



## **For Immediate Release**

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## **AASA, CoSN & NSBA Team to 'Lead the Digital Leap'**

### *Organizations Representing K-12 District Leadership Partner to Strengthen Digital Advocacy and Learning*

Washington, DC (October 30, 2014) – [AASA](#), The School Superintendents Association, [CoSN](#) (Consortium for School Networking), and [NSBA](#) (National School Boards Association) today launched [Leading the Digital Leap](#) – a joint campaign empowering K-12 superintendents, district technology leaders, and school boards to strengthen their digital advocacy and enable digital learning in their districts.

The partnership, the first to bring together the major professional associations representing district leaders, will provide educators with insight and resources on “how” to expand learning horizons through technology.

“No one knows more about the impact the digital revolution is having in our world than leaders of America’s public school system,” said Dan Domenech, Executive Director, AASA. “As we work to ensure that richer learning experiences are being delivered to our students, we are pleased that AASA, The School Superintendents Association, is partnering with CoSN and NSBA on an online platform to capture successful models of digital best practices and concepts.”

“Superintendents, district technology leaders, and school boards are uniquely positioned to advance school technology visions to realize engaging learning environments,” said Keith Krueger, CEO, CoSN. “As the premier professional association for education technology leaders, CoSN, along with AASA and NSBA, will empower school leadership with extraordinary professional development resources and opportunities that put education leaders on the path to build their skills and lead the digital leap.”

“NSBA is pleased to join AASA and CoSN to connect those ‘Leading the Digital Leap’ to a collective, virtual toolbox scaled to the unique needs of local districts leaders,” said Tom Gentzel, Executive Director, NSBA. “The time is now for America’s school boards and all levels of leadership to craft a vision that includes new strategies for engaged learning and enhanced student achievement through the informed use of technology.”

To launch their partnership, the groups today held a joint [webinar](#) and unveiled the partnership’s main hub, [LeadDigitalLeap.org](#), a suite of resources specifically for superintendents, district technology leaders, and school boards. Through the website and surrounding *Leading the Digital Leap* activities, current and aspiring school district leaders can:

- **See** the digital leap in action through professional development events and site visits;
- **Learn** through a wealth of resources; and
- Discover what leaders can **DO** to catalyze their districts’ leap.

Over the coming weeks and months, the three associations will team to develop and promote new and existing resources to better educate district leaders in understanding their roles in taking the digital leap.

Learn more at [LeadDigitalLeap.org](http://LeadDigitalLeap.org), or [@LeadDigitalLeap](https://twitter.com/LeadDigitalLeap).

### **About AASA**

[AASA](http://AASA.org), [The School Superintendents Association](http://TheSchoolSuperintendentsAssociation.org), founded in 1865, is the professional organization for more than 13,000 educational leaders in the United States and throughout the world. AASA advocates for the highest quality public education for all students, and develops and supports school system leaders.

### **About CoSN**

CoSN is the premier professional association for school system technology leaders. The mission of CoSN is to empower educational leaders to leverage technology to realize engaging learning environments. Visit [cosn.org](http://cosn.org) or call 866-267-08747 to find out more about CoSN's [focus areas](#), [annual conference and events](#), [advocacy and policy](#), [membership](#) and the [CETL certification exam](#).

### **About NSBA**

The National School Boards Association (NSBA) is the leading advocate for public education and supports equity and excellence in public education through school board leadership. NSBA represents state school boards associations and their more than 90,000 local school board members throughout the U.S. Learn more at: [www.nsba.org](http://www.nsba.org).

**#TakeTheDigitalLeap**



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