Election and Bylaw changes
Election closes Thursday 5pm
Expo Hall Opening Reception
5:00pm-8:00pm
Expo Hall D
Light appetizers and drinks
Thank you
CETPA Board of Directors
And Staff!
Our LEAs

- San Mateo County Office of Education
- Handford Elementary School District
- San Juan Unified School District
- Irvine Unified School District
- Ventura County Office of Education
- Simi Valley Unified School District
- El Rancho Unified School District
- Los Gatos Union School District
- Menifee Union School District
- Fullerton School District
- Vista Unified School District
- Riverside County Office of Education
CETPA’s Journey

1960

CEDPA – The California Educational Data Processing Association

Focused on the support of administrative software and an annual conference.
2003 to Present

CETPA – The California Educational Technology Professionals Association

Added focus on the support of classroom technology, advocacy, and the internet of things.
Today, CETPA is seen as a recognized authority throughout California in representing IT Professionals working in schools.

With educational and resource programs and

Publications and strategic partnerships.
CETPA’s Journey

California

Educational Technology

Professionals Association

Our 60th Anniversary
Seeing our name misspelled and mispronounced. In just the last few weeks:
I'm interested in registering for the CEPTA conference coming up in November. Please include me on your emails for CEPTA.

Curious if there's any speakers who cancelled for the upcoming CEPTA conference. Is there a way to register just for the conference, without paying for membership in CEPTA?

I have tried booking a booth at the CEPTA conference for this November.

Let's Talk at the CEPTA Conference

Make your CEPTA conference count

cepta.org is available for only $11.99 - come on guys! let's make it happen!

Hospitality events:

- CEFTA Event
- Instructure CEPTA Conference attendance
- CEPTA Happy Hour with Nutanix!

Hi CEPTA, Are your teachers looking for a fun way to engage their students?
Seeing our purpose blurred by the term Educational Technology

Seeing more support is needed at all levels of IT in schools.
Questions we had

How can CETPA maintain relevancy and leadership with current, new, and future members?

To reflect that position, what extent of the rebranding is needed (logo, tagline, name)?

Should CETPA remain local, go regional, or go national?

What would be the impact of making name/logo change?
Professional Market Research Team hired to evaluate the organization.

Our members’ voices were the most important component.
Type of Research Done

- Workshop with Staff and Board
- Interviews
- Survey
- Analysis of the trends, industry, and competition
Some Questions we asked

How does CETPA Help you in your current role?

- Advocacy (i.e., Net Neutrality, e-rate)
- Networking (i.e., Conference or Regional Groups)
- Mentoring (CTO Program)
- Online Community (listserv)
- Vendor Partnership (i.e., CAMSA or Adobe Agreement)
- Other, please specify:
Some Questions we asked

What are CETPA’s Biggest Strengths?
CETPA has very dedicated and proud members.

They value their membership.
CETPA ranks high on the Net Promoter Score spectrum

Results

What is a good NPS score?

<table>
<thead>
<tr>
<th>Company</th>
<th>NPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>USAA</td>
<td>80</td>
</tr>
<tr>
<td>Costco</td>
<td>78</td>
</tr>
<tr>
<td>Nordstrom</td>
<td>75</td>
</tr>
<tr>
<td>Apple</td>
<td>70</td>
</tr>
<tr>
<td>Amazon</td>
<td>69</td>
</tr>
<tr>
<td>Southwest</td>
<td>66</td>
</tr>
</tbody>
</table>
But we need to increase member engagement

Results

0: Lowest level of engagement

10: Highest level of engagement
Remain true to our community-based purposes.

Focus on IT Professionals at all levels.

Be more inclusive.
Our Name

CETPA – hard to pronounce

CETPA – often misspelled

CETPA – does not reflect who we are
CETPA's Brand Does Not Stand Out
• Motion graphic
Bill Nye Pictures and Questions

Pictures will be taken for 20 minutes by the professional photographer.

Questions can be posted and voted on here: PollEv.com/billnye
Jennifer Bjorklund-Lloyd

PollEv.com/billnye

Dr. Bill Nye