

*SUNNYVALE SCHOOL DISTRICT
CLASSIFICATION DESCRIPTION*

January, 2014

Director of Educational Technology & Student Information

REPORTS TO: Assistant Superintendent of Human Resources

WORK PERIOD: 12 months

SALARY: Director Salary Schedule

PRIMARY PURPOSE:

Under the supervision of the Assistant Superintendent of Human Resources, the Director of Educational Technology & Student Information is responsible for aligning the District's Educational Technology program with the technology and support services available to end users in the district and, in conjunction with support staff, the District's Student Information Systems. The Director of Educational Technology & Student Information is also responsible for leading and oversight of instructional technology planning, development, and the necessary infrastructure that supports teaching, professional technology training, student learning and digital information functions within the District, including the maintenance of all technology and data access systems.

ESSENTIAL JOB DUTIES

- Develop and implement the District's Technology Plan, including staff development necessary for the support of grant funding and for state adopted instructional materials.
- Assess and communicate risks associated with technology-related investments, projects, and purchases.
- Develop cost/benefit analyses for technology spending, projects, and initiatives.
- Define requirements for new technology implementation and communicate to key district stakeholders and departments.
- Review hardware and software acquisition and maintenance contracts and pursue master agreements to capitalize on economies of scale.
- Ensure compliance with Erate including reporting, form submission, and certification.
- Recommend policy on the appropriate use of instructional data analysis, storage, and archiving technologies.
- Participate in the selection, preparation, and assessment of instructional materials for use in the development of the instructional program.

- Participate in examination, selection, and training of teachers and others involved in the instructional program.
- Participate in the planning of the District's instructional program.
- Oversee the technical support, maintenance and purchase of hardware, software, network, and other peripheral equipment asset management, including inventory control.
- Develop and implement selection and support procedures for new District software.
- Collaborate with schools, departments, and District leadership to develop and maintain technology plans that support District and site needs.
- Prepare grant applications to acquire funding to support District technology and telecommunication initiatives.
- Serve as the District's technology liaison to the County Office of Education and as the primary liaison for the district's technology vision via regular communication with the District's leadership and end users.
- Enforce copyright laws and District policies pertaining to instructional and management software.
- Maintain the District web site and communication tools.
- Oversee the collection of student information required for all aspects of attendance accounting and state reporting for CALPADS.
- Oversee all aspects of the District's Student Information System and CALPADS, including technical support, software updates, and backup of data.
- Collaborate with the Assistant Superintendent of Human Resources on classroom utilization, demographics, and staffing and enrollment projections.
- Administer Inter-district and Open Enrollment student transfers and class-size balancing.
- Develop and monitor District policies related to enrollment, attendance and student information.
- Establish, coordinate, and evaluate the work activities of the Student Information, Technology, District Office Reception, and Graphics Duplication staff.
- Authorize and review expenditures in accordance with established District budgets, guidelines and goals for the management information and telecommunications.
- Perform related duties as assigned.

WORKING RELATIONSHIPS

All District Office departments, school site personnel, and the County Office of Education.

WORKING CONDITIONS

Office and school site environment.

QUALIFICATIONS

Knowledge, Skills and Abilities

- Solid understanding of effective instructional strategies and assessment
- Strong personal interest in the academic success of all students
- Awareness of coordinated compliance regulations
- Experience in strategic technology planning, execution, and policy development
- Excellent knowledge of technology environments, including telecommunications, networks, programming, media, and desktops
- Solid understanding of computer systems characteristics, features, and integration capabilities
- Extensive knowledge of data processing, hardware platforms, enterprise software applications, and outsourced systems, including but not limited to; student information systems, learning management systems, content filtering, announcement and notification systems, data reporting portals, access control, device management systems, and user authentication
- Technical experience with networking, databases, mobile device software and hardware, web development, and end user support
- Ability to analyze situations and accurately identify optional solutions
- Knowledge of State legal requirements for maintaining and reporting student information
- Ability to establish and maintain effective working relationships with District and school administrators, teachers, and support staff and parents
- Ability to articulate ideas to both technical and non-technical audiences
- Self-motivated and directed
- Keen attention to detail
- Communicate effectively orally and in writing
- Work independently to produce reports, organize projects and compile data
- Work cooperatively with others in team situations
- Perform independent research
- Follow written and oral directions

Education and Experience

Valid Administrative Credential
Valid California Teaching Credential
Three (3) years of teaching experience

Licensing and Certification

As required by law.

EVALUATION:

Evaluated by the Assistant Superintendent of Human Resources.

The statements contained herein reflect general details as necessary to describe the principle functions of the job, the level of knowledge and skill typically required and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods or otherwise balance the workload.