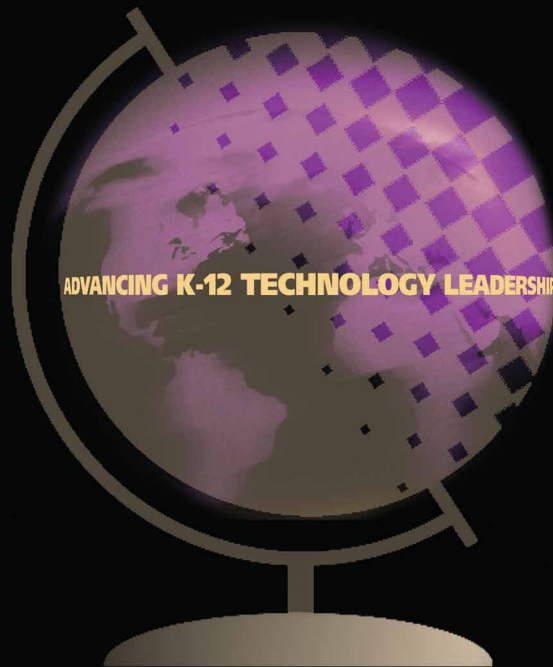


COSA

**CONSORTIUM FOR SCHOOL NETWORKING
2008-2009 ANNUAL REPORT TO MEMBERS**



LETTER FROM CoSN CHAIR, CEO AND CHAIR-ELECT

We are pleased to share the 2008-2009 CoSN Annual Report highlighting our growth and accomplishments over the past year. The report shows CoSN as a strong, dynamic and growing organization serving its members and providing resources for K-12 technology leadership.

While we celebrate our accomplishments, we are also mindful of the negative economic variables currently impacting our members. During these difficult times, CoSN will continue to deliver high quality and relevant programs and services that become even more essential. We pledge to continue our efforts to offer valuable member benefits during these tough economic times.



Sheryl R. Abshire, PhD
Chair



Keith R. Krueger, CAE
CEO



Edwin J. Zaiontz
Chair-elect

ABOUT CoSN

The Consortium for School Networking, founded in 1992, is the world's leading professional organization representing the interests of K-12 school district technology leaders. Our mission is to empower these leaders to use technology strategically to improve teaching and learning. CoSN is committed to providing the leadership, community and advocacy tools essential for the success of these leaders.

Core Values

- The primary challenge we face in using technology effectively is **human capacity**
- Technology is a critical tool to **personalize learning** and overcome barriers of time and space for each learner
- **Equitable** and **ubiquitous access** to technology is a necessity
- The effective use of technology for the systemic transformation of learning cannot occur without a strong organization, **leadership** and **vision**
- Technological **fluency** allows our children to be prepared for the world of today and tomorrow
- Technology enables **innovation** in our educational systems, resulting in greater efficiencies and productivity
- To maximize the benefits of technology solutions the district technology leader should be part of the **executive leadership team** (CTO, CIO, etc.) of the education organization
- **Global connections** are vital to transforming the education process and improving learning

2008-2009 ACCOMPLISHMENTS

Vision/Leadership

- New leadership initiatives on Green Computing, IT Crisis Preparedness and Empowering the 21st Century Superintendent
- Funding from the MacArthur Foundation to explore Web 2.0 in Schools: Policy & Leadership

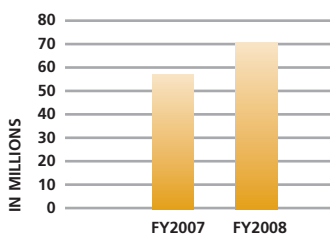
Building Capacity

- New state chapters in Florida and Massachusetts joining existing chapters in California, Florida, Georgia, Louisiana, Maryland, New Mexico, Pennsylvania and Texas
- Expanded regional professional development clinics in Georgia, Texas, California and Pennsylvania drawing over 600 attendees
- Professional development for district technology leaders at our annual conference and throughout the year with webinars and publications

CoSN State Chapter Growth



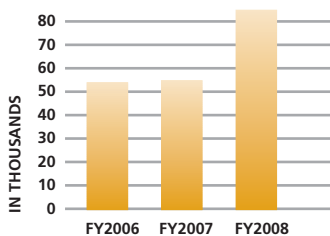
Cumulative Media Impressions



Voice

- Enhanced advocacy efforts generating more than 34,000 messages to Congress on education technology spending
- Robust website presence with total unique visits to www.CoSN.org in excess of 88,000
- Strong media visibility with 72.5 million cumulative media impressions

Total Website Visits



Meeting Your Needs

- Improved CoSN website (www.CoSN.org), including enhanced member only area with special reports from Gartner and Info-Tech Research Group, plus online forums coming soon
- Information on key emerging technology trends, including the first-ever *Horizons K-12* report (spring 2009), plus CoSN member *EdTechNext* mini-reports
- Leadership publications, such as the *CoSN Compendium*, *Washington Update*, *CoSN Member News* and special *CTO Forum White Papers*, designed to keep CoSN members informed

STRATEGIC PLAN

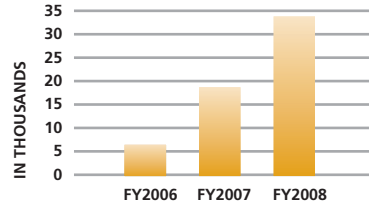
This past fall the Board of Directors set CoSN priorities with strategic goals for the next three years.

- **Increasing** the skills and competencies of district technology leaders as defined by CoSN's Framework of Essential Skills for CTOs
- **Enabling** educational leaders, including superintendents and other executive team members, to understand the strategic benefit of technology and demonstrate the value of having a CTO at the cabinet level
- **Building** capacity of CTO state chapters and providing regional professional development for districts of all sizes
- **Advocating** for a vision and necessary resources in support of the role of technology in advancing 21st century learning

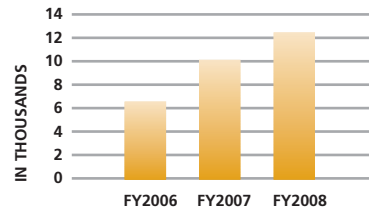
CoSN's ongoing strategic focus on leadership development, advocacy, coalition building and emerging technology continues.

Join the Ed Tech Action Network (ETAN)
www.edtechactionnetwork.org
 for the latest policy updates/alerts

Growth in ETAN Messages Sent

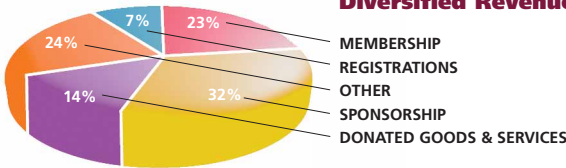


Growth in ETAN Members

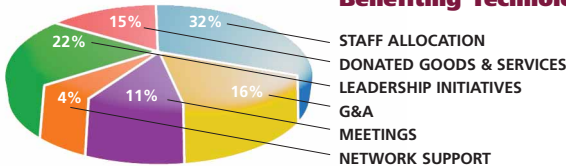


STABLE FINANCIAL POSITION

Diversified Revenue Sources



Expenditures for Programs and Services Benefiting Technology Leaders



LEADERSHIP INITIATIVES

Over the past decade CoSN has initiated a series of educator-focused, vendor-neutral **Leadership Initiatives** to help education technology leaders address the key challenges they are encountering.

- **Taking Total Cost of Ownership (TCO) to the Classroom** provides educators with the tools necessary for smart budgeting of technology purchases
- **Cyber Security for the Digital Districts** helps educators ensure the privacy and security of data within their systems and protect the online safety and security of students
- **K-12 Open Technologies** increases the capacity of technology leaders to understand options around open source, open standards for school software, open standards system architecture and related interoperability issues
- **Value of Investment (VOI)** offers K-12 technology leaders the tools and resources to evaluate the cost/benefits of competing technology proposals
- **Data-driven Decision Making** offers resources to help educators use data effectively
- **One to One Administrators Resource** presents information for administrators of one-to-one programs in K-12
- **Small District Technology Leadership** creates resources and tools for education technology leaders in small districts serving student populations of less than 2,500
- **NEW Empowering the 21st Century Superintendent** is designed for superintendents to help them develop a vision around technology and how it can advance their district's mission
- **NEW Green Computing** helps educators understand the latest trends and prepare for the future by concentrating on lowering energy demand, disposal of computing equipment, reducing paper and print delivery costs and highlighting best practices
- **NEW IT Crisis Preparedness** focuses on how to ensure that your network is available during a crisis, and how technology can help you respond to a variety of disasters/emergencies

LOOKING AHEAD

To advance CoSN's strategic plan, the following activities are planned:

- Releasing a Toolkit for CTOs In Times of Economic Crisis
- Refreshing the CoSN Framework of Essential Skills for District Leaders/CTOs
- Exploring the creation of a CTO certification program
- Launching a K-12 Horizon Report series of online forums on key predictions
- Increasing the number of *EdTechNext* reports
- Connecting with global leaders around ICT in education to highlight policy and leadership efforts that make a difference
- Releasing CoSN Compendium monographs throughout the year
- Building stronger partnerships with superintendent professional organizations through the growing *Empowering the 21st Century Superintendent* initiative
- Using Web 2.0 collaborative tools to expand discussion and interaction among members, including a series of online forums
- Positioning CoSN with key decision-makers in the new Obama administration and Congress
- Building and mobilizing a strengthened ETAN network
- Expanding the number of state chapters and regional professional development clinics

LEADERSHIP

2008-2009

Executive Committee

Sheryl R. Abshire, Ph.D., Chair
Ed Zaiontz, Chair-Elect
Bob Moore, Past Chair**
Marla Davenport, Secretary
Marianne Pack, Treasurer

Board Members

Donna Boivin
Amy Perry DelCorvo
Walter L. "Luke" Fox
Karen Greenwood Henke
Kathy Hurley
Sharnell Jackson**
Lillian Kellogg
Arjan Khalsa**
Darryl LaGace
Bailey Mitchell
Roland Moore*
Stephen Sanders
Denise Atkinson Shorey
Wes Watts*
Beverly White
Randy Wilhelm*

* *New CoSN Board Members effective March 2009*

** *Retiring Board Member effective March 2009*

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Staff

Keith R. Krueger, CAE
Chief Executive Officer
Denise Belnavis
Internet/Communications Coordinator
Sharon Butler
Volunteer and Member Services Manager
Mary K. Latif
Chief Financial Officer/Administration
Ariadna A. Mahon-Santos
Program Manager
Denise McNeill, CMP
Director of Conferences & Events
Michelle R. Moody
Sr. Director Membership & Marketing
Irene K. Spero
Chief Operating Officer
Laura Wolf
Corporate Member Services Coordinator

A full list of Corporate and Institutional members can be viewed at <http://www.CoSN.org/Membership/tabid/4190/Default.aspx>



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