



# Leadership Topic Communication Systems

CETL (Module 8)

Building relationships and communicating with experts for recommendations and information on standards, interoperability, and other districts' successful use of communication systems



# Modelling, Directing, and Coordinating Use of Communication Systems

CETL (Module 8A-8B)

8A – **Direct and coordinate use** of e-mail, district websites, web tools, voice systems, and other forms of communication

8B – **Use various** communication tools and techniques



# Modelling, Directing, and Coordinating Use of Communication Systems

CETL (Module 8A-8B)

All stakeholders are an **essential** part of the CTO's role.

The CTO needs to consider how to make available and how to help all stakeholders make best use of e-mail, websites, improved telephone technology, technology-enhanced and Web 2.0 tools, and other technologies ***to enhance stakeholder communication and productivity and support district goals and objectives.***



# Modelling, Directing, and Coordinating Use of Communication Systems

CETL (Module 8A-8B)

## LEADERSHIP SKILLS

WHY are these skills important to the role of a CTO?

When have we had the opportunity to exercise these skills?

- Aligning resources to the district's strategic goals and needs
- Promoting and supporting stakeholder collaboration and teamwork
- Staying abreast of emerging technologies and best practices
- Staying abreast of funding sources to support specific technology solutions
- Tracking and understanding costs
- Identifying and implementing cost-saving technologies
- Conducting needs assessments and obtaining feedback from stakeholder groups regarding communication needs
- Ensuring technology-based tools are updated, compliant, and operational
- Complying with guidelines and regulations
- Creating, communicating, and enforcing policies and procedures
- Engaging in public relations activities to communicate and promote the district technology plan
- Using Web 2.0 tools for communication with stakeholders
- Establishing professional learning communities (PLCs)
- Understanding IT interoperability standards
- Planning for scalability
- Providing training in use of technology-based tools
- Working with business partners
- Using web analytics and other data for informed decision making