



# PRESIDENT'S MESSAGE

By Russ Brawn, CETPA President

## Board of Directors

### PRESIDENT

**L. Russ Brawn, Chief Operations Officer**  
FCMAT/CSIS  
770 L Street, Suite 1120  
Sacramento, CA 95814

### PRESIDENT ELECT

**Dr. Kelly Calhoun, Director of Educational Technology & Information Systems**  
Folsom Cordova Unified School District  
945 Riley Street  
Folsom, CA 95630

### PAST PRESIDENT

**Warren Williams, Assistant Superintendent, Retired**  
Grossmont Union High School District  
1100 Murray Drive  
El Cajon, CA 92020

### TREASURER

**Terrell Tucker, Director Information & Technology Services**  
Panama-Buena Vista Union School District  
4200 Ashe Road  
Bakersfield, CA 93313

### SECRETARY

**Gregory W. Lindner, Technology Services Director**  
Elk Grove Unified School District  
9510 Elk Grove-Florin Road  
Elk Grove, CA 95624

### EXECUTIVE DIRECTOR

**Andrea Bennett**  
915 L Street #C424  
Sacramento, CA 95814

### DIRECTOR OF PUBLICATIONS

**Wade Williams, Director of Network Services**  
Stanislaus County Office of Education  
1100 H Street  
Modesto, CA 95354

### DIRECTORS AT LARGE

**Stephen Carr, Executive Director Technology Services**  
Ventura County Office of Education  
5189 Verdugo Way  
Camarillo, CA 93012

**Sandra Ching, Director of Information Services**  
Placentia-Yorba Linda Unified School District  
1301 Orangethorpe Avenue  
Placentia, CA 92870

**Todd Finnell, Chief Executive Officer, CA K-12 High Speed Network**  
Imperial County Office of Education  
1398 Sperber Road  
El Centro, CA 92243

**Dr. Carl Fong, Information Technology Executive Director**  
Orange County Department of Education  
200 Kalmus Drive  
Costa Mesa, CA 92626

**Oswaldo A. Galarza, Director, Technology Services**  
San Juan Unified School District  
3738 Walnut Ave.  
Carmichael, CA 95608

**Tim Goree, Director of Technology Services**  
Norris School District  
6940 Calloway Drive  
Bakersfield, CA 93312

## Green and Gold



Value akin to gold is found in colleagues sharing of successes and failures, and in moments of discovery that are made possible through the presentation and exchange of ideas, services and products.

As I write this message, two thoughts come foremost: the first is the widespread accolade and support for CETPA's contributions to its membership, particularly in the value delivered by our annual conference; and secondly, the importance of progressing to green technology, the theme of this Databus issue.

In the last issue of *Databus*, we presented the challenge in conducting the 2009 conference in a time of scant monetary resources. Through surveys, feedback from the EdTech list serve and elsewhere, the board has been gathering thoughts and concerns from our community. Many have commented on the desire for a more virtual experience, and the capture of conference sessions that may be later shared. We are thankful for your contributions of these thoughts, but I find myself most impressed by the recognition of the value of the event as it has been—in the multi-layered and fully dimensional experiences that are gained via in-person interaction within and outside of conference sessions. That is, the “gold” to which this column refers. Value akin to gold is found in colleagues sharing of successes and failures, and in moments of discovery that are made possible through the presentation and exchange of ideas, services and products.

The support for a most cost effective, yet traditionally conducted conference is manifest. With your support as presenters and attendees, the CETPA conference will continue to present mission critical value as we explore alternative options to enrich professional development among California's technology leaders and practitioners.

Turning to the concept of green technologies, the CETPA board finds one more reason to ardently support our governor's call to promote textbooks in a digital format within our schools. As most of you know, Governor Schwarzenegger advocated the implementation of policy to create digital textbooks for high school science and math by August 2009. At its May meeting, the State Board of Education voted to pursue just such a policy calling upon the Office of the

Secretary of Education, the Department of Education and the State Board's staff to develop a call to content developers and publishers for digital materials for geometry and above and for high school science. By the time publication digital textbooks would be submitted, and by July 15, the digital texts would have a standards review by high school teachers and specialists. By the end of July, a report on standards alignment will be prepared. A final report will be submitted to the governor by mid August. Upon approval of the report, the digital textbooks would be available for every school to use. Over time, the goal would be to expand the use of digital textbooks to other subject matter and other grade levels.

Cost savings has been a focus of both promoters and skeptics of the initiative and it is one important consideration. However, that is but one measure by which to appraise widespread introduction of digital learning media. Using less paper-based media and using efficient appliances to delivery the content to students are other considerations. Most imperative, however, is to adopt and adapt to new 21st-century skills to transform teaching and learning into environments that engage today's students. The CETPA board has taken a position of support for the governor's innovative proposal, has communicated our organizational support, and has offered our assistance in implementation of the digital textbook policy. In these efforts, we are working with Secretary of Education Glen Thomas. CETPA believes that this policy is the first step toward significant reforms in public education and as the organization is uniquely situated to provide technical and strategic assistance, we call for your support. Your voices and actions of support are critical to the transformation to alternative tools for instruction within the schools and districts that we love and support. I continue to look forward to your assistance in fashioning answers and developing skills that embellish our capacity to tend to the needs of others. ■