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# Press Release

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FOR IMMEDIATE RELEASE

## COUNCIL TAPS CELT PRESIDENT FOR INSTRUCTIONAL INITIATIVE

**MARLBOROUGH, MA APRIL 29, 2008:** Rick Rozzelle, President and Chief Technology Officer of the Center for Educational Leadership and Technology (CELT), has been named an instructor at the SEA University, the innovative new training program offered by the Council of Chief State School Officers (CCSSO). Mr. Rozzelle's course, "Using Proven Business Practices to Improve Education," will be delivered in June 2008.

According to Mr. Rozzelle, his subject matter is not altogether new. "For many years the private sector has successfully employed the use of proven business practices to improve or turnaround corporations," said Rozzelle. In fact, Mr. Rozzelle asserts that corporate turnaround specialists are quite adept at employing such tools for any type of business to regain corporate profitability. These tools include such things as process improvement, the use of measures and key performance indicators, project management, and Balanced Scorecards.

In recent years, the University of Virginia's Darden/Curry Partnership for Leaders in Education has been bringing these same tools to the education sector to be used to improve education organizations and also to help turn around troubled schools.

Mr. Rozzelle's session will discuss three of these private-sector tools - the Balanced Scorecard process, the project management process, and process improvement techniques.

Jim Goodell, an Executive Vice President with CELT leading the development of enterprise-class solutions in support of teaching, learning, and education leadership, has been named an additional presenter.

This will be the inaugural semester for CCSSO's SEA University. In Columbus at the organization's Annual Policy Forum, the SEA University was announced, crafted to meet the following objectives:

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- Improving the skills of chiefs, SEA staff, and business partners through quality professional development.
- Providing quality professional development opportunities at the convenience of members' computer desktop.
- Recognizing the talents that exist in the organization and challenging members to share knowledge with others.

### **About CCSSO**

The Council of Chief State School Officers (CCSSO) is a nonpartisan, nationwide, nonprofit organization of public officials who head departments of elementary and secondary education in the states, the District of Columbia, the Department of Defense Education Activity, and five U.S. extrastate jurisdictions. CCSSO provides leadership, advocacy, and technical assistance on major educational issues. The Council seeks member consensus on major educational issues and expresses their views to civic and professional organizations, federal agencies, Congress, and the public. For more information, visit [www.ccsso.org](http://www.ccsso.org)

### **About CELT**

CELT helps K-12 leaders develop and implement IT strategies and systems that truly align technology with the core mission of today's schools - achievement, accountability, and staff development.

Working with the vision, mission, and goals of educational organizations, CELT, a leading research, planning, and systems integration provider, assists with the implementation of technology in support of contemporary educational reform initiatives.

Through the implementation management of technology-based programs and services, CELT works collaboratively with educational organizations to not only support but also transform 21st century teaching, learning, and management. CELT helps public and private learning organizations at all levels with the identification, procurement, implementation, training, and integration of information products and services. This is accomplished by working cooperatively with the organization's staff and community in conjunction with regional, national, and international information technology vendors.

CELT is one of the most comprehensive providers of research/planning programs, systems integration services, and customized decision support solutions.

CELT's goal is to provide services of the highest quality, with a focus on student achievement, in the most timely, efficient and cost-effective ways possible using the latest information technology architecture. For more information, visit [www.celtcorp.com](http://www.celtcorp.com).

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