ISTE **2019 ANNUAL REPORT**

ISTE 2019 LEADERSHIP

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Dear friends,

2019 was a special year for ISTE as we celebrated our 40th anniversary. This occasion gave us the opportunity to reflect on how we've supported educators in being innovators and change-makers over the last four decades. It was also an opportunity to consider how we need to evolve as an organization to continue to meet this critical mission moving forward.

We increased our focus on building educator bench strength by expanding our ISTE Certification program to more parts of the world. We deepened our strategic relationships with state leaders in the U.S. to ensure a policy environment supportive of change. And we expanded our advocacy efforts to call for a new conversation around digital citizenship and how we could better prepare students to thrive in virtual spaces and use technology as a tool to improve their online and offline communities.

Perhaps the most significant evolution came through our acquisition of the renowned educational journalism organization, EdSurge. Bringing EdSurge into the ISTE family will allow us to leverage real-time journalism and expanded research capabilities to capture the best practices and inspiring stories of change and innovation on behalf of learners worldwide.

Now more than ever before, ISTE is uniquely positioned to help transform education. As we begin the new year, we reaffirm our commitment to inspiring educators and improving the quality of products available to bring amazing learning opportunities to all students."

Sincerely,

Richard Culatta
ISTE CEO

"The iconic ISTE Standards have been the foundation upon which my own educational philosophy and pedagogy have been built.

–Jared Mader
  Director of Educational Technology
  Lincoln Intermediate Unit
  York, Pennsylvania

SECTION 1: SETTING A VISION

SETTING A VISION

In 2019, ISTE celebrated its 40th anniversary and continued its vision-driven work to empower educators and leaders to harness technology to accelerate innovation in teaching and learning.

ISTE and EdSurge join forces!

ISTE acquired EdSurge, an independent education technology information resource and community. The expanded organization offers teachers, education leaders and edtech innovators more services, including in-depth research, industry news, job matching and more. EdSurge will continue to publish independent news and analysis under the EdSurge name.

The combined organizations are committed to accelerating innovations that ensure equitable access to educational opportunities and healthy learning environments for all learners and educators.

9 years as a leading edtech news organization

EdSurge in 2019

204K subscribers

400K unique monthly visitors

820 articles published

SETTING A VISION

Standards

The ISTE Standards are a framework for innovation in education that help educators and education leaders worldwide prepare learners to thrive in work and life. They have been adopted by all 50 U.S. states and many countries around the world.

In 2019, North Carolina and Oklahoma adopted the ISTE Standards for Students, and Alaska and Nevada adapted the language and structure of the Student Standards into their statewide digital learning standards.
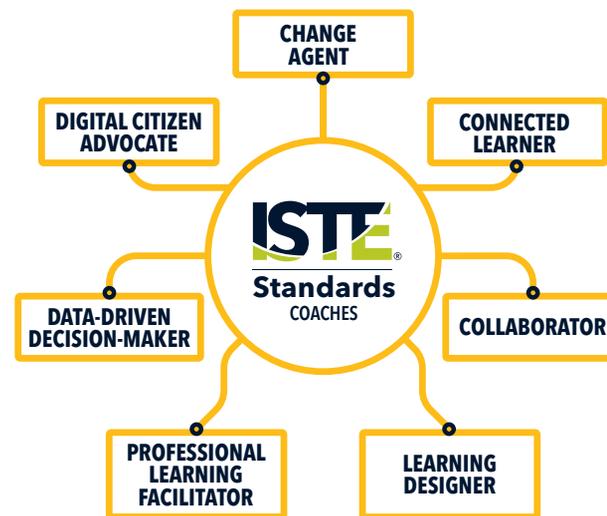
As part of our ongoing update of the ISTE Standards, we released the new ISTE Standards for Coaches. These standards reflect the pivotal role coaches play in transforming teaching and learning as they collaborate with educators and leaders.

And we created a series of videos illustrating how real teachers address the ISTE Student Standards indicators in their classrooms.

84K
downloads of the
Student Standards in 2019

CHANGE AGENT

DIGITAL CITIZEN ADVOCATE

CONNECTED LEARNER

ISTE Standards COACHES

DATA-DRIVEN DECISION-MAKER

COLLABORATOR

PROFESSIONAL LEARNING FACILITATOR

LEARNING DESIGNER

DigCitCommit

Also in 2019, ISTE mobilized a coalition of like-minded organizations to redefine digital citizenship—shifting the conversation from don'ts to do's. The DigCitCommit initiative reflects a new definition of digital citizenship that focuses on five key competencies—inclusive, informed, engaged, balanced and alert.

As part of the effort, educators, students and parents were encouraged to "raise their hands" to support the initiative and prepare students to stay safe, solve problems and become a force for good online.

In 2020, we'll host the first ever DigCitCommit Virtual Congress where educators and students will hear how the coalition is redefining digital citizenship and implementing the new DigCitCommit Competencies.

#DigCitCommit

AI in Education

ISTE continued to lead efforts to prepare students and teachers to understand the opportunities and challenges of artificial intelligence (AI) through the ISTE U course Artificial Intelligence Explorations and Their Practical Use in Schools, an AI professional learning program in partnership with General Motors, and the creation of videos that share how teaching AI helps prepare students for the future.

In 2019, the ISTE/General Motors program reached educators worldwide, including many in Brazil, Guam, Japan, Canada, Mexico, Poland, Ethiopia, Kenya, France and Panama. In 2020, ISTE will scale its efforts and enroll its third cohort in the program.

516
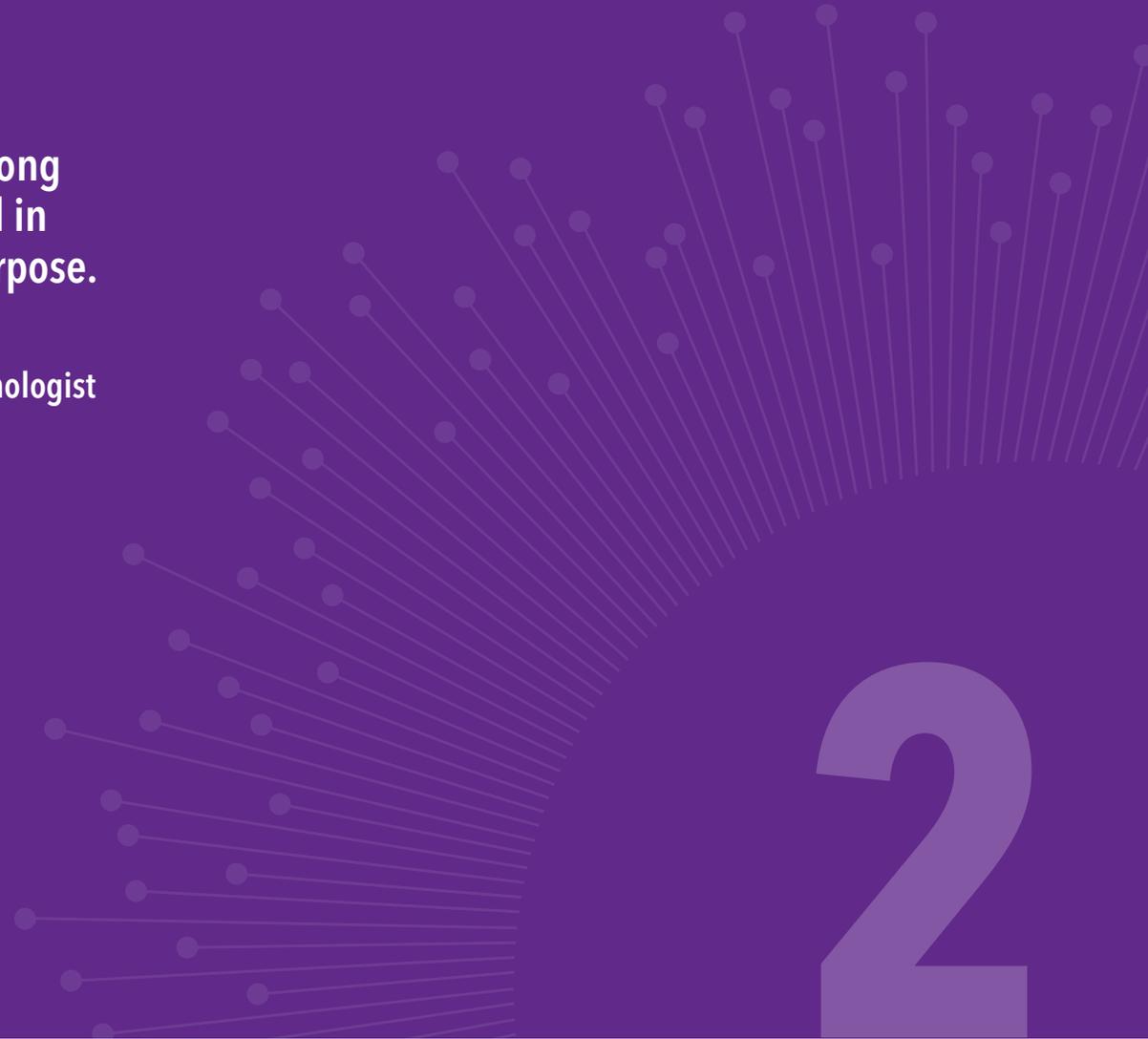GM AI program participants from 50 U.S. states and Puerto Rico, and 10 countries

"ISTE Certification was the most relevant professional development I've had in a long time. It forced me to be more intentional in planning and always think about my purpose.

—Amy Hudson Estepp
K-12 Educational Technologist
Franklin City Schools
Franklin, Ohio

SECTION 2: IMPROVING PRACTICE

IMPROVING PRACTICE

Professional learning

Professional learning is a key and ever-expanding focus for ISTE. Over 2,700 educators started the ISTE Certification for Educators process in 2019. This competency-based, vendor neutral certification, launched in 2018, focuses on using technology to transform learning in meaningful ways. In 2019, certification cohorts were offered in the Middle East, Europe, Puerto Rico and Asia. Maryland, Utah and Wyoming became the first three states to recognize ISTE Certification for Educators and incentivize teachers to earn the certification.

Internationally in 2019, ISTE Americas collaborators Forward Learning (Puerto Rico) and Aula Activa (Chile) provided a range of ISTE professional learning offerings to local educators in Spanish. In China, over 40,000 educators gained access to the ISTE Standards in Mandarin.

Also in 2019, we updated our course offerings for ISTE U, a virtual hub of professional learning courses designed to help educators build critical skills for teaching and learning in the digital age, adding a new course on Open Educational Resources (OER). We also made four courses available in Spanish.

113
ISTE Certification trainings have been offered in 13 countries for 2,786 educators

430
individuals became ISTE Certified Educators in 2019

141
educators from 5 countries trained as Empowered Coaches in Spanish

PLAY LIST
Dive Deep

2,611
ISTE U courses taken

94%
said the course will positively impact their practice

"No single event in my 27 years of teaching provided more exciting information that I can use to improve my craft. ISTE19 was truly a life-changing event.

—Greg Dherit
Sixth Grade Teacher
Red Lion Area School District
Red Lion, Pennsylvania

SECTION 3: BRINGING US TOGETHER

BRINGING US TOGETHER

The [2019 ISTE Conference & Expo](#) in Philadelphia brought together over 20,000 participants who gathered to discover innovative education ideas and expand good practice. Nearly 700 students presented at the conference where 82 countries were represented. The event also included nearly three dozen "featured voices" who spoke to the future of learning, the importance of creativity and the heart of resilience.

ISTE is committed to cultivating a community of educators whose diverse backgrounds, perspectives and experiences inform and enhance the practice of all educators.

To help meet this goal, ISTE piloted a [conference scholarship](#) program to bring more educators from diverse and historically underrepresented backgrounds into our learning community, and hosted the first-ever Equity Action Forum at ISTE19.

20,369
participants

4,352
sessions and learning opportunities submitted

245
on-site volunteers

In 2019, ISTE expanded the scale of its topic-focused, hands-on events, hosting education leaders in a variety of roles at the [Digital Leadership Summit](#) in Santa Clara and hundreds of educators at the second annual [Creative Constructor Lab](#) in New Orleans.

The three-day Digital Leadership Summit was ISTE's inaugural leader-centric focused event that brought together system-level leaders to learn from each other about leveraging the power of technology for systemic change.

ISTE DIGITAL LEADERSHIP SUMMIT

ISTE CREATIVE CONSTRUCTOR LAB

"As a tech professional who provides services to many districts locally and nationally, this event was one of the most engaging and productive (as well as fun) that I have ever attended. I have a specific plan that was developed with the collaboration and feedback from phenomenal district leaders. The format of the conference was unique and worked very well!

—Digital Leadership Summit attendee

BRINGING US TOGETHER

Event sponsors and partners

Microsoft

Adobe

BrainPOP

CDW-G

Cisco

CLASSCRAFT

D2L DESIRE2LEARN

DELL Technologies

DonorsChoose.org

Google for Education

LEARN PLATFORM

LEGO education

OverDrive Education
a Rakuten company

unity

VIPKID
Teach globally. Work locally.

Grant and special project partners

BILL & MELINDA GATES foundation

CZ CHAN ZUCKERBERG INITIATIVE

Follett

GENERAL MOTORS

WILLIAM + FLORA Hewlett Foundation

IBM

NASA

PROJECT UNICORN

ROBIN HOOD

Walmart
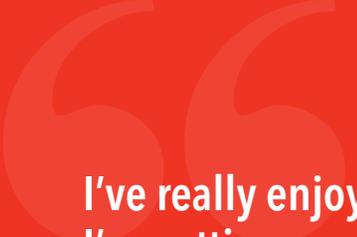
> "I've really enjoyed my ISTE membership. I'm getting my money's worth from the discussion boards, classes and contacts I've made. It's a very warm community ... I guess I should expect that from an association of natural facilitators!
>
> —Rebecca Williams
>   K-5 Art Specialist
>   Prince William County Public Schools
>   Manassas, Virginia

SECTION 4: ONGOING COMMUNITY

Membership

Our community of education change-makers is at the heart of ISTE. In 2019, ISTE members contributed to the field by creating hundreds of professional learning opportunities and thousands of educational resources across 22 topic-based professional learning networks. Then, members addressed the most critical topics in edtech, discussing them in ISTE Connect and helping to create resources to support their education colleagues. Along the way, members gained access to several new benefits and exclusive offers from TED Masterclass, Nearpod, Discovery Education and MergeVR.

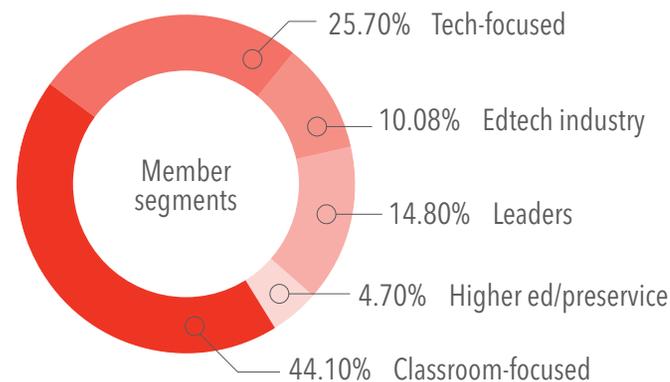**21,262**
members

58
affiliated organizations

11,231
members participating in PLNs

ISTE online communities are
400%
more actively engaged than the industry standard (monthly engagement)

Member segments

- 25.70%   Tech-focused
- 10.08%   Edtech industry
- 14.80%   Leaders
- 4.70%   Higher ed/preservice
- 44.10%   Classroom-focused

> I think a lot of times people can be swayed by the 'ooh, bright, shiny' phenomenon, or perhaps they're being moved by edtech providers who make it sound like their product is going to cure all the problems in education. It's important for schools and educators to do their research and not make their technology purchases impulsively.

—Susan Bearden,
Chief Innovation Officer,
Consortium for School Networking
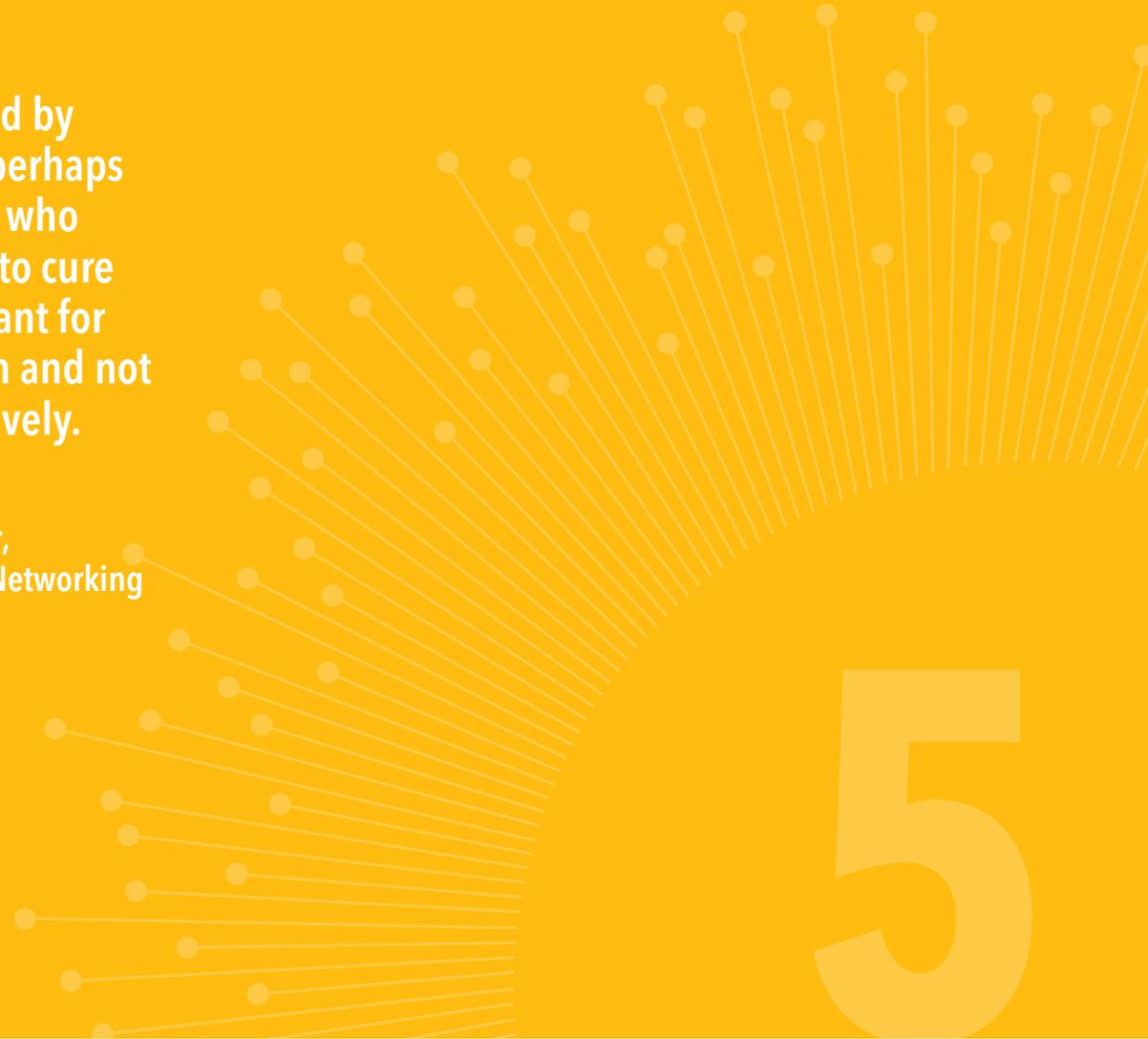
SECTION 5: INFLUENCING THE FIELD

INFLUENCING THE FIELD

ISTE is committed to bridging the gap between research and practice in the education field. Many of our programs and practices focus on influencing a more rapid change in teacher preparation to better prepare teachers for today's school environments. With this mind, ISTE tackled several critical topics in the education field.

To address edtech selection, ISTE, in partnership with Project Unicorn, published a practical guide titled *Better Edtech Buying for Educators*. The guide highlights ways educators can contribute to district purchasing decisions and identifies areas where educator insight can impact assessment of edtech.

We also hosted the first-ever Vendor Summit at ISTE19 where vendors and company leaders gathered to connect, learn and hear from panelists and presenters on issues facing edtech companies today, including digital pedagogy, interoperability, privacy, learning sciences, and research and evidence.

And members continued to add hundreds of product reviews to Edtech Advisor, our member-only edtech tool review and rating platform that was introduced in 2018.

COURSE OF MIND

In 2019, we introduced a new learning sciences initiative known as Course of Mind. Through this initiative, we're creating resources for educators, education leaders, specialists in edtech procurement and educational policymakers who want to make learning more impactful, efficient and inclusive through a deeper understanding of the learning sciences. Backed by publications, podcasts, model policy and online courses, Course of Mind empowers educators and leaders to understand how to use the learning sciences to build upon existing teaching practices
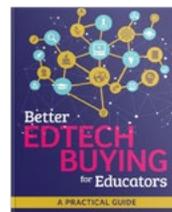
1,465
copies of Better Edtech Buying *for Educators: A Guide* distributed

Look inside! ⬆

910
product reviews available for ISTE members
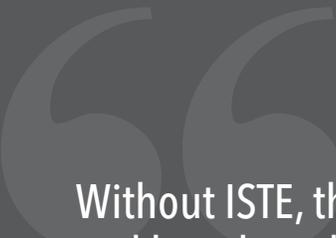
"Without ISTE, the world would be less innovative and less thought-provoking because the members of this community drive my learning. I have learned so much from being involved with ISTE.

—Kimberly Lane
Director of Blended Learning
Lancaster ISD
Lancaster, Texas

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SECTION 6: INFORMING THE CONVERSATION

INFORMING THE CONVERSATION

ISTE creates and curates resources for educators to immediately implement in their classrooms across a range of channels. ISTE is the leading publisher of books and, new this year, audiobooks, focused on technology in education. We also publish two peer-reviewed journals, a quarterly magazine for members and a blog that puts educators at the forefront of knowledge and practice in edtech.

Our ISTE YouTube channel hosts dozens of inspirational and informational videos, including Real Ideas From Real Educators, TED Masterclass Sessions at ISTE19, ISTEU Course Trailers and illustrations of the ISTE Standards in Action, including interviews with educators and students.

We also launched a new podcast, Ed Influencers, where listeners can learn about the motivations, aspirations and passion projects of today's most prominent education innovators. And we partnered with other organizations to create three additional podcast series: Upskill With EdTech, Course of Mind and BAM Radio's Learning Unleashed.

10.2K
listens to "Your EdTech Questions" podcast

685K
unique views of the ISTE Blog

ED INFLUENCERS

▶ Play episodes

23
products published, including 4 jumpstart guides and our first 2 audiobooks.

Spark Change

Look inside! ⬆

"*Spark Change* is breaking new ground. It opens eyes to children and young people's views of the world – how they want to engage with it and how they'd like us to work with them to that end, using the tech and media tools of their world."

—Anne Collier, writer, youth advocate, founder and executive director of The Net Safety Collaborative (TNSC), Net Family News
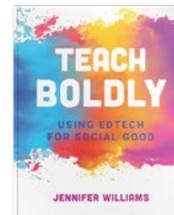
TEACH BOLDLY

Look inside! ⬆

"Jennifer Williams and the #TeachSDGs network are helping the young leaders of tomorrow see how the issues they care about in their communities resonate on a global scale. *Teach Boldly* is full of practical tools to help educators spark the passion and purpose of the young into positive action."

—Rajesh Mirchandani, Chief Communications Officer, United Nations Foundation

chart a new course
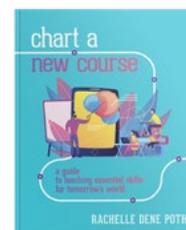
Look inside! ⬆

"Educators of all disciplines and grade levels will be inspired to begin looking at the world through the eyes of an artist, to make learning fun, creative and empowering."

—Kristina A. Holzweiss, School Library Journal/Scholastic School Librarian of the Year

ISTE

ORGANIZATIONAL OVERVIEW

The International Society for Technology in Education (ISTE) is a nonprofit organization that works with the global education community to accelerate the use of technology to solve tough problems and inspire innovation. Our worldwide networks believe in the potential technology holds to transform teaching and learning.

Vision

ISTE's vision is that all educators are empowered to harness technology to **accelerate innovation** in teaching and learning, and inspire learners to reach their greatest potential.

Mission

ISTE **inspires educators** worldwide to use technology to **innovate** teaching and learning, **accelerate** good practice and **solve** tough problems in education by providing **community**, **knowledge** and the **ISTE Standards**, a framework for rethinking education and empowering learners.

2019 financials

Revenue
$20.6 million
Expenses
$20.7 million
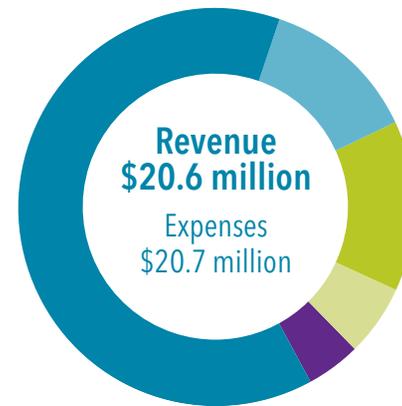
Revenue sources:

- Events $13.0 million
- Membership $2.6 million
- Professional Learning Services $2.9 million
- Corporate Relations $1.2 million
- Publications and periodicals $0.9 million

90
employees

10,000+
cumulative volunteer hours