



CCSESA Business Partnerships

Presenter(s): Dave Gordon (Sacramento) and Karen Stapf Walters

Item Type: Discussion

Background: Since the beginning of our discussions surrounding the CCSESA budget, we have been looking into developing a robust business partnership model to offer to potential and current partners. We currently have several companies interested in partnering with CCSESA, and we have been working diligently to create a structured business partner program to ensure a thorough applicant vetting process before bringing the potential partners to the Business Partnership Committee and to the Board for final approval. Attached you will find a list of current and potential partners with a brief description of their company and what they offer. You will also find the draft partnership program model that details pricing and opportunities for potential partners. We look forward to having a deeper discussion around these partnership possibilities and are excited to share it all with you.

Attachment:

Business Partnerships Reference Guide

Business Partnerships Application

Business Partnerships Review Timeline

Business Partnerships Program Model

Business Partnerships Reference Guide			
Current Partner	Potential Partner	Service	Status
College Board		Non-profit organization offering programs and services in college readiness.	Active
EdJoin		CCSESA owned: The Education Job Opportunities Information Network, the nation's largest online teacher and administrator recruiting system. www.edjoin.org	Active
	AVID	Schools receive professional development, a suite of resources, and ongoing support to ensure a lasting impact	Potential partner
	LAS Links	Offers english language proficiency assessments and instructional tools that are aligned to the ELPAC.	Potential partner
	School Pathways	School Pathways is a California-based education software company. They have a flexible Student Information System and a platform to handle online student registration, but their biggest solution is software that helps independent study, virtual, hybrid, and alternative school programs manage operations and streamline compliance and reporting.	Potential partner
	Instructure	Education Technology Company. In house subject matter experts, consultation services create curriculum, professional development, and assessments for districts, schools, counties. Also offers data analytics. Their cloud-based learning platform (Canvas) is being used by roughly 100 districts and multiple county offices in CA	Potential partner
	Grand Canyon University	Private university. Past CCSESA partner	Potential partner
	Fagen, Friedman & Fulfrost (F3) Law	Law firm focused on public education in areas of business, facilities, charter schools, education technology and student privacy, governance and leadership, higher education, labor and employment, student services, special education, litigation, and client support	Potential partner



California County Superintendents Educational Services Association

1029 J Street, Suite 200, Sacramento, CA 95814 ■ P 916.446.3095 ■ F 916.448.7801 ■ www.ccsesa.org

CCSESA Partnership/Sponsorship Application

A partnership or sponsorship with CCSESA gives you the opportunity to network with California's County Superintendents of Schools, who are key decision-makers in California's public education system. The organization will receive an invitation to speak to the 58 county superintendents, digital marketing opportunities, networking opportunities, and more.

Contact Information

Date:

Contact First Name:

Contact Last Name:

Company:

Email:

Address:

City:

State:

Phone Number:

What opportunities are you interested in? Our current program is available here.

What topics, committees, or subcommittees are of interest to your organization?

CCSESA's mission is to promote, influence and advocate for an educational system that supports all students. Tell us how your company's mission is aligned to or supports CCSESA's mission:

Have you previously or are you currently working with any local educational agencies in California (school, district, or county office of education)?

In other states?

Return completed forms to ccsesa@ccsesa.org, ATTN: Business Partnership Committee.



BUSINESS PARTNERSHIPS REVIEW PROCESS





California County Superintendents
Educational Services Association

Become Our Partner

Promoting, influencing, and advocating for high-quality education

2022 CCSESA Business Partner Program



Our Vision

California, a state with high-quality education where all children thrive, and all communities prosper.

Our Mission

To promote, influence, and advocate for an educational system that supports all students.

Our Goals

- **Collaborate to influence public systems that impact children. Focus on advocacy.** Advocate for transformative efforts to ensure an integrated system of public education that supports all children, youth, families, schools, and communities.
- **Cultivate student success. Focus on students.** Promote policies and seek resources that put the needs of students first.
- **Connect California's 58 county superintendents. Focus on CCSESA members.** Support county superintendents as they work to improve outcomes for all children and as they champion educators and schools.



Our Members | County Superintendents

CCSESA are all fifty-eight County Superintendent of Schools. In all but five counties, our members are a publicly-elected official.

Supporting School Districts and Students Across California

- Providing direct services to small districts and implementation of regional support activities to assist district and school staff
- Ensuring districts' fiscal stability and approve district LCAPs, ensuring alignment of projected spending, services, and goals
- Offering professional development opportunities to teachers and administrators
- Assisting districts with academic performance initiatives and student enrichment programs
- Serving as statewide and regional leads for grant work implementation
- Supporting students, their families, and communities through emergency recovery planning and management, organizing the distribution of testing kits during the pandemic, and leading the development of community schools
- Directly serving the most vulnerable student populations, such as early learners, students with severe special needs, and students in alternative education programs



1,000+ school districts
6.2 million students



Leading California as a Trusted Partner

The Governor's Office, Legislature, California Department of Education, and other leading universal pre-kindergarten (UPK) through Grade 12 state agencies look to the county superintendents to guide their historic investments in California education. As a trusted partner, county superintendents guide the development and implementation of statewide programs.



Shape the Future of Education in California

CCSESA Business Partners serve as thought leaders for our members by sharing valuable information that promotes their professional development, provides efficiency, cost-savings, and/or instructional materials. As a trusted advisor, your company receives exclusive and first right to promotional opportunities to ensure your message reaches our members directly.

Find Your Target Audience

25+ CCSESA committees, subcommittees, and workgroups comprised of county superintendents and/or job-alike county office leaders.


Impactful Connections

CCSESA introduces its members directly to business partner companies, providing a unique opportunity for partners to shape current and potential customer attitudes towards products and services.

Meet with UPK–12 Leaders

In addition to County Superintendents, the CCSESA network includes Assistant Superintendents, Chief Business Officials, Chief Technology Officers, Chief Information Officers, HR Directors, Facilities Managers, Communications Specialists, School Communicators, Grant Administrators, and other county office leadership positions from all 58 counties across the state.

Connect with County Superintendents of Schools, the **key decision-makers** in California's public education system.





CCSESA Business Partner | \$45,000 annually

Benefit from a marketing and advertising package that promotes your company's services and places your product directly in front of key decision makers.

Educate key California leaders on your product or services

- Submit professional development articles to CCSESA website
- Weekly Update advertisement

Year-round visibility on CCSESA's website

- Company logo on CCSESA website
- Web-banner white ad year-round on website
- Web-brick color ad for three months on CCSESA website

Recognition on CCSESA meeting materials

- Name recognition on CCSESA General Membership programs
- Opportunity to advertise as a CCSESA event sponsor



CCSESA Business Partner | \$65,000 minimum investment

Enjoy a customized marketing package that will include exposure and networking with the county superintendents, and at committee and subcommittee events and/or meetings.

Educate key California leaders on your product or services

- Opportunities to present to county superintendents
- Opportunities to present to CCSESA's 25+ committees and subcommittees
- Submit professional development articles to CCSESA website
- Weekly Update advertisement

Exclusive in-person networking opportunities

- "By invitation only" access to CCSESA General Membership Meetings, including meals or awards sponsorship
- Opportunity to be a CCSESA event sponsor
- CCSESA facilitated introductions to county superintendents or their staff

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Become a Partner Today

Join Now

Partner with key leaders and work collaboratively towards improving California's education system by joining CCSESA in promoting, influencing, and advocating for all students.

Want to learn more?

Complete our online application or email ccsesa@ccsesa.org, ATTN: Business Partnership Committee for more information.

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