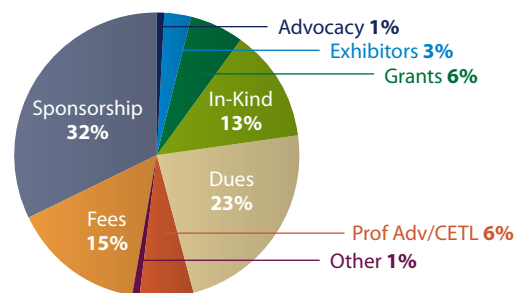
Essential Skills: Build the essential technology skills that all education leaders will need to be successful.

Fundamental Requirements: Identify and promote fundamental requirements for the equitable and effective use of technology in next-generation learning environments.

Advocacy: Advance policies that provide sustainable and substantial investment in the technology to power next generation learning environments.

Organizational Capacity: Expand CoSN's capacity to provide thought leadership and exemplary service to chapters and members.

SOURCES OF REVENUE: FY 2018



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

PLUS—Driving K12 Innovation, a new series of publications on emerging technologies for learning (coming January 2019) in partnership with AASA; Alliance for Excellent Education; Center for Educational Technology (Israel); Education Services Australia; European Schoolnet; Government Technology Agency (Singapore); Infocomm Media Development Authority (Singapore); ISTE; Kennisnet (Netherlands); KERIS (South Korea); KnowledgeWorks; Learning Forward; MITIE (Australia); National Association of Secondary School Principals; National Education Association; NSBA; National Science Teachers Association; SETDA; The Norwegian Directorate for Education and Training (Norway); and UNESCO.

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