



CoSN
2015 **ENABLING YOUR**
DIGITAL LEAP
MARCH 16-19 . 2015

The Impact of the CETL Program

Frankie Jackson
Chief Technology Officer
Assistant Superintendent
Cypress Fairbanks ISD

#CoSN15

What Skills and Framework Did I Need In the Past?



What Skills Are Needed in K-12?

GOOSE CREEK
CONSOLIDATED INDEPENDENT SCHOOL DISTRICT
A Recognized School District

**22,000
students**



From Beginners to Winners

APQC

AMERICAN PRODUCTIVITY
& QUALITY CENTER



1994-2013



1984-1994

#CoSN15

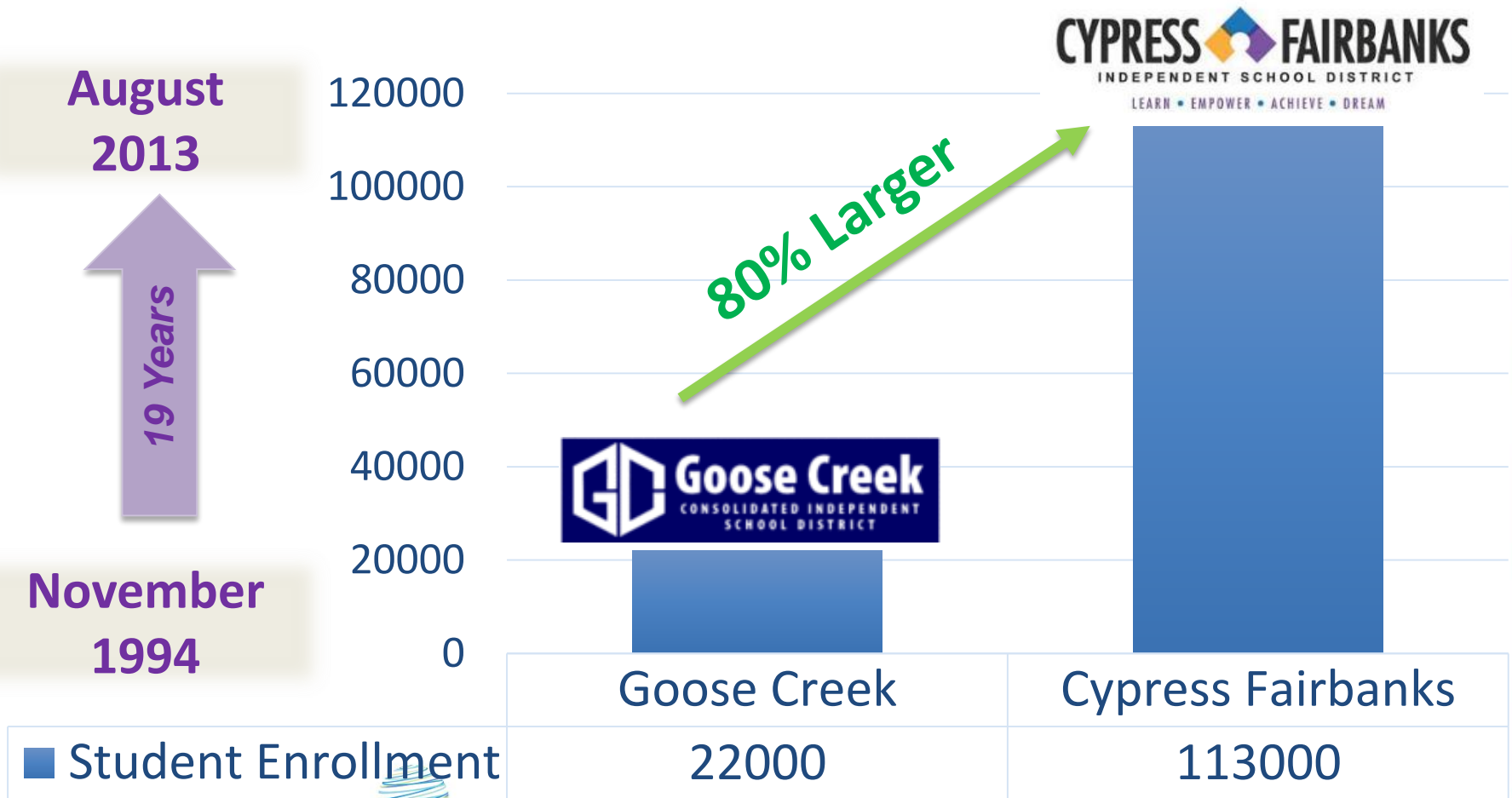
Do Skills Change Based On School Size?



Our Journey:
From Good to Great
113,000 students



How Do I Keep My Skills Relevant?



How Do I Keep My Skills Relevant?

CERTIFICATION



Certified Education Technology Leader (CETL)[™]

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 in your school district.



Received certification in June 2013

What is the Impact of the CETL?



Framework of Essential Skills of the K-12 Chief Technology Officer

Leadership & Vision

Leadership & Vision

Strategic Planning

Ethics & Policies

Managing Technology & Support Resources

Information Technology

Communication Systems

Business Management

Data Management

Understanding the Educational Environment

Instructional Focus &
Professional Development

Team Building & Staffing

Data Stakeholder Focus

Core Values & Skills

Effective Communicator • Innovative • Courageous
Flexible & Adaptable • Results-Oriented

What is the Impact of the Framework?



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



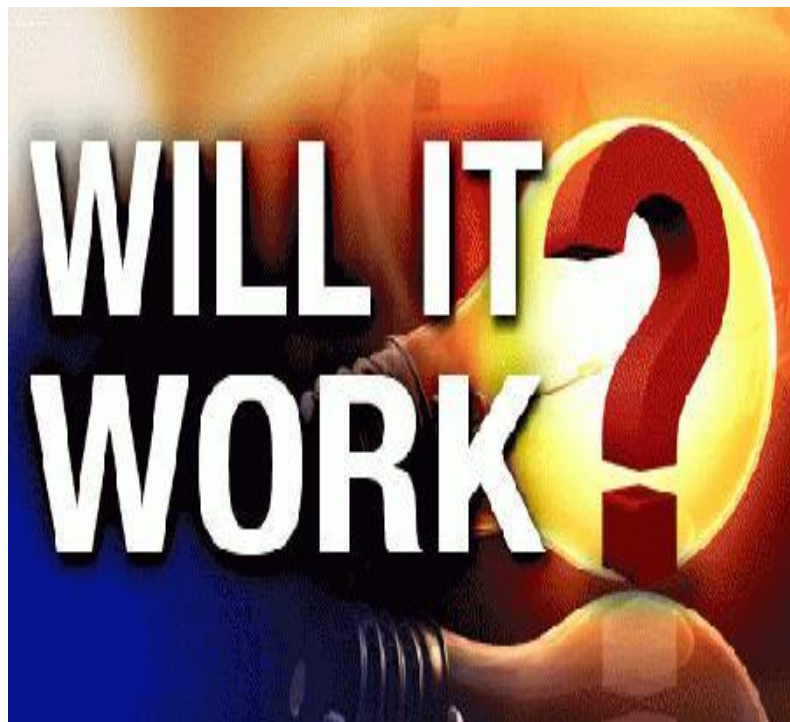
Business
Management



Data
Management



What is the Impact of the Framework?



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



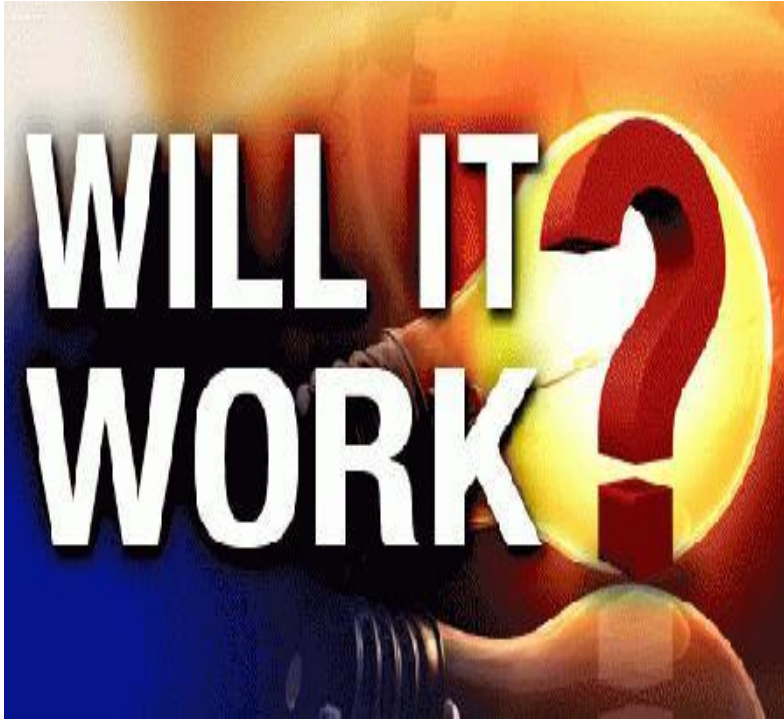
Business
Management



Data
Management



What is the Impact of the Framework?



**Cypress Fairbanks Leadership Team
in August 2013**





CETL Skills Case Study

Weeks 1-5



Initiation Strategy Based on 12-Week CETL Startup Plan

Week	CETL Area	Focus	Category	Key Areas to Assess
August 5th	1	Week 1	Strategic Planning	1) Move in; 2) Meet staff (Leadership team and Technology); 3) Hire assistant (interview with staff); 4) Set up technology; 5) Begin implementation
August 12th	1	Week 2	Communication	3) Hire assistant (interview with staff); 4) Set up technology; 5) Begin implementation
August 19th	1	Week 3	Leadership + Vision	3) Hire assistant (interview with staff); 4) Set up technology; 5) Begin implementation
August 26th	2	Week 4	Strategic Planning	3) Hire assistant (interview with staff); 4) Set up technology; 5) Begin implementation
September 2nd	1-2	Week 5	Organization Structure	disaster recovery and business continuity 1) Assess organization structures in how the organization and technology is meeting technology-based solutions and district needs; 2) Meet with key stakeholders, 3) Update District Improvement Planning goals by aligning technology goals to district goals

Leadership + Vision

Strategic Planning

Stakeholder Focus



CETL Skills Case Study

Weeks 6-8



Initiation Strategy Based on 12-Week CETL Startup Plan

September 16th - Technology Transformation Tactical Team (T4) Leadership Meetings Started				
September 16th	4	Week 6	Instructional Focus & Professional Development	1) Assess professional development opportunities; 2) Evaluate standards, benchmarks, technology
September 16th				
September 23th	6	Week 7	Team Building + Staffing	and on for how updates to communication emerging and
September 30rd	5	Week 8	Team Building + Staffing	technology staff job descriptions and processes for managing teams; 3) Assess how the technology plan is aligned to the district's strategic plan



Team Building + Staffing



Instructional Focus + Prof. Development



Ethics + Policies

www.frankiejackson.net



CETL Skills Case Study

Weeks 9-13



Initiation Strategy Based on 12-Week CETL Startup Plan

October 7th	7	Week 9	1) Evaluate how the technology department plans for and manages an enterprise-wide
October 14th	8	Week 10	
October 21st	9	Week 11	
October 28th	10	Week 12	


Information Technology Management


Communication Systems Management


Business Management


Data Management

reporting data in usable and meaningful ways; 2) Assess data risks and vulnerabilities; 3) Compare data management practices as compared to industry standards; 4) Identify key performance indicators

www.frankiejackson.net



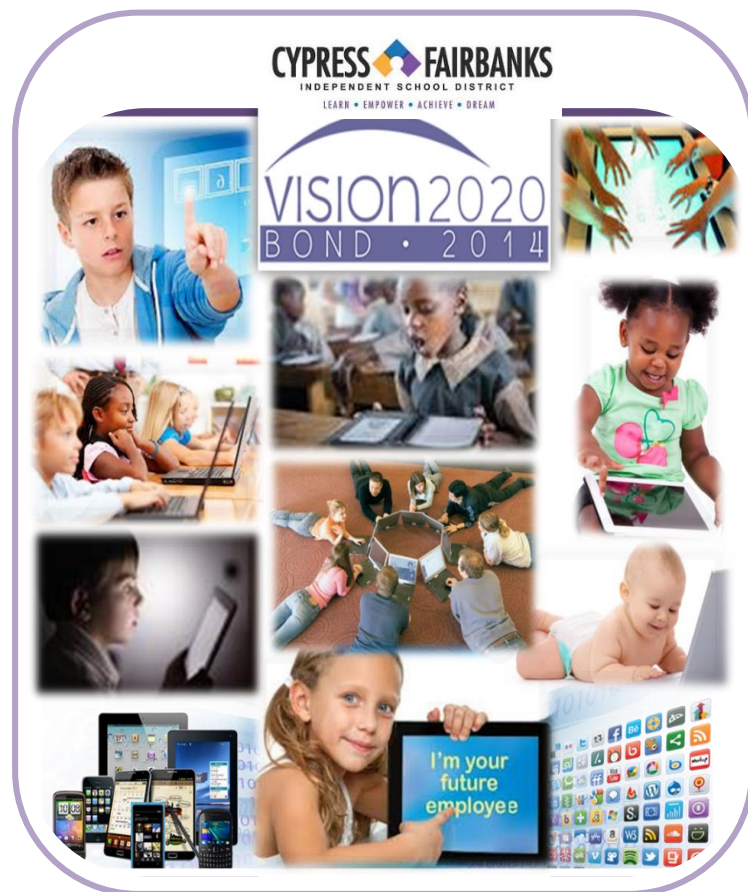
CETL Skills Case Study

It Does Work!



- ✓ Technology Plan is Aligned with the District Strategic Plan
- ✓ Passed a \$1.2 Billion Dollar Bond with \$218 Million allocated for Technology
- ✓ Building a SEND Network and making the digital leap
- ✓ Developing an award winning technical leadership team based on strong values, a common purpose, and a clear vision.

THE IMPACT HAS BEEN PHENONOMINAL





The IMPACT of using the CETL Framework Is Substantiated

Award Winning Team!



Texas K-12 CTO Council
Texas K-12 CTO Council



Cypress Fairbanks Leadership Team - February 2015

Recognized by the Texas K-12 Chief Technology Officer (CTO) Council Team of the Year in 2014-2015

Received Honorable Mention at the CoSN Conference in 2015



Technology Leadership and Communication

Home

Bond 2014 - Technology

Leadership and Vision

Strategic Planning

Ethics and Policies

Instructional Focus and
Professional Development

Team Building and Staffing

Stakeholder Customer Focus

Information Technology

Communication Systems

Business Management

Lead the Way
in **Being** the District
that **Transforms**
Education

EXAMPLES

**“EARN YOUR
LEADERSHIP
EVERY DAY.”**



Technology Leadership Communication Documents

2014 Bond Technology Infrastructure Status



CoSN
2015 **ENABLING YOUR**
DIGITAL LEAP
MARCH 16-19 . 2015

The Impact of the CETL Program

WATCH THE
VIDEO



Frankie Jackson
Chief Technology Officer
Assistant Superintendent
Cypress Fairbanks ISD