CITE
CALIFORNIA IT IN EDUCATION

CITE ANNUAL REPORT 23/24

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THE STATE OF CITE 23/24

Shaping the Future of Education Through Technology

The State of CITE

July 1, 2023—June 30, 2024

2,658 Educational Members

3 Student Members

13 Retired Members

43 Affiliate Members

700 Educational Non-Members

21 Regional/Special Interest Groups

69 Regional Group Meetings

Education Programs

2023 CITE Conference

1,701 Attendees

206 Sessions

295 Booths

5,100 Hours submitted for recertification

10 Certified KITT

66 Certified TMAP

126 Certified CTOs

324 Total Completed

Recognized Authority

CITE & Microsoft Strategic Alliance

502 Enrollments

CITE & Google Workspace for Education

356 Enrollments

Privacy Services

200 LEA Participants

8,740 Contracts Signed

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

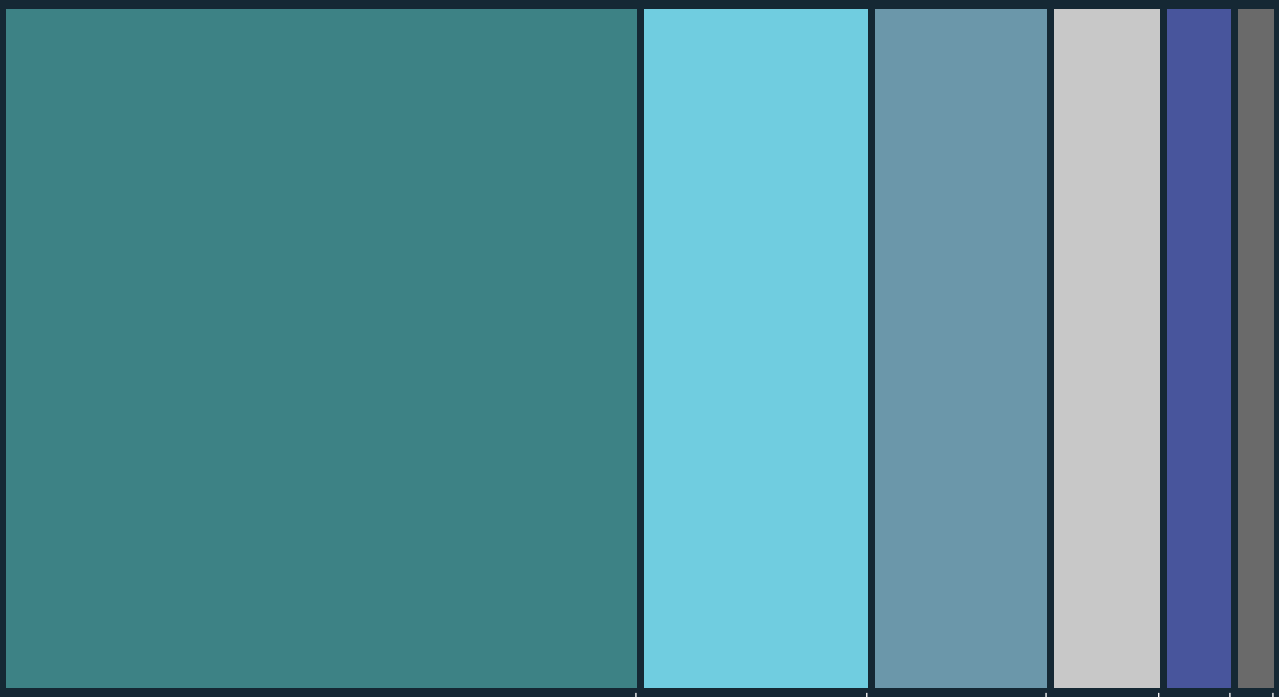
Goal 1:
CITE will develop the professional capacity of education technologists and leadership.

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 beable to seize opportunities to create value for our members and institutions.

Sources of Revenue 23/24



Conference 62%

Resource Programs 14%

Service Programs 11%

Sponsorship 8%

Education Program 4%

Membership 1%

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

Board of Directors

Antonio Romayor, Jr.
President

David Thurston
President-elect

Erick W Steelman
Treasurer

Maggie Bunten
Secretary

Jon Carrino
Director-at-Large

Jerry Jones
Director-at-Large

Matt Penner
Director-at-Large

Chris Clark
Director-at-Large

Marci Bernard
Director-at-Large

Vince Butler
Director-at-Large

Tony Ramirez
Director-at-Large

Staff

Andrea Bennett
Executive Director

Touda Bentatou
Director of Member Experience

Rosie Talcott
Director of Education Programs

Ailene Chang
Education Programs Manager

Sokontheara Hul
Executive Specialist

Halen Coury
Marketing Specialist II

Sam Rodriguez
Design & Media Specialist

Threasa Hernandez
Event Manager

Kymber Leigh
Event Specialist

Jeremiah Howe
Member Experience Assistant

Laurel Nava
Deputy Executive Director

Libbi Nelson
Director of Resource & Service Programs

Heather Mogavero
Service Programs Manager

Kristina Sciortino
Resource Programs Manager

Erin Clancy
Contracts Specialist II

Melissa Braden
Contracts Specialist

Crystal Ibarra
Program Support Technician

Justin Wilkins
Program Support Technician

Max Rothfield
Program Support Technician

Ty Ishimoto
Education Programs Specialist