



Certified Education Technology Leader (CETL®)

Candidate Handbook

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Introduction

The Consortium for School Networking, CoSN, the world-class professional association for K-12 EdTech leaders, stands at the forefront of education innovation. We are driven by a mission to equip current and aspiring K-12 education technology leaders, their teams, and school districts with the community, knowledge, and professional development they need to cultivate engaging learning environments. Our vision is rooted in a future where every learner reaches their unique potential, guided by our community. CoSN represents over 2,050 school districts reaching over 11 million students. Our state presence is expanding with [37 CoSN Chapters](#) in 38 states who function at the grassroots level to further effect change and continues to grow as a powerful and influential voice in K-12 education.

CoSN also provides opportunities for companies that support the K-12 EdTech community to participate as corporate members.

Our Challenge

Technology is an essential tool for learning, yet there are challenges to its use and application such as the digital divide, insufficient teacher training, and data privacy and security.

Our Vision

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

Our Mission

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

Certification Governance Committee

The Certification Governance Committee (CGC) is responsible for establishing all policies and procedures pertaining to the CETL® certification program, including approving all updates to the Framework, setting the eligibility requirements, setting the recertification requirements, establishing costs, and determining the passing score of the exam. All CGC members are required to be a CETL® in good standing.

Applicant and Certificant Responsibility

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

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Contact Us

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

Certified Education Technology Leader (CETL®) Certification

CoSN's CETL® certification program and its body of knowledge were created by and for education technology leaders. For K-12 education technology leaders, earning the CETL® certification will demonstrate to your staff, superintendent, and other stakeholders that you have mastered the knowledge and skills needed to define the vision for and successfully build future-ready learning environments in your school district or other education organization. The Certified Education Technology Leader (CETL) program is governed by the Certification Governance Committee (CGC), composed of experienced education technology leaders who bring diverse perspectives and deep expertise across K–12 systems, higher education, and technology leadership.

Following certification industry best practices, a clear ethical and operational firewall is maintained between the CGC and CoSN's certification staff team and CoSN's education staff, Professional Advancement Committee members, course developers and instructors, and Board members. This separation safeguards impartiality and prevents influence or conflicts of interest between certification and education activities.

The Purpose of the CETL® Certification Program

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

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

- Enable strategic and systemic use of technology to improve learning in K-12 schools.
- Recognize the evolving role of the CTO and address the gap between the dual aspects of a CTO's job – both educational and technical – encouraging professionals to strengthen both dimensions of their leadership.
- Create a clearly identifiable role for the CTO within an education organization's leadership structure, elevate the profession, and encourage districts and other education organizations to ensure that the CTO is participating in conversations at the cabinet level.
- Help CTOs and aspiring CTOs identify and find necessary professional development opportunities that will help them acquire or strengthen skills and competencies required for success as future-ready education technology leaders.

Statement of Non-Discrimination

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

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

Records Retention Policy

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

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

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

The Benefits of Earning your CETL®

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

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

The CETL® certification program is specifically designed for those currently holding or aspiring to hold CTO, Director of Technology, or similar positions.” Holding the CETL® credential demonstrates to your colleagues, superintendents and other executive leaders, and subordinates that you:

- Have mastered the body of knowledge needed to bring future - ready technology to K-12 school districts and other education organizations
- Are dedicated to remaining current in the education technology field
- Will work collaboratively with your education organization and its stakeholders to ensure that technology is considered and implemented within the context of your organization’s strategic plan to advance student learning outcomes
- Will work collaboratively with other support departments to improve the entire educational institution and environment

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

The CETL® Certification Application Process

Application Process

The application process involves seven steps:

1. Create a profile on the CoSN website
2. Register, pay for the exam, and complete the application
3. Wait for application review (10 business days)
4. Receive Authorization to Test (ATT) if eligible
5. Prepare for the exam
6. Schedule your exam appointment
7. Take and pass the CETL® exam

How long does the application review take?

Applications are typically reviewed within 10 business days of completion. However, incomplete applications may cause delays.

What happens if my application is incomplete?

If your application remains incomplete 30 days after receiving the link to submit it, you'll be deemed ineligible and will forfeit your exam fees. Future applications will require new fees.

What documents do I need to submit?

During the application process, you'll need to document your education and experience qualifications. If selected for audit (10% of applications), you'll need to provide:

- Current CV or resume
- Job descriptions for relevant positions
- Signed letter from supervisor attesting to work experience
- Official transcript or diploma showing your highest degree

Exam Information

How long do I have to take the exam after approval?

Once you receive your Authorization to Test (ATT), you have 90-days to schedule and take the exam.

Where can I take the CETL® exam?

Candidates may take the CETL® exam either in person or online:

- Testing Center: At an authorized Pearson VUE testing center, offering a secure, proctored environment.
- Live Remote Proctoring (LRP): Online through our testing partner, Strasz Assessment, allowing candidates to test from their own computer under the supervision of a live remote proctor.

Both options provide a secure, standardized testing experience that upholds the same exam integrity, security protocols, and candidate identity verification standards. Candidates may select the delivery option that best fits their schedule and testing preferences.

How do I prepare for the exam?

CoSN recommends starting with the [CETL® Self-Assessment](#) available on their website to identify areas for focused study. Additional preparation resources include:

- CoSN Knowledge Center with resources linked to the [Detailed Content Outline](#)

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- [Online courses](#) to help fill knowledge gap

When will I receive my exam results?

You'll typically receive your exam results via email from Strasz Assessment within 24 hours of completing the exam.

Eligibility Requirements

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

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

There are 2 alternative pathways as follows:

- **Education:** Associates degree
- **Experience:** Seven (7) years of education technology experience in a K-12 educational setting*

or

- **Education:** No College Degree
- **Experience:** Ten (10) years of education technology experience in a K-12 educational setting*

Transcript Submission Requirements

Effective March 1, 2026, all CETL® applicants must submit **official or unofficial academic transcripts** as part of the application to verify that they meet the education eligibility requirement.

- **Official transcripts** must be issued directly by the educational institution and include the institution's name, applicant's name, degree or program title, and date of completion (if applicable).
- **Unofficial transcripts** are acceptable if they include the same identifying information and clearly display the completed coursework or degree information.

*Non-profit organizations with a focus on K-12 education qualify as a K-12 educational setting. Corporations with a K-12 focus or an edtech focus do not qualify under this same definition. CoSN does offer a separate program in its professional learning department for those from the corporate community that may be interested in this training.

What counts as "education technology experience"?

Education technology experience includes demonstrable experience in tasks covered by the **CETL® Detailed Content Outline**, which encompasses three main areas:

- Leadership and Vision
- Understanding the Educational Environment
- Managing Technology and Support Resources

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Can I get a waiver for the experience requirement?

No, CoSN does not offer waivers for the experience requirement. All candidates must have at least four years of K-12 education technology experience.

Waiver of Education Requirement

If a candidate does not meet the minimum **education** requirement, the candidate may submit an appeal demonstrating at least **ten (10) years** of experience in education technology. This appeal must be in writing and must include the following:

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

This request may be sent via hard copy to: CoSN Certification Governance Committee – 601 13th Street, NW Suite 1200, Washington, DC 20005. A PDF of the signed request may also be emailed to certification@cosn.org.

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

No requests for a waiver of the **experience** requirement may be made. All candidates must have at least four years of K-12 education technology experience.

Application Audits

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

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

The CETL® Certification Exam

Candidates who meet the eligibility requirements for initial certification must pass the CETL® exam to earn the Certified Education Technology Leader (CETL®) credential.

The CETL® exam is a computer-based multiple-choice exam consisting of 100 scored items. Each item includes a question (stem) and four answer options. There is no penalty for incorrect answers—each correct answer earns one point, and unanswered or incorrect responses receive zero points. Candidates are encouraged to answer every question.

The exam is administered in a secure, proctored environment through two delivery options:

- Testing Center: At an authorized Pearson VUE testing center.
- Live Remote Proctoring (LRP): Online through our testing partner, Strasz Assessment, allowing candidates to take the exam from their own computer under live supervision.

Both delivery options follow strict security and identity verification procedures to ensure the integrity of the certification process. Multiple, equated exam forms are used to maintain fairness and comparability across administrations, and exam

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items are presented in random order to each candidate.

Candidates have two (2) hours to complete the exam. Exam results are typically available within one hour of completion and are delivered via email. Candidates receive their overall scaled score along with a summary of their performance across the three major content domains. For security reasons, specific item-level feedback (i.e., which items were answered correctly or incorrectly) is not provided.

What does it cost to pursue CETL® certification?

CoSN Member exam fee: \$489

Member exam retake fee: \$339

Nonmember exam fee: \$829

Nonmember exam retake fee: \$339

The initial \$489/\$829 exam fees cover the entire initial certification process (application, eligibility analysis, exam, and certificate/recognition for those who are eligible and pass the exam). If a candidate fails the exam, the retake fee will apply each time the exam is retaken.

All fees are nonrefundable; please be certain that you meet the eligibility requirements--or email us at certification@cosn.org if you have any questions about eligibility--before you apply.

Member Discounts

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

Corporate Membership

For corporate participation through membership and sponsorship opportunities.

Institutional Membership

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

Individual Membership

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

Nonmembers

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

Preparing for the Exam

- Review the [Framework](#) and additional resources can be found on [our exam preparation page](#).
- We also encourage you to join a study group; these groups help candidates stay on a schedule and will help you

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tap into your colleagues' expertise and support.

- Purchasing the [CETL® Practice Exam](#), facilitated virtual course, or a self-study course are all ways to prepare either alone or with a cohort.
- All CoSN Professional Learning opportunities are independent of the CETL® certification program, which requires a separate application. The CETL® program is governed by the CETL® Certification Governance Committee, an independent certifying body of CoSN. In adherence to best practices for certifying bodies, CETL® Certification Governance Committee volunteers and CETL® Certification staff are not involved in the development of any preparatory program, and no preparatory program is endorsed by the CETL® Certification Governance Committee nor is a prerequisite to earn the CETL®. The CETL® Certification Governance Committee and its staff are solely responsible for the policies and administration of the CETL® program, including application deadlines and qualification requirements.
- How long does preparation take, and are the study materials aligned to the test? - Preparation time varies by individual. Most candidates complete their study within two to three months, using resources that are aligned to the CETL® Exam Content Outline.
- The [Framework](#) is the basis of both the exam content and our study materials; while no one resource will “teach to the test,” all materials are aligned. CoSN does not endorse or require any specific study materials to be completed.

Exam Accommodations

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

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

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

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

Exam Eligibility Extensions

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

Only ONE exam eligibility extension may be requested by a candidate; second requests cannot be granted. The extension request can be made at any time between the date of the candidate's ATT notice and the last day of the exam eligibility period. The candidate must request an extension in writing via email to certification@cosn.org. The candidate **must cancel** any previously scheduled exam appointments [directly with PearsonVUE \(testing center\)](#) in order to take

advantage of this option, and all rescheduling or cancellation fees apply.

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

Failure to Schedule an Exam

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

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

Cancelling or Rescheduling an Exam

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

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

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

Failure to Appear for a Scheduled Exam

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

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

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

Pressing Circumstances

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

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if appropriately supported by official documentation:

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

In summary:

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

What to Expect on Exam Day

Candidates must check in at their scheduled testing appointment at least 30 minutes prior to the exam start time.

You will be required to present one currently valid, government-issued photo ID with a signature (e.g., driver's license, state or national ID card, or passport). The name on your ID must exactly match the name used on your CETL® application and CoSN account.

If your name does not match exactly, you will not be permitted to test, will be considered a no-show, and will forfeit all exam fees. A new registration and payment of the retake fee will be required to reschedule.

If you are testing outside your country of citizenship, you must present a valid (not expired) passport.

If you are testing within your country of citizenship, acceptable IDs include a passport, driver's license, non-driver's state ID, national ID, or military ID. All IDs must be valid on the date of your exam appointment.

Test Center Security (PearsonVUE)

Candidates testing at a Pearson VUE test center should be prepared for a high-security testing environment. All personal items must be secured in lockers provided at the test center.

- Security protocols include, but are not limited to:
- Emptying pockets and removing outerwear or bulky clothing
- Scanning with a metal detector or other detection devices
- Photograph and/or biometric verification (such as fingerprint or palm vein scan)
- Continuous monitoring by proctors and surveillance cameras

To maintain exam integrity, no personal items are permitted in the exam room, including: reference materials, notes, cell phones, smartwatches, calculators, cameras, bags, jewelry (except wedding or engagement rings), or food and beverages.

Dress comfortably and in layers, as test center temperatures may vary.

During public health crises, enhanced safety protocols (e.g., distancing, sanitization, reduced capacity) may be implemented.

For additional details on Pearson VUE security procedures, please visit [Pearson VUE- COSN](#) page.

Testing Center Guidelines (Pearson VUE)

Category	Permitted	Not Permitted
Arrival Time	Arrive 30 minutes before your scheduled appointment	Arriving late (may result in forfeiture of exam and fees)
Identification	One valid, government-issued photo ID with signature and exact name match	Expired IDs, temporary IDs, name mismatches, photocopies, or digital IDs
Personal Items	Small locker provided for storage of personal items	Cell phones, smartwatches, pagers, headsets, notes, study materials, and bags of any kind
Clothing	Light layers for comfort; all outerwear (coats, hats, scarves) must be removed before entering the testing room	Bulky clothing, hats, or accessories that conceal the face or ears (unless for religious or medical reasons)
Jewelry	Wedding and engagement rings only	All other jewelry, including bracelets, necklaces, and watches
Food and Drink	Not permitted (unless pre-approved as an accommodation)	Food, gum, candy, and beverages of any kind
Electronics	None	Phones, tablets, cameras, calculators, recording devices, or any electronic communication device
Security Measures	ID verification, palm vein or fingerprint scan, metal detector wand, photo capture	Refusal to comply with security protocols
Breaks	May be taken only as permitted by the proctor; must sign in/out	Leaving the test room without authorization or accessing lockers during breaks

Live Remote Proctoring (Strasz Assessment)

Candidates testing via Live Remote Proctoring (LRP) through Strasz Assessment may take their exam online from their own computer under the supervision of a live proctor.

Before scheduling an LRP session, candidates must ensure they meet the technical and environmental requirements, including:

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- A reliable, high-speed internet connection
- A functioning webcam and microphone
- A quiet, private testing space free of distractions and unauthorized materials

At check-in, candidates will be required to:

- Present a valid, government-issued photo ID matching their CETL® application name exactly
- Complete a 360° room scan using their webcam
- Remove all prohibited materials from the workspace (phones, notes, additional monitors, etc.)

Throughout the exam, the live proctor will continuously monitor the candidate's webcam, microphone, and screen to ensure compliance with security protocols. Any violations may result in immediate termination of the session and invalidation of exam results.

For additional details on technical requirements and proctoring procedures, refer to the [Strasz Assessment Online Proctoring Candidate Quick Guide \(PDF\)](#).

Exam Environment Guidelines

Category	Permitted	Not Permitted
Testing Space	A quiet, private, well-lit room with a closed door	Public spaces (libraries, cafés, offices), rooms with other people present, open or shared spaces
Desk/Workspace	Clean desk or table with only the approved testing computer, mouse, and keyboard	Papers, books, notes, phones, secondary monitors, smart devices, or any unauthorized materials
Technology	One computer with stable internet connection, functioning webcam, and microphone	Multiple screens, tablets, dual monitors, external hard drives, or disconnected cameras
Personal Items	Water bottle (clear, label removed) if permitted by proctor	Food, drinks (other than water), bags, purses, wallets, watches, hats, sunglasses, jewelry (except wedding/engagement rings)
Electronics	None, other than the computer used for testing	Cell phones, smartwatches, headsets, earbuds, or any Bluetooth device
Clothing	Comfortable attire; light layers allowed for temperature control	Hoodies with hoods up, heavy outerwear, or clothing that obscures face or ears
Breaks	Not permitted unless explicitly authorized by the proctor	Leaving the testing area without permission or extended absence from camera view

Exam Scores

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

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

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

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

Re-Examination

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

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

Exam Retake Fees (CoSN Member or nonmember): \$339 USD per retake

Official Notice of Certification

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

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

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

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

Release of Certificant Information

Confidentiality and Disclosure Policy

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

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

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

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

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

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

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

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

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

Recertification

The CETL® certification will expire three years after the date of issue. To [remain certified](#), a CETL® is required to stay current in the CTO field EITHER by completing 60 hours of CoSN-defined continuing education activities (CEAs) or preparing to retake and then passing the CETL® exam before the expiration of the certification. All CEAs must be tied to one or more of the 10 skill areas identified in the Framework. In addition, recertification activities must take place within the three-year certification cycle. Learn more on our [Recertification](#) page.

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

The Continuing Competency requirements established by the Certification Governance Committee (CGC) are that CETL®s:

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

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

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

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

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

Continuing Education Activities (CEAs)

CoSN Conferences or Similar Conferences

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

Structured Continuing Education

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

Professional Activities

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

- **Project or Industry-Related Certification**

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

- **Professional Membership**

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

- **Published Works**

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

- **Teaching / Instruction**

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

- **Volunteer / Leadership Work**

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

Recertification FAQs

How Much Does it Cost to Recertify?

The cost to recertify is \$220 for members / \$330 for nonmembers. Your recertification application must be accompanied by this recertification fee.

How Do I Submit My Recertification Activities?

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

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

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

Can I Retake the Exam to Recertify?

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

What if I Miss the Recertification Deadline?

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

Will CoSN Send Me Alerts When My Deadline Is Approaching?

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

Appeals Process

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

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

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

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

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

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

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

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

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

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

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

Send all appeals to certification@cosn.org

Complaints and Disciplinary Process

The Certification Governance Committee (CGC) is responsible for maintaining and enforcing the standards of professional conduct and ethics for all individuals participating in the CETL® certification program, including applicants, candidates, certificants, and past certificants.

The CGC will review and respond to all cases of potential or actual misconduct that may constitute a violation of the Certified Education Technology Leader (CETL®) Code of Conduct.

Filing a Complaint:

A complaint may be filed by any individual or organization that becomes aware of a potential violation of the CETL® Code of Conduct.

Complaints must be submitted in writing by email to certification@cosn.org and include:

- The name and contact information of the complainant
- The name and contact information of the individual alleged to have violated the Code of Conduct (if known)
- A detailed description of the alleged conduct, including dates and supporting facts
- Names of witnesses or other parties with relevant information
- Any documentary evidence supporting the complaint

Complaints that lack sufficient detail or supporting evidence may be dismissed at the discretion of CoSN certification staff or the CGC. Submitting a knowingly false or malicious complaint constitutes professional misconduct and may result in disciplinary action.

Initial Complaint Review

Upon receipt, CoSN certification staff will review the complaint to determine whether it meets the following minimum criteria:

1. The individual named in the complaint is or was a CETL® certificant, candidate, or applicant at the time of the alleged violation.
2. The complaint provides sufficient factual detail to warrant review by the CGC.

If both criteria are met, the complaint will be forwarded to the CGC for evaluation. If not, staff will notify the complainant that insufficient information is available to proceed. If additional detail is not provided within five (5) business days, the complaint will be closed.

CGC Review and Investigation

The CGC will determine whether the complaint merits investigation. If accepted, written notice will be issued to both parties within **15 business days**, including:

- The substance of the complaint and applicable policy references
- A request for the respondent's written response within **20 business days**
- A statement of confidentiality expectations and the prohibition on direct contact between the complainant and CGC members

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The CGC may engage qualified consultants or subject matter experts to assist in the investigation; such individuals will be bound by confidentiality agreements and will not participate in voting or deliberations.

The CGC will review the complaint, the respondent's response, and any additional information gathered during the investigation. When appropriate, the CGC may schedule a hearing—conducted via teleconference, webconference, or in person—to allow both parties to present relevant information.

Hearing and Due Process

The respondent will be notified of the hearing date and provided with the names of CGC members and any consultants involved. The respondent may raise concerns about potential conflicts of interest, which the CGC will review.

Hearings are closed to the public and recorded for the official record. The respondent may make a brief statement and respond to questions from the CGC. Legal counsel may advise the respondent but may not participate directly in deliberations.

If the respondent is unresponsive or declines to participate, the CGC may proceed in their absence.

Following the hearing, the CGC will deliberate privately and render a decision based on a **preponderance of the evidence** standard.

Possible Disciplinary Actions

Depending on the nature and severity of the violation, disciplinary actions imposed by the CGC may include one or more of the following:

- Written warning or private reprimand
- Requirement for corrective actions (e.g., ethics training, restitution, or remedial measures)
- Suspension of certification for a specified period
- Permanent revocation of certification or ineligibility for future certification
- Public reprimand or publication of the disciplinary decision

The CGC may, at its discretion, recommend that CoSN publish the name, location, and sanction of individuals subject to suspension, revocation, or public reprimand on CoSN's website once all appeal rights have been exhausted. CoSN or the CGC may also report final disciplinary actions to appropriate professional, governmental, or law-enforcement authorities.

All records, evidence, and supporting documentation become the property of CoSN upon submission and will be retained as part of the official certification record.

Appeals of Disciplinary Decisions

A respondent may appeal a disciplinary decision within 30 calendar days of receiving written notice of the CGC's determination. Appeals must be submitted in writing via a traceable method and must specify one or both of the following grounds:

1. Procedural Error: The CGC materially failed to follow published criteria, policies, or procedures.
2. Factual Error: The decision was based on a substantial error of fact or omission that would have significantly changed the outcome.

The CGC will refer the appeal to its Appeals Panel, composed of members with ethics or governance experience who were not involved in the original decision. The Appeals Panel will review the full record and may request additional information from either party.

Within 45 calendar days, the Appeals Panel will issue a recommendation to the CGC, which will render a final written decision within 30 days of receipt. The decision of the CGC is final and binding.

Voluntary Resignation

At any point during the process, a respondent may voluntarily admit to a violation or resign certification. In either case, the CGC may determine and impose an appropriate sanction and record the outcome in accordance with this policy. A resignation or admission of guilt waives the right to further appeal.

Summary of Disciplinary Actions and Sanctions

Type of Violation	Typical Sanction(s)	Publication / Reporting
Minor professional conduct issue (e.g., unprofessional communication, unintentional misuse of CoSN or CETL® marks)	Written warning, ethics reminder, or corrective action plan	Not published; internal record only
Failure to comply with certification policies or procedures (e.g., misrepresentation on an application, failure to meet recertification requirements)	Suspension of certification until compliance is demonstrated	May be published if certification is suspended
Misuse or falsification of credentials (e.g., false claim of certification, altered certificate, fraudulent documentation)	Immediate revocation of certification and permanent ineligibility	Published on CoSN website; may be reported to relevant entities
Breach of exam security (e.g., cheating, unauthorized possession or disclosure of exam content)	Invalidation of exam results; ineligibility for future exams for a defined period or permanently	Published if certification revoked or eligibility denied
Ethical or professional misconduct (e.g., harassment, conflict of interest, violation of Code of Conduct)	Suspension or revocation of certification depending on severity	Published if suspension ≥ 6 months or certification revoked
Failure to cooperate with an investigation or non-response to CGC inquiries	Suspension or revocation of certification	May be published depending on outcome

Voluntary resignation during investigation	Voluntary surrender of credential; may preclude future eligibility	May be published or reported to appropriate bodies
Admission of guilt	Sanction determined by CGC (usually suspension or revocation)	Published consistent with policy

DEFINITIONS

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

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

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

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

Respondent / Appellant: The subject of the complaint

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

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

Policy on Use of the Certification Mark

This policy is applicable to all individuals certified by CoSN.

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

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

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

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

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

Acceptable examples:

Jane J. Torres, CETL®

Jacqueline R. Smith, CETL®

Jane D. Jones, Ed.D, CETL®

Jordan Doe, Ph.D., CETL®

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

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

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

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

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from the individual alleged to have misused the certification mark.

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

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

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

Appendix A: CETL® Examination Detailed Content Outline

I. Leadership and Vision (36% Total)

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

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

Related Knowledge

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

B. Strategic Planning (15% Subtotal)

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

Related Knowledge

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

C. Ethics and Policies (6% Subtotal)

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

Related Knowledge

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

II. Understanding the Educational Environment (33% Total)

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

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

Related Knowledge

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

B. Team Building and Staffing (15% Subtotal)

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

Related Knowledge

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

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

A. Information Technology (7% Subtotal)

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

Related Knowledge

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

B. Communication Systems (2% Subtotal)

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

Related Knowledge

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

C. Business Management (10% Subtotal)

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

Related Knowledge

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

D. Data Management (5% Subtotal)

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

Related Knowledge

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

E. Data Privacy and Security (7% Subtotal)

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

Related Knowledge

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

Appendix B: Code of Conduct and Terms of Confidentiality



CoSN's CETL® Applicant, Candidate, and Certificant

Code of Conduct and Terms of Confidentiality

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

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

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

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

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

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

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

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

Appendix C: Special Accommodations Forms

REQUEST FOR SPECIAL EXAMINATION ACCOMMODATIONS

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

APPLICANT INFORMATION

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

↓Mailing Address

↓

↓City State/Province

↓Zip Code/Postal Code

↓Country

↓Daytime Telephone Number with country code

↓Email Address

SPECIAL ACCOMMODATIONS

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

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

Comments: _____

PLEASE READ AND SIGN:

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

Signature: _____ Date: _____

Return this form to the CoSN Certification Department via email to certification@cosn.org

If you have questions, please email us at certification@cosn.org

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DOCUMENTATION OF DISABILITY-RELATED NEEDS

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

PROFESSIONAL DOCUMENTATION

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

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

Recommended Accommodations:

Signed: _____ Title: _____

Printed Name: _____

Address:

Telephone Number: _____

Date: _____ License # (if applicable): _____

Return this form to:

CoSN Certification Department via email to certification@cosn.org

If you have questions, please email us at certification@cosn.org