Missouri CTO CLINIC
Produced by CoSN and the Missouri Education Technology Leaders (METL)

September 18-19, 2012
Raytown Education and Conference Center
10750 E. 350 Hwy
Raytown, MO 64138

Visit www.cosn.org to learn more about membership, the CETL Certification exam or other CoSN events
MISSOURI EDUCATIONAL TECHNOLOGY LEADER (METL)

In June of 2011, the Consortium for School Networking (CoSN) Board of Directors approved the application of The Missouri Educational Technology Leaders (METL) to become the 13th CoSN state chapter.

The goal of METL will be to assist Missouri school districts in understanding how to plan for the use and successful implementation of information technology to improve student learning, advocate for educational technology needs and to promote the development of leadership skills for educational technology professionals.

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Raytown Quality Schools

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Chief Information Officer
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Director of Technology
Valley Park School District

Rick Green
Director of Information Technology
Springfield Public Schools

Eric Nicklas
Program Manager
MOREnet
ABOUT CoSN

Keith Krueger
Chief Executive Officer, CAE

Organization
Founded in 1992, the Consortium for School Networking (CoSN) is the premier professional association for school district technology leaders. CoSN is committed to providing the leadership, community and advocacy tools essential for the success of these leaders. CoSN is a tax-exempt 501(c)(3) nonprofit organization headquartered in downtown Washington, D.C.

Mission
Empowering educational leaders to leverage technology to realize engaging learning environments.

COSN TEAM
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Keith Krueger
Chief Executive Officer
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Irene Spero
Chief Operating Officer
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www.cosn.org

As a Certified Association Executive, he has extensive background in nonprofit management and has a Masters from the Humphrey School of Public Affairs at the University of Minnesota.

Visit www.cosn.org to learn more about membership, the CETL Certification exam or other CoSN events
UPCOMING CoSN EVENTS

Online CTO professional advancement opportunities

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GIVE US YOUR FEEDBACK
Participate in a qualitative research group on readiness tools. Your participation will help CoSN define the resource needs of the membership and guide the strategy for supplying those needs.

September 27, 2012 | Virtual Focus Group: Readiness Tools for 21st Century Learning

Contact METL Board Chair Melissa Tebbenkamp to learn more about networking opportunities in your state.
Melissa.Tebbenkamp@raytownschools.org

WWW.COSN.ORG/EVENTS

CTO CLINICS

September 27, 2012 | Georgia CTO
LaFayette Education Center, Fayetteville
Produced by CoSN and the Georgia K12 CTO Council

OTHER EVENTS

September 24, 2012 | CETL Test Administration
Orlando, FL

September 26, 2012 | CETL Test Administration
Fayetteville, GA

October 1-2, 2012 | Teaming for Transformation Site Visit to Mooresville Graded School District
Mooresville, NC

Featuring Chris Dede, Timothy E. Wirth Professor in Learning Technologies, Graduate School of Education Harvard University

CoSN13 Be There!
The COSN 2013 Annual Conference
March 11-13, 2013
Sheraton San Diego
San Diego, CA
Enter to Win!

Participate in the Clinic raffle and you could win an

**Lenovo ThinkPad X131e 3372 - 11.6" - E-300 - Windows 7 Professional 64-bit**

The raffle will take place during the closing session at 3:00PM on September 19th. Name tags will be collected for the drawing.

YOU MUST BE AT THE 3:00PM SESSION TO QUALIFY TO WIN
The Framework of Essential Skills of the K-12 CTO is comprised of three primary professional categories in the education technology field. Each of these categories includes 10 specific skill areas, outlining the responsibilities and knowledge needed to be a successful educational technology leader.

- Leadership & Vision
- Strategic Planning
- Ethics & Policies
- Instructional Focus & Professional Development
- Team Building & Staffing
- Stakeholder Focus
- Information Technology Management
- Communication Systems Management
- Business Management
- Data Management

The Core Values & Skills of the Framework extend through all 10 skill areas and are practiced by effective CTOs. They represent the critical personal skills and behaviors necessary for accomplishing all of the other competencies identified in the Framework. These core values and skills include being an effective Communicator and Innovator, Exhibiting Courage, and being Flexible & Adaptable and Results-Oriented.

To take the CETL exam, the candidates must have demonstrated experience in the education technology field and pass a comprehensive two-part examination based on the 10 skill areas in CoSN's Framework of Essential Skills of the K-12 CTO. Once the CETL designation is earned, the ed tech professional must complete 60 hours of professional development activities every three years to maintain the designation.

Learn More
To learn more about the CETL certification and CoSN’s Framework of Essential Skills, visit www.cosn.org/certification.

GOING TO CALIFORNIA IN JUNE? TAKE THE CETL EXAM
The CETL exam will be administered in San Diego, California, Sunday, June 24, 2012. Apply online today to take the exam.

WWW.COSN.ORG/CERTIFICATION

ASK GAYLE!
Want to learn more about the CETL Certification? Just ask Gayle Dahlman, CoSN’s Director, Certification & Education. (gdahlman@cosn.org)
The *Framework of Essential Skills* is fully incorporated into the program content for the MO Clinic. The skill areas listed below are accompanied by a program code that will help you find sessions as they relate to the *Framework*.

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<tr>
<th>FRAMEWORK PROGRAM GUIDE</th>
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CoSN’s Certified Education Technology Leader (CETL) Certification Program is based on this framework and all of our professional development activities align to it and are designed to assist you in your own professional advancement and in preparing to sit for the exam.

Please refer to the key above to help you choose breakout sessions that will be most useful to you in your individual pursuit of professional excellence.
AGENDA

FRAMEWORK CODE GUIDE FOR BREAKOUT SESSIONS

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TUESDAY  
SEPTEMBER 18, 2012

12:00 - 1:00 PM  Registration  2nd Floor Foyer

1:00 - 2:00 PM  Opening Plenary Session  Conference Room

Welcome:

**Melissa Tebbenkamp, CETL**, Director of Instructional Technology
Raytown Quality Schools

Chair
Missouri Educational Technology Leaders (METL)

**Keith Krueger**, CEO
Consortium for School Networking

Keynote Address:
Connecting...Thinking...Creating!

Technology initiatives today are doing more than adding technology. They are turning the classroom structure upside down and inside out. Many classrooms today are getting students connecting, thinking and creating. The trends are getting students engaged in learning and going beyond basic knowledge. It is an exciting time in education, but it is also creating new challenges. Come join Dr. McConnell as he discusses the trends that he is seeing in the classroom and the impact that it is having on supporting and managing change.

**Billie McConnell**, Director of K12 Professional Development
Abilene Christian University

2:00 - 2:15 PM  Break

2:15 - 3:15 PM  Plenary Session II  Conference Room

Mobile Learning Environments: A Day In The Life of A Mobile Learner

One of the hottest trends in educational technology is mobile learning, where students are encouraged to use a multitude of technology devices in school to assist in their learning. Discover how teaching practices can evolve as these devices become tools in the learning process. Learn how to develop new strategies for researching standards and concepts with mobile learning and how to facilitate this inquiry-based approach with your students. The importance of individual responsibility and safety with mobile devices will be discussed. Furthermore, we’ll explore how the uses of mobile devices and
social media tools can facilitate the digital-age learning skills of creativity, communication, collaboration, and critical thinking. Finally, through developing all of the above skills, attendees will discover how the implementation of mobile learning techniques can be utilized to develop a learning community within a classroom.

**Tim Clark**, Coordinator of Instructional Technology  
*Forsyth County Schools (GA)*

**Bailey Mitchell**, Chief Technology & Information Officer  
*Forsyth County Schools (GA)*

**3:15 - 3:45 PM**  
**CoSN Member Network**  
Conference Room

Do you ever wonder where you can find information on an emerging ed tech topic or a webinar on a technology your district is investigating? CoSN is YOUR resource! CoSN is recognized as the premier K-12 education technology leadership organization providing professional development, certification and networking to education technology professionals across the country. Come listen to how your membership in CoSN and METL will increase your knowledge of the education technology field. We offer our members research papers and case studied outlining best practices around Mobile Learning, Total Cost of Ownership, Crisis Preparedness and much more. Our webinar series will keep you abreast of the latest ed tech innovations such as the Shift from Print to Digital and Measuring Tech Readiness as well as other emerging trends. A membership in CoSN and METL is a life line no technology director should be without.

**Keith Krueger**, CEO  
*Consortium for School Networking*

**3:45 - 4:45 PM**  
**Sponsor Networking Event**  
Conference Room

**5:30 - 7:00 PM**  
**METL Members-Only Meeting**  

*Dinner Meeting, Location TBD*

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**WEDNESDAY**  
**SEPTEMBER 19, 2012**

**7:30 - 8:00 AM**  
**Registration & Continental Breakfast**  
2nd Floor Foyer

**8:00 - 9:00 AM**  
**Session I**  
Conference Room

**LV » IPD**  

*Common Core and Technology: What It Means For You!*

Missouri has adopted the National Common Core Standards. The 2014-2015 school years will begin the Missouri Core Standards and Raytown Schools is a state leader in preparation for these Standards. Raytown Instructional Leadership will explore the Core Standards, how the Common Core will change instruction and assessment, and the integral role technology will play in student achievement.

**Kim Bielawski**, Assistant Superintendent of Special Services,  
*Raytown Quality Schools*

**Clif Dancy**, Technology Integration Specialist  
*Raytown Quality Schools*
### Plenary Session III

**Keynote Address:**

**Learning to Change, Changing to Learn**

Over the past 20 years society has moved to a more participatory culture where information and expertise is increasingly less hierarchical and society is more participatory. Yet most educational systems are still based on an outdated industrial-age model. Let's reimagine what education can be in a world where learning is no longer confined to four walls and seven bells. Hear how some school systems around the world are creating educational environments and cultures that are more participatory, collaborative, engaging and – most important – better at enabling each learner to move at their own pace? How do we rethink our vision, reallocate scarce resources and redefine policies to shift from a print to digital educational system? Come away understanding the skills you need as the education technology leader to reimagine learning that prepares our children for today and tomorrow.

*Keith Krueger*, CEO  
*Consortium for School Networking*

### Session II

**SP » IT • BYOD and 1:1 Panel Discussion**

Many districts are faced with the decision of adopting a 1:1 or BYOD initiative. Panelists from Missouri School Districts will share their experiences with 1:1 or BYOD, answer your questions and discuss the pros and cons of these approaches to mobile learning.

### Lunch

*Grab n’ Go to vendor sessions*

### Vendor Sessions

**Make Mobile Device Management Easy; Keep Mobile Device Use Safe And Effective**

Mobile devices, blended learning, and 1:1 programs are increasingly the norm in schools, as they give students access to anytime/anywhere learning opportunities with a tool that keeps them engaged. But along with the benefits come some management challenges. And while IT is tasked with many aspects of the management, security, and maintenance of mobile devices, in the end its educators who need to ensure that the devices are supporting learning goals and that students have the access and applications required for lessons and assignments.

Learn how to:

- Make mobile device management easy, keep mobile device use safe, and ensure mobile learning programs are effective.

- Give teachers the ability to roll out apps to students and monitor student use. Inventory mobile devices and their installed software.
- Manage updates and installs from a central location.
- Quickly identify devices that have violated AUPs.

**Jeff Dunlap, Regional Sales Manager**  
*Lightspeed Systems*

**Learn to Unlearn!**

Great thinkers in education today and throughout history have advocated learning through challenging assumptions, turning ideas on their head and keeping the spirit of creative learning alive through the process of unlearning. For over 100 years PolyVision has re-imagined, reinvented and unlearned the status quo by rethinking the classroom space, creating cutting-edge technology and designing a vibrant symphony of educational tools. Learn to unlearn. Join us to explore these revolutionary tools for the un-classroom and begin unlearning today!

**Tina Littlejohn, Education Consultant**  
*PolyVision*

**Pamela Lenz, Regional Sales Manager**  
*PolyVision*

**12:20 - 12:30 PM**  
Break

**12:30 – 1:00 PM**  
Vendor Sessions

**Virtualization, BYOD and A Path Forward**

Supporting access to computing and online assessment within tight budgets: virtualization, BYOD, and a path forward.

**Jay Mellman, VP of Global Marketing**  
*NComputing*

**Mobile Device Management: The Power and The Pain of Ubiquitous Computing**

What impact will the pervasive availability of mobile devices have on pedagogy, budgets and expectations? How can today's CTO develop a plan that empowers learning while mitigating risk? As schools at every level are confronted with the benefits and challenges that BYOD brings, they must identify tools that ease the burden of management while allowing creativity and innovation in the classroom. This has an impact on budgets at a time when resources are constrained; therefore, it is imperative that the CTO identify the TCO of operations to ensure that the use of mobile devices enhances teaching and learning without overwhelming technology support.

**Michael Taylor, IT Marketing Manager**  
*SchoolDude.com*

**1:00 - 1:15 PM**  
Break

**1:15 – 2:45 PM**  
Session III

**LV » SP**

- **Horizon Report**

Want to know what to expect in the next 1 to 3 to 5 years in the
fast-paced world of education technology? How will you know how to staff, budget or plan for new technologies if you don’t know they are coming? This presentation will give you insight on what technologies will impact K-12 education on the next 1, 3, and 5 years. A brief introduction about the 6 technologies followed by interactive discussions among peers in the field will help expand your horizon and give you the insight you need to strategically plan for the future. Be the first to know and share back in your district new and exciting technologies that can have a positive impact on student learning. Attending this session will put you in the driver seat to be proactive versus reactive to the ever-changing technology landscape.

**Ray Eernisse, CETL, Chief Information Officer**  
Francis Howell School District (MO)  
Past Chair  
Missouri Educational Technology Leaders (METL)

| 2:45 – 3:15 PM | Wrap-Up and Feedback | Conference Room |
Clinic Speakers

Keith R. Krueger, CAE
Keith R. Krueger is CEO of the Consortium for School Networking (CoSN), a nonprofit organization that serves as the voice of K-12 school system technology leaders in North America. CoSN's mission is empowering educational leaders to leverage technology to realize engaging learning environments. In 2008 he was selected by eSchool News as one of ten people who have had a profound impact on educational technology over the past decade. Keith has a global reputation as a key thought leader and has organized senior-level U.S. delegations to visit Australia, Asia, Europe and South America to examine best practice in ICT in education.

Billie McConnell
Billie J. McConnell, Ed.D., Most recently assistant professor of teacher education at Abilene Christian University, McConnell earned his B.S.Ed from Abilene Christian University in 1984; his M.S. from the University of North Texas in 1994 and an Ed.D. from Pepperdine University in 2010. His areas of scholarship/expertise are educational technology educational reform. He is a member of the International Society of Technology in Education and the Texas Computer Education Association.

Bailey Mitchell
Bailey Mitchell is the Chief Technology and Information Officer for Forsyth County Schools and is responsible for both the educational and administrative technology enterprise, with a focus on online learning, collaborative classrooms, parent communication, and teacher support. Mitchell’s technology enterprise is nationally recognized as a leader in educational technology. Prior to Forsyth County Schools, Mitchell served as Director of Instructional Technology at the Georgia Department of Education. He holds a bachelor’s degree in career and technology education and a master’s in educational administration, curriculum, and supervision from the University of Georgia.
Lightspeed Systems Inc., founded in 1999, develops comprehensive network security and management solutions for the education market. We are committed to helping schools of all sizes operate their networks effectively and efficiently, so educators can provide safe online teaching and learning environments.

Our innovative, comprehensive solutions for network security, internet filtering, monitoring, management, and optimization have emerged from Lightspeed's IT expertise and constant customer interaction.

Our software is used in more than 2,000 school districts in the United States, the United Kingdom, and Australia to protect more than 6 million students. For the past several years, Lightspeed Systems has been recognized on the Inc. 5,000 list as one of the fastest-growing private companies.

NComputing, Inc. is the fastest growing desktop virtualization company in the world with over 20 million daily users in 140 countries. The company's award-winning, patented technology lowers desktop computing costs, improves manageability, and reduces both energy consumption and e-waste. It is the perfect solution for leveraging the power and potential of PCs and cloud computing.

SchoolDude is the #1 provider of SaaS operations software designed specifically for schools. Visit us to learn more about our IT Help Desk and IT Asset Management applications, how they can be integrated, and how they save time, create instant audits and reports, and justify capital funding requests.
PolyVision brings learning to life by integrating time-tested tools with innovative technology. Interactive classroom solutions include: industry-leading interactive whiteboards that feature a low total cost of ownership, a Forever Warranty and are environmentally certified; professional development, and innovative educational software and hardware from our best-in-class partners.

www.polyvision.com
Adobe offers educational solutions that combine industry-standard technology with standards-aligned curriculums, certification programs to validate skills, and professional-level training. Flexible purchasing options make Adobe educational software affordable. An active online community provides support through forums, blogs, and more.

www.adobe.com/education

Alexander Open Systems is the leading consultative technology partner in the Midwest. AOS specializes in consulting, designing, implementing and supporting Local, Wide Area and Wireless Networking, Communication and Collaboration, Data Center, Physical and Data Security.

The AOS Education Team leverages technology, consulting and professional services to provide solutions that enhance communication between students, teachers and the parent community. The AOS “Advantage” in education is experience, maturity, and relationships in the Education marketplace. This was AOS’ first “focus” market. We have many strong references in the education market.

www.aos5.com

With 26 offices across the country and annual revenue of over $160 million, CCS Presentation Systems has been one of the leading suppliers of audio/video products and solutions for the past 19 years. CCS is currently the 3rd largest systems integrator in the United States as rated by System Contractor News. From simple accessories to multi-million dollar integration projects, CCS serves all market segments including K-12 and higher education, local, state and federal government, military, medical, corporate, and non-profit. Our diversity and expertise enables us to provide superior products, services, and solutions to meet the unique needs of every client.

The team of a/v professionals located in Kansas City builds upon the experience and skill of the CCS national network, to offer businesses and schools in the Midwest state-of-the-art a/v installation and design expertise.

www.ccsprojects.com

The world’s #1 in the worldwide education PC market, the world’s second largest PC vendor and a Fortune Global 500 company, Lenovo is the fastest growing PC maker among the top four vendors globally.

www.lenovo.com/education
Yellow Dog Networks, Inc. is focused on helping customers position their IT infrastructure to maximize business goals. We are a vendor agnostic company, uniquely positioned to design and implement a converged network infrastructure that enhances employee productivity, increases ROI, and reduces TCO. Yellow Dog Networks is aligned with its customers’ business goals rather than the goals of its manufacturing partners. This alignment allows us to be your trusted advisor rather than an extension of the manufacturer. Loyalty and Experience. Those qualities make good guard dogs, even better network engineers, and excellent business partners. We’re ready to be your Yellow Dog.

www.yellowdognetworks.com
JOIN OR RENEW YOUR MEMBERSHIP NOW!
WWW.COSN.ORG/MEMBERSHIP

With three types of membership categories, one is right for you.

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

**Corporate Membership**
Corporate participation through membership and sponsorship opportunities.

**Individual Membership***
An individual such as a recent retiree, graduate student, or ed tech consultant, with an interest in educational technology issues.

*This membership category is not available to those who are currently working for a school district, educational service agencies, charter or private schools, state departments of education, or other associations. In this case, you must join CoSN as an Institutional Member.

Learn more about member benefits