



PowerSchool Guidance with Chief Technology Officer (CTO) Resources

Frankie Jackson participated in a conference call with PowerSchool’s marketing strategist’s team on Tuesday, **January 16, 2018**. The team was interested in hearing about how PowerSchool can provide support to K-12 as they prepare their 2018 marketing plans. Frankie gave them her opinion about a seasonality chart, as shown below, as well as other information that they were interested in.

- National and state events that they are attending. as an example, some we’re looking into include CoSN, FETC, ISTE, OETC, etc
- Places you seek guidance on issues – publications and online
 - o We were thinking there might be some edtech sources here (like EdWeek, Tech & Learning), but also Technology sources as well that are not in the education industry (like RSA, Gartner). Are there some you look to or would recommend?
 - The thought here is that security, interoperability and cloud topics – you might look to other industries for advice – is that accurate?
- Associations or memberships that you think might be the most relevant

