

Creating Successful Relationships in the K-12 Education Market

May 21, 2008

GovMark Council Presentation

Ann Lee Flynn, Ed.D.

Director, Education Technology
National School Boards Association

Alphabet Soup

AASA

NMSA

NAESP

NASSP

NEA

CoSN

AFT

ISTE

NSBA

ASBO

CEFPI

Nearly 3,000 organizations – national, regional, state!

Know Your Product...

Know Who Buys It!

Know What Organizations they Join!

Private & Religious Schools

School Districts

Charter & Virtual Schools

AND...

Lots of confusing job titles in K-12

NSBA is a Federation

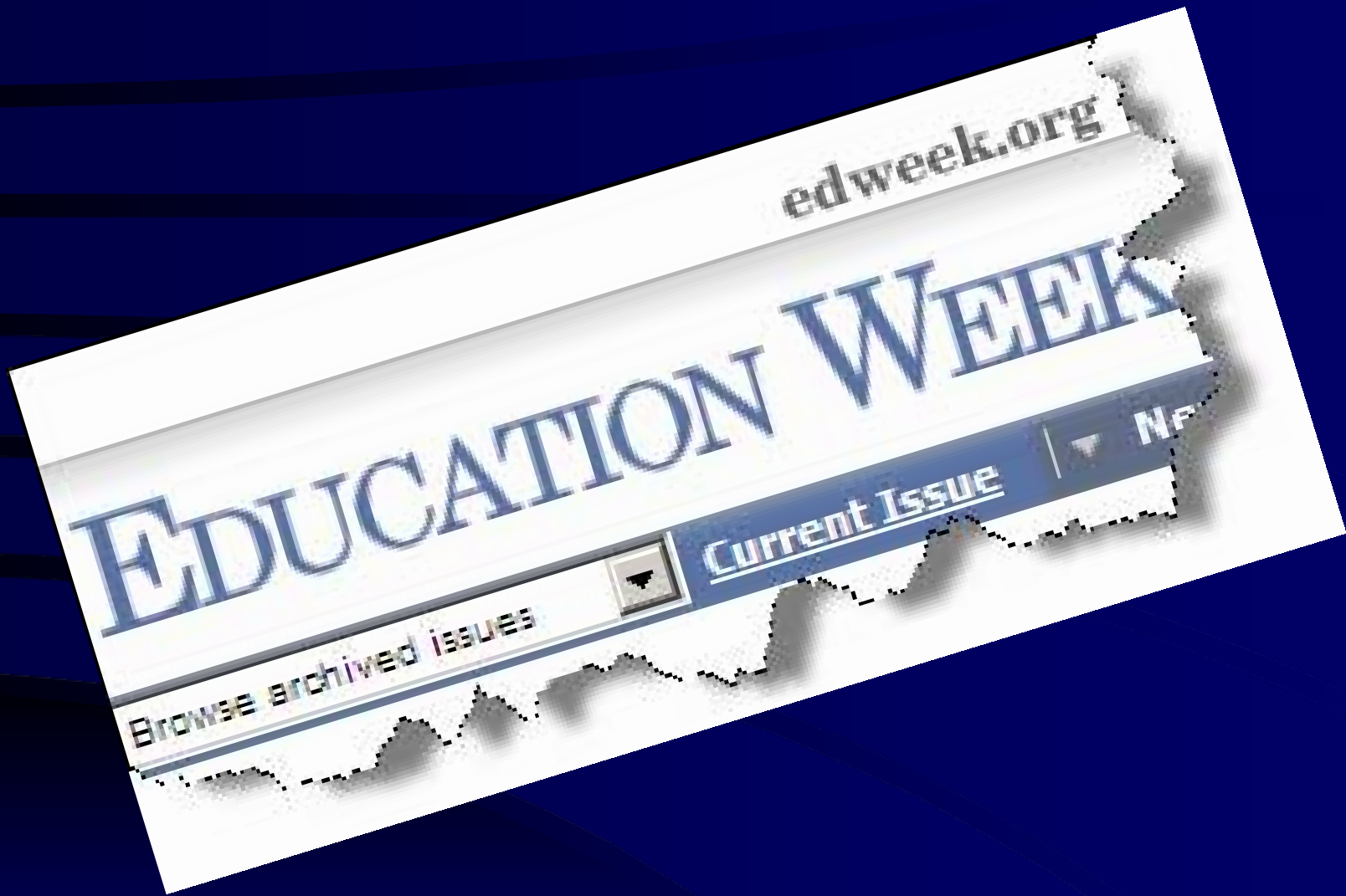
- NSBA is a Federation created by the state associations in 1940
- Each state has its own state school boards association that range in size from 2 staff – hundreds
- They have publications and hold events, sometimes in conjunction with other state ed groups; most often the superintendents or business officials

School Board Members

15,000 School Districts

95,000 School Board Members

Consider them as part of a district's leadership team. Remember, they align the resources!



Top Issues

- Implementation of NCLB
 - Data....and all things related!
- Unfunded Federal Mandates
- Local Control
- Vouchers
- Acceptance that Tech is Essential to Deliver 21st Century Education Experiences
- For those that believe things need to change....now what?? How???

*** Celebrating 10 Years Serving Education

eSCHOOL NEWS

Technology News for Today's K-20 Educator

Home

Resources

Conferences

Funding

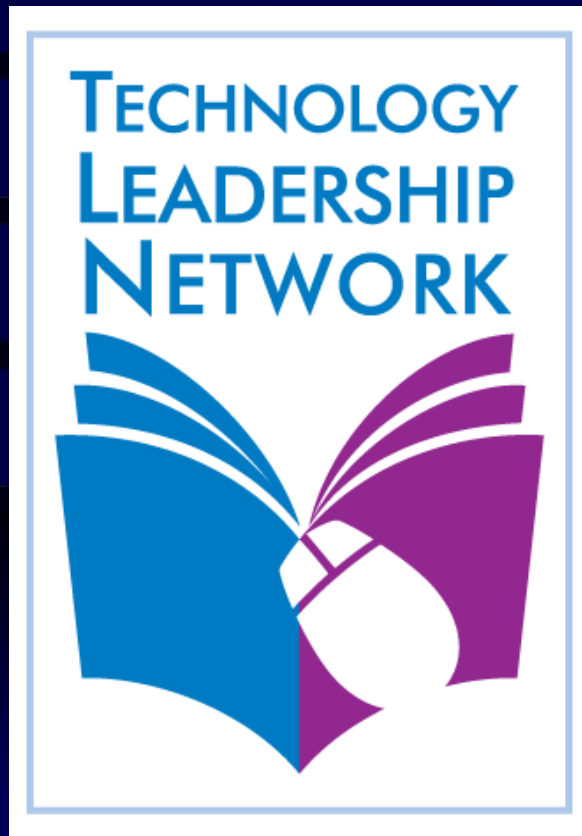
Special Reports

Direct

Top Tech Issues

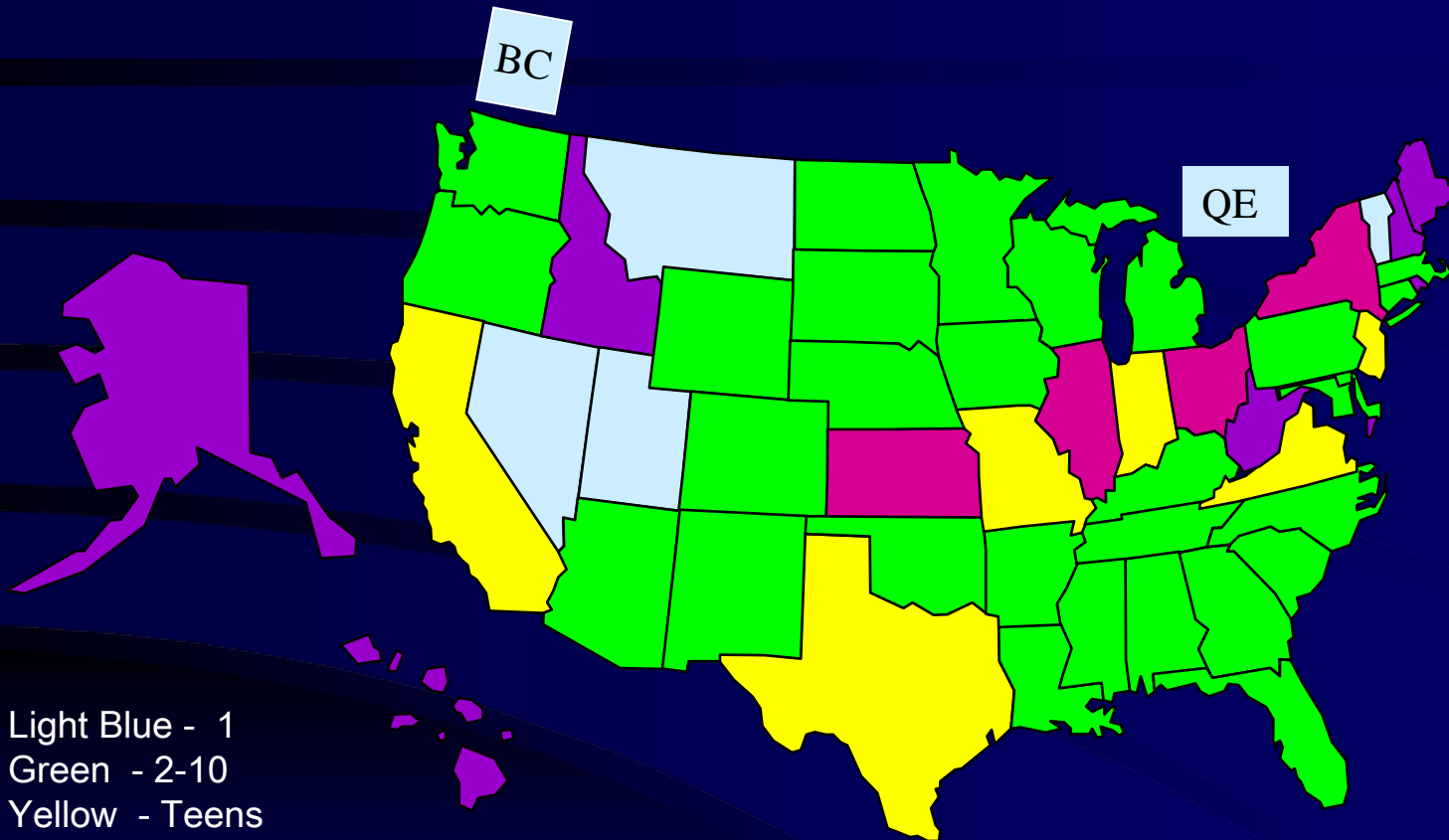
- What's the Return on Tech Investments?
- Bandwidth Issues
- Equity of Access – Digital Divide
- Cyber Bullying & Related Policies
- Creating a “new” vocational experience
- Open Technologies

Technology Leadership Network



- Established 1985
- Serves K-12 School Leaders
- District Membership Program
- 375 Districts
- More about “Transformation” than Technology

TLN Members



Light Blue - 1
Green - 2-10
Yellow - Teens
Pink - 20s
Purple - NONE

Aust

QE

BC

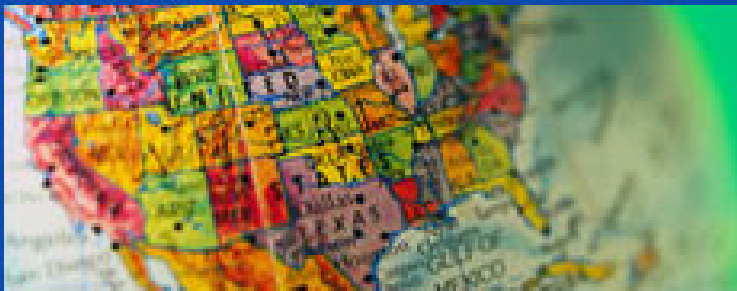
2009 Visits

North Kansas City
Schools, MO

March 4-6

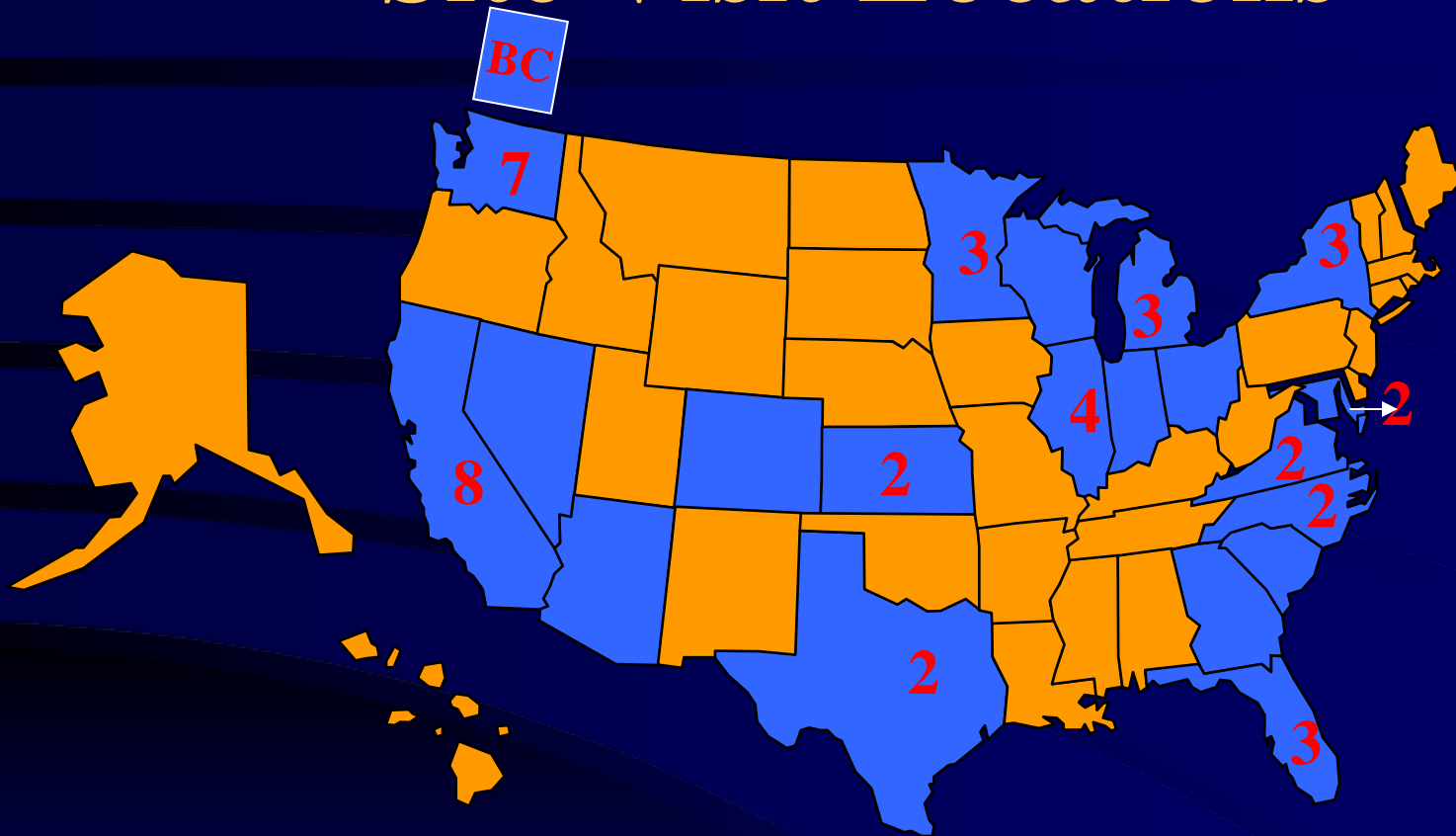


Madison City Schools, AL
March 25-27



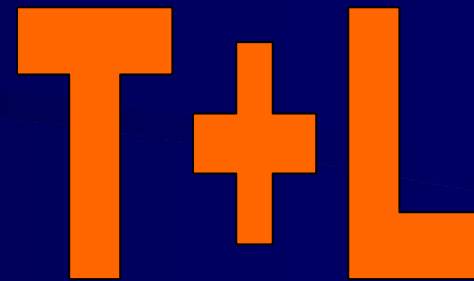
Calcasieu Parish Schools
Lake Charles, LA
April 26-28

Site Visit Locations



50 Visits through 2008

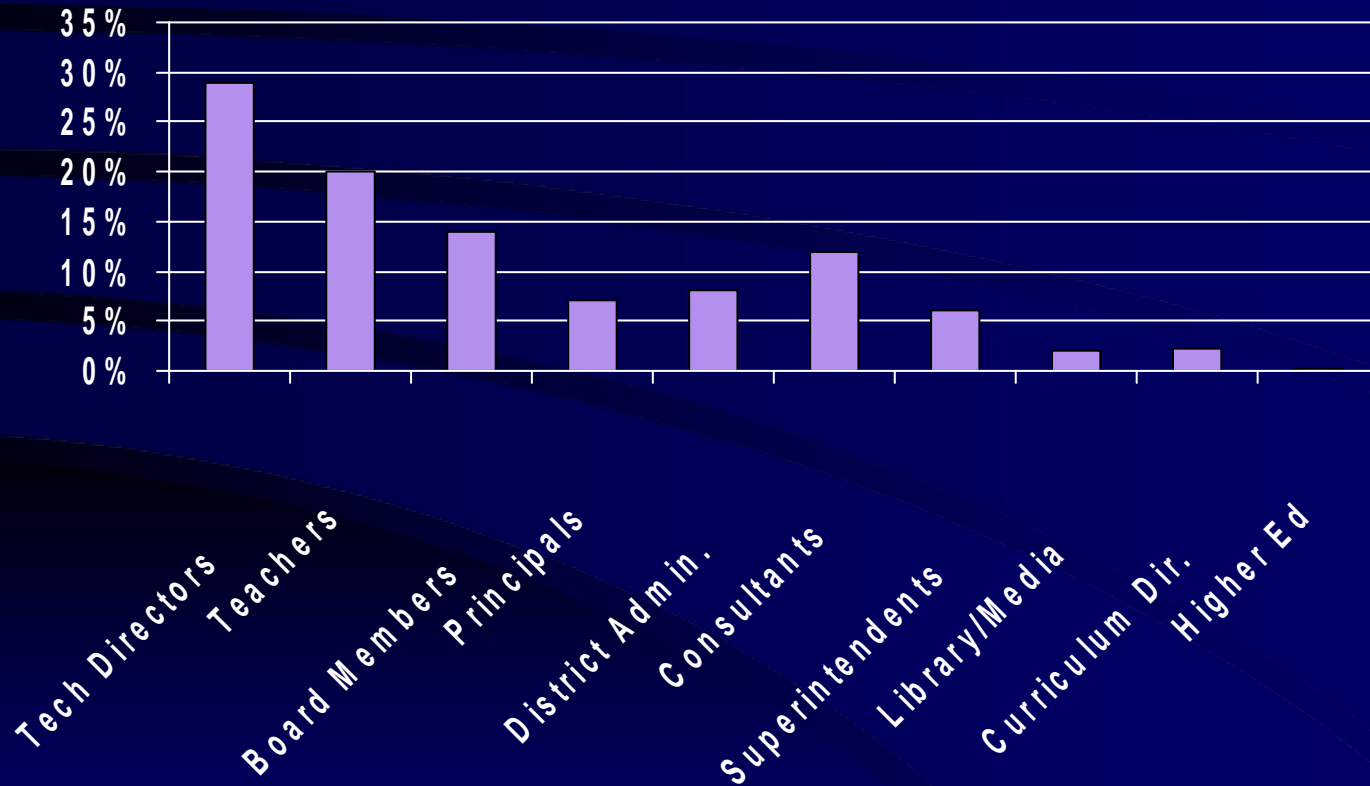
22nd Annual



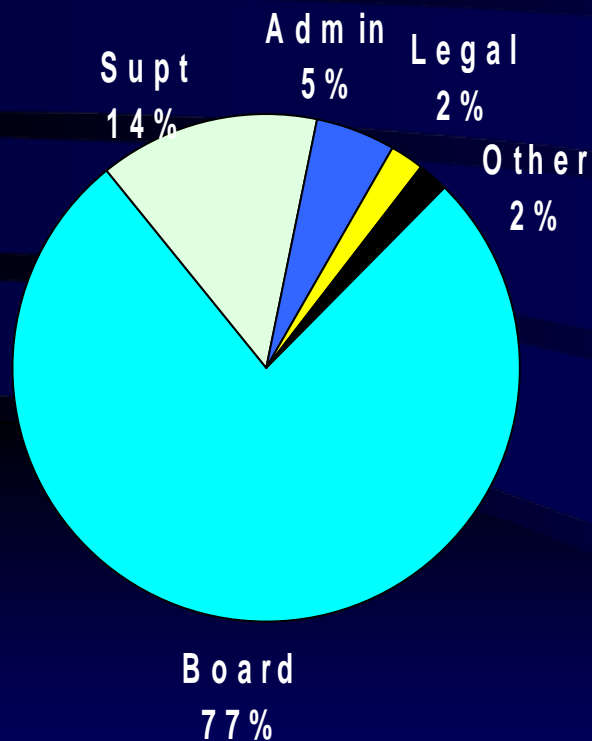
Educate * Innovate * Connect

Seattle Convention Center
October 28-30, 2008

2007 T+L Attendees



2007 NSBA Annual Conference



2007 Attendees represent 48.8% of the nation's total public school students (24 million of 49.2 million universe)

In previous surveys....

- 87% decide categories for funding
- 77% define the purchasing specs
- 49% decide brands

NSBA Annual Attendees

More than 2,000 districts sent representatives to the NSBA Annual Conference in 2007

- **48.4% of total school district expenditures**
 - *\$288 billion of \$595 billion*
- **50.2% of total instructional dollars**
 - *\$11.9 billion of \$20 billion*
- **57.1% of Federal Title 1 dollars for 2007**

Publications



- Partnership opportunities for books or white Papers with TLN Program
- Technology ads or coverage in NSBA's major publications

American School Board Journal

ASBJ.com – over 27,000 visitors in March

School Board News

2400 Districts

ASBJ

American School Board Journal

- 50,100 Subscribers –
80% Paid
- 5,760 school districts
which account for
78%* of K-12
enrollment. They are
projected to spend
\$450 billion*
annually. (*QED 2007*)



ASBJ Annual September Technology Focus

- **Technology Special Report:**
Using Data to Improve Achievement
- **Advertorial Showcase of Technology Products & Services**
- **BONUS Distribution**
 - Texas Association of School Boards Conference
 - T+L Conference
 - **SEPTEMBER: Ad Close: 7/15/08**
 - **Materials Due: 7/22/08**
 - **Contact Christine O'Donnell, crodonnell@nsba.org**

Council of Urban Boards of Education

CUBE represents over 100 urban school districts in 35 states. CUBE member districts educate nearly 8 million students, in over 12,000 schools, with a collective budget of more than 80 billion dollars.

Vendor Involvement:

Sponsorships at Meetings, Issue Forums

Leadership Conference

NSBA Leadership Conference brings together the executive and elected leaders of the NSBA Federation to meet and discuss current issues in education and state school boards association leadership.

Vendor Involvement:

Sponsorships

Nearly 200 Leaders

Late Jan/Feb in DC

Federal Relations Network

FRN Member must be appointed by their state association or a member of the Council of Urban Boards of Education (CUBE) to attend the FRN Conference.

They represent every congressional district in the country and are committed to grassroots advocacy for public education

Vendor Involvement: Sponsorships

900 Participants at Jan/February DC Event

National School Boards Foundation



Founded in 1995 to identify new solutions and approaches to the most pressing challenges facing our nation's schools.



News across the nation

- [Are gifted students getting left out?](#)
(California, May 12)
- [More youths in Midlands ace ACT test](#)
(Nebraska, May 11)
- [Elementary students tune up academic and social skills with music.](#)

Standards and testing: How is your child affected?

It's testing season for many students across the country. But what are they being tests for? How are the tests useful? And most important, how do they affect what students learn? Although, these are straightforward questions with no clear answers the Center



PRINT



EMAIL



BOOKMARK



TEXT

Topics

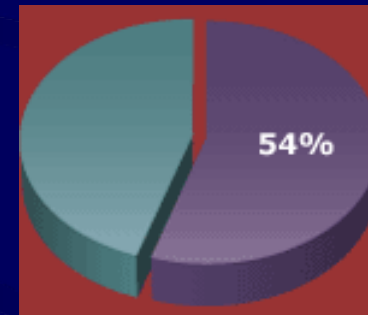
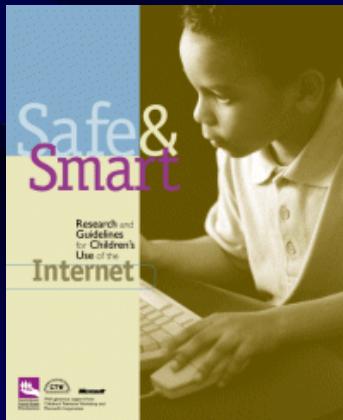
- [Class size](#)
- [Community involvement](#)
- [Dropouts](#)
- [English language learners](#)
- [Good Measures](#)
- [High-performing, high-poverty schools](#)
- [High-stakes testing](#)
- [High school graduation rates](#)

Foundation Projects



Are we there yet?

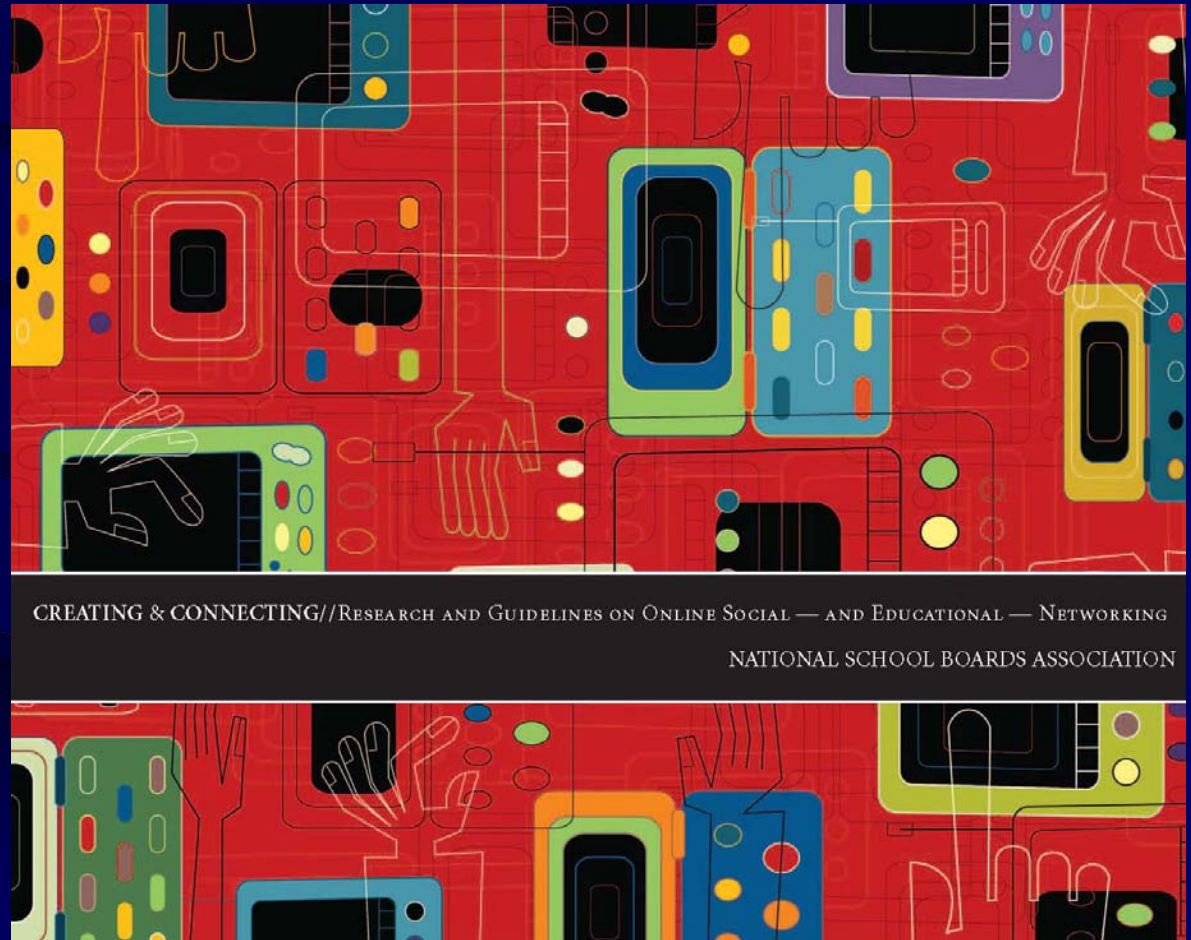
Students troubleshoot technical glitches



Percentage of districts reporting that students are providing technical support within their district

source: Grunwald associates

Creating & Connecting Web 2.0 Tools & Social Networking



How to Get Involved?

- Understand the Issues K-12 Educators Face
- Identify the “Right” People and Their Organizations
- Be Visible! Participate in Conferences through Exhibits, Sponsorships & Programming
- Understand the Organizations Structure with States
- Partner on Education Technology Publications
- Support Research Projects
- Share Site Visit Info with Your Customers
- Join Association Membership Programs for Vendors
- Explore Association Endorsements

Pick the Right Marketing Partner

Select a PR firm that knows the K-12 Education
Technology Market!

You may need to coordinate your major agency with
a specialized firm

KEH Communications, MD

The Winter Group, CO

C. Blohm & Associates, MN

K-12 Selling Resources

The Expert's Guide to
the K-12 School
Market
74 Articles



Marketing to School District Technology Leaders

GovMark Conference



Keith Krueger
CEO
May 21, 2008

CoSN



Mission

Serving K-12 technology leaders who through their strategic use of technology, improve teaching and learning.

Core Value

The primary challenge we face in using technology effectively is human, not technical.

For that reason, CoSN focuses on Leadership and Policy.

Membership



Unique blend of education and technology leaders, policy makers, and influencers from the public and private sectors.

Target audience are senior district leaders (Chief Technology Officers and Chief Information Officers)

Over 500 school districts in 44 states

More than 110 corporate members

2008 Goals



- 1) **Empower** K-12 technology leaders to participate actively as a key members of their organizations' leadership teams.
- 2) **Enable** district technology leaders to increase their knowledge and skills within CoSN's Framework of Essential Skills of District Technology Leaders.
- 3) **Develop** the capacity of technology leaders who aspire to accelerate strategic and system-wide uses of technology in their districts.

CoSN Initiatives



Taking Total Cost of Ownership to the Classroom

www.classroomtco.org



Value of Investment

www.edtechvoi.org



K-12 Open Technologies

www.k12opentech.org



CoSN Initiatives



**Data-Driven Decision Making:
Vision to Know and Do**



www.3d2know.org
SMALL DISTRICT
**TECHNOLOGY
LEADERSHIP**

Cyber Security for the Digital District
A CoSN LEADERSHIP INITIATIVE



www.securedistrict.org



Small District Technology Leadership

www.cosn.org/wiki

Empowering the 21st Century Superintendent Initiative



New Initiative

Empowering the 21st Century Superintendent

<http://www.superintendentempower.org/>



Why Should Educators Care about Technology?



Ability to transform education, particularly through **personalizing** learning.

We have seen transformation of nearly every other industry sector over past decade. Yet, education lags.

Technology can and is transformative when:

- Leadership/Vision
- Tied to Pedagogy
- Strong PD
- Strong Engagement of Community

Major Challenges



The BIG Ones:

- **Funding**
- **Lack of Vision/Leadership**

View of Technology “one more thing” – a vertical vs. horizontal perspective

Implications

- Often Not Tied to Pedagogy
- Low Impact – Improving vs. Transformative
- Focus on Administrative Apps
- Low Tech Support
- Lack of Pervasive Tech Environment
- Broadband Crisis

Ways CoSN is Addressing Needs of CTO's



CTO Forums

- Three CTO Forums a year at CoSN annual conference, NECC & T+L.
- Enabling face2face PD for district technology leaders.

www.cosn.org/resources/cto_council/

CoSN Resources Emerging Technologies

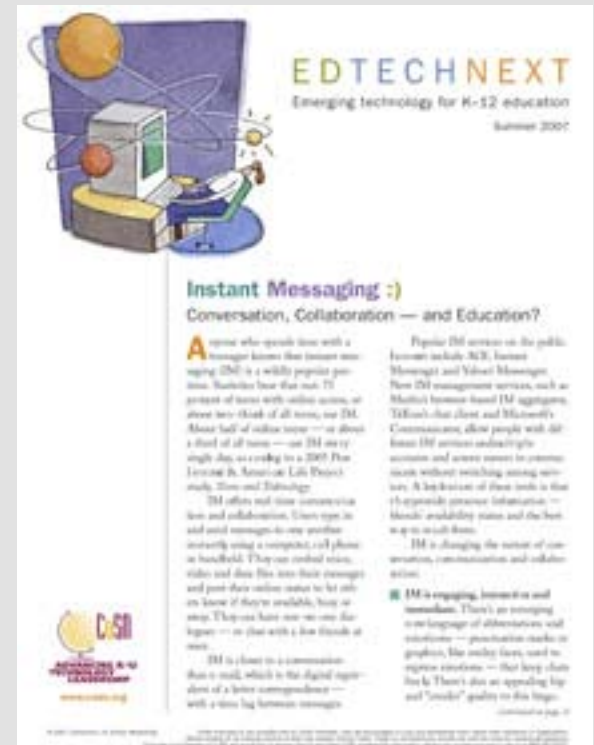


“Mini-reports”. **FREE for CoSN members** developed to keep educators up-to-speed on the latest trends in educational technology

Topics available:

- Internet2
- Instant Messaging
- Ultra Lightweight Portables

Coming: Learning objects;
Green Computing



CoSN Compendium



Annual leadership monographs exploring key issues for CTOs. **Free to CoSN members.** Available for sale to nonmembers.

2008 Monographs

- *Empowering the 21st Century Superintendent*
- *Measuring 21st Century Skills*
- *Meeting the Needs of the Long Tail Learner*
- *The District CTO in the Year 2012*
- *Creative Commons and Open content – What K-12 Schools Need to Know*
- *Small Districts – Challenges and Opportunities*

www.cosn.org/resources/compendium/

CoSN 2007-08 Webcasts

FREE for CoSN Members

- May 14 – Green Computing

Archived:

- *What is the Role of Gaming in Education?*
- *Using CoSN's Value of Investment Methodology and Tools*
- *Ultra Light Portable Devices in K-12: The Quest for a \$100 Device*
- *Ignorance of Data Retention Law is No Defense*
- *Think Before You Ban: How Classrooms Become Communities with Web 2.0 Technology*

*Available
via web
archive*



State Chapters



- California 3C Chapter (with CETPA)
- Colorado : CALET (Colorado Association of Leaders in Educational Technology)
- Georgia CIO Council
- Louisiana Chief Technology Officers' Association
- Maryland K-12 CIO Council
- New Mexico CIOs
- Pennsylvania : CTL-SIG
- Texas K-12 CTO Council



Advocacy



www.edtechactionnetwork.org

Free updates on federal policy and tools
to help you **MAKE A DIFFERENCE!**



EdTech**Action**Network

Regional CTO Clinics



2008 CTO Clinics

- May 29 San Diego, CA
- June 13 Downingtown, PA
- June 17-18 Katy, Texas
- In process plans for GA, LA and FLA

Over 400 ed tech leaders
attended the 2007 clinics

CoSN 2009 Annual Conference



Leadership, Policy & Innovation in a Collaborative World

- March 10-12, 2009
Austin, TX



Increasing Visibility



CoSN's websites, www.cosn.org, received total unique visits per year in excess of 58,000.

CoSN achieved a staggering 59 million cumulative media impressions from July 1, 2006 to June 30, 2007

Corporate Member Benefits



Significant benefits in terms of your professional development and exposure for your company:

- Access to key district & state technology decision makers
- Networking opportunities
- Visibility and branding
- Timely and relevant information

Networking



- Meet with your colleagues once a year at the CoSN Meeting
- Participate in conference calls for the private sector held after the CoSN Board meetings

Access



- CTO Forum
- Feedback Forum
- Annual K- 12 Conference
- State Level Clinics
- Member Mailing list

Information



- Bi Weekly Member Bulletin distributed to 2,500 members
- Monthly Washington Update
- Compendium
- EdTech Next Reports
- Internet and Education Webcasts

Active Involvement



- Join a Committee and help shape our policy and direction
- Consider running for one of the three Board seats for corporate members

Visibility and Branding



- Link on www.cosn.org to your website
- Listing on Member Bulletin distributed to 2,500 individuals twice a month

CoSN Sponsorship Opportunities



Leverage CoSN involvement with a wide range of sponsorships options geared to your marketing goals and budgets

CoSN Corporate Partners



Platinum: Cisco, Pearson, SAS

Gold: Dell, IBM

Silver : Absolute Software ,AT&T, Apple,
HP, Microsoft ,Mitel Networks,
Promethean , Safari Montage ,
SchoolDude, SchoolNet, SMART
Technologies, Texas Instruments, Toshiba

CoSN Contact Information



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www.cosn.org



The K-12 IT Buying Environment: A State Education Agency Perspective

**Tammy McGraw, Ed.D.
Director, Office of Educational Technology
Virginia Department of Education**

Understanding the Role of State Education Agencies

- State vs. local decisions
- Implement state and federal laws and programs
- Provide information, resources, and technical assistance to schools and communities

How Does the VDOE Influence Purchasing Decisions?

- Set strategic direction
- Implement and monitor state and federal laws and programs
- Provide consultation to school divisions

Strategic Direction

- *Educational Technology Plan for Virginia: 2003–09*
- *Educational Technology Guidelines: Designing and Maintaining Instructional Technology Systems* (March 2008)
- VNET
- Innovate

Implement State and Federal Laws and Programs

- Web-based Standards of Learning Technology Initiative
- Instructional Technology Resource Teachers
- HB 58 (Internet Safety)
- Ed Tech Program

Provide Consultation to Schools

- Assist in identifying products or services that meet local needs
- Facilitate purchases through state or consortia contracts
- Disseminate information

How Can *You* Influence Purchasing Decisions?

- Identify who *really* makes purchasing decisions
- Become familiar with technology plans and guidance documents
- Be able to communicate how your product or service supports state and local priorities
- Solve a specific problem
- Understand the procurement process

Pokémon/VDOE Collaboration

- Based on Virginia's Internet safety guidelines
- Lessons include *Online Safety, Fact or Opinion, Forms of Media, and Cyberbullying*
 - Each topic contains an animated lesson, interactive guided practice, and assessment.
 - Lessons are age appropriate and entertaining.
- Resources for teachers and families included

Benefits

- Collaboration has resulted in a high-quality resource for students, teachers, and families.
- Leverages a cultural phenomenon as a powerful teaching tool.
- Collaborative design process reflects the knowledge and experience of educators and the creative forces of a leading media franchise.
- Product meets needs in Virginia and beyond.

Final Thoughts

- Do your homework...know why I should be interested in your product or service before you call.
- Be actively engaged...support pilot projects, participate in technology planning, be present at events.
- Personal interaction is key....e-mail and direct mail are often ignored.

Resources

- http://www.doe.virginia.gov/VDOE/Technology/OET/edtech_guidelines.pdf
- <http://www.doe.virginia.gov/VDOE/Technology/plan2003-09.pdf>
- <http://innovate2007.org/>
- <http://www.doe.virginia.gov/VDOE/Technology/OET/internet-safety-guidelines-resources.pdf>
- http://www.doe.virginia.gov/VDOE/Technology/OET/videoconferencing_guide.pdf
- http://www.doe.virginia.gov/VDOE/Technology/soltech/docs/Reimburse_Spr08Series8.xls
- <http://www.eva.state.va.us/>