

State of CITE 2019

January 1, 2019 - December 31, 2019



Shaping the Future of Education Through Technology.

State of CITE

1,577
Educational
Members



9

Student
Members

18

Retired
Members

247

Subscribers

80

Affiliate
Members



23

Regional Groups

9

Mega Regional
Group Meetings

509

Mega Regional
Participants

Education Programs



1,192

LEA Conference
Attendees

297

Exhibitors



260

Certified CTOs

2,720.5

Hours submitted for
recertification

Recognized Authority

262

2.0 Enrollments

188

1.0 Enrollments

CITE &
Microsoft
Strategic
Alliance



26

States

4

Countries

42

Participating
Vendors



2,859

Agreements



1,136

Participating
Districts

5,261

Net New FTE

50,788

Total FTE

Adobe

Engagement

15,392

Community Discussion
Threads



55,020

Community Page Views



California IT in Education Annual Report 2019

This past year CITE went through an extensive market research project to evaluate the organization's relevance and growth potential. The Board of Directors made the bold and courageous decision to change the organization's name and create a new brand to mark our 60th year and to pave the way for new opportunities for our members. The California Educational Technology Professionals Association (CETPA) is now California IT in Education (CITE). Our vision, mission, and core values remain the same with a wider focus on supporting IT personnel at all levels. Our dedication remains strong to foster student success through the appropriate use of technology in education.

Vision

Shaping the Future of Education Through Technology

Mission

To lead, develop, and support technologists and education organizations to foster student success.

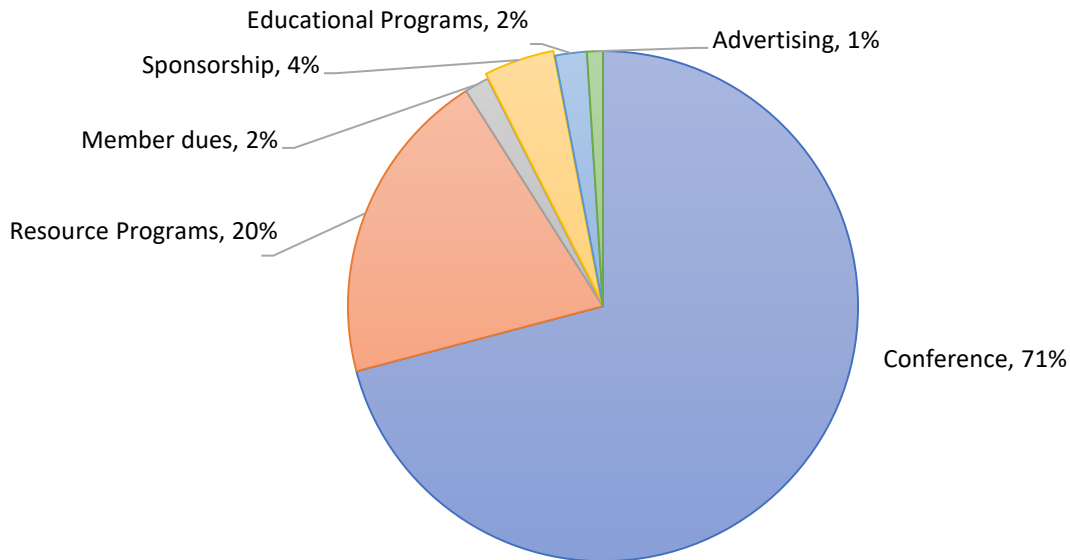
Core Values

- **Leadership** – *We believe that technology leadership is essential.*
- **Advocacy** – *We believe advocacy facilitates and accelerates change.*
- **Learning** – *We believe technology can enhance learning. Learning is on-going and lasts a lifetime.*
- **Community** – *We believe a strong community enables the abilities of all its members. There exists in our community the talent to solve any problem.*

2020 Strategic Goals

- Goal 1:** CITE will develop the professional capacity of education technologists and leadership.
- Goal 2:** CITE will be a recognized resource and authority in instructional, operational and administrative technologies
- Goal 3:** CITE's network of professionals and the membership experience will be engaging, rewarding and valuable.
- Goal 4:** CITE will be organizationally and financially strong and will be able to seize opportunities to create value for our members and institutions

2018-2019 Sources of CITE Revenue



CITE Program Highlights

CITE is the recognized authority supporting the IT Professionals working in schools. Our programs are designed to educate, inform, save money, and save time.

Education

The **Chief Technology Officer Mentor Program** continues to produce high quality technology leaders through a rigorous and relevant curricula and instruction from peers and subject matter experts. The 14th cohort began this February and they will graduate in November.

The **AWS Study Group**, which was started in 2018, sponsors CITE members to attend AWS events. study group members are required to work together during the event and create artifacts that are helpful for other CITE members. This allows the valuable content learned to be shared by members, for members.

Online Courses are available at a discount through Firefly, a premier online course provider. Trainings for end-users as well as staff and management are available.

The **TAPD Program**, managed but K12HSN is a grant program funded by the state of California that provided live and online trainings for IT personnel. CITE partnered with K12HSN to help develop and deliver curriculum, recruit instructors, and market the program to California schools. This grant is sunsetting in June 2020 but CITE and K12HSN plan to continue to collaborate to help keep the materials relevant and available to schools.

Resources

CITE and Microsoft Strategic Alliance (CAMSA) – this program has saved California schools millions of dollars in Microsoft products and services. CITE works together with Microsoft and with SoftChoice, the reseller, to ensure schools have the resources needed to properly support the technology used in their schools.

California Student Privacy Alliance (CSPA) – Data Privacy and Cybersecurity are top concerns among our members. The CSPA program gives teachers, administrators, parents, and IT personnel a way to track what apps are being used, request new apps, and properly contract with vendors to ensure that data is protected. CSPA is a member of the Student Data Privacy Coalition (SDPC), a nationwide program to help schools with data privacy and cybersecurity.

The **Adobe** consortium program has also helped schools save money on the Adobe Creative Cloud product. CITE works together with Adobe and SHI, the reseller, to ensure schools have the products needed.

Fagen, Friedman & Fulfroost (F3) is a law firm doing business with schools. F3 and CITE partner on several issues throughout each year, providing guidance and resources schools can use to ensure compliance and to disseminate important information.

The Joint Ed Tech Review program (JET) offers schools an inexpensive way to have their educational technology programs evaluated by subject matter experts. CITE partners with CUE to develop highly competent teams that evaluate schools' educational programs as well as the physical infrastructure to determine where improvements can be implemented.

Advocacy CITE works together with Capitol Advisors Group (CAG) here in California to inform legislators of the importance of technology funding, cybersecurity, student data privacy, and the impact new laws have on schools. CITE is also an affiliate member of SETDA, the State Educational Technology Directors' Association. This nationwide association provides a national voice for CITE members.

Engagement

Our **Regional Groups** continue to hold meetings locally through the state. These groups allow members and nonmembers to gather together to support each other on the local level. This year staff created new resource materials and planned to attend as many meetings as possible to listen and engage with the members.

The **Corporate Affiliate Program (CAP)** allows companies doing business with California schools to support CITE year-round. Staff works with these companies to ensure resources are shared with members and to provide a clear path for communication on issues and successes with the products and services used by schools.

Other **Partnerships** that were fostered this year include Apple and Google. Both companies see CITE as a recognized authority for California IT in schools and we are working closely with them to communicate schools' needs.

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