2017
ANNUAL REPORT

ISTE

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Jennifer Ragan-Fore
Chief Events Officer

Joseph South
Chief Learning Officer

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Dear friends,

This is a time of urgency in education. Access to high-quality education has never been more critical for today's students to thrive in a digitally interconnected world. Ensuring educators are prepared to meet this challenging task is the most important endeavor we can engage in as a society.

It's also a time of optimism. New infrastructure and exponential advances in technology can open up new avenues for engaging students in learning and supporting teacher development. The mission of the International Society for Technology in Education (ISTE) is to support educators in using technology to solve tough problems in education to improve learning opportunities for all students.

2017 was a year of resetting and recommitting. We experienced a change in leadership and a reorganization to bring us in line with our goals of helping teachers, leaders and technology providers transform learning through the smart use of technology. We are positioned to make a significant positive impact on the field of education around the world.

This report, which is a departure in format and substance from previous annual reports, provides a baseline for this new work and signals new types of impact measurement we hope to use as a guideline for our work moving forward.

Sincerely,

Richard Culatta
ISTE CEO

"ISTE – making the world a much smaller place, connecting countries, connecting classrooms, creating a community of educational excellence."

ISTE 2017 Conference & Expo attendee and educator

"ISTE is a community, first and foremost. It's a community of educators who are interested in integrating technology into the classroom. It's a place to go for resources, or if you are just really excited about something and you want to share it. When I need ideas or help, ISTE is always my first stop."

Jessica Shupik, ISTE member and Teacher
New Jersey Department of Education
Voorhees, New Jersey
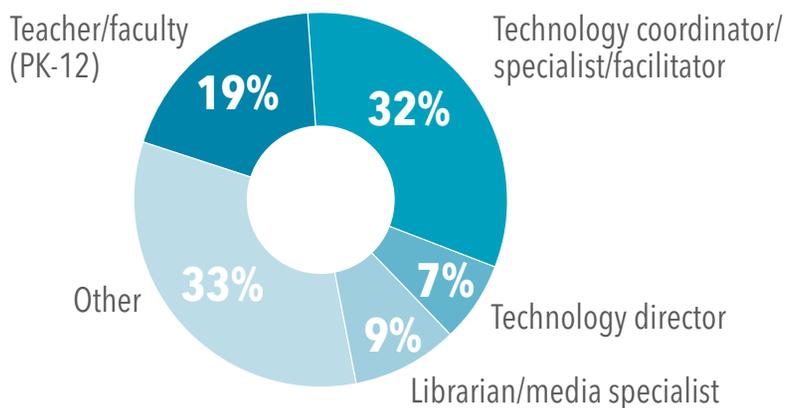
SECTION 1:
CREATING A COMMUNITY

CREATING A COMMUNITY

Our dynamic member community is the heart of ISTE.
This year, ISTE's members created hundreds of professional learning opportunities and educational resources across 24 topic-based professional learning networks. Our communities tackled the hottest topics in edtech, often discussing them in ISTE communities and then helping to create resources to support their education colleagues. ISTE members and affiliates led grass-roots movements to advocate for smart edtech policy to benefit all learners.

ISTE members describe their roles as ...

Teacher/faculty (PK-12) — 19%

Technology coordinator/specialist/facilitator — 32%

Other — 33%

Librarian/media specialist — 9%

Technology director — 7%

16,727
online community members

67
affiliated organizations
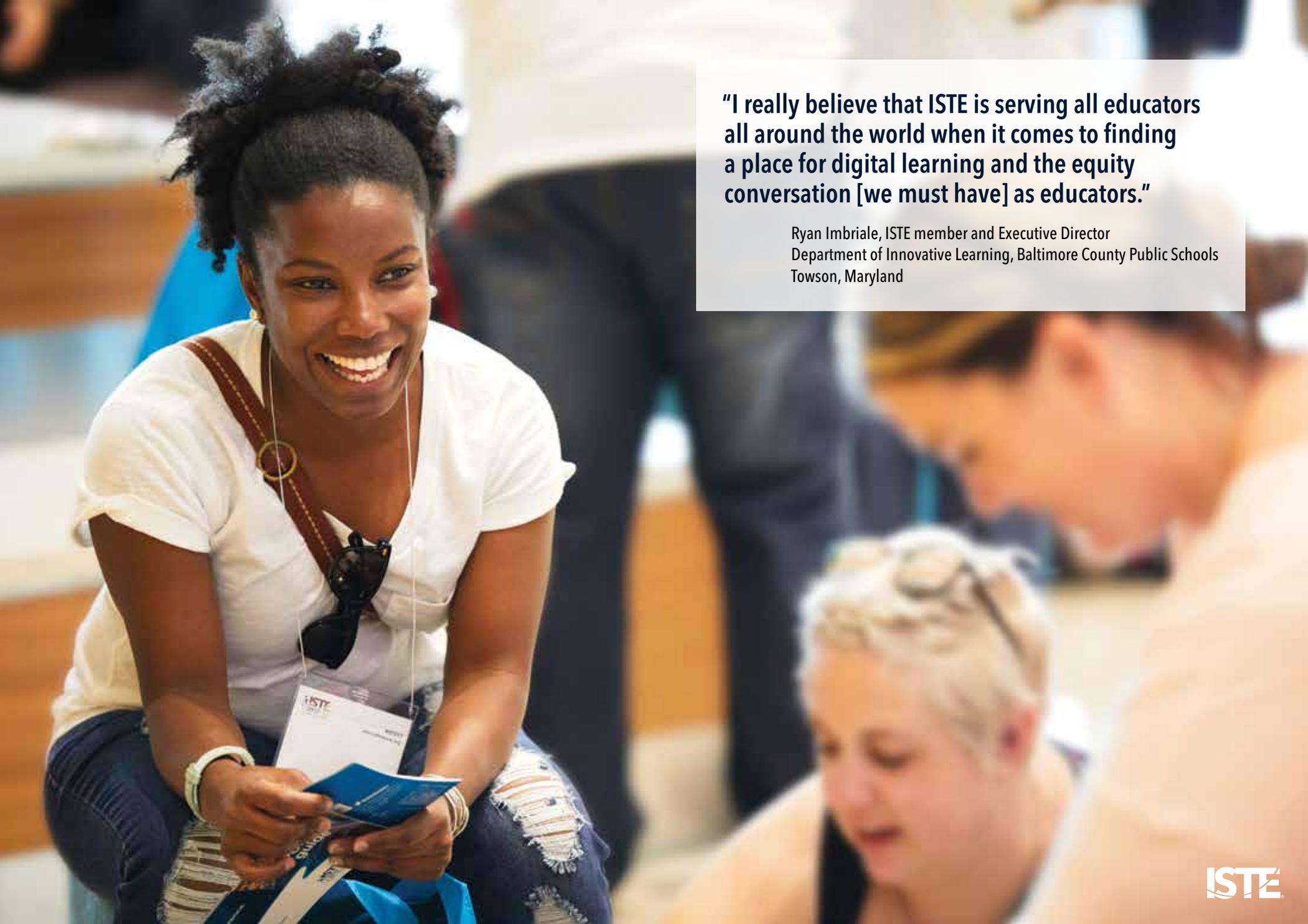
124
countries represented in ISTE membership

ISTE online communities are
400%
more active than industry standard

Key discussion topics in the community:

- Integrating coding into the curriculum
- Digital citizenship
- Technology use at home
- Large-scale device rollouts
- Using student portfolios

ISTE

"I really believe that ISTE is serving all educators all around the world when it comes to finding a place for digital learning and the equity conversation [we must have] as educators."

Ryan Imbriale, ISTE member and Executive Director
Department of Innovative Learning, Baltimore County Public Schools
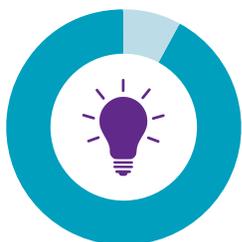Towson, Maryland

ISTE

"The ISTE Conference & Expo is, by far, the most informative, engaging professional development I've experienced in my 20-year career as an educator! A must for any educator – math, literacy, technology and all content areas in between, elementary through higher ed, or even administration."

ISTE 2017 Conference & Expo attendee and educator
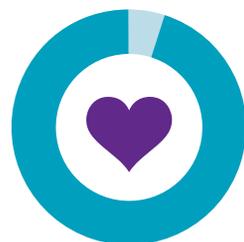
SECTION 2:
BRINGING US TOGETHER

BRINGING US TOGETHER

The 2017 ISTE Conference & Expo in San Antonio, Texas, provided an incredible live professional learning experience for educators from all sectors of the education community. ISTE 2017 delivered on its promise of helping educators rethink the status quo and accelerate good practice, affirming its reputation as one of the world's most influential edtech events. Toward year's end, planning began for a number of new microevents to be rolled out in 2018!

93%
of attendees say they left the conference with ideas for immediate implementation

95%
of attendees say they would recommend the event to a friend

20,342
participants

562
exhibiting companies

514
educator volunteers

77
countries represented

1,690
sessions and learning opportunities

"[The ISTE Conference & Expo is] an absolute must for 21st century administrators."

Brenda Lugo Jasso, Dean of Instruction
Brownsville Independent School District
Brownsville, Texas

ISTE

"The ISTE Standards are not just a one-time project, program or event. It's like breathing – a continual, simultaneous exercise that is both simply elegant and complex. It's about leading with instruction instead of leading with a tool."

Frances Gipson, Ph.D., Chief Academic Officer
Los Angeles Unified School District
Los Angeles, California

SECTION 3:
SETTING A VISION

SETTING A VISION

The ISTE Standards provide a framework for the field to harness the power of technology to innovate teaching and learning. In 2017, the Student Standards continued to be adopted and implemented across the globe, and the refresh of the Educator Standards (formerly the ISTE Standards for Teachers) was completed and provided to the field for use. At ISTE 2017, work began on the refresh of the ISTE Standards for Administrators, with the updated version to be released in June 2018. In addition, ISTE worked with education solution providers seeking to have their curriculum or professional development programs certified against the standards via the ISTE Seal of Alignment program. Google and eMints were among the major companies that earned the seal of alignment.

2,377

practitioners involved in the Educator Standards refresh process

36,000+

educators have requested use of the Student Standards or Educator Standards

14

offerings certified in ISTE's Seal of Alignment program

"Seeking the ISTE Seal of Alignment led our team to deeper levels of thinking about how our resources meet teaching and learning standards at the international level. It also allowed us to thoughtfully consider what students and educators need to know, understand and be able to do with technology in classrooms around the world."

21things4 Project
Jennifer Parker, Ed.D., Instructional Technology/School Improvement & Data Consultant
Macomb Intermediate School District
Clinton Township, Michigan

"VMLA gave us a deep dive into the ISTE Standards and married the standards to our district plan. It also gave us a better understanding of how to integrate the technology we already had."

Mason Mason, Ready 1:1 Instructional Coach, Naaman Forest High School
Garland, Texas

SECTION 4:
CONTINUALLY LEARNING

CONTINUALLY LEARNING

Professional learning is a key and expanding focus for ISTE.
In 2017, ISTE completed a three-year grant that prepared over 2,000 educators, including 305 leaders, to implement or improve their mobile learning strategies. The program, known as the Verizon Mobile Learning Academy (VMLA), served approximately 125,000 students across 45 U.S. states, districts and territories. Sixty-two percent of the student population of participating schools had 40 percent or higher free and reduced-price lunch rates.

Resources to support the adoption and implementation of the ISTE Standards were also expanded, including a partnership with the Metiri Group. And the professional learning team laid the groundwork for a significant increase in professional learning programs and resources to support districts and individual educators in 2018.

verizon√ innovative learning

2,025
educators trained in using mobile devices with students

288
school or district teams completed the Verizon Mobile Learning Academy

Through a grant with NASA, ISTE drove teacher awareness and education about the 2017 Great American Eclipse.

88
educators participated in virtual workshops about the eclipse

23,000
pairs of solar eclipse viewing glasses were distributed

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"While some think of equity in the context of devices, there is much more involved. For example, students deserve equitable learning opportunities. Creativity in schools should not be limited to the more affluent districts. All learners deserve high-quality teachers who are motivated to grow professionally for the good of their students."

From "Teacher empowerment reflected in new Educator Standards"
by Sarah Thomas, Regional Technology Coordinator
Prince Georges County Public Schools, Maryland
Empowered Learner, July 2017

SECTION 5:
INFORMING THE CONVERSATION

INFORMING THE CONVERSATION

Across many channels, ISTE creates and curates resources for educators to immediately implement in their classrooms. ISTE publishes books, two peer-reviewed journals, a quarterly magazine and a blog designed to put educators at the forefront of knowledge and practice in edtech. In 2017, ISTE revamped and renamed its member magazine, *Empowered Learner*, refining its focus on examples of best practices and edtech-empowered learning in action.
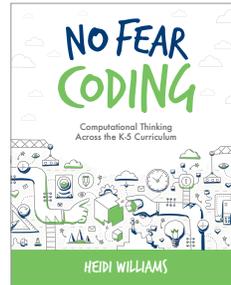
27%
growth
in the number
of books sold

20%
increase in visitors
to the ISTE Blog
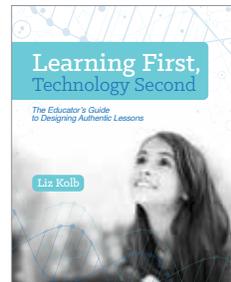
11
new ISTE books
published

2017 best-selling books:

- *Learning First, Technology Second: The Educator's Guide to Designing Authentic Lessons*
- *No Fear Coding: Computational Thinking Across the K-5 Curriculum*
- *The Future-Ready Challenge: Improve Student Outcomes in 18 Weeks*

"No Fear Coding provides an accessible introduction to computer science for any primary school educator who wants to prepare their students for the 21st century."

Hadi Partovi, CEO of Code.org

"Kolb's Triple E Framework is an excellent tool for helping teachers focus on using technology to support learning and not just using technology for its own sake. For anyone interested in thinking more about how technology can be used to support learning, I absolutely recommend this book."
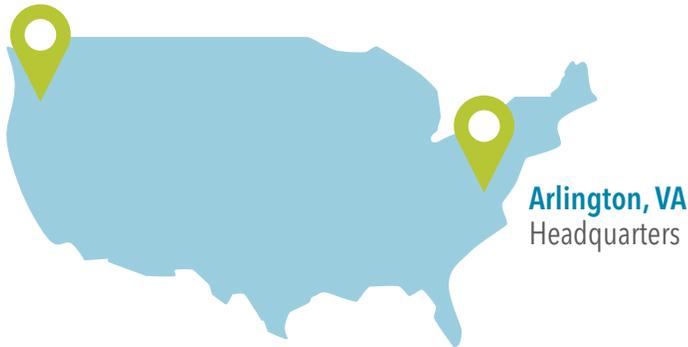
Michael Karlin, EdTech Roundup

ORGANIZATIONAL OVERVIEW

Office locations

Portland, OR
Operations

Arlington, VA
Headquarters

People

53
employees

444
year-round volunteers supporting numerous programs

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.

2017 financials

Revenue
$16,782,832
Expenses
$15,162,441

Revenue sources:

- Events – 67.2%
- Membership – 13.4%
- Learning –12.3%
- Corporate relations – 6.6%
- Other – 0.5%

ISTE

WHAT TO EXPECT IN 2018

As we look to the future, we must continue to increase support for teachers and education leaders to fully realize the potential of expanded access to technology and connectivity in schools around the world. Collaboration will be key.

In 2018, we look to expand our partnerships to increase learning opportunities for teachers around cutting-edge topics such as computer science, digital citizenship and artificial intelligence. We'll also work to improve the rigor of technology use in education and the recognition of excellent teachers through our new ISTE Certification for Educators.

We plan to increase the value of ISTE membership through new programs to support members in choosing effective technology to use in their schools. And we'll explore new membership models to support preservice teachers and all members of a school community.

ISTE can be a catalyst for transforming learning and supporting educators in new ways. We look forward to working toward those goals in 2018, and to advancing our vision of a community of empowered educators who are accelerating innovation and inspiring learners to reach their greatest potential.

ISTE