



## For Immediate Release

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### **CoSN Launches Critical Initiative to Empower 21<sup>st</sup> Century Superintendents**

*Toolkit, Video and Other Resources to Enable Superintendents To Understand How Technology Can Transform Education*

Washington, DC (March 31, 2008) – Today, at the NSBA Annual Conference in Orlando, the Consortium for School Networking (CoSN) launched an exciting and innovative new leadership initiative – *Empowering the 21<sup>st</sup> Century Superintendent*. The new CoSN effort provides superintendents with the latest tools and resources they need to understand the transformative role of education technology, and lays out a blueprint for technology leadership and action.

“In school districts, innovation and new ideas for enhancing the educational experience come from educators at all levels, but often some of the most effective efforts begin with a visionary perspective from the top, which then permeates through every level of the district,” said CEO of CoSN Keith Krueger. “That is precisely why we worked with superintendents to develop this initiative. They best recognize the many challenges and responsibilities superintendents face, and based on their shared experience can offer up some valuable insights and begin an in-depth discussion about common educational issues that technology may help address.”

The *Empowering the 21<sup>st</sup> Century Superintendent* initiative was designed to help superintendents build their knowledge and skills to become more effective, visionary technology leaders in their communities. An advisory committee of superintendents provided direction for the initiative and CoSN conducted focus groups and personal interviews to help develop a robust set of resources for superintendents.

As part of the initiative, CoSN developed a detailed toolkit, titled “Empowering the 21<sup>st</sup> Century Superintendent: Five Themes & Action Steps for Technology Leadership,” which is available online at <http://superintendentempower.org/>, a Web site launched as part of the initiative. In conjunction with this effort, the Pearson Foundation and CoSN have also developed a four-minute video that presents superintendents’ personal thoughts about their own roles as catalysts for 21<sup>st</sup> century learning. The video is available beginning today at [www.pearsonfoundation.org](http://www.pearsonfoundation.org).

“Superintendents across the country know the importance that technology can play in their schools—for teachers and for students,” said Mark Nieker, President, Pearson Foundation. “Helping these leaders share their own experiences and expertise is a great way to highlight the many effective and exemplary solutions already in practice in classrooms across the United States.”

“There’s an exciting opportunity for superintendents to maximize their role as education technology leaders and our goal is to provide them with the necessary tools to succeed,” said Lil Kellogg, Co-Chair of CoSN’s Superintendents Task Force and Vice President, Education Networks of America (ENA). “There’s a real enthusiasm amongst superintendents to look at technology in new ways and this peer-to-peer initiative facilitates the conversation.”

CoSN is inviting state superintendent associations to join in this effort and embed this toolkit and professional development into their conferences, publications and Web sites. The Colorado Association of School Executives and the North Carolina Association of School Administrators have already signed on and more are expected.

CoSN’s *Empowering the 21<sup>st</sup> Century Superintendent* initiative is sponsored by CORE-ECS, ENA (Education Networks of America) and the Pearson Foundation. In addition, CoSN’s media partner for the initiative is eSchool News.

To access the *Empowering the 21<sup>st</sup> Century Superintendent* site, please visit: <http://superintendentempower.org>.

### **About the Consortium for School Networking (CoSN)**

CoSN is the country’s premier voice in education technology leadership, serving K-12 technology leaders who through their strategic use of technology, improve teaching and learning. CoSN provides products and services to support and nurture leadership development, advocacy, coalition building, and awareness of emerging technologies.

CoSN leadership initiatives include: Using Technology to Raise the Achievement of ALL Students ([www.accessibletech4all.org](http://www.accessibletech4all.org)); Cyber Security for the Digital District ([www.securedistrict.org](http://www.securedistrict.org)); Data-Driven Decision-Making ([www.3d2know.org](http://www.3d2know.org)), K-12 Open Technologies ([www.k12opentech.org](http://www.k12opentech.org)); Taking Total Cost of Ownership to the Classroom ([www.classroomtco.org](http://www.classroomtco.org)); Value of Investment ([www.edtechvoi.org](http://www.edtechvoi.org)) and the development of the Council of School District Chief Technology Officers (CTO Council).

CoSN’s membership includes a unique blend of education and technology leaders, policy makers, and influencers from the public and private sectors. Our audience includes key technology leaders (often called Chief Technology Officers—CTOs) in leading-edge states and districts, policy makers, private sector leaders, as well as those technology leaders who wish to accelerate their districts’ or states’ systemic technology use. Visit [www.cosn.org](http://www.cosn.org) or

phone 866.267.8747 to find out more about CoSN's programs and activities supporting leadership development to ensure that information technology has a direct and positive impact on student learning in elementary and secondary schools.

### **About CORE-ECS**

CORE Education and Consulting Solutions partners with educational communities in providing innovative customized solutions and consulting services to empower teachers and administrators in making the critical decisions affecting today's schools. A trusted advisor to states and school districts since 1993, CORE is unsurpassed at building lasting alliances, ensuring educators successfully manage their assessment, accountability, consulting, and data warehousing challenges. More information can be found at [www.coreecs.com](http://www.coreecs.com).

### **About Education Networks of America (ENA)**

ENA is a leading managed network service provider in the design, deployment and management of network and communication services for school systems, libraries and governments. In 1996, ENA created one of the first statewide K-12 networks in the U.S. and has earned a reputation as experts in distributed networks and voice solutions. Today, ENA manages multiple statewide and district-wide education and library networks, successfully serving over 450 school districts, 2 million students, educators and administrators, and over 300 libraries. For more information about the company, visit [www.ena.com](http://www.ena.com).

### **About the Pearson Foundation**

The Pearson Foundation extends Pearson's (NYSE: PSO) commitment to education by partnering with leading nonprofit, civic, and business organizations to provide financial, organizational, and publishing assistance across the globe. The Foundation aims to make a difference by sponsoring innovative educational programs and extending its educational expertise to help in classrooms and in local communities. More information on the Pearson Foundation can be found at [www.pearsonfoundation.org](http://www.pearsonfoundation.org).

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