



CCSESA Educator Panel Opportunities

The California County Superintendents Educational Services Association (CCSESA) is pleased to offer a unique opportunity for business entities to gain valuable feedback from key decision-makers in California's K-12 education system.

About CCSESA

The California County Superintendents Educational Services Association (CCSESA) provides the organizational mechanism for the 58 County Superintendents of Schools to design and implement statewide programs to identify and promote quality cost-effective educational practices and services, and provide support to school districts in the areas of student services, curriculum and instructional services, fiscal accountability and business services, and technology and telecommunications. CCSESA advocates on behalf of K-12 and early childhood education at state and federal levels, and in partnership with state agencies, develops and implements educational programs to ensure consistent statewide application and standards.

About the Panel

Companies will meet with 5-8 knowledgeable County Superintendents of Schools and/or their Assistant Superintendents in charge of relevant program areas in a private two hour interactive discussion. The Company may present a new or existing product or service to the panel members and will receive invaluable feedback relative to development, marketing and delivery that would best meet the needs of students in California.

The Company is responsible for developing an agenda with clearly stated goals and expectations prior to the scheduled panel meeting allowing participants to arrive informed and prepared for the planned discussion. Panel members will utilize their expertise and experience to offer candid feedback and suggestions for refinements to the product(s) to help meet the needs of California's educators and students.

Pre-Panel Planning

The Company should provide the appropriate materials and information to panel participants at least two weeks in advance of the panel discussion. Information should include:

- Agenda with clearly stated goals and expectations
- Background information on the Company and product/service for discussion
- If desired, a list of questions to help guide the conversation and inform the company about the needs of the participants

What are the Benefits of Hosting a Panel?

Companies that host a panel will have the unique opportunity to gain knowledge and insight from county superintendents and their key administrative leaders who work with the more than 1,000 school districts in California every day to provide fiscal and academic oversight and direct instructional services. Panel members are current on the most recent state and federal education policy and can help guide companies as they navigate California's K-12 education system.



In addition, two company representatives will be invited to attend a luncheon and dinner with the 58 County Superintendents of Schools where they will have the opportunity to network with representatives from all over the state.

Become a Panel Presenter!

How do companies become panel presenters? Companies may submit a brief proposal for their panel to Dan Brown via email to danbrown@k-12california.com. Proposals must include the following information:

- Company background and services offered;
- A brief summary of the proposed presentation (i.e., product/service) including the main goal that the company hopes to achieve;
- Statement describing the target panel audience (i.e., geographic region, size, demographics, etc.); and
- A list of client references.

When are the Panels Scheduled?

Panels are offered four times per year in January, April, June and October. Space is limited and filled on a first come, first served basis.

For More Information

Contact Dan Brown at 916-782-2970 or danbrown@k-12california.com for a list of dates and fees associated with the panels.