ISTE®

2020 ANNUAL REPORT

ISTE 2020 LEADERSHIP

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FROM THE CEO

Dear friends,

2020 was not the year any of us in education expected it to be. Instead it was a year that simultaneously provided painful disruption and profound insight.

It was the year we were given enough critical velocity to think and do things differently. To design a new future of learning. To break away from the myth that access to expertise only exists physically in school buildings. To lead digital transformation in schools. To shine a light on equity and create viable ways to address it. And to break out of traditional mindsets and molds that have held education back.

ISTE and its global community of educators led the way by leveraging this oddly optimal environment to innovate in as many ways as possible to serve educators and education leaders. We moved our PD and events online. We created custom learning and resource platforms to guide educators in providing high-quality distance learning. We reimagined dozens of initiatives so that they could be delivered online. And we made efforts to support the fight for racial equity by elevating diverse voices within our events and among the educators we supported with scholarships.

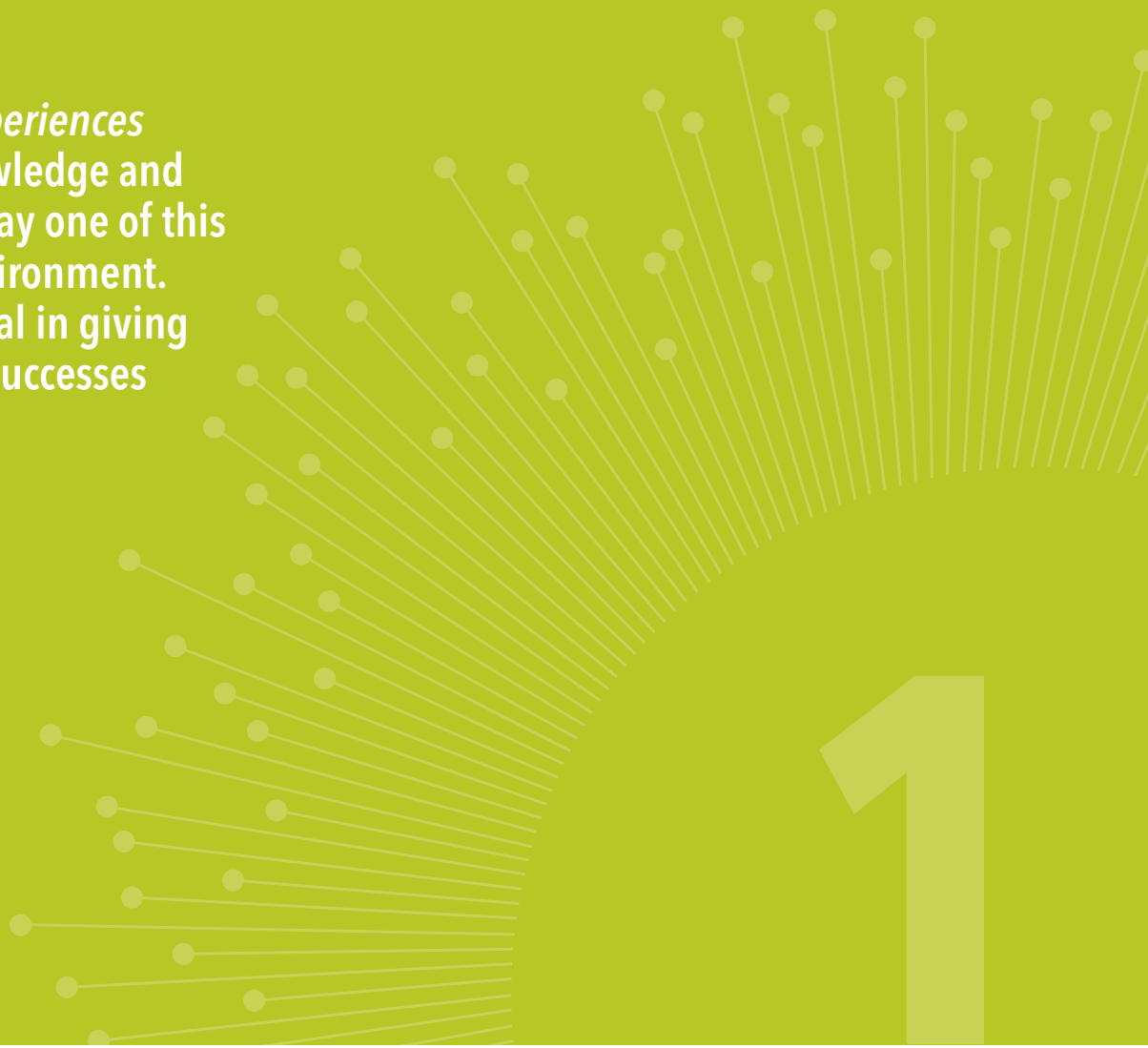
Now, perhaps more than any other time, ISTE is uniquely positioned to help transform education. As we survey the new landscape and work to redesign teaching and learning, we reaffirm our commitment to inspiring educators and improving the quality of products available to bring amazing learning opportunities to all students.

Sincerely,

Richard Culatta
ISTE CEO

I took the *Designing Online Learning Experiences* microcourse and gained invaluable knowledge and resources to support our teachers from day one of this year's unique teaching and learning environment. The other microcourses were instrumental in giving me knowledge to keep building on our successes once we got our year started!

–Misty Painter
Instructional Coach
Riverton Schools
Illinois



SECTION 1: SETTING A VISION

SETTING A VISION

Response to COVID-19

In a year that was like no other for educators and education leaders due to the global COVID-19 pandemic, ISTE led the way in making learning in 2020 as successful as possible for our global community of educators and students worldwide.

Within days of stay-at-home orders, ISTE began developing resources to help educators ramp up their online teaching skills. We developed new ISTE U courses in shorter formats to help educators improve distance and blended learning lessons, we reduced membership pricing to provide year-round resources to more educators, and we subsequently moved our annual conference and focused events online to provide our communities with safer learning and collaborative experiences.

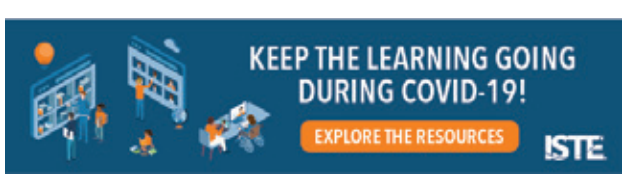
ISTE also established the COVID 19 Education Coalition to support the education field as learning moved online. The coalition's Learning Keeps Going website provided curated strategies, tips and best practices for teaching online during the pandemic, along with free tech for learning and resources for parents and higher education practitioners.

375,487
Learning Keeps Going website page views

80
education organizations make up the COVID-19 Education Coalition convened by ISTE

And we created the ISTE Summer Learning Academy, a three-week PD program that provided educators with the skills and strategies they needed to be effective and engaging in online blended settings. Over 17,000 educators took part in the program!

With support from National PTA, we developed Supporting Learning From Home, a free guide for parents and caregivers who found themselves in new roles as tutors, coaches and advocates during the pandemic. And ISTE partnered with the National Center for Learning Disabilities and other organizations to bring valuable resources, webinars and case studies to help support learners with special needs online.



SETTING A VISION

ISTE 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. All 50 states have adopted at least one set of standards from our suite of standards, as have many countries around the world, including Uruguay and Russia.

In 2020, Georgia, Maryland, South Carolina and West Virginia adopted the ISTE Standards for Educators, while Maryland and Virginia adopted the Student Standards. Fifteen states took formal action aligned to the ISTE Standards, including adopting the newest generation of the standards, integrating ISTE recommendations into state remote learning guidance and incentivizing participation in ISTE's professional development opportunities.

And we released videos that illustrate what each of the ISTE Standards for Students indicators looks like in the classroom. The videos were shot in classrooms around the country and tapped the expertise of educators who exemplify the ideals of the ISTE Standards.

16,327
downloads of the Student Standards in 2020

15,121
downloads of the Educator Standards 2020

After becoming an ISTE Certified Educator, I'm more confident in my leadership abilities, I take more risks with technology, and I have a much better understanding of pedagogy and the best uses of technology in the classroom.

—Kristie Scanlon
Special Education Teacher
Sunnymead Elementary
North Branford Public Schools, Connecticut

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SECTION 2: IMPROVING PRACTICE

DO
WORK
STUDY
DON'T
DOESN'T
DO
WORK
STUDY

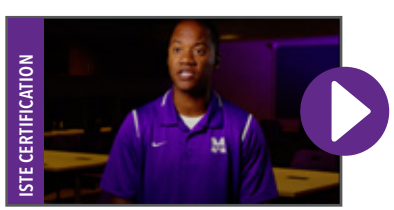
IMPROVING PRACTICE

Professional learning

Professional learning is a key and ever-expanding focus for ISTE.

We took ISTE Certification for Educators fully online in 2020, and 1,322 educators started the process that helps educators rethink and redesign instruction with technology to engage students in real-world learning, and provides a deep understanding of the ISTE Standards. We also piloted an ISTE Certification training cohort led by ISTE and featuring updated curriculum and design.

Internationally in 2020, ISTE launched a partnership with the Inter-American Development Bank to promote 21st century skills in Latin America and the Caribbean and support education policy change in these regions.



1,022
fully certified educators

1,322
educators in progress toward certification

13
certification providers

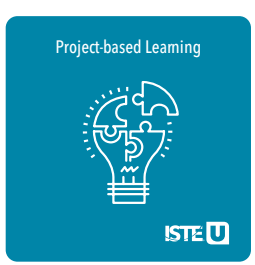
65
CAP trainers

IMPROVING PRACTICE

Also in 2020, we updated course formats at ISTE U, our virtual hub of professional learning courses, adding short courses, microcourses and an Online Teaching Academy. New short courses cover topics like game-based learning and project-based learning. ISTE U microcourses target critical online teaching topics, including designing online learning experiences, creating community, assessment in online environments, and ensuring equity and inclusion. The ISTE U Online Teaching Academy includes a combination of microcourses and webinars that provide best practices for online and blended teaching.

10,623
ISTE U enrollments

97%
said the course they took would positively impact their practice



In 2020, teaching online became an essential skill. To meet the moment and help teachers prepare for ongoing distance and blended learning in the fall, we created the ISTE Summer Learning Academy. The program included 15 hours of microcourses, webinars and a learning community where educators could connect and share successful strategies. The program qualified for continuing education units (CEUs) and graduate-level credit.

17,736
enrolled in the Summer Learning Academy

96%
said the program had helpful takeaways for online teaching

IMPROVING PRACTICE

ISTE Publications

ISTE is the leading publisher of books, audiobooks and jumpstart guides focused on technology in education. We also publish two peer-reviewed journals that put educators at the forefront of knowledge and practice in edtech.

18

new publications in 2020 including, 11 books and 4 jump start guides.

Look inside!

"With many new examples and specific suggestions, Kolb continues to serve the educational community as a leader who models the kinds of teaching and learning with technology she wants to see in classrooms from kindergarten through college, and in face-to-face, hybrid and online contexts …. [This book] will help any educator deepen their thinking about teaching and learning with technology."

—Troy Hicks, professor of English and education, Central Michigan University

Look inside!

"Michele gives more than just resources in her book; she gives practical applications. By adding her own teaching experiences, she personalizes the book and connects with readers. If this book is not in your school's reading club, it should be!"

—Kyle Kline, math curriculum and technology integration specialist, Twin Lakes School Corporation

Look inside!

"From choice boards to PSAs, test reviews, travel videos, screencasts and more, [Awesome Sauce] is a wealth of information and ideas to use videos for communication, learning and showcasing understanding."

—The Teaching Factor blog

ISTE20 Live was the experience I was hoping for. I was able to connect in multiple ways to educators around the world, learn new strategies for remote teaching and home learning, and experience inspirational talks that empowered me to redefine my WHY. Thank you!

—Barbara Bray
Teacher
California

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SECTION 3: BRINGING US TOGETHER

BRINGING US TOGETHER

ISTE20 Live attracted over 13,000 educators who gathered on our custom-built interactive platform to unpack strategies to meet the changing learning landscape. Over 100 students presented during the event, and 94 countries were represented. ISTE20 Live also included over three dozen featured voices who provided powerful stories of inspiration and strategies to help educators address the challenges of the moment.

13,007
participants

2,674
learning opportunities

105
volunteers

295
exhibitors

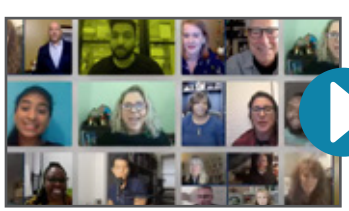
Our focused hands-on events, the Creative Constructor Lab and the Digital Leadership Summit, also went virtual in 2020. The Creative Constructor Lab brought together educators to experiment with digital tools and platforms to help them bring media-rich projects to students online and off. The Digital Leadership Summit, held in conjunction with ISTE20 Live, attracted leaders nationwide to address the challenges schools faced in the wake of the pandemic. Throughout all ISTE events, elevating diverse voices from education and beyond was at the forefront.

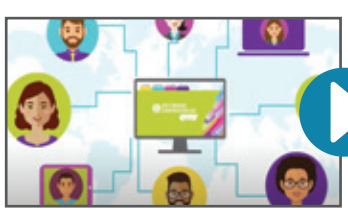
ISTE DIGITAL LEADERSHIP SUMMIT

300
participants

ISTE CREATIVE CONSTRUCTOR LAB

1,244
participants





ISTE20 was a learning and networking gold mine experience! The virtual platform was engaging and recreated the feeling of being live at a global conference that thrived with embedded educational technology.

—Nicole Shema
Teacher
Passaic County Technical Institute
New Jersey

ATTENDEES 11,768 | ATTENDING NOW 6,358 | THIS LOCATION 137 | CONVERSATIONS 14

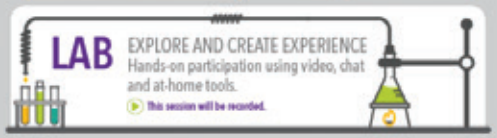
BROWSE PROGRAM | DIGITAL LEADERSHIP SUMMIT

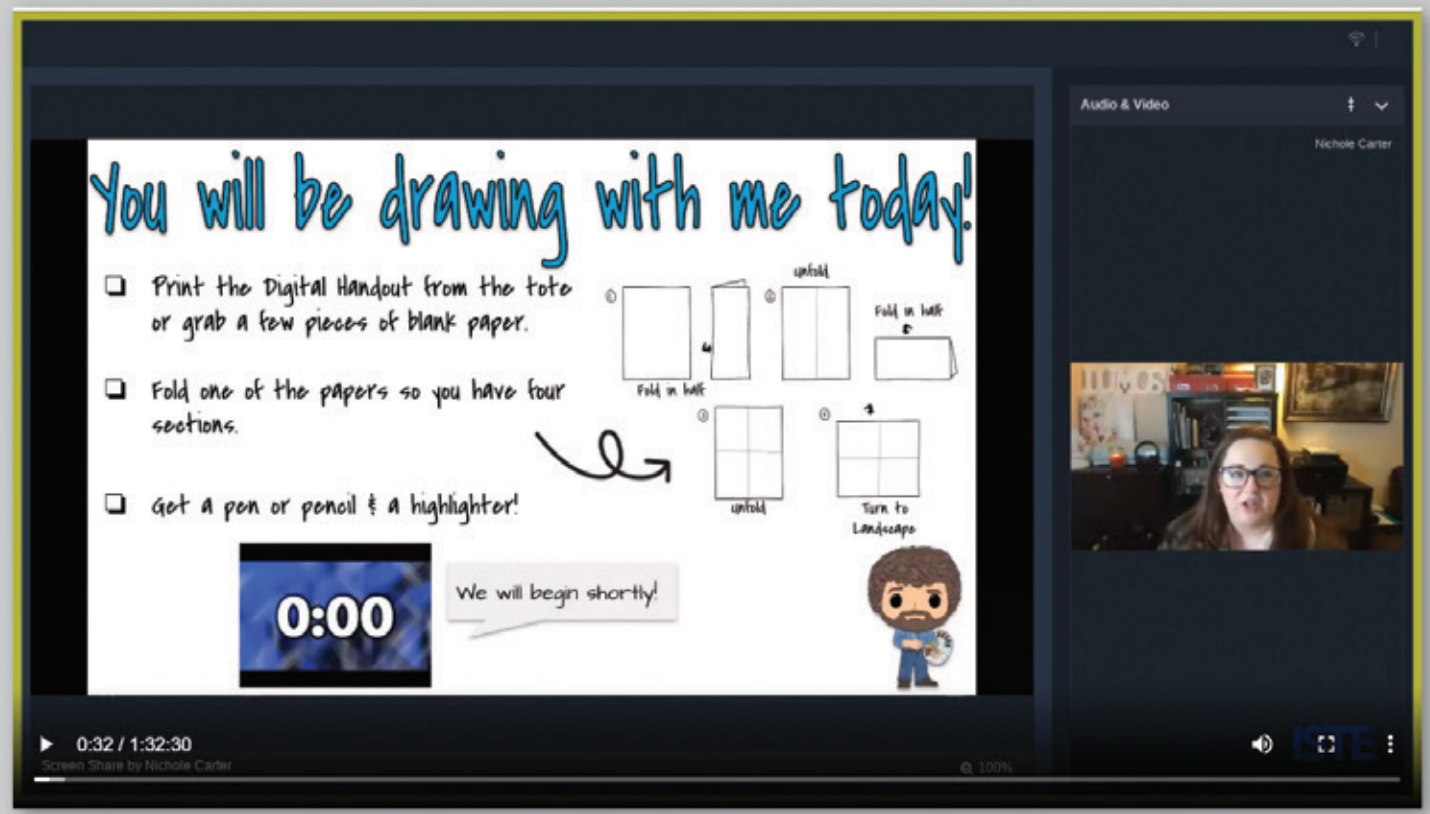
ISTE 20 LIVE
NOV 29 - DEC 5

Home | Expo & Demos | Connections Lounge | Store | Game Center | Help & Design Center | My Dashboard

No Mistakes, Just Happy Sketchnotes: Let's Bob Ross Our Learning | THU, DEC 3, 11:30 AM–1:00 PM PST

See Session Details | Go to digital tote items





SESSION CHAT

Renee Henderson Fri 12/4 3:39 am
first time :)

Renee Henderson Fri 12/4 3:47 am
I'm originally from Oregon. :)

Luana Lehman Fri 12/4 8:04 am
Hello from Arizona.

Sophia Ferrer Lozada Fri 12/4 9:39 am
Excellent!

Luana Lehman Fri 12/4 9:54 am
Thank you! This class was incredible!

Nichole Carter Fri 12/4 10:06 am
Thank you so much for coming and watching the video! Let me know if have any questions!

Nichole Carter Fri 12/4 3:23 pm
Thanks to those that tweeted- I have been keeping a spreadsheet and will announce the winner of the free book at the end of the conference. I am giving more time for those that are watching the video of the session or for anyone that didn't have time to tweet while we were live.

SEND

BRINGING US TOGETHER

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IDEO

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Adobe

Being an ISTE member is amazing! The opportunities are always available to continue to learn and grow as an educator. There are so many resources available right at my fingertips!

—Tara Schneider
Integration Specialist
Avon Central School District
Avon, New York

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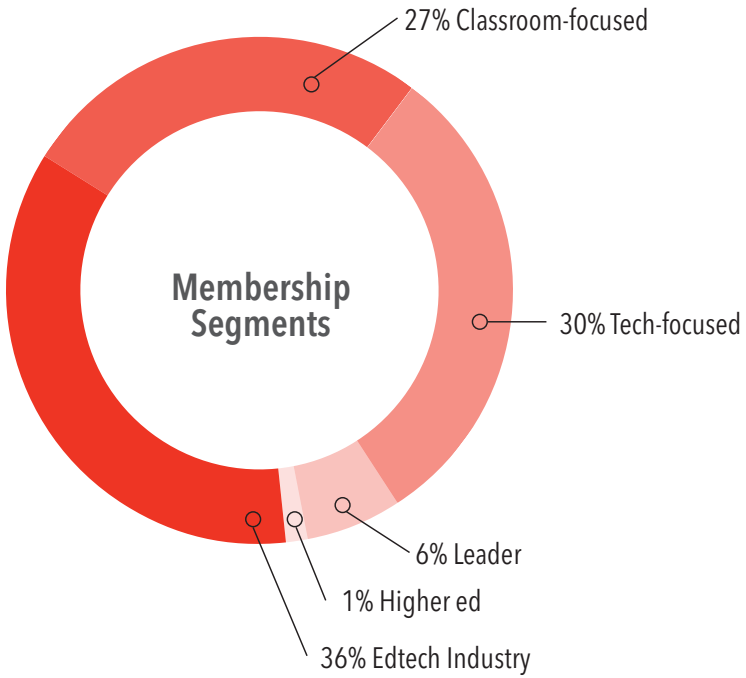
SECTION 4: ONGOING COMMUNITY

ONGOING COMMUNITY

Membership

Our global community of education change-makers is at the heart of ISTE. In 2020, 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 that were incredibly active and supportive online during the pandemic. Members addressed the most critical topics in distance and blended learning, discussing them in ISTE Connect and helping to create resources to support their education colleagues. And to ensure as many educators as possible around the globe could access year-round ISTE resources during these challenging times, we reduced the price of membership to just $75.



14,344
members

63
affiliated organizations

7,166
members participating in PLNs

ISTE online communities are
416%
more actively engaged than the industry standard (monthly engagement)

The conversation around technology is now shifting to ensuring that our investments are truly improving learning, and COVID-19 has accelerated that shift. Although our technical and content infrastructure supported the initial transition to online learning, we're now turning our attention to helping educators leverage that access – both during closures and when schools reopen – to build skills that students will need for college and beyond.

—James Lane,
Virginia Superintendent
of Public Instruction

SECTION 5: INFLUENCING THE FIELD

INFLUENCING THE FIELD

ISTE helps solve some of the toughest problems facing education today through a number of grant-funded initiatives. This work was critical in 2020 given the radical disruption to education that had more students than ever learning online.

In 2020, ISTE received generous funding from the Bill and Melinda Gates Foundation, the Chan Zuckerberg Initiative, and the Michael and Susan Dell Foundation to explore real-world solutions to facilitate the adoption of interoperability and privacy-driven solutions. ISTE, the Council of Chief State School Officers (CCSSO) and the Council of the Great City Schools formed a coalition to develop and implement solutions for state and district leaders, educators and solution providers to: increase awareness and access to interoperability and privacy-driven edtech solutions; promote best practices in procurement and product selection; and support the data maturity of states and districts throughout the U.S.

COURSE OF MIND

Our learning sciences initiative, Course of Mind, kicked off a new phase of work. Building on the Launch Into Learning Sciences course from ISTE U, articles and podcasts, Course of Mind focused attention to improving edtech selection through the learning sciences.

SKILLRISE
AN ISTE INITIATIVE

Edtech can transform learning for people of any age. In 2020, our SkillRise initiative leveraged learnings from K-12 to advance adult education and workforce development opportunities through an innovative edtech implementation course, the Profile of a Lifelong Learner, along with articles, podcasts and guides.

8,000
Course of Mind
podcast listeners

3,000
SkillRise
podcast listeners

INFLUENCING THE FIELD

Advocacy

ISTE advocates at the federal and state levels for public policies that empower students and educators to take full advantage of transformative teaching and learning opportunities empowered by technology. In 2020, ISTE worked with key congressional leaders to endorse federal legislation to provide educators with critical aid necessary to implement effective online learning. We also advocated for funding that would allow school districts to purchase technology tools, offer PD on the effective use of those tools, and provide access for underserved populations so they, too, could access a high-quality distance learning experience.

ISTE joined three other education nonprofits to host the virtual Ed Tech Advocacy and Policy Summit where educators and education leaders advocated for smart education policy and funding through virtual calls with congressional staff, meetings with FCC staff and commissioners, and a series of topic-based roundtables with the U.S. Department of Education.

We're winding down the initial, sudden shift to remote learning/working. It hasn't been perfect, but it has been great in so many ways. We certainly send a big shout out to ISTE for helping us lay the foundation over the last few years as a primary support of our digital learning initiatives!

—Todd Wesley,
Chief Technology Officer
Lakota Local School District
Liberty Township, Ohio

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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.

EdSurge, acquired by ISTE in 2019, operates as an independent, nonprofit news and research initiative of ISTE. EdSurge's award-winning journalism complements ISTE's deep engagement with change-makers on every level. Together, we're growing a community of active and informed education stakeholders to inspire action and change. We spread this knowledge through: journalism, research and the Solutions Studio, which highlights the value edtech companies bring to the field. In 2020, EdSurge won an award for best online feature from the Society of Professional Journalists, and a National Gold Award for investigative reporting from the American Society of Business Publication Editors.

The ISTE Blog is a dynamic online platform offering practical ideas, innovative thinking and the latest trends in edtech. With robust social media sharing, the content on the blog deeply engages the ISTE community and provides expansive reach throughout the edtech marketplace.

EdSurge

738
articles published

237K
subscribers

Our ISTE YouTube channel hosts dozens of inspirational and informational videos, including ISTE Standards in Action, ISTE U course trailers, tutorials from ISTE authors and ISTE conference presenters, and interviews with educators and students.

731K
YouTube views

4mil
impressions

25.4K
hours watched

3.9K
subscriber increase

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

8.5K
Ed Influencers podcast listens

Play episodes

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.

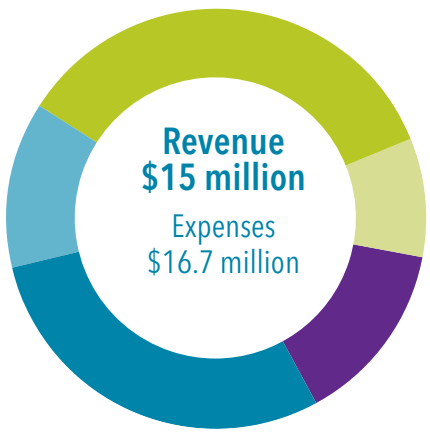
Vision

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.

2020 financials



Revenue sources:

- Professional Learning Services $5.2 million
- Events $4.4 million
- COVID-related and other grants $2.1 million
- Membership $1.9 million
- Publications and periodicals $1.4 million

76
full-time team members

ABC

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