

For Immediate Release
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FETC and Kennesaw State College of Education Partner to Create New Coaching Certification

The FETC® Coaching Collaborative Powered by iTeach certification will help tech coaches meet professional development goals while taking next steps to advance their careers

Palm Beach Gardens, Fla. and Kennesaw, Ga.—The National [Future of Education Technology® Conference](#) (FETC®) and the [Bagwell College of Education](#) at [Kennesaw State University](#) (KSU) have announced a partnership to provide technology champions, instructional technology coaches and others interested in expanding their professional knowledge of education technology with a new certification program, called the FETC® Coaching Collaborative Powered by iTeach. Through this unique professional development opportunity—which is free to all FETC attendees who have purchased a Basic Plus or Premium pass —members of the education technology community will learn about the evolving role of the ed tech coach, new strategies to implement and effective ways to make an impact in schools and districts.

To earn the certificate, educators will begin by taking a series of four online courses—each of which allows participants to earn micro-credentials—developed by the Bagwell College’s Department of Instructional Technology and [iTeach](#) program leading up to FETC 2020. Then, on site at FETC—taking place January 14-17, 2020 at the Miami Beach Convention Center in Miami, Fla.—participants will complete the certification program requirements by attending six coaching workshops led by iTeach experts. To learn more and register, ed tech coaches can visit https://iteach.kennesaw.edu/coaching_collab.php

“By introducing this new certification for ed tech coaches, we are taking yet another step forward in recognizing the growing importance of this role in districts nationwide and providing relevant support through professional development opportunities that will extend year-round,” said Dr. Robert M. Avossa, Senior Vice President & Publisher, LRP Media Group. “In the Bagwell College, we’ve found a great partner with a track record of excellence in training instructional technology specialists, and we’re excited to launch this new learning opportunity for our attendees.”

The six Coaching Collaborative workshops are part of FETC’s newly-created Future of Ed Tech Coach track, which will feature sessions that convey the latest insights and strategies on instructional technologies, personalized learning materials and pedagogical methods to mentor and train educators in schools and districts. Attendees who are participating in these workshops to earn their Coaching Collaborative certification will also have full access to the entire conference, including the option to attend any of the 600-plus sessions and learning opportunities, explore the FETC Expo Hall, and network with peers from across the country and around the globe. Participating attendees will earn a Certificate of Learning, which will be presented on January 17, the final day of FETC 2020.

“Both iTeach and LRP Media Group are committed to supporting educators, leaders and students in meaningful ways. We know that by aligning innovative coaching with experiential learning both at the FETC Conference and year-round, Coaching Collaborative participants will grow and lead in ways that we have yet to imagine,” said Stephanie Stephens, iTeach Director in the Bagwell College of Education.

In addition to the Future of Ed Tech Coach track, FETC 2020 will have sessions organized into five more targeted tracks: Future of Ed Tech Library Media Specialist, Future of Ed Tech Administrator, Future of Ed Tech Information Technology, Future of Ed Tech Educator, and Future of Ed Tech Inclusion & Special Education. Each track is designed around the key roles in education technology and will address the pressing needs and interests of relevant educators and leaders. The conference will also include an opening keynote from best-selling author [Daniel Pink](#) and a STEM keynote from [Justin Shaifer](#), founder and executive director of Fascinate, Inc., an Expo Hall filled with the latest and greatest solutions in education technology, and a wide variety of learning and networking opportunities.

Registration is now open for the 2020 Future of Education Technology Conference. For additional information and to register, visit fetc.org/register or call toll-free 1-800-727-1227. Educators who register before November 1, 2019 will save up to \$150 by securing the Super Saver rate.

About the Future of Education Technology Conference (FETC)

The Future of Education Technology Conference (FETC) annually attracts thousands of education and technology leaders for an intensive, highly collaborative exploration of new technologies, best practices and pressing issues. With basic to advanced sessions tailored to the needs of each role in the digital transformation, FETC is known as one of the nation's premier preK-12 education technology events. FETC provides school and district administrators, classroom teachers, IT professionals, special education directors, curriculum and media specialists, and other educators with roles or interest in ed tech, the opportunity to explore the most effective integration of technology across the curriculum. FETC offers a balanced blend of administrative, instructional and technical content through targeted sessions, intensive workshops, hands-on demonstrations of the newest products, and more. Visit fetc.org for more details.

About LRP Media Group

LRP Media Group, founded in 1977 by Kenneth Kahn, is an innovative media giant serving millions of business and education professionals worldwide. Specializing in education administration, education law, education technology, federal employment, human resources, workers' compensation and disability, LRP produces thousands of books, pamphlets, newsletters, videos and online resources. The company also produces five industry-leading print and digital magazines for key decision-makers: *District Administration*, *Human Resources Executive*®, *HRM Asia*, *Risk & Insurance*® and *University Business*. Additionally, LRP annually delivers top-quality training and professional development to more than 80,000 professionals through its 13 award-winning conferences and tradeshow in China, Singapore and the United States. LRP currently employs more than 500 professionals in its Connecticut, Florida, Pennsylvania, Singapore and Washington, D.C. offices. Headquartered in Palm Beach County since 1996, the company has more than \$70 million in annual revenue. For a complete list of LRP resources, eCourses and conferences, please visit www.lrp.com.

About the Bagwell College of Education

Kennesaw State University's Bagwell College of Education is a leader in the preparation of new teachers, experienced professionals and educational leaders in Georgia, serving more than 1,600 graduate and undergraduate students annually through bachelor's, master's, education specialist and doctoral degree programs. The BCOE offers engaging and experiential learning opportunities and produces quality research in a welcoming environment. For example, students and faculty utilize the college's many innovative labs to facilitate deeper learning. The BCOE promotes teacher education as a campus-wide effort by leading the Educator Preparation Provider community, in which Bagwell College

faculty and teacher educators located in four other KSU colleges collaborate to prepare candidates to work effectively in 21st-century P-12 environments. Visit bagwell.kennesaw.edu for more information.

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