



CITE ANNUAL REPORT 23/24

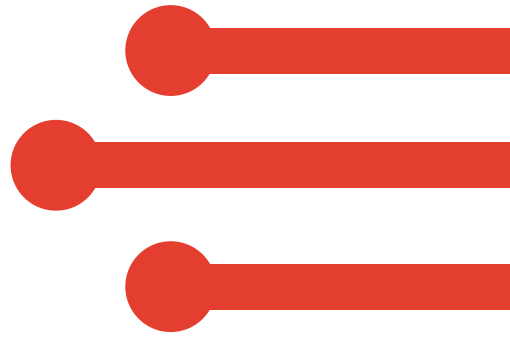


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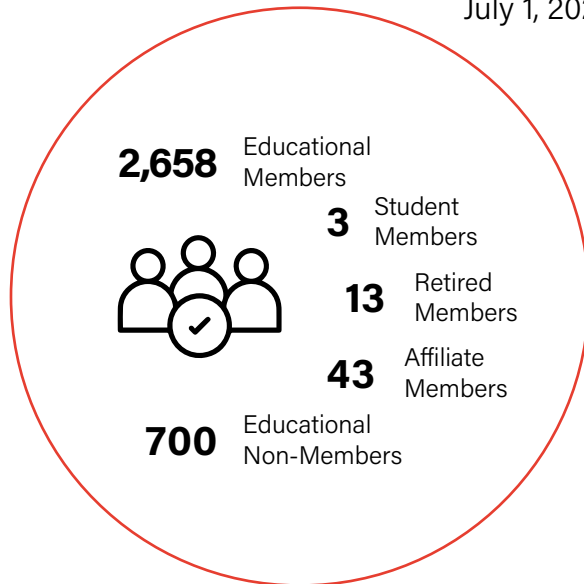
The CITE Team 7

THE STATE OF CITE 23/24

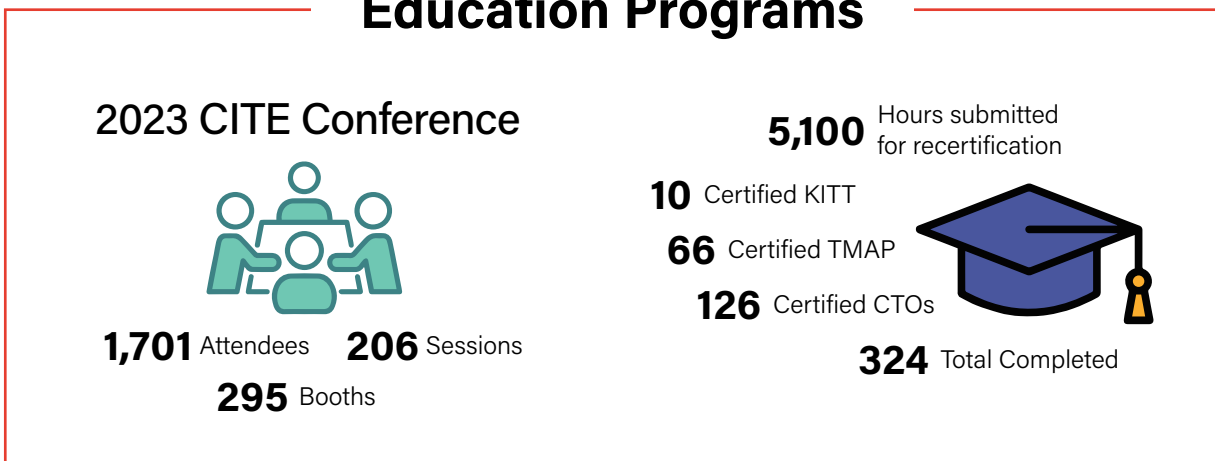
Shaping the Future of Education
Through Technology

The State of CITE

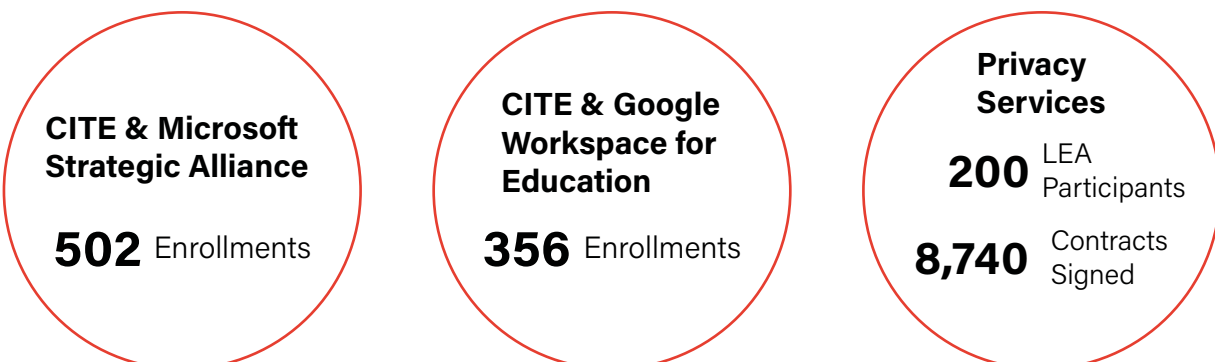
July 1, 2023—June 30, 2024



Education Programs



Recognized Authority



CITE ANNUAL REPORT 23/24



2023-2024 was a year of growth for CITE. We have filled several staff positions all across our departments to better serve our members. We continue to improve our internal communications and provide regular professional development for our staff. Our programs also continued to grow.

Our membership is growing and continues to be strong. We are beginning a new strategic plan process and expect to finalize the plan in January. This plan will focus on providing value to our members and ensuring the health of the organization.

This year, we launched our K12 IT Technician Program, KITT, a program geared toward teaching the IT technician more about the K12 environment and the importance of their role. Our TMAP and CTO Mentor Programs also continue to teach management and director level IT Professionals.

The Resource Programs growth continued and we launched a new program with Google for Workspace in Education. This program as well as our program with Microsoft, CAMSA, help save LEAs hundreds of thousands of dollars in licensing.

Privacy Services is now providing service to 200 LEAs, helping them negotiate and track their privacy contracts. This is an affordable and efficient way to manage privacy contracts.

We had a very successful annual conference with record attendance, informative sessions and two keynotes who inspired attendees. The exhibit hall was filled with vendors doing business with the K12 community and attendees had plenty of time to learn about the newest technologies available to schools.

Special appreciation for our engaged Board of Directors and dedicated staff. Together with our amazing volunteers, partners, and sponsors, we are creating a bright future for CITE members and for California schools.

Andrea Bennett
Executive Director

CITE ANNUAL REPORT 23/24



OUR VISION

Shaping the Future
of Education Through
Technology

OUR MISSION

To lead, develop, and support
technologists and education
organizations to foster student
success.

CORE VALUES

Leadership

We believe that technology
leadership is essential.

Advocacy

We believe advocacy facilitates and
accelerates change.

Learning

We believe technology can enhance
learning. Learning is on-going and
lasts a lifetime.

Community

We believe a strong community
enables the abilities of all its
members. There exists in our
community the talent to solve any
problem.

23/24 STRATEGIC GOALS

Goal 1:

CITE will develop the professional
capacity of education technologists and
leadership.

Goal 2:

CITE will be a recognized resource and
authority in instructional, operational and
administrative technologies.

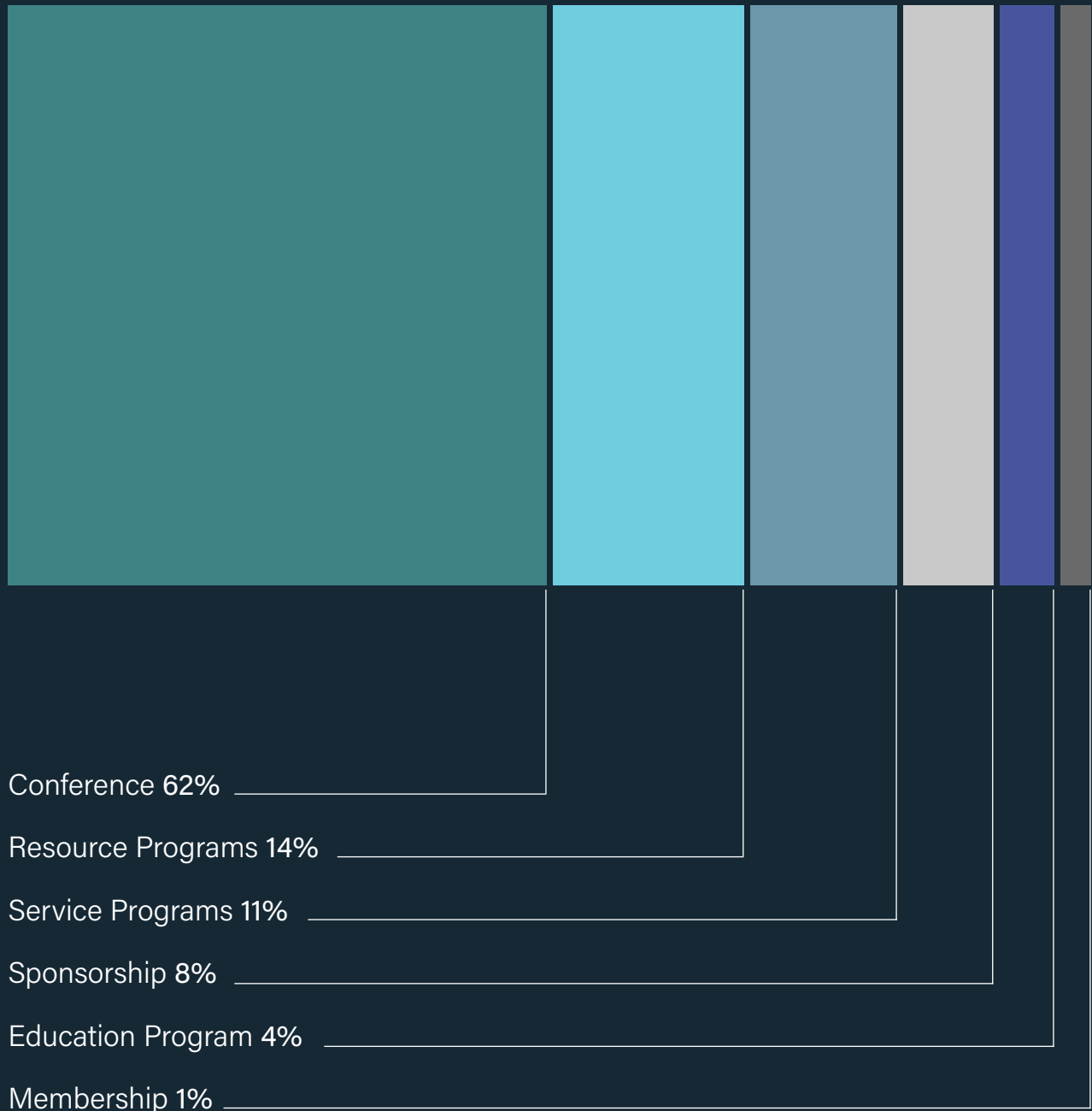
Goal 3:

CITE's network of professionals and
the membership experience will be
engaging, rewarding and valuable.

Goal 4:

CITE will be organizationally and
financially strong and will be able to seize
opportunities to create value for our
members and institutions.

Sources of Revenue 23/24



Program Highlights



Education

Education Programs experienced big growth this year. The CITE team expanded to four people, allowing for an increase in current program offerings and new program development. The team has improved its data collection methods which will lead to superior learning outcomes and increased diversity across our programs.

Chief Technology Officer Mentor Program

The Chief Technology Officer Mentor Program (CTOM) graduated 18 Certified CTOs in 2023. The program continues to adjust content to meet emerging industry needs including AI policy and contingency planning. The program welcomed two new instructors in 2024 and several new mentors.

K-12 IT Technician Program

The K-12 Technician Program (KITT) launched its pilot program in Fall 2023 and ran two cohorts in 2024. This virtual class allows aspiring or new technicians to acquire fundamental technical skills as well as foundational K-12 background knowledge.

Technology Management Advancement Program

The Technology Management Advancement Program (TMAP) completed its second cohort in 2023 and ran three successful cohorts in 2024 throughout the state. Graduates formed tight bonds with one another and gained valuable management and strategy skills. The program will launch its seventh and eighth cohorts in 2025.

Academies Program

The Academies Program, designed to offer short topic-specific virtual classes, continues to mature and will grow in 2025. Technology Procurement was offered in Fall 2023, CompTIA A+ Bootcamp offered in Spring and Fall 2024, and Wired Networking in Fall 2024.

Resources & Services

CITE and Microsoft Strategic Alliance

The CAMSA program continues to save California schools millions of dollars in Microsoft products and services. We just finished a new strategic plan with Microsoft and the program's reseller, Softchoice, that will take this program to the next level in the year to come.

CITE Privacy Services Program

CITE Launched our first service program in 2021, the Privacy Services Program. This is a full-service program that helps districts manage, track, and negotiate their privacy contracts. With multiple service options and ongoing training, districts can have confidence that their contracts are compliant and up to date.

CITE and Google Workspace For Education

This program finished its first year strong with over 300 LEAs already participating. The program offers major discounts not offered anywhere else in California, simplifies the purchasing process and offers the best service model with Google and CDWG, the reseller.

Fagen, Friedman & Fulfrost (F3)

F3 is a law firm doing business with schools. F3 and CITE partner on several issues throughout each year, providing guidance and resources schools can use to ensure compliance and to disseminate important information.

Member Discount Program

Member Discount Programs are available to provide specific discounts to CITE members online courses and products. These discounts are set by the vendor and are available only to CITE members.

Engagement

Regional Groups

Our Regional Groups continue to hold meetings locally through the state and grow. These groups allow members and nonmembers to gather together to support each other on the local level. In 2022-2023, we hit record breaking numbers for membership and conference attendance.

Corporate Affiliate Program (CAP)

The Corporate Affiliate Program (CAP) allows companies doing business with California schools to support CITE year-round. Staff works with these companies to ensure resources are shared with members and to provide a clear path for communication on issues and successes with the products and services used by schools.

Webinars

CITE continues offering additional webinars for members to increase awareness of the resources CITE offers. These webinars include our monthly Maximize Your Membership and Engage with CITE series. In addition to the Corporate Affiliate Program, CITE offers monthly Vendor Engagement webinars to educate K12 tech vendors about CITE members and the best way to engage with them through CITE.

Advocacy

This year, the Board of Directors recommitted to our legislative platform, which includes the following priorities:

- Student Data Must Remain Private and Secure
- Sustainable Technology Funding for Students Must Be a State Priority
- Digital Equity Means Ongoing Funding Should be Provided to School Districts for Staffing and Technology Training

In addition, the expanded interest at the statewide policy level in AI allowed CITE to emerge as a leading voice for effective integration of AI into K-12 operations. At the request of state policymakers, CITE created the AI Resources Guide for IT Teams.

CITE successfully advocated on behalf of its members on multiple bills sent to the Governor, including establishment of an AI task force at the California Department of Education and removal of K-12 organizations from a bill requiring public agencies to require .gov domains. CITE also supported a bill modifying the Brown Act, which will allow cybersecurity discussions to be held in closed session.

CITE formally submitted comments on the development of the State Digital Equity Plan.

THE CITE TEAM



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