**Object of the Game for SDCOE Teams:**
Design, develop, and deliver an engaging and impactful two-day virtual conference that covers a variety of project management topics to help California K-12 IT departments improve the quality of their tech projects.

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**Players:**
- SDCOE Enterprise Project Management Office (EPMO) team
- SDCOE Media & Creative Services team
- ...Plus over 320 IT staff from 133 LEAs

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**Amount of Time Required:**
6 months to prepare, 2 days to execute

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**How to Play:**

**Analyse:** Identify the audience’s needs, determine conference objectives, outline technical needs, and dream up a theme to connect it all together.

**Design & Develop:** Create a two-day conference with 25 unique sessions, recruit and coach IT staff from SDCOE plus 15 local school districts and charter schools to serve as speakers, market the event in a variety of ways, obtain donations from 3 sponsors, design opportunities for engagement, incorporate a sense of fun, and set up an intuitive conference platform that is professional looking and easy to use.

**Implement:** Use Microsoft Teams. On June 23, 2022, provide instruction with opportunities to interact, plus answer the question: “Why project management?” On June 24, share real experiences and useful strategies from a wide variety of IT staff perspectives, plus time for networking and games. Throughout, provide responsive tech support, as needed.

**Evaluation:** Ask attendees how we did! In what ways did they benefit from the conference?

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This report highlights SDCOE’s top-notch, highly impactful professional development event that was relevant and meaningful, and inspired our K-12 IT colleagues to take action. *Sweet!*
Excellent work. Highly impressed. Thank you for the contribution to the community!
— Client Systems Administrator, San Bernardino County Superintendent of Schools

25 SESSIONS ACROSS MULTIPLE TRACKS

Day 1

RICK ROBERTS
Executive Director, Grossmont Union High School District

Begin Your Adventures in Project Land...Tips for Introducing Project Management to Your Team

Day 2

KIRBY FELL
Information Technology Director
Fallbrook Union Elementary School District

PEYRI HERRERA
Sr. Director, EPMO
San Diego County Office of Education
District Spotlight Session
320+ attendees from 133 organizations

K-12 districts, charter schools, county offices of education, departments of education, plus our friends from California IT in Education (CITE) were in attendance — **SEE PAGE 6 FOR A LIST**

- 34 out of 58 counties represented (53%)
- 11 out of 11 regions (100%)

**SURVEY RESULTS:**
Like a Yelp review, how many stars would you rate the conference?

★★★★★ 3.92 out of 4

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Most engaging virtual conference I've attended...ever.

— Director, San Joaquin County Office of Education

**SURVEY RESULTS:**
The attendees reported 6 key benefits as a result of attending the conference

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeling inspired and excited about project management</td>
<td>Participating in talks about methodology and best practices</td>
<td>Learning new information</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Receiving refresher information</td>
<td>Accessing templates created by the SDCOE EPMO</td>
<td>Taking something back to my unit/department/division</td>
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SURVEY RESULTS

When asked, “What adjectives would you use to describe the conference?”, the top descriptors were:

- **informative** (56), **engaging** (26), **fun** (26), **helpful** (11), **inspiring** (9), **organized** (7), **well-organized** (7), **enlightening** (6), **interesting** (5), **energetic** (5), and **well-planned** (5).

Additional adjectives are listed here. Some other standouts:

- transformative, worthwhile, and eye-opening.

n = 101 respondents (32% of attendees)
The conference was by far the best online conference I’ve attended in the last 3 years. The presenters were engaging and the information was incredibly helpful.

— Director of Technology & Innovation, King-Chavez Neighborhood of Schools

This really seemed to be one of the best events I’ve seen put on by SDCOE. It was great that information was not only provided by SDCOE, but schools around the county. This helped in showing the reality all schools really do face and how the information provided really was something all school districts could use. Thank you for an impactful, informative conference.

— Technology Manager, Lakeside School District

I have never experienced a conference like this one. The theme and activities were very fun. The information shared was so important and fresh that I did not have a chance to blink. I love the organization of the event, it was PERFECT!!

— Project Specialist, Sweetwater Union High School District

I'm in Ed Services, but also work with EdTech. Most of what I do is project management, but I had no idea how to operate in that space. This was a game changer for my work as a Director and I look forward to using my new knowledge and tools next year!

— Director, Educational Services Division, Oak Grove School District

Everything felt fresh and exciting. I have received Project Management Training before, which mainly covered the "WHY" but I really appreciate this conference covered the "HOW" and included real Templates, Skills, and Tools I can use moving forward.

— Network Manager, Wasco Union High School District

Very well put together. A model in terms of content and format for an online conference.

— Data Coordinator, Riverside County Office of Education

Bravo and Brava to the conference planning committee!! The conference was a true PD experience.

— Employee Development & Project Manager, Los Angeles County Office of Education

Bravo for such a momentous event, getting representation across all [regions] within CA, and getting a little national representation...and ALL ONLINE!!! WOW!

— System Expert, ERP, San Diego County Office of Education

I really just want to say Thank You. This was legitimately beneficial to my mental health to see such positivity after the slog of the past couple of years. I mean, there was tons of incredible project management information and tools I took away from it too... but, if I'm being honest, the biggest takeaway from me is that it's possible to be positive and energized and excited again about something. The past couple years have been HARD as we all know. And for the first time in a long time I went home from work the 2 days of this conference and was actually smiling. So seriously, thank you. If I lived anywhere even remotely close to San Diego I would make it my goal to figure out a way to be a part of this EPMO team because it's pretty clear it's an incredibly solid group of people doing some great things.

— Director of Information Network Services, Del Norte County Office of Education

For additional information, please contact Peyri Herrera, Sr. Director, EPMO, pherrera@sdcoe.net
**DEL NORTE**
Del Norte County Office of Education

**BUTTE**
Gridley Unified School District

**SHASTA**
Shasta County Office of Education

**TEHAMA**
Tehama County Department of Education

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Moreland
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Santa Clara Unified School District

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Madera Unified School District

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**KERN**
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Paso Robles Joint USD

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Santa Paula Unified School District
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Imperial Unified School District

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Orange County Department of Education
Saddleback Valley Unified School District

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Chula Vista Elementary School District
Coronado Unified School District
Del Mar Union School District
Encinitas Union School District
Escondido Union High School District
Escondido Union School District
Fallbrook Union Elementary District
Fallbrook Union High School District
Grossmont Union High School District
Lakeside Union School District
Lemon Grove School District
National School District
Oceanside Unified School District
Poway Unified School District
Rancho Santa Fe School District
San Diego County Office of Education

**SAN DIEGO**
San Diego Unified School District
San Dieguito Union High School District
San Marcos Unified School District
Santee School District
Solana Beach School District
South Bay Union School District
Sweetwater Union High School District
Vista Unified School District

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Inyo County Office of Education

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Jurupa Valley Unified School District
Menifee Union School District
Moreno Valley Unified School District
Riverside County Office of Education
Val Verde Unified School District

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Cucamonga School District
San Bernardino City Unified School District
San Bernardino County Superintendent of Schools
San Bernardino County Superintendent of Schools/Technology JPA
Victor Valley Union School District
Wills Unified School District

**LOS ANGELES**
Antelope Valley Union High School District
Bonita Unified School District
Duarte Unified School District
La Cañada Unified School District
Lennox School District
Long Beach Unified School District
Los Angeles County Office of Education
Palmdale School District
West Covina Unified School District
Westside Union School District
Whittier Union High School District

**Charter & Private**
Academy of Our Lady of Peace
Ackerman Charter School District
Aspire Public Schools
 Cabrillo Point Academy
Elite Academic Academy
Grizzly Challenge Charter School
King-Chavez Neighborhood of Schools
La Jolla Country Day School
Palisades Charter High School
Venture Academy
YPI Charter Schools

**Out of State**
Metro Nashville Public Schools

**Other**
California Department of Education
CITE

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* = Speaker / Behind-the-Scenes