

Name: Mike Lawrence
Organization: Jamf
Title: Education Leadership Executive

Briefly describe your professional background and experience in education technology

I've been an educational innovator for 30 years, as a teacher/mentor, in district/county-level edtech leadership roles eventually taking the reins at edtech nonprofit (and ISTE Affiliate) Computer-Using Educators (CUE). I grew its membership 500% during my tenure. I expanded the organization's scope from 2,000 in 2004 to 30,000 educators in 2016-2017. Working collaboratively with stakeholders, I grew CUE to be global in its impact while focused on technology and learning in CA/NV. I regularly collaborated with CoSN's CA State Chapter at the time, CETPA (now CITE), launching efforts such as Joint Ed Tech Review (jetreview.org), shared journal articles, curated tracks at our events, and joint advocacy efforts.

I then pivoted to educational software as a Senior Director at PowerSchool, managing the global Customer Advocacy efforts before transitioning to Jamf as an Education Leadership Executive earlier this year. I served as the CoSN liaison for both, maintaining our membership (and sponsorship) by participating in the Empowered Superintendent webinars and Ed Tech Advocacy efforts. I also led Jamf's post-CoSN Conference webinar this July, drawing record attendance.

Throughout my career, I've been sought as an advisor and advocate. I've served on global working groups convened by UNESCO and the Broadband Commission and others. I was selected as an Apple Distinguished Educator, co-founded the Google Certified Innovator program, and was hired to help develop ISTE's Certified Educator program. I believe I would bring a deep understanding and unique perspective of educational technology to CoSN's board.

What are the two most important priorities for CoSN to focus on in the next three years?

Certainly more than two priorities come to mind, so I will share one focused on organizational health, and one that's focused on CoSN's mission.

Fiscal responsibility & revenue diversity for CoSN as an organization. Far too many educational associations have depended solely on large annual events to keep the association afloat. During my tenures at CUE and at ISTE, I advocated for diversifying revenue streams to provide a broader safety net should the single largest annual revenue generator need to be cancelled (or as we saw in 2020, shift to an entirely online venue). I believe the steps we took in those years helped provide resilience and flexibility for those organizations when the pandemic hit.

By far, the most pressing issue to the modern edtech leader is student and staff safety and security. This was validated by CoSN's recent 2021 EdTech Leadership Survey Report, which identified cybersecurity as the top priority of edtech leaders.

This includes physical security while on campus or in the district office, but also cybersecurity, as the striking increase in ransomware and other malicious software has forced schools and educational institutions to invest in new approaches to protect themselves from bad actors in the space.

Please explain how your diverse background, personal and professional, will help impact the CoSN Board.

With the range of professional roles I've held within education, I would bring a diverse perspective to the CoSN Board. I've been a teacher, department chair, district tech mentor, tech coordinator, county-level administrator, Ed Tech non-profit CEO, board member and officer of international and national non-profits, senior director of marketing for one of the largest ed tech providers and a sales executive in charge of leading global learning initiatives. Having worked across these roles during my 30 years in education has provided me a rather unique lens through which to help provide insight and vision to CoSN's future.

Prior to education, I was a child performer from the ages of 7 to 17, being cast in numerous commercials, tv shows, movies, stage work, improvisation, modeling and voice-over/radio acting. I performed competitively in dance competitions and participated in over 35 stage productions (mostly musicals), including a Broadway show. Working alongside professional movie, tv and stage actors at such a young age provided me with a rare early insight into the world of work, multi-age learning, persistence and collaboration that would give me a head start once I began my education career.

As a volunteer, I've experienced yet another array of roles to promote youth development. During my undergrad years, I co-founded an alternative newspaper, working my way up through sales/delivery to reporting, editing, eventually becoming Editor-in-Chief my senior year. While in graduate school, I co-founded a chapter of Sigma Tau Delta, the English Honor Society on our campus. I was among the families that planted a new church for our local community, volunteering as communications chair, designing its first website, running weekly lyrics, editing an online 'zine and many other activities for its first five years. I served as a youth (U9-U14) soccer coach, earning a E license during a six-year

span. I served as a School SITE Council officer and board treasurer for my son's High School Choral Boosters for three years each.

All of these experiences together allow me to bring a unique perspective to support CoSN.

Describe your relevant experience in providing leadership to nonprofit organizations (e.g. service on boards, events, fundraising), with particular emphasis on any experience working with state or national education and/or ed tech associations.

I led the non-profit ed tech association Computer-Using Educators (CUE) for over twelve years, first as its Executive Director, then as its first CEO. This organization provides leadership for educators in California, eventually expanding to include Nevada under my leadership. When I was hired, the organization was nine months away from insolvency. When I left in 2017, we'd built up a reserve of close to \$1.5 million. I'm told that this reserve proved vital in helping the organization survive the 2020-2021 pandemic years.

In my capacity as its chief executive, I partnered with dozens of state and national ed tech organizations including CoSN, ISTE, SETDA, iNACOL, NCTET and many others. I earned my Certified Association Executive (CAE) status through ASAE, leveraging all that I learned in board governance and association management to enhance CUE's impact.

I served as an ISTE board member for two terms, including a stint on the Executive Committee as Board Secretary. We shifted to an entirely new governance model, hired the first new CEO in a decade, oversaw a rebranding and I led the Board Composition Committee in a complete board restructuring, transforming the board from constituency-based to competency-based structure. We went from 22 board members down to 13-14, and established a process for board appointments. In doing so, I formally became the last Affiliate Representative to serve on the board.

In addition, I've served on the Executive Board of the California Student Media Festival for nearly 20 years, including ten as its director.

CoSN has identified diversity as a priority for both the CTO profession and the CoSN organization. As a CoSN Board nominee, how would you help to broaden diversity and/or what experience have you had in evaluating or managing organizational diversity?

In hiring and managing teams, I've established and maintained a positive and inclusive workplace, representative and supportive of diversity. At my two most recent employers, we've regularly undergone training and been educated on how to create a welcoming and inclusive environment for the great diversity of team members, as well as the educators we serve.

I have also worked diligently in each of my positions to amplify the voices of those less represented. Throughout my various roles, I've deliberately encouraged my team (and myself) to look beyond the most commonly represented voices of cishet white able-bodied male educators when selecting those to be featured on stage, on a mic, in case studies, authoring blog posts and across the spectrum of visibility. I proactively share my pronouns on every social media platform in which I participate and I make certain that all participants in a discussion are actively engaged in ways that are comfortable for them (voice, chat, on-screen, off-screen, in writing, text, etc.).

I will bring this sensibility to the CoSN board, and always advocate for the quieter or underrepresented voices within educational technology.

Describe your past involvement in CoSN and/or our state chapters

I've been an active CoSN member for several years, and have engaged as a partner since 2005. In my capacity as CUE's chief executive and in my vendor work since, I would often collaborate with Keith and other CoSN members in efforts, including ed tech advocacy, panel presentations, thought leadership initiatives and in professional learning opportunities. I've attended CoSN regularly since 2006, and was honored to be named one of the 20 to Watch in Ed Tech by NSBA at CoSN 2012. I've also participated in the annual Ed Tech Advocacy Day many times.

In addition, I have engaged with State Chapters within the context of ISTE Board service, as there are many that serve as both ISTE affiliates and CoSN Chapters. I supported the creation of NMSTE in New Mexico, NYSCATE's shift from all volunteer to a staffed organization and met with the leadership of PAECT to support their development as a state-level ed tech organization. I've also collaborated and advised TETA, VSTE and Sourcewell over the years.

By far my strongest involvement with a State Chapter (and now official partner) was with CETPA, now CITE. As I detailed above, I worked alongside their organization's leaders and members first when they were all-volunteer, and then, from 2006 onward, in partnership with their Executive Director, Andrea Bennett. We sought to model a strong partnership between Information and Instructional Technology, just as we felt it should be present at schools and districts.