

State of CoSN 2015

July 1, 2014 – June 30, 2015



Strong Growth. Big Impact. Thought Leadership.

ROBUST MEMBERSHIP

Nearly **800**
Institutional Members

13% INCREASE!

Reaching over
11M STUDENTS



98%

MEMBER SATISFACTION

45 CORPORATE SPONSORS & MEDIA PARTNERS supporting our programs, events, and initiatives

UPSURGE IN MEDIA VISIBILITY: A RESPECTED SOURCE OF INFORMATION

Cumulative Media Impressions (in millions)

230% INCREASE!

2015

587

2014

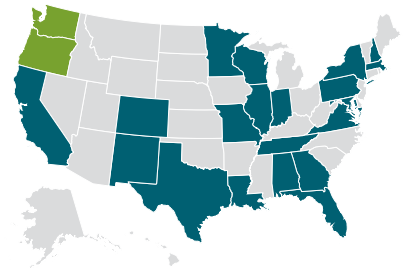
178

GROWING STATE PRESENCE

22 STATE CHAPTERS

New Northwest Chapter (Washington and Oregon)

■ Added in 2015



VALUABLE AND TIMELY RESOURCES

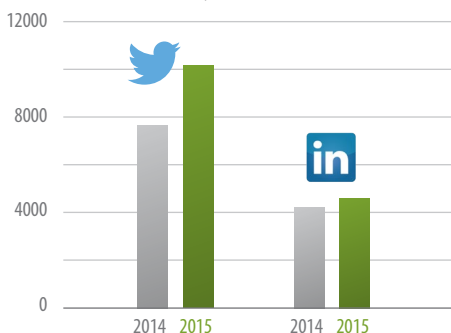
Over 9,000 downloads of resources, a **57.5% INCREASE** from last year

MAKING OUR VOICE HEARD

Over **1,000** messages sent to Congress in support of CoSN Policy Agenda

SOCIAL MEDIA PRESENCE

Increased visibility on Twitter and LinkedIn



PROFESSIONAL ADVANCEMENT

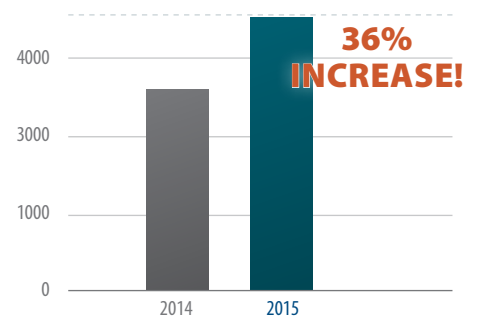


44% INCREASE

in certified CETL education leaders over past year—
163 NATIONWIDE

VIBRANT COMMUNITY

Attendees at CoSN events throughout the year



IMPACT

Our goal is to inform, offer professional advancement, advocate, celebrate achievements, and collaborate with others committed to transforming education with technology. We provide the resources, tools, and community that make this possible ... and we are proud of our 2015 accomplishments.

INFORM

- [New Smart Education Networks by Design resources](#)
- [Leadership for Mobile Learning video guide and infographic](#)
- [Refreshed Empowered Superintendent Initiative](#)
- [SmartIT Leadership Guide](#)
- [Expanded Protecting Privacy in Connected Learning tools](#)
- [Dimensions in Learning: Visualizing, Designing, and Making in 3D](#)
- [Interoperability Standards for Education Primer](#)
- [CoSN Annual IT Leadership Survey](#)
- [CoSN Singapore Delegation report, *Building a Smart Country*](#)
- [Interactive Webinars](#)

ADVANCE

- [New online professional development courses for current and aspiring K-12 school district leaders](#)
- [CETL™ Certification Exam Preparation](#)

ADVOCATE

- [2nd Annual E-Rate and Infrastructure Survey](#) informed the national debate on E-Rate modernization leading to approval of \$1.5 Billion increase by [Federal Communications Commission \(FCC\)](#)
- [2015 Policy Agenda](#) focuses on technology support in [Elementary and Secondary Education Act \(ESEA\)](#), [balanced student data privacy legislation](#), [ensuring robust technology funding](#), [informing FCC deliberations](#) and [reducing digital inequities](#).
- [New CoSN Advocacy Network](#)

COLLABORATE

- [Horizon K-12 Report](#), with [New Media Consortium](#), identifies emerging trends
- [Student Data Principles with Data Quality Campaign \(DQC\)](#) and [38 leading national education organizations](#)
- [Leading the Digital Leap](#), a joint campaign with [AASA](#), [The School Superintendents Association](#) and [NSBA \(National School Boards Association\)](#)
- [Access to key performance indicators \(KPIs\)](#) with [Council of the Great City Schools](#)
- [The Empowered Superintendent toolkit](#) with [AASA](#), [The School Superintendents Association](#)
- [AASA](#), [The School Superintendents Association](#), [ASBO International \(the Association of School Business Officials International\)](#), and [ASCD \(the Association for Supervision and Curriculum Development\)](#) collaboration on [Trusted Learning Environment \(TLE\)](#)
- [Infographic on student privacy in Spanish and English](#) with [National School Public Relations Association](#)

CELEBRATE

- [Private Sector Champion, Team, Withrow CTO, and Volunteer of the Year Awards](#) as well as [Award for Excellence in Public Service and Partnerships that Matter](#) recognize outstanding achievement

COMMUNITY

- Highly successful CoSN 2015 Annual Conference, Atlanta, GA
- CoSN/UNESCO 2015 International Symposium on Leveraging Technology in Education to Empower Girls and Women, 2015 International Symposium
- Nine CTO clinics organized by state chapters and CoSN
- Teaming for Transformation, a hybrid professional development opportunity with site visit to Mooresville, NC and online community
- New chapter in Washington and Oregon forming the Northwest Chapter

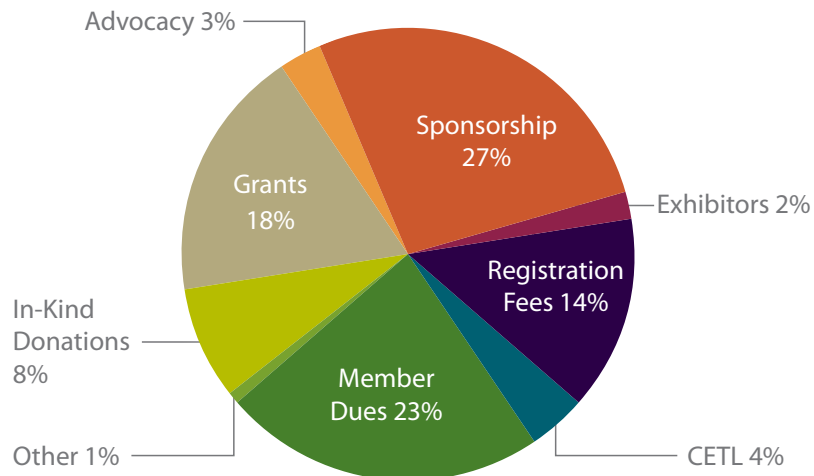
MISSION AND STRATEGIC GOALS: 2012-2015

Our mission: CoSN empowers educational leaders to leverage technology to create and grow engaging learning environments.

We are guided by five goals:

- **Close Access Gap:** Increase awareness of requirements to close the technology access gap for learning inside and outside of school.
- **CTO Skills:** Enhance the skills and competencies of CTOs and raise expectations as defined in the *Framework of Essential Skills of the K-12 CTO* and measured by certification.
- **Team Capacity:** Build district-wide support for technology in education through strategic partnerships and professional learning opportunities.
- **Voice:** Advocate for investments in education technology as a means of enhancing learning opportunities and driving economic growth.
- **State Capacity:** Expand the capacity of CoSN chapters by enabling professional learning opportunities and developing ability to influence state policy.

STRONG AND DIVERSIFIED REVENUE: FY 2015



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Bartholomew Consolidated School
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* Denotes At-Large Members of the Executive Committee

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