



ISTE[®]

2021 ANNUAL REPORT

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FROM THE CEO

Dear friends,

As the ongoing pandemic brought another year of disruption to education, we also experienced an interesting phenomenon: Disruption can be a catalyst for accelerating innovation.

While disruption doesn't cause innovation, it does set the conditions for openness to change, for rethinking, for reimagining. And that's what we did at ISTE in 2021. We worked with our community and revamped our programs to ensure we didn't let the crisis education was experiencing go to waste.

We took advantage of the chance to reset, to help educators focus on redesigning learning for the future, and to tackle issues like tech equity and digital citizenship. We expanded our online professional development opportunities, optimizing them for engagement, making them more flexible and focusing on the critical topics of the moment. We simplified access to our core programs like the ISTE Standards and ISTE Certification. And we used virtual platforms to invite more educators into our global community and greeted them with expanded membership benefits.

In turn, the ISTE community responded by sharing their expertise and skills at ISTE's virtual conferences as well as through videos, podcasts, articles, blog posts and on social media. Sharing is a hallmark of the ISTE community, and it has never been more important.

I know it can be hard to see, but there's value in the last couple of years. Here at ISTE, we continue to strive to leverage the disruption to transform education. We're grateful for the opportunity to do so – and we're deeply thankful for the partnerships with amazing educators and organizations in 2021 that joined us in accelerating education innovation.

Sincerely,



Richard Culatta
ISTE CEO



I've never belonged to an organization that was as 'human' as ISTE is. Even though this is a group focused on technology in education, it's really about the people. ISTE provides the means for amazing educators around the world to connect, share and grow. Even better, the opportunities provided throughout the year are designed to meet the needs of teachers right now.

– Dennis McElroy
Professor Emeritus of Education
Graceland University



SECTION 1: SETTING A VISION



SETTING A VISION

Pandemic learning and returning to classrooms

As the COVID-19 pandemic continued and educators taught remotely, in hybrid formats and in person, ISTE focused on providing exceptional professional development opportunities and resources to educators and school systems seeking to build upon the investments made in the first year of the pandemic.

We launched district cohorts for the ISTE Certification for Educators program featuring updated curriculum, and the program was a hit. The second iteration of ISTE U's Summer Learning Academy provided 15 hours of professional development, one-on-one educator networking opportunities and a flexible schedule, ensuring participants were taking the best of what they learned forward. Partnerships with like-minded organizations seeking to support educators allowed us to offer a handful of ISTE U courses at no charge. And because we weren't done giving back to hardworking educators, we added new benefits to ISTE membership and kept fees affordable.

To help educators prepare for whatever would come next, we expanded our events and upped the engagement factor, providing sessions focused on skills development, educator and student well-being, and successful edtech implementation.

At the fully virtual ISTE Live, over 12,000 attendees from around the world gathered to share strategies for moving from surviving disruption to reimagining learning.

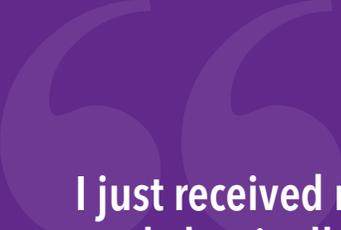
During the Leadership Exchange, education leaders collaborated to redesign learning for post-pandemic success and share transformational practices. And at the Creative Constructor Lab Virtual, more than 2,000 educators experimented with cutting-edge technologies and learned how to help all learners become content creators.

SETTING A VISION

Improving edtech selection, procurement

We also worked to help educators make more informed, evidence-based buying decisions through new initiatives, including:

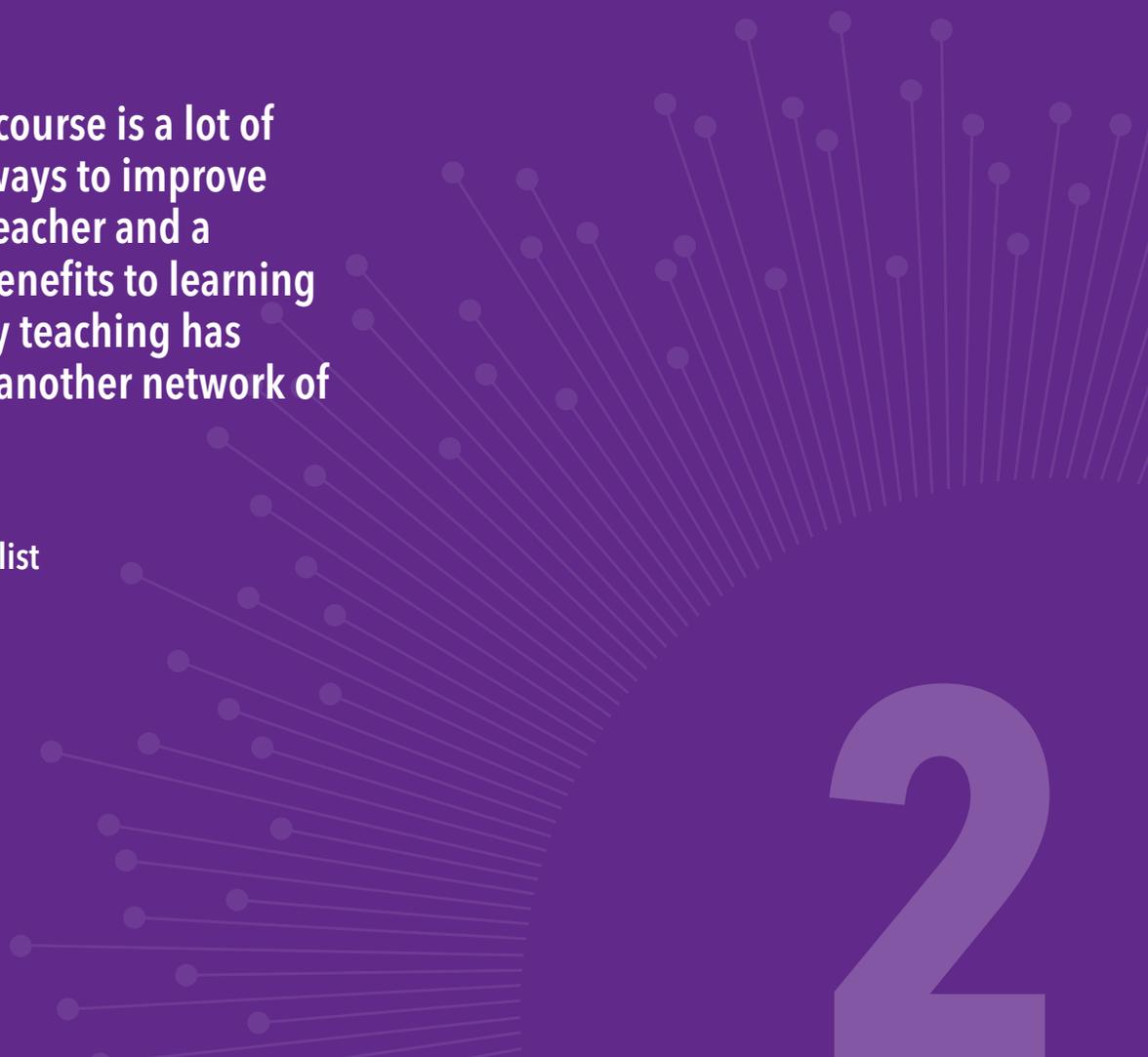
- The Interoperability and Privacy Coalition, launched by ISTE and conducted in partnership with the Council of Chief State School Officers and the Council of the Great City Schools, to improve edtech procurement processes to increase the use of interoperable and privacy-driven solutions.
- The [Learning Technology Directory](#), a self-service registry that allows edtech companies to share and synchronize product information with schools, districts and marketplaces through the use of a universal learning technology identification number (ULTID).
- A redesigned [EdSurge Product Index](#), featuring alignment to interoperability and privacy standards.



I just received my ISTE Certification! The course is a lot of work, but it allows you to dig deep into ways to improve your teaching practice. As a technology teacher and a previous classroom teacher, I think the benefits to learning and adopting the standards are huge. My teaching has greatly improved. Moreover, I now have another network of educators to share and collaborate with.

—Courtney Conley
Librarian/Media Specialist
Crissman Elementary
Utica Schools

SECTION 2: IMPROVING PRACTICE



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IMPROVING PRACTICE

Professional learning

For over 40 years, ISTE has provided professional learning for educators. In 2021, we expanded the scope and convenience of our programs to meet the moment.

The [ISTE Standards](#) are a framework that guides educators, leaders and coaches in using technology to create high-impact, sustainable, scalable and equitable learning experiences. All U.S. states and territories have adopted the ISTE Standards, as have many countries worldwide. The standards are available in eight languages and are aligned to UNESCO's Sustainable Development Goals.

In 2021, in partnership with the California Department of Education, we led the creation and writing of the [California Digital Learning Integration and Standards Guidance](#), a strategic guide to help educators implement effective technology to drive student success and build student-centered, inclusive and equitable learning environments. And we restructured the format of the [ISTE Standards](#), making them a single, easy-to-reference resource.



We redesigned [ISTE Certification for Educators](#) curriculum to ensure a high level of engagement and collaboration by including synchronous and asynchronous training. And we started offering participants two graduate-level credits for completing the course, and two additional credits when they become certified. We further sweetened the pot by including a year of ISTE membership with the training, ensuring educator access to a full year of PD. ISTE Certification training, led by our 13 Certification Authorized Providers, continued to be available fully online. And we reached a milestone in year three of the program, certifying our 1,000th educator early in 2021.

1,177

educators in progress toward certification

32

cohorts

1,390

fully certified educators

408

new ISTE Educators



IMPROVING PRACTICE



In 2021, we continued to expand our online courses from [ISTE U](#). We listened to educators and developed new courses in shorter, self-paced formats to best meet their needs. We also launched two new introductory courses on the ISTE Standards. These courses provide a concise and engaging guide to getting started with the standards, and include practical examples and activities to help educators drive innovation and improve student achievement. We also made two popular self-paced courses, Supporting Student Well-Being and Designing for Inclusion, available to educators at no charge.

Summer LEARNING ACADEMY 2021

Following up on 2020's successful Summer Learning Academy on online teaching, we added new content and experts in 2021. This time the academy centered on face-to-face, hybrid and online learning environments. For two weeks in August, over 4,000 educators from around the world came together to connect, share best practices and dive into the most critical topics impacting teaching and learning today: designing for inclusion, supporting student well-being and accelerating student-driven learning.

10,951

educators reached

87%

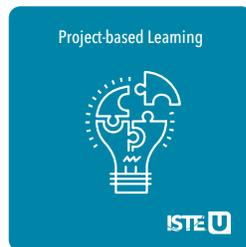
would recommend the course they took to colleagues and other educators

4,008

enrolled in the Summer Learning Academy

97%

felt more confident supporting students' well-being after participating



80%

said the learning experience made them a better educator

91%

said they would apply what they learned going into the next school year

IMPROVING PRACTICE

ISTE publications

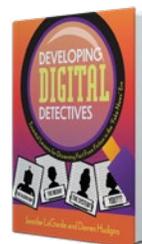
ISTE is the leading publisher of [books](#), audiobooks and jump-start guides focused on technology in education. We also publish two [peer-reviewed journals](#) that put educators at the forefront of research and practice in edtech. Our diversified list of new titles for 2021 led to a record year for ISTE publishing.

13

new publications in 2021 including, 11 books and 2 jump start guides.



Our most popular 2021 titles included:



Look inside! ↑

"In a landscape filled with misinformation, information literacy is more vital than ever. In *Developing Digital Detectives*, Jennifer LaGarde and Darren Hudgins provide a blueprint for teachers to empower their students to be critical thinkers about the information they encounter. Each lens focuses not only on the 'why' but also the 'how,' with practical ideas that educators can implement in the classroom."

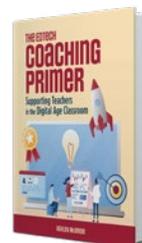
— John Spencer, Ed.D., author and professor



Look inside! ↑

"*Inclusive 365* is a must-have book for all education professionals, with practical, real-world examples of ways to support all students. It is a strategy-forward approach to finding tools to meet the needs of all tasks and learners!"

— Elisa Wern, occupational therapy and assistive technology specialist



Look inside! ↑

"Ashley McBride has expertly tapped into her extensive experience to develop a wealth of guidelines, strategies, processes, road maps and resources that are certain to make your edtech coaching journey a successful one."

— Jake Miller, author and host of Educational Duct Tape podcast

IMPROVING PRACTICE

International efforts

In 2021, ISTE continued to support our international educator community. Highlights include:

- Through a partnership with Casa Thomas Jefferson in Brazil, the ISTE Standards were made [available in Portuguese](#) for the first time.
- In the Asia-Pacific region, ISTE established seven partnerships reaching over 2,000 educators.
- In partnership with the UNESCO Institute for Information Technologies in Education and the Smart Learning Institute of Beijing Normal University, ISTE developed the Smart Education Framework to guide nations worldwide in creating comprehensive technology plans. The framework, which is aligned to the ISTE Standards, was presented at the Global Smart Education Conference in Beijing to 200,000 educators.
- We established a partnership with UK-based EDUCATE Ventures to plan a team-based event in early 2022. The [Make the Future Summit](#) will bring together leaders, teachers and IT staff to build and sustain coherent digital strategies in schools, and will establish an ongoing learning community post-event.



[#makethefuture22](#)

I don't think I've ever been to such an interactive conference, ... Every single session has massive amounts of engagement from the audience. This is awesome!

—Matt Dombrowski
Associate Professor, Emerging Media
University of Central Florida

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SECTION 3: BRINGING US TOGETHER

BRINGING US TOGETHER



ISTELive 21 attracted over 12,000 educators who gathered on ISTE's dynamic interactive platform to learn strategies to help them move from surviving the pandemic disruption to reimagining learning. Of the 2,287 presenters from 88 countries, more than 250 were students.

We hosted two topic-focused events. The Creative Constructor Lab brought together educators to experiment with cutting-edge digital tools and learn how to inspire creativity in every student. The Leadership Exchange attracted education leaders from around the globe to unpack what the future of education would hold and redesign learning for post-pandemic success.

12,516
participants

1,518
learning opportunities



324
participants

199,301
chats exchanged in the
online platform

33.4M
reached on social media



2,147
participants

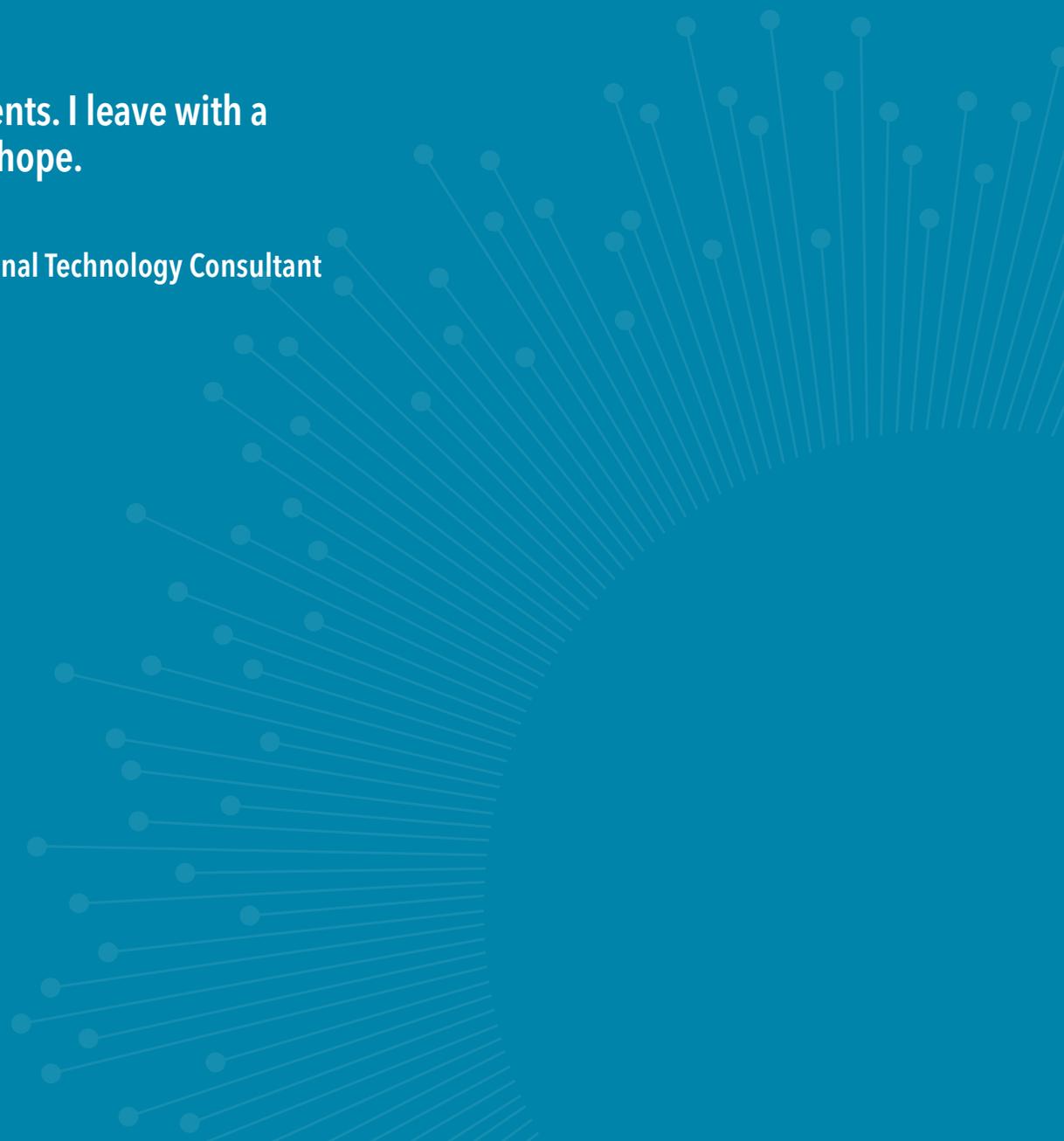
3,081,655
minutes spent in live sessions





I just love how energized I leave ISTE events. I leave with a sense of excitement, ideas and so much hope.

—Judy Bowling
Library and Instructional Technology Consultant
Michign



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This is the way

#sketchnotes

THANK YOU for joining us at **#ISTECL** Virtual this past weekend!

We'd love to hear from you! What are you excited to take back to your students? Reply back to let us know.

See you next time! 🌟 bit.ly/38NMvgX



2:03 PM · Oct 17, 2021



CREATIVE EXPERIENCES



CARMELITA SEITZ
ISTE CERTIFICATION DIRECTOR

LESLIE ODOM JR.
AWARD-WINNING ACTOR, AUTHOR AND MUSICIAN



BRINGING US TOGETHER

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Initiative 

Silver Conference Sponsors



Bronze Conference Sponsors



BRINGING US TOGETHER

Leadership Exchange at ISTE Live 21 Sponsors



Creative Constructor Lab Virtual Sponsors





In trying to be a leader in the Ed Tech world, I find it's important to stay connected with others that face similar challenges in their schools and districts. My ISTE membership provides me both the insight and connections I need to improve the learning experience for the students in my district and other districts all over the world.

—Carl Hooker
Author, Speaker



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SECTION 4: ONGOING COMMUNITY



ONGOING COMMUNITY

Membership

Our passionate global community of educators united to make learning happen remotely, in hybrid formats and in person. To support these educators, ISTE made it easier for members to connect and collaborate by upgrading our online member community, [ISTE Connect](#). The community now features seven topic-based forums, including computational thinking, digital citizenship and equity. We also introduced the [ISTE Community Leaders](#) program and made diversity, equity and inclusion a priority. We expanded member benefits to include more PD options, including free courses and publications.

10k+
members

63
affiliated organizations

35%
of Community Leaders are new
ISTE volunteers

130
Community Leaders

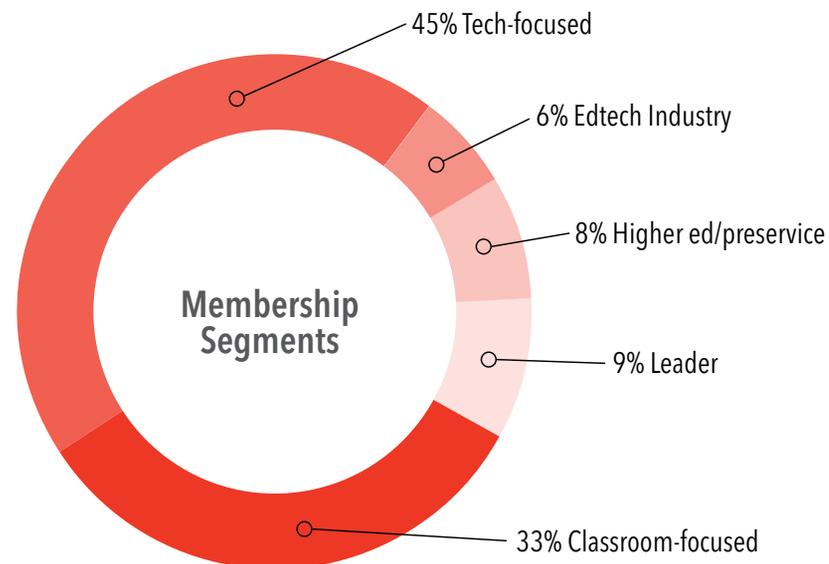
17%
of volunteers are
international educators

32%
of volunteers identify as
people of color

Partnerships

ISTE partnered with the Department of Defense Education Activity (DoDEA) to provide access to ISTE events and courses, as well as ISTE membership, to its teaching staff around the world.

And we collaborated with [Taking It Global's Code to Learn](#) program to provide professional learning scholarships that included registration for ISTE Live 21, a ticket to the Creative Constructor Lab Virtual, enrollment in ISTE U's Summer Learning Academy and computational thinking course, and a bundle of ISTE e-books.







ISTE presents the future! Through my ISTE experience, I was able to see what we need to adopt the current trends of education and build our environment to the standards of the future. Doing so, I am confident that we are able to give to our students what they deserve and to make them ready for the kind of life the future brings to them. ISTE opens the future for us all!

—Allen Vic B.
OSJ, Dean of Studies



SECTION 5: INFLUENCING THE FIELD

INFLUENCING THE FIELD

ISTE continued to take the lead in solving some of the toughest problems facing education today. This work, critical in this moment of on-going disruption, was tackled through multiple grant-funded initiatives:

ISTE received funding from the **Bill & Melinda Gates Foundation** to support the creation of edtech product usability evaluation criteria. The criteria will be based on the learning sciences, as well as foundations in user experience and user interface, instructional design and multimedia design practices, to create a framework that will help educators easily and reliably evaluate products on their usability for implementation.

Walmart awarded ISTE a grant to support our **SkillRise** initiative. The new phase of work focused on development of curriculum aligned to the **Profile of a Lifelong Learner**, a set of digital and lifelong learning skills that adult learners need to thrive in the future of work. Working with the Markle Foundation, ISTE will provide training to coaches and job seekers looking to improve their digital skills and recognize their mastery with a credential visible to prospective employers.



ISTE was also awarded a grant from **Dell Technologies** to develop an assessment to identify digital literacy skill gaps. Funding was used to establish the **Digital Skills for a Global Society** website where teachers, students, parents and other caretakers can acquire the digital literacy skills they need to thrive in our global society.

1,500
unique visitors to the Digital Skills for a Global Society website between its Oct. 1 launch and the end of 2021

3,000
digital literacy questionnaires completed

3,077
SkillRise podcast listens

INFLUENCING THE FIELD

Advocacy

ISTE worked with key congressional leaders to endorse federal legislation to provide educators with critical aid to implement effective online learning. We also advocated for funding that would allow school districts to purchase technology tools, offer professional development on the effective use of those tools and provide access for underserved populations.

ISTE joined three other education organizations to host the Ed Tech Advocacy Virtual Fly-In where educators and education leaders participated in dozens of meetings with congressional staff, shared their experiences, and communicated the need for policymakers to narrow the homework gap and fund professional development on the effective use of technology for learning. Educators and leaders also met with the U.S. Department of Education and the Federal Communications Commission to advocate for effective education policy and funding.

100+

educator advocates from 35 states participated in the Ed Tech Advocacy Virtual Fly-In





I would recommend ISTE to anyone who wants to center community voices and find solutions to help people learn and grow. As a public librarian not associated with a school district, I was still able to find a sense of belonging at ISTE. The edtech community is welcoming and truly understands the concept of being “better together!”

—Megan Burton
STEM and Learning Supervisor
Kitsap Regional Library

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SECTION 6: INFORMING THE CONVERSATION

INFORMING THE CONVERSATION

ISTE creates and curates edtech news and information across a wide range of easily accessible channels.

[EdSurge](#), ISTE's independent, nonprofit education news and research initiative, continued to lead the market with its award-winning journalism. EdSurge reporter Emily Tate won a [top prize for feature writing](#) from the Education Writers Association. EdSurge Managing Editor Jeff Young won a [second place regional award](#) from the American Society of Business Publication Editors for an episode of the EdSurge podcast. And EdSurge Research received funding for a Voices of Change initiative that chronicles diverse educator voices and perspectives on challenges, evolving approaches and changing teaching practices.

The [ISTE Blog](#) continues to grow as a dynamic, online platform covering school and classroom strategies, innovative thinking in the education field and the latest trends in edtech.

Our [ISTE YouTube channel](#) hosts dozens of inspirational and informational videos, including ISTE Standards in Action, ISTE U course trailers, real ideas from real educators, tutorials from ISTE authors and ISTE conference presenters, highlights of our events and TED Masterclass Talks.

1.3M
blog pageviews

618,766
YouTube views

15,388
hours watched

3.2M
impressions



 [Play episodes](#)

We also launched the fourth season of our [Ed Influencers podcast](#), where listeners can learn about the motivations, aspirations and passion projects of today's most prominent education innovators.

1,196
Ed Influencers Season 4 listens

11.2k
total podcast listens

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.

2021 financials



Revenue sources:

- Professional Learning Services \$6.3 million
- Events \$3.1 million
- COVID-related and other grants \$1.2 million
- Membership \$1.5 million
- Publications and periodicals \$1.7 million

76

full-time team members



