



Are you a

CERTIFIED EDUCATION TECHNOLOGY LEADER?

<http://bit.ly/AreYouACETL>

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Today you will learn...

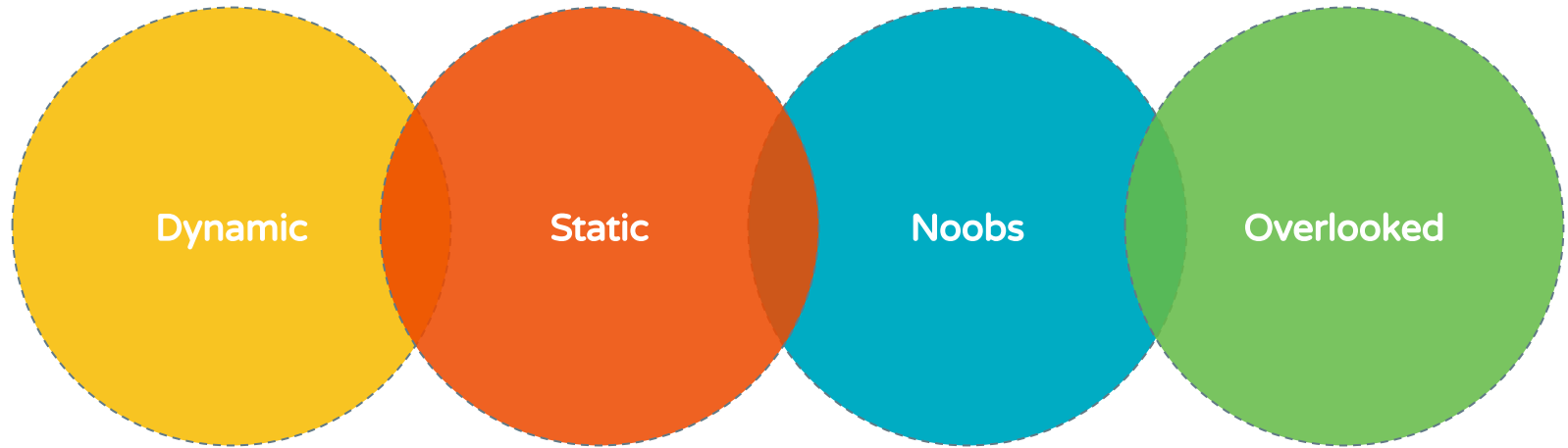
- ◎ The value of a Certified Education Technology Leader in your district
- ◎ CoSN's Framework and core content used to gain certification
- ◎ Pathways to certification
- ◎ Certification Exam
 - Sample test questions
 - Testing Dates
 - Test Format



When you think of your role as a Technology Leader in Your District...

- ⦿ Do you have the proper qualifications to lead?
- ⦿ Do you belong to the district level leadership team?
- ⦿ Are you considered an educational technology leader by your district administrators?
- ⦿ Do your teachers see you as an expert in educational technology?

4 Types of Tech Leaders



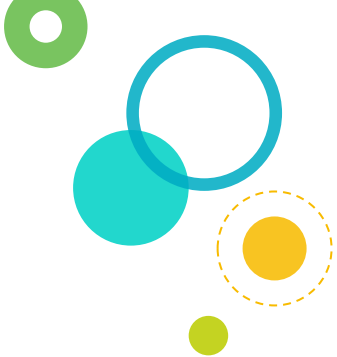


#01

Dynamic

How can I use a CETL Certification?

Affirmation of your approach
and your skill set.





#02

Static

How can I use a CETL Certification?

Future proofing yourself
and your position.



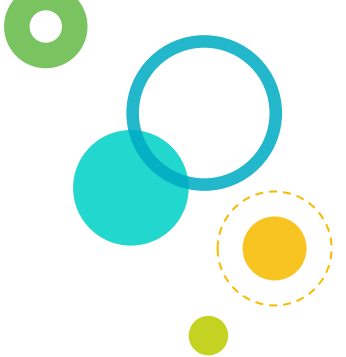


#03

Noobs

How can I use it?

Establishing a name for yourself.





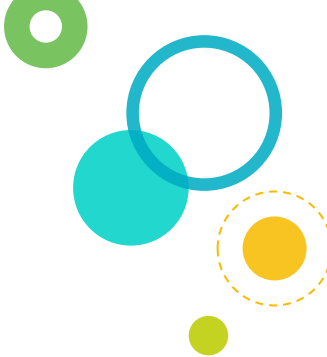
#04



Overlooked

How can I use it?

Show your worth! Use the CETL as a way to get people to wake up and take notice!





A Unique Skill Set

Successful education technology professionals must not only have an intimate understanding of current and emerging trends in technology, they must know how to apply them in the educational environment.



What is the CETL?

Certified Education Technology Leader

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Certified Education Technology Leader

- Based on the Framework of Essential Skills of the K-12 CTO
- Created by CTO's
- Governed by Certification Governance Committee (CGC) with combined total of more than 160 years of ed technology experience

CETL Certification

Purpose

- For K-12 education technology leaders, earning the CETL certification will demonstrate to your staff, superintendent, and other stakeholders that you have mastered the knowledge and skills needed to define the vision for and successfully build 21st century learning environments.
- Validates CTOs who already have these skills and knowledge.
- Provides roadmap for professional development for both CTOs and those who hire them.
- Illustrates the need for partnership of Teaching, Learning, and Technology Services.
- Ensures CTO has a facility for visioning and leadership.
- Expand the role of the Technology Director into an education leader.

CETL By the Numbers

508 CETL certificants

Top 5 States for CETLs

- Texas (58)
- Wisconsin (43)
- Utah (41)
- Indiana (41)
- Illinois (35)

Ohio has 9 CETLs

- Mike Daugherty
- Jennifer Fry
- John Lucero
- James Meyer
- Brad Pettit
- Dustin Ruffell
- Jeremy Shorr
- Milena Streen
- Jeff Thoman

<https://www.cosn.org/certification/cetls%C2%AE>



What is the Framework
of Essential Skills of the
K-12 CTO?

I. Leadership + Vision



Leadership + Vision



Ethics + Policies



Strategic Planning

II. Understanding the Educational Environment



Instructional Focus
+ Prof. Development



Team Building
+ Staffing



Stakeholder Focus

III. Managing Technology & Support Resources



Information
Technology
Management



Communication
Systems
Management



Business
Management



Data
Management

*Framework of
Essential Skills
of the K-12 CTO*

Use of Framework

- [Self-assess](#)
- Describe the CTO role within the district leadership structure
- Validate skills and knowledge of CTOs
- Guide the CTO interview and hiring process
- Provide roadmap for professional development
- Illustrate the need for partnering with other departments

<http://www.cosn.org/focus-areas/framework>

I. Leadership + Vision



Leadership + Vision



Ethics + Policies



Strategic Planning

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III. Managing Technology & Support Resources



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Technology
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Data
Management

*Framework of
Essential Skills
of the K-12 CTO*

A decorative graphic featuring a large, light blue dashed circle that frames the central text. Various colorful circles and arcs are scattered around the page. At the top center, a large teal arc is partially visible. Below it, a teal circle contains the white text "66". To the left, there is a large lime green circle, a smaller green circle with a white center, and a small blue circle. To the right, there is a large yellow circle, a small pink circle, and a large orange arc. At the bottom left, there is a large orange circle, a small pink circle, and a large yellow arc. At the bottom right, there is a large lime green circle with a white center and a small teal circle.

66

Why I chose to pursue this certification.

Why Should You?



Top 5 Reasons CETLs Pursued Certification

- Personal accomplishment
- Indicates professional growth
- Validates job-specific competencies
- Promotes professional standards
- Support for professional standards in the industry

More than 70% of CETLs report that obtaining the certification had a positive impact on their career

6) Other duties as assigned by Board vote:

Qualifications, Knowledge and Skills:

- Ten years of experience working in an Educational Leadership position at the district level
 - Proven success working with a Board of Directors
 - Knowledge of non-profit organizations governing requirements / laws
 - Knowledge of budgeting and accounting
 - Knowledge of meeting planning
 - Knowledge of issues relevant to Chief Technology Officers
 - Alabama CTO certification and/or CETL preferred
 - Knowledge of policy position development and analysis
 - Knowledge of and experience in advocacy and constituency building
 - Ability to meet deadlines with excellent time management skills
 - Ability to convey a vision of AETA's strategic future to staff, board, members and vendors
 - Excellent public speaking ability
 - Other qualifications as determined by the Board
-

Testing Format



Part 1: Multiple Choice

(Proctored site or Prometric Testing Center)



- Leadership and Vision – 15%
- Strategic Planning – 15%
- Ethics & Policy – 10%
- Instructional Focus & Professional Development – 12%
- Team Building & Staffing – 9%
- Stakeholder Focus – 9%
- Information Technology – 10%
- Communications – 7%
- Business Management – 7%
- Data Management – 7%

Part 1: Multiple Choice

120 exam items

100 scored items + 20 pre-test items

All are four-option MCQ

2 hours to complete exam

72% required to pass

Over the lifetime of the program,
72.55% of candidates have been
successful on Part

[CETL Part 1 Exam - Detailed Outline](#)



A decorative graphic on the left side of the slide. It features a large orange circle in the center containing a photograph of a person's hands writing on a document with a silver pen. Surrounding this central circle are several other circles in various colors: a large teal circle at the top left, a smaller teal circle below it, a pink circle above the orange circle, a yellow circle with a dashed border and a white center to the right, a large lime green circle at the bottom left, and a small green circle with a white center at the bottom left.

Part 2: Essay Questions

Topics:

- Strategic Planning
- 1:1 Rollouts
- Building a tech plan
- Scenarios based on the CoSN Framework

Prepping for the CETL

Self **Assessment**



Study **Group**



Online **Course**





COST

CETL Exam

Member Fee - \$299

Non-Member Fee - \$499

Retake Fee, Each Section - \$200

Exam Prep Materials

Member Fee - \$349

Non-Member Fee - \$549

Bundle - Exam and Prep

Member Fee - \$648

Non-Member Fee - \$1048

Virtual Course (Exam Not Included)

Member Fee - \$699

Non-Member Fee - \$899





Are you ready??

<http://bit.ly/2gP2Mqz>



A decorative border surrounds the slide, consisting of various colored circles (teal, green, yellow, orange, pink) and dashed lines in light blue and grey. The circles vary in size and some have smaller circles inside them, creating a playful, abstract pattern.

Discussion / Questions?

- Thoughts about the practice exam
- Where to get more information
- Other questions from the audience

Resources

- [CoSN](#)
- [ISTE](#)
- [Technology Coordinator's Handbook](#)
- [The Changing Role of the CTO](#)
- [CoSN Empowered Superintendent](#)
- [CoSN CTO Job Description](#)
- [CETL - Learn21 / Ohio CoSN](#)
- [CoSN Framework of Essential CTO Skills](#)
- [CoSN CETL Framework \(Visual\)](#)
- [CoSN CETL Certification](#)
- [CoSN Driving K-12 Innovation \(formerly: Horizon Report\)](#)
- [CoSN Innovation Survey](#)
 - [Survey Results](#)
- [CoSN IT Leadership 2018 Infographic](#)
- [CoSN IT Leadership 2018 Survey](#)
- [National Ed Tech Plan](#)

Exam Practice Question

The Education Technology Leader is a member of a cross-functional team to improve district performance. Which of the following is the BEST contribution the Education Technology Leader could make as a part of the team decision making process?

- a. Assess all technology resources, including interactive technologies, as they apply toward improving student achievement using a technology-based data system.
- b. Outline teacher goals, specify evaluation techniques, and change curriculum based on student data results provided by a technology-based data system.
- c. Assist the team with goals and objectives, develop metrics, and make changes based upon student data results provided by technology-based data systems.
- d. Assist the team with creating a research study to examine student data results provided by technology-based data systems and publish a report in a scholarly journal.

Exam Practice Question

A district decides it is time to use social media outlets for school communications. The Education Technology Leader is tasked with devising and implementing the social media implementation plan. Which of the following is MOST important first step for the Education Technology Leader?

- a. Create guidelines for key communication elements including grammar and use of jargon.
- b. Determine which district employees already have personal social media accounts.
- c. Establish personal accounts on LinkedIn, Facebook, YouTube, Twitter, WordPress, TeacherTube, and other sites.
- d. Review district policies and guidelines (and state and federal laws) regarding employee use of social media.