



STRATEGIC

PLAN

**2026-
2029**

STRATEGIC PLAN

LEADING THROUGH CHANGE

Built through inclusive, community-driven planning, CoSN's three-year strategic plan provides a bold framework for realizing our ongoing mission: To provide current and aspiring K-12 education technology leaders with the community, knowledge, and professional development they need to create and grow engaging learning environments.





STRATEGIC PLAN

This plan is specifically designed to navigate accelerating technological change and increasing political, economic, and social volatility. Moving forward, CoSN will drive impact through three core strategies.

STRATEGIC PLAN

THREE STRATEGIES

1. Elevating the Many Voices
of CoSN



2. Cultivating Vital Resources



3. Empowering Members
Through Community &
Knowledge



Our Three-Year Commitments: Over the next three years, CoSN's Board, Staff, Partners, and Members will work together to:

- **Drive widespread understanding of how purposeful technology use measurably improves student outcomes.**
- **Build more deeply connected CoSN communities to foster collaboration and support.**
- **Deliver tailored resources that meet the varied needs of all members, including those in small and rural districts.**
- **Forge deeper partnerships to accelerate progress toward our common educational goals.**
- **Establish the CETL® certification as the undisputed national industry standard for qualified EdTech leadership.**
- **Champion ongoing advocacy to ensure every learner can achieve their unique potential in a changing world.**

A Data-Driven Foundation

To ensure this plan is grounded in the reality of the field, CoSN followed a rigorous, four-stage development process:



DISCOVER

We conducted an exhaustive Discovery Phase, analyzing performance data, performing competitive analysis, and gathering insights through 5 stakeholder surveys and 38 one-on-one interviews with board members, chapter leaders, consultants, and external thought leaders.



DEFINE

We mapped the internal and external environment to identify where CoSN can have the greatest impact. Key findings show that CoSN is uniquely positioned to fill the leadership void as federal roles shift, leverage state chapters for national efforts, and help secure a “seat at the table” for EdTech leaders.



DEVELOP

The CoSN Board engaged in structured, collaborative sessions to prioritize the aspects of technology and learning that require immediate national attention.



DELIVER

We translated this vision into a dynamic roadmap, including three-year accomplishments, one-year goals, and a 90-day implementation cycle to ensure immediate action.



1. Elevating the Many Voices of CoSN



EdTech leaders power learning in every setting—from suburban and urban to rural, and across public, charter, and independent systems. We are committed to ensuring every leader sees their experience reflected in our community.

STRATEGY

Spotlight Excellence

Share the success stories of CETL® recipients to inspire the next generation of leaders.

Elevate New Voices

Prioritize insights from rural, small, and medium-sized school systems.



Prove Efficacy

Share real-world use cases that illustrate the measurable impact of EdTech.



CoSN
CETL®
CERTIFIED EDUCATION
TECHNOLOGY LEADER

STRATEGY

Listen and Lead

Create continuous feedback loops through town halls and focus groups.



Strengthen Executive Ties

Build stronger connections between EdTech leaders and Superintendents.





2. Cultivating Vital Resources



CoSN equips leaders with the actionable insights needed to drive innovation. Our resources are purpose-built for K-12, allowing for immediate implementation in a rapidly evolving landscape.

STRATEGY

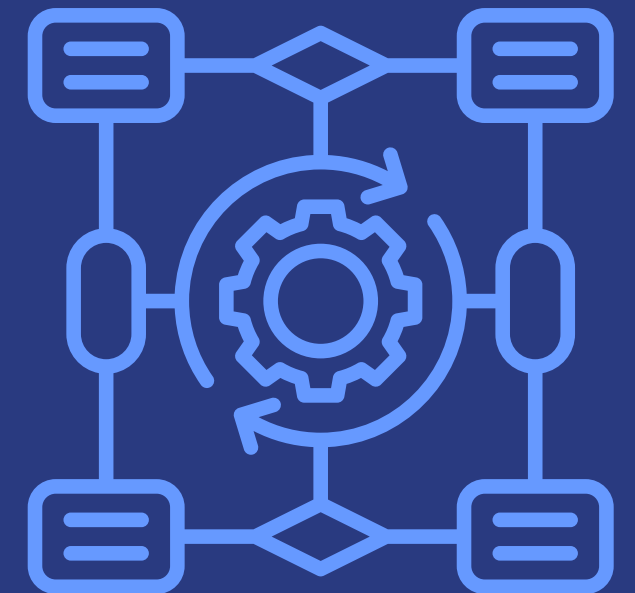
Anticipate Emerging Issues

Develop responsive resources for AI, cybersecurity, and other shifting priorities.



Optimize for Impact

Implement a rigorous framework to prioritize and sustain high-value programs.



STRATEGY

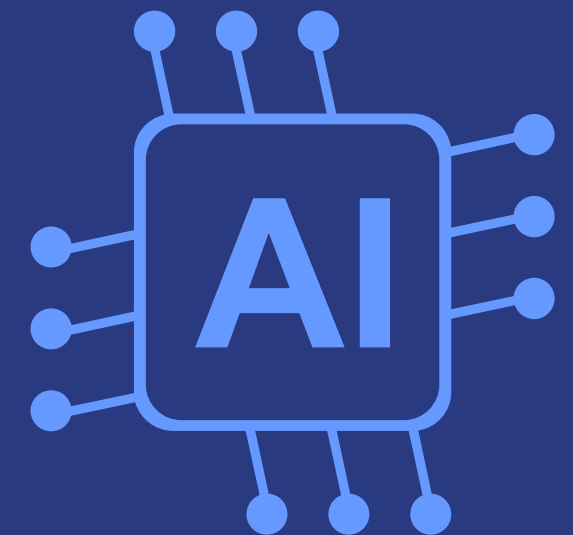
Measure and Improve

Continuously evaluate program effectiveness to ensure maximum ROI for our members and partners.



Personalize Support

Leverage AI to tailor CoSN content to a leader's specific district size, role, and needs.





COMMUNICATION

Digital Catalogue

Showcasing the robust and current library of up-to-date CoSN resources at your fingertips.



Visual Data Sheets

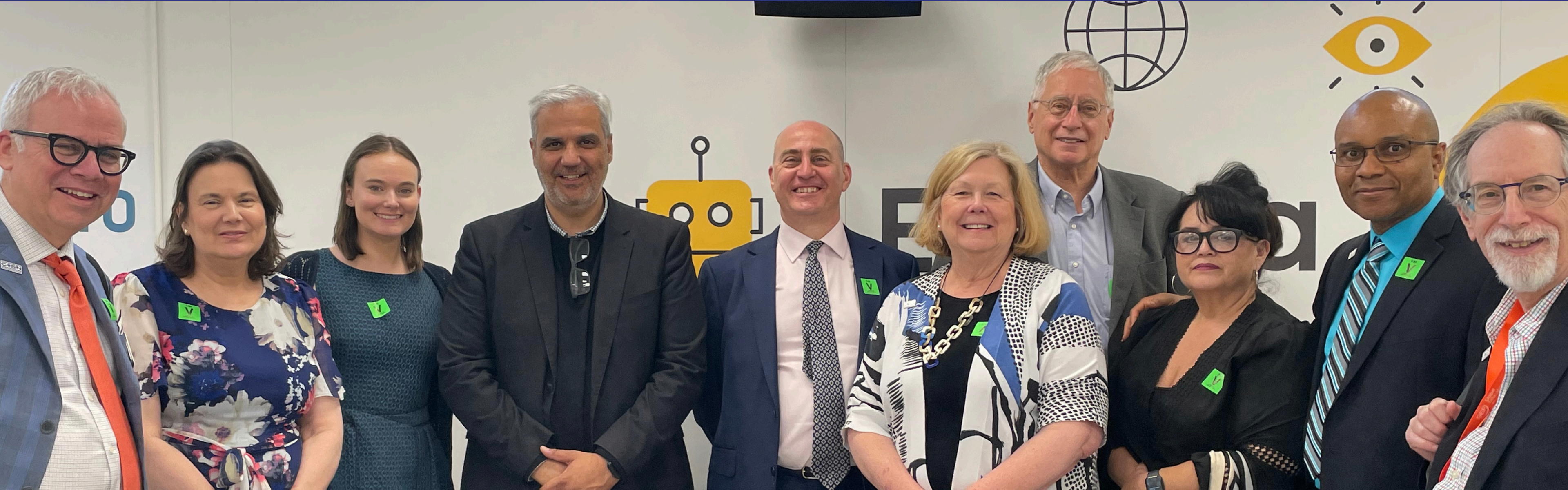
Demonstrating value and ROI of CoSN resources and programs.



Interactives

Interactive walk-through simulations showing a PD pathway one could pursue depending on specific needs.





3. Empowering Members Through Community & Knowledge

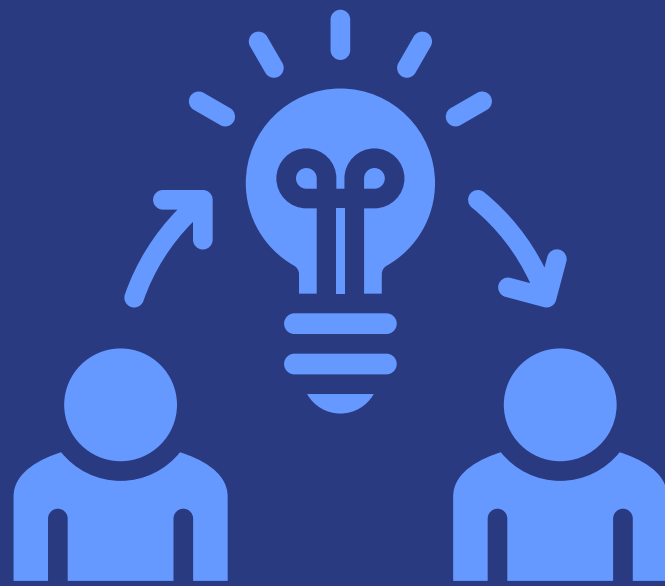
The power of CoSN lies in our network. We are building the infrastructure that enables members to learn from each other and shape the future of the profession.



STRATEGY

Empower Local Leadership

Launch standardized training and mentoring to help state chapters thrive.



Expand Local Access

Create more "near-to-home" opportunities for connection through state-level engagement.



STRATEGY

Co-Create with Partners

Forge deeper, mutually beneficial alliances with corporate and association partners.



Modernize Engagement

Streamline volunteer management and invest in continuous staff training to provide world-class service.



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AGILE ACCOUNTABILITY: NEXT STEPS

This is a dynamic, evolving framework. To remain adaptable to unexpected challenges, CoSN will conduct [Quarterly Strategic Reviews](#) to assess environmental shifts, evaluate performance, and set new 90-day priorities. This commitment to continuous improvement ensures that CoSN remains a reliable and impactful partner in the EdTech space.

