

State of CoSN 2017

JULY 1, 2016 – JUNE 30, 2017



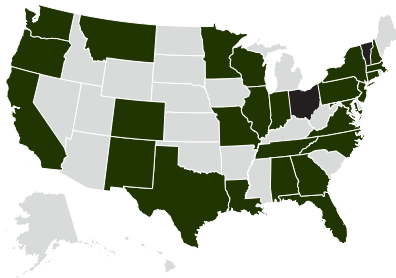
Substantial Growth. Active Member Engagement. Strong Satisfaction.

GROWTH

854
DISTRICT
MEMBERS
REACHING
13M
STUDENTS

26 CHAPTERS
REPRESENTING 27 STATES

New chapters in in Ohio and Vermont.



46% GROWTH

in CETL's over
past year—

358
NATIONWIDE

1,100
ATTENDEES
at the 2017
Annual
Conference,
OUR
LARGEST
EVER

ENGAGEMENT

Over **10,000** thought
leadership resources
downloaded from
cosn.org

Almost **2,000**
MESSAGES sent to
Congress through CoSN
Advocacy Network

More than **300,000**
unique page views of our website,
cosn.org

SATISFACTION


95%
MEMBER
SATISFACTION

The “go-to” resource for credible information with
OVER 425 MILLION MEDIA IMPRESSIONS

Continued growth of social media presence with
 **12,000+** CoSN TWITTER FOLLOWERS

IMPACT

CoSN is the only national professional association dedicated exclusively to education technology leaders working to transform learning.

CoSN thought leadership resources inform the work of our members, shape our advocacy efforts, advance the knowledge of school system leaders, and build community. To accomplish our goals, we celebrate success and partner with others committed to transforming education with technology.

Guided by our new strategic plan, CoSN continued its upward trajectory, strengthening its impact as a dynamic and growing association committed to serving its members.

Here are the highlights of our year:

INFORM WITH THOUGHT LEADERSHIP RESOURCES

- [Trusted Learning Environment \(TLE\) Seal for commitment to student data privacy protection](#)
- [School-to-Home: Understanding Why 24/7 Access to Broadband is Essential to Student Learning](#)
- [First digital equity video challenge](#)
- [Advancing Digital Equity and Closing the Homework Gap](#)
- [Update on the FCC's Lifeline Program](#)
- [New leadership initiative helping school systems leverage cloud computing](#)
- [Digital Accessibility Toolkit: What Education Leaders Need to Know](#)
- [Asking the right questions about network and software services](#)
- [Protecting Privacy in Connected Learning Toolkit, Version 3](#)
- [Tale of Two Cities, report of CoSN Delegation to Ireland](#)
- [Webinar series on timely issues](#)
- [Updated Cybersecurity resources and SmartIT resources](#)
- [Interoperability Update: Why Open Standards Matter](#)
- [EdTechNext Report, Digital Tools for Problem-Based Learning](#)
- [2016 Annual Infrastructure Survey](#)
- [2017 K-12 IT Leadership Survey](#)

ADVANCE KNOWLEDGE AND SKILLS

- [2017 Annual Conference, Invent the Future](#)
- [2017 CoSN / UNESCO International Symposium on Global Competencies](#)
- [Nine CTO Clinics in partnership with our state chapters](#)
- [Virtual and face-to-face preparation for Certified Education Technology Leader \(CETL®\) program](#)
- [Online courses on Protecting Privacy in Connected Learning, Mobile Learning, Building Team Leadership for a Digital Transformation](#)
- [CTO Forums at ISTE Annual & CoSN Annual: Plugging into the Matrix: Where are you in the Digital Leap? And Beyond the Horizon](#)
- [New Peer-to-Peer Reviews for District Leaders](#)

ADVOCATE

- [Policy agenda focused on education technology funding, protecting student privacy, Erate and digital equity](#)
- [CoSN Advocacy Network](#)
- [EdTech Policy Summit with ISTE and SETDA](#)

BUILD COMMUNITY

- [Two new state chapters in Ohio and Vermont](#)
- [CoSN Network to facilitate communication and collaboration](#)

COLLABORATE AND PARTNER

- *Advancing Digital Equity and Closing the Homework Gap and Update on the FCC's Lifeline Program*, with the Alliance for Excellent Education
- *Online Assessment: From Readiness to Opportunity and Online Assessment Planning Tool* with AASA and NSBA
- *Accessibility Toolkit* with *Center on Technology and Disability (CTD)*,
- *Horizon K-12 Report* identifying emerging trends, with *New Media Consortium*
- *Trusted Learning Environment (TLE)*, with AASA, ASBO International and ASCD
- *IT Leadership Survey* with *AASA, The School Superintendents Association, and MDR*
- *EdTech Summit* with *ISTE and SETDA*

CELEBRATE SUCCESS

- *Community Leadership Award for Digital Equity, Excellence in Public Service, Hurley Private Sector Champion, Seymour Papert Lifetime Achievement ,Team Award, Withrow CTO Award and Volunteer of the Year* for outstanding achievement
- *Next Generation Leaders program* with EdScoop recognizes emerging K-12 education technology leaders
- *The Council of the Great City Schools (CGCS)* honored CoSN with *CGCS Recognition Award*

MISSION, VISION AND STRATEGIC GOALS: 2016-2019

Our Mission

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

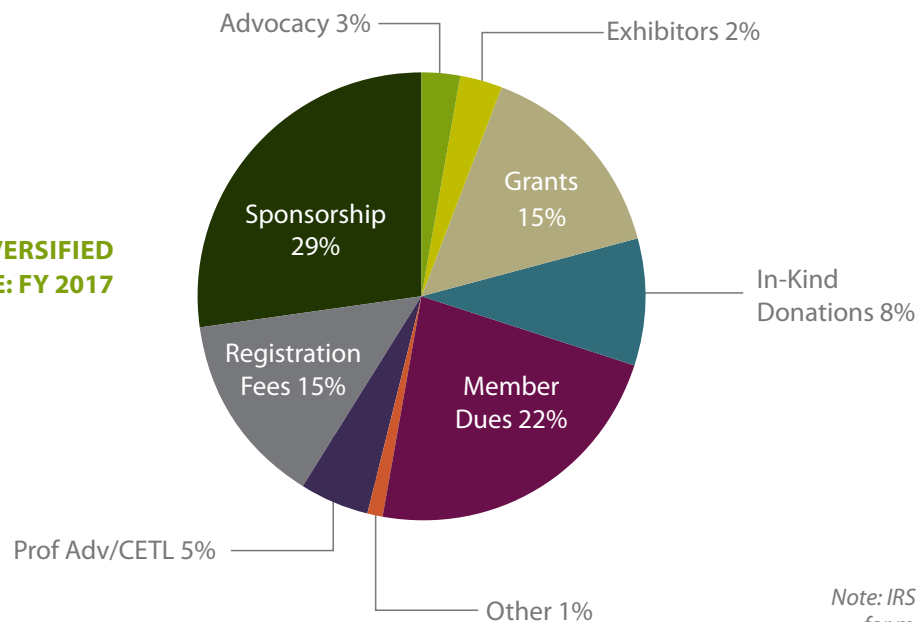
Our Vision

We envision a world where the unique potential of individual learners is fully realized and where education is transformed and improved through visionary, strategic technology leadership.

Our Goals for 2016-2019

- **ESSENTIAL SKILLS:** Build the essential technology skills that all education leaders will need to be successful.
- **FUNDAMENTAL REQUIREMENTS:** Identify and promote fundamental requirements for the equitable and effective use of technology in next-generation learning environments.
- **ADVOCACY:** Advance policies that provide sustainable and substantial investment in the technology to power next-generation learning environments.
- **ORGANIZATIONAL CAPACITY:** Expand CoSN's capacity to provide thought leadership and exemplary service to chapters and members

STRONG AND DIVERSIFIED REVENUE: FY 2017



Note: IRS 990 Tax Form is available for more complete information

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