

Good Enough or Exceptional

What are you getting from your IT team?

As a school administrator, you demand high performance from your teachers, staff, and students. Why aren't you expecting the same standards from your technology team?

The Consortium for School Networking (CoSN) has built a framework for successful technology leaders. This framework (the Certified Educational Technology Leader, or CETL) comprises three overarching focus areas and ten skill areas. This paper explores the three focus areas to help you determine if you are setting "exceptional" standards or settling for good enough.



LEADERSHIP + VISION

- leadership + vision
- ethics + policies
- strategic planning



UNDERSTANDING THE EDUCATIONAL ENVIRONMENT

- instructional focus & professional development
- team building and staffing
- stakeholder focus



MANAGING TECHNOLOGY & SUPPORT RESOURCES

- information technology management
- communication systems management
- business management
- data management

LEADERSHIP + VISION



Good Enough: a leader who has been with the school for years, one who has grown with the district but not with the technology he or she is charged with maintaining

Exceptional: an education-focused technology leader who has the appropriate, updated certifications and a seat at the table when it comes to strategic planning; puts customer service first and manages a team of innovative technology experts to serve the school

UNDERSTANDING THE EDUCATIONAL ENVIRONMENT



Good Enough: a handful of “tech” people you hired to be innovative and strategic in an educational environment but who aren’t able to relate to teachers

Exceptional: technology professionals who have a background in education or have worked in a school environment, which demands a specific skillset gained only through experience.

Good Enough: a faculty split into thirds when it comes to embracing technology—some early adopters and others who refuse to turn on the projector

Exceptional: a technology plan aligned with the school’s curricular goals and includes an integration specialist who works closely with the faculty to ensure that teachers feel confident about using technology and incorporating it into lesson planning

MANAGING TECHNOLOGY & SUPPORT RESOURCES



Good Enough: technology purchases from the lowest bidder, with no annual asset inventory or planning to replace the outdated desktops sitting in computer labs

Exceptional: a professionally maintained asset inventory with an annual refresh plan created in partnership with certified project managers and other strategic IT professionals

Good Enough: systems that contain all of your student data but don’t talk to each other and don’t back up reliably

Exceptional: integrated information systems that are backed up locally and on the cloud and are managed by a tech team member who ensures you have your data when you need it.