

# State of CoSN 2019

JULY 1, 2018–JUNE 30, 2019



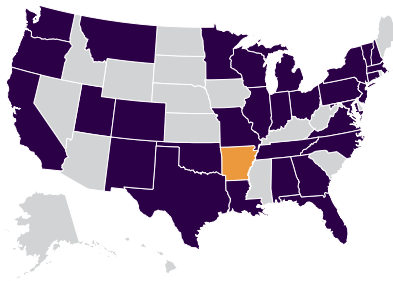
*CoSN is a dynamic and growing association committed to serving its members*

## GROWTH

**1,100**  
INSTITUTIONAL  
MEMBERS

**11% INCREASE**

**30 CHAPTERS**  
REPRESENTING 31 STATES  
New chapter in **Arkansas**



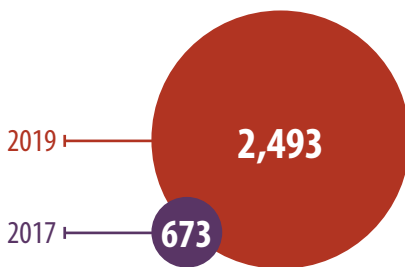
More than **550**  
individuals have received  
their **CETL® nationwide**

**8% GROWTH**

over the past year

## ENGAGEMENT

Nearly **tripled** the number  
of members engaged in the CoSN  
Network from inception in 2017



**MORE  
THAN 200**  
messages sent to  
members of  
Congress through  
CoSN Advocacy  
Network

**> 205,000**  
visits to **cosn.org**

Almost **1,100** attendees  
at the 2019 Annual Conference  
**(UP 7% FROM 2018)**

## SATISFACTION

Continued strong  
member satisfaction  
from **88% in 2018**

to  
**90%**  
in 2019

## TRUSTED RESOURCE

The “go-to” edtech resource with nearly  
**300 million** media impressions

**17,400** Twitter followers, a **19% INCREASE**

# CoSN Strategic Plan 2019–2022

This past year, CoSN undertook a thoughtful and intensive process to help inform and facilitate the development of an outcomes-oriented and measurable strategic plan. To set the framework, qualitative and benchmarking interviews, along with an environmental scan, were conducted.

## COSN VALUE

- Premier thought leadership organization for education technology
- Strength with industry expertise and leadership initiatives
- Critical strategic partnerships

The foundation of CoSN's new strategic plan consists of three elements:

- **CHALLENGE:** Technology is an essential element of learning, yet the use and application of it is inequitable.
- **VISION:** CoSN is a community of visionary technology leaders empowering every learner to achieve their unique potential in a changing world.
- **MISSION:** CoSN provides current and aspiring education technology leaders for preK-12 with the community, knowledge and professional development they need to create and grow engaging learning environments.

The plan's strategic drivers serve as a broad statement of where the organization will place extraordinary focus over the next three years. In each case, they are supported by a set of initiatives that further define specific areas of work to pursue within the planning horizon.

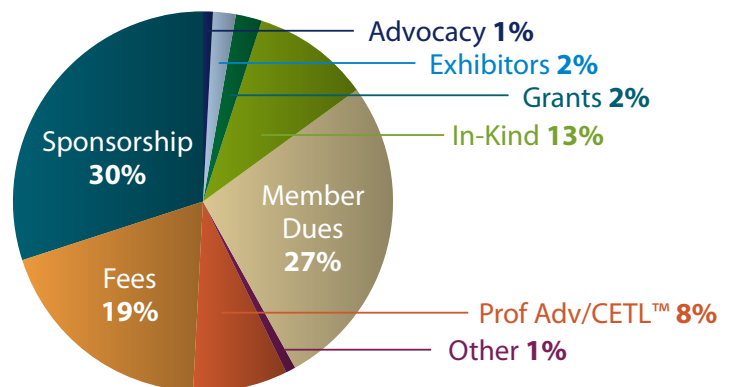
Building on CoSN's *Framework of Essential Skills of the K-12 CTO*, CoSN will grow member value through the following strategic drivers and initiatives:

**Personalize Member Learning.** Develop and deliver timely programs, products, and services to meet member needs.

**Drive Innovation.** Provide thought leadership to incubate and drive innovative practices.

**Foster Equity, Diversity & Inclusion.** Address systemic barriers by leading and inspiring change.

## SOURCES OF REVENUE: FY 2019



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

CoSN is the only national professional association dedicated exclusively to K-12 education technology **leaders** working to transform learning.

Our leadership resources inform the work of our members, shape our advocacy efforts, advent the knowledge of school system leaders and build community. To accomplish our mission, we partner with others committed to enhance and transform learning through the appropriate use of technology.

## ADVANCING THOUGHT LEADERSHIP

CoSN continues to be the 'go-to' trusted resource for unbiased thought leadership in K-12 learning. Increasingly, CoSN is quoted in both consumer media such as *USA Today* and the *Wall Street Journal* along with education and edtech publications such as *EdScoop News*, *EdTech Magazine*, *THE Journal* and *EdSurge*.

In 2019, CoSN premiered *Driving K-12 Innovation*, a new series of publications on emerging technologies for learning. An international advisory panel of 100+ leaders (from Australia to the Netherlands to Singapore and more) provided the framework for three publications:

- *Driving K-12 Innovation: Hurdles*—the obstacles that make participants slow down, evaluate, practice and then make the leap to better support teaching and learning.
- *Driving K-12 Innovation: Accelerators*—are megatrends that drive change—sometimes suddenly and sometimes so gradually the implications aren't readily apparent.
- *Driving K-12 Innovation: Tech Enablers*—are tools that support smoother leaps over the hurdles and expansive changes in global K-12 education.

To cap the series, a Toolkit was produced to help school and edtech leaders initiate and facilitate crucial conversations to help put the ideas generated by the publications into action.

**Student Data Privacy** was identified as the top concern for edtech leaders in the [2019 IT Leadership Survey](#). Increasing numbers of school systems are applying for the [Trusted Learning Environment Seal](#) as a way to organize, prioritize and strategically identify issues relating to student data privacy. Eighteen school districts have received and/or renewed their Seals.

CoSN continued to provide resources to help edtech leaders unravel interoperability issues. Resources developed in 2019 include identification of a maturity model and an online assessment to help leaders identify gaps in the integration/interface among disparate applications.

## ADVANCING KNOWLEDGE AND SKILLS

This year, CoSN made substantial enhancements to our professional advancement resources. Some highlights include:

- The CoSN Wednesday Webinar series covered topics from the needs of rural districts, to tackling the screen time debate, cybersecurity (student AND physical), to digital equity.
- We continue to offer courses on [Advanced Persistent Prevention: Cybersecurity in K-12 Education](#), [Protecting Student Privacy in Connected Learning](#), and the [CETL® Foundation](#) course.

- CoSN continues to partner with our state chapters to provide face-to-face learning at their CTO Clinics™.
- CTO Forums were offered at CoSN2019 and at the ISTE Annual Meeting.
- More than 1,100 people participated in CoSN2019, the second largest CoSN Conference ever, held in Portland, OR in April 2019.
- A NEW event was introduced at CoSN2019, specially designed to build teamwork and collaboration for large and mega large school districts.
- This year the Certified Education Technology Leader (CETL®) celebrated a milestone of having over 500 successful certificants.

## ADVOCACY

CoSN often joins with other edtech related organizations to comment on proposed changes to funding, student data privacy protection, E-rate, and digital equity. In March 2019, CoSN, in partnership with ISTE and SETDA, hosted the EdTech Advocacy and Policy Summit in Washington, DC. We also supported the state advocacy efforts of CoSN chapters in IL, FL and TX.

## EDTECH LEADER INITIATIVES & RESOURCES

In 2019, CoSN updated many of their extensive resources and added new ones:

- **EmpowerED Superintendents.** The one-pager series has been expanded to 12 infographics, with the addition of Trusted Learning Environment, Effective Technology Professional Development and Interoperability. In partnership with edWeb, there is a free monthly webinar series with a variety of superintendents who share their stories and expertise on how they lead digital transformation in their school system.
- **Rural Resources.** Based on research conducted with rural district CTO's and Superintendents, we created resources to address their four top challenges: broadband access, funding, people, and understanding the "why?" Resources include white papers and case studies.
- **Digital Equity Toolkit** has been updated. "Supporting Students & Families in Out-of-School Learning offers five strategies schools and districts can use to address the "Homework Gap" and four steps school leaders can take to collaborate with local governments and other community leaders.
- **Global Learning.** In addition to the Global Symposium at CoSN2019, a senior level of CoSN Leaders traveled to Finland and Norway and released a report—*Systems Built on Trust*.

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