



**2018  
ANNUAL REPORT**



# ISTE 2018 LEADERSHIP

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# FROM THE CEO

Dear friends,

We believe that high-quality, personalized learning experiences are critical for today's students to thrive in their future careers and communities. As such, ISTE focuses on providing essential professional development for educators and education leaders to ensure all students have access to meaningful learning experiences.

2018 was a year of growth for ISTE, a time when we planted many seeds, invested in expanding the scope and reach of the organization, and worked with our community to provide more learning opportunities and resources than ever before.

We feel an urgent need to increase the focus on improving teaching practice and empowering learners. We believe that ISTE can provide incredible value to support educators in this work, always putting learning first, technology second, and using the ISTE standards as the framework for transformative teaching.

In 2019, we're excited about expanding our professional learning opportunities to reach more educators and deepening critical relationships within the education community worldwide through both face-to-face and online community building. We're also delighted to share that a host of new grant-funded initiatives will come to fruition, helping extend our reach to the educators who need the most support.

More than ever before, ISTE is uniquely positioned to support educators in transforming the lives of their students.

Sincerely,



Richard Culatta



**“We see the ISTE Standards as masterful personas that define how students and teachers should use technology to support learning. They strike just the right balance between being descriptive and prescriptive, making them relevant for years to come.”**

Doug Casey, Executive Director,  
Connecticut Commission for Educational Technology

## **SECTION 1: SETTING A VISION**



# SETTING A VISION

Throughout 2018, ISTE worked to meet its vision of **empowering educators to harness technology to accelerate innovation in teaching and learning on several fronts.**

As part of our ongoing refresh of the [ISTE Standards](#), ISTE released the ISTE Standards for Education Leaders (formerly the ISTE Standards for Administrators) as well as the Computational Thinking Competencies, a new set of knowledge, skills and mindsets intended to guide educators' professional growth using computational thinking with their students and integrating it across all disciplines with students of all ages.

ISTE also focused myriad efforts on providing professional development and resources on critical edtech topics, including digital citizenship, computational thinking, artificial intelligence, edtech procurement and learning science.



## 1,303

participants worldwide contributed to the ISTE Standards for Educators update

## 300+

educators and thought leaders helped develop the [Computational Thinking Competencies for Educators](#)

## 59,108

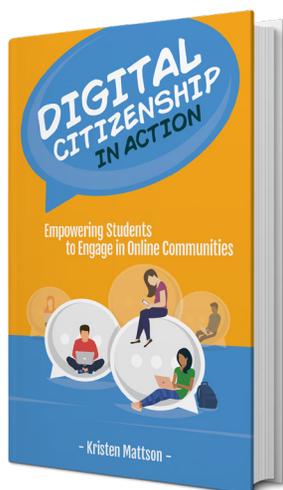
educator requests to use the [ISTE Standards for Students](#) and [ISTE Standards for Educators](#) in 2018

# SETTING A VISION

## Digital citizenship:

We want students to harness technology to advocate, collaborate and drive change. Therefore, digital citizenship education must take students beyond the protective to the proactive. Respect and protection are still important foundations of digital citizenship, but today's learners also need to use their technology-driven powers conscientiously to help make the world a better place.

We help educators guide students in this direction with a host of resources on our [Digital Citizenship page](#). There, educators can learn about Kristen Mattson, Ph.D.'s 2018 book, [Digital Citizenship in Action: Empowering Students to Engage in Online Communities](#), find out about Mattson's [ISTE U course](#) of the same name, read about [ISTE's Digital Citizen standard](#) and find other resources, from [blog posts](#) to posters.



## AI in education:

Today's students are already interacting with artificial intelligence in their daily lives. But how much do they understand about the opportunities and potential of AI? We believe educators need resources to understand this emerging field and there was a void in the market.

ISTE is leading the way on AI in education through groundbreaking work made possible by funding from GM. Over 500 educators are participating in AI exploration program that equips them to help students develop knowledge and skills about AI, including programming chatbots and exploring solutions to problems in their communities. Educators can learn more about AI in education in Michelle Zimmerman's ISTE book, [Teaching AI: Exploring New Frontiers for Learning](#) and in the ISTE U course, [Artificial Intelligence Explorations and Their Practical Use in Schools](#).

## AI K-12 Explorations

ISTE | GENERAL MOTORS

# 500+

educators have participated  
in ISTE's AI explorations programming

# SETTING A VISION

## Edtech selection:

There are thousands of apps, tools and technologies with the potential to improve student learning, but even tech-savvy educators struggle to find reliable research on edtech. In a complex digital landscape, educators and procurement officers have a lot to consider, including questions like: Does this tool advance learning goals? Does it comply with privacy and data security laws? Does it complement existing tools?

ISTE is helping educators answer these questions in a number of ways. In 2018, ISTE launched [Edtech Advisor](#), powered by LearnPlatform, a member-only review and rating platform that offers insight into edtech resources. The [ISTE Seal of Alignment](#) recognizes edtech products for their alignment to the ISTE Standards. And ISTE has teamed up with [Project Unicorn](#) to ease tech-buying struggles for educators and leaders.

## Learning science:

As teachers grapple with how to prepare students for accelerated change, one thing has become clear: The future of education isn't in the content students absorb. It's in the cognitive skills that allow them to keep learning and adapting long after they've left the classroom. Through a grant from the Chan Zuckerberg Initiative, ISTE is working to include findings from [learning science to inform decisions](#) across the educational landscape – from policy to teacher professional development – which will ultimately lead to better student learning.

ISTE's work includes developing model policies at the state and district levels, encouraging edtech procurement based on learning science, offering an [ISTE U course on understanding learning differences](#) and disseminating research findings and examples of their application through [blogs](#), webinars and podcasts.



**"I love that (ISTE U) provides one-stop shopping for high-quality instruction within a self-paced course that connects to ISTE Standards and traditional curricular standards. The complementary balance between the use of traditional written instructional materials with video and multimedia platforms makes engagement interesting and connected in a way that just works!"**

Kimberly Zajac, K-12 Educator Speech Therapist,  
Norton High School, Norton, Massachusetts,

## **SECTION 2: IMPROVING PRACTICE**



**"By becoming an ISTE Certified Educator, you're telling the world you're an educator who uses research-based practices, curates and integrates effective technology tools, and that you're connected to a network of resources that allow for professional growth year after year."**

Jonathan Lee, MMD Statewide Technology Support, METC Instructional Specialist

# IMPROVING PRACTICE

## Professional learning is a fundamental and expanding focus for ISTE.

In 2018, ISTE launched two key initiatives focused on transforming teaching practice – [ISTE U](#) and [ISTE Certification for Educators](#). ISTE U is a virtual hub of unique professional learning courses designed to help educators build critical skills for teaching and learning in a digital world. ISTE Certification for Educators is a competency-based, device-neutral certification designed for ambitious educators who want to use technology to catalyze learning. ISTE delivers certification training workshops by partnering with [10 ISTE Certification Authorized Providers](#), a mix of ISTE affiliates and education service agencies.

# 496

educators enrolled in 2018



# 10

Certification Authorized Providers offering courses throughout the U.S.



# 9

ISTE U courses launched

# 975

educators who took courses



**"It's not just about the student learning,  
but it's also about feeding the soul of  
the educators."**

Nadia Lopez, Ph.D.  
Education Leader and School  
Founder, ISTE 2018 Keynote  
Speaker

**"ISTE offers a unique opportunity to meet with everyone in the education ecosystem – from researchers and providers to teachers and administrators. No other event brings all these stakeholders together like ISTE, while focusing on the most pressing issues in K-12 education."**

Nathalie Dautruche, Kindergarten Teacher,  
Garfield Elementary School, Maryland

## **SECTION 3: BRINGING US TOGETHER**



# BRINGING US TOGETHER

**The 2018 ISTE Conference & Expo in Chicago provided an incredible in-person professional learning experience for educators from all sectors of the education community.**

ISTE 2018 delivered on its promise to provide educators with educator-tested strategies and proven resources to help them transform teaching and learning.



**24,285**

event participants

**1,376**

sessions and learning opportunities

In 2018, ISTE launched a series of fresh event experiences to provide members and educators with additional live ISTE convenings focused on tackling topics like digital leadership, creativity, design, media literacy and computer science. These events encompassed two- to three-day topic-focused, hands-on events, as well as two- to three-hour EdBurst formats across the country and world, including one at [Worlddidac in Switzerland](#). ISTE hosted hundreds of educators at the new events, increasing the lens of our work.



**ISTE**  
NO FEAR  
CODING LAB



**ISTE**  
CREATIVE  
CONSTRUCTOR LAB



**ISTE**  
DIGITAL LEADERSHIP  
SUMMIT

**"This was the best conference I've attended in years. Having such knowledgeable and motivating speakers was just what I needed for inspiration. It was great to have time to plan projects and tinker with new things and be inspired. Well done!"**

Creative Constructor Lab attendee



**"I will be an ISTE member for life. It was amazing to be around such innovative and cutting-edge educators. The conference renewed my spirit and gave me resources to improve my teaching practice. I feel ready to take my students and school to the next level of technology education! Happily overwhelmed!"**

Ilya Zeldin, CEO at 2gnoMe (To Know Me): Learning Experience Platform for Teachers, New York



**"We need to give our students the courage to believe that they can create incredible things in the world."**

Michael Cohen, Designer, Educator  
and Creativity Instigator,  
ISTE 2018 Keynote Speaker

**“My ISTE membership empowers me as an educator to discover, create and make new teaching and learning experiences that are grounded in research and truly relevant.”**

Naomi Harm, Women’s Leadership Coach and Mentor,  
K-12 Edtech Specialist, Fairfield, California



## **SECTION 4: ONGOING COMMUNITY**

# ONGOING COMMUNITY

## Our passionate member community is at the core of ISTE.

In 2018, 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](#). And members tackled the most critical topics in edtech, discussing them in [ISTE Connect](#) and then helping to create resources to support their education colleagues. Along the way, we worked with various organizations in the education field to provide members with new unique offerings and opportunities. To further press the pedal on transforming learning with technology for all students, ISTE is expanding its membership efforts to also focus on district leaders as they set their visions for learning. A [Leadership Exchange program](#) was launched at ISTE18 and several U.S. districts participated in a pilot [districtwide membership program](#) that will be expanded in 2019.



# 927

educators are participating in the [TED Masterclass program](#)

# 21,059

members

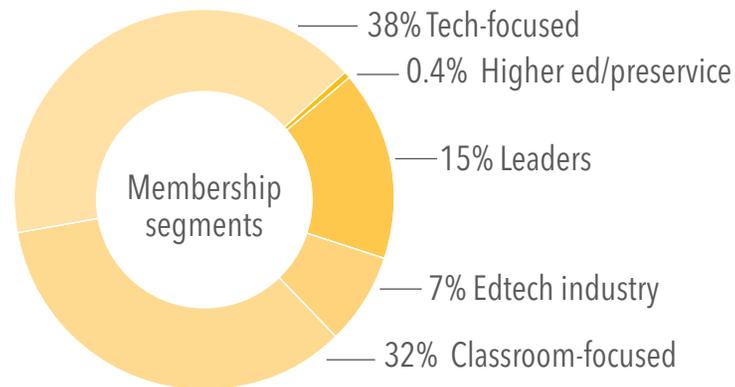
# 65

affiliate members

ISTE online communities are **377%** more actively engaged than the industry standard (monthly engagement)

# 12,242

members participating in professional learning networks



**“We are proud to have been recognized by ISTE as a program helping prepare students to be thoughtful digital citizens, and we’re excited about how the ISTE Seal of Alignment can continue to be a benefit as we invest in teaching even more of these critical lessons.”**

Google Be Internet Awesome

## **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 in mind, we created the digital textbook [Edtech for the K-12 Classroom](#), along with an instructor's guide, for use in teacher prep courses.

ISTE also won a number of grant-funded initiatives from organizations like the Chan Zuckerberg Initiative, General Motors and Walmart to develop new resources and professional development on a variety of topics, including learning, science, artificial intelligence and workforce development, all driving new thinking and innovation.

ISTE worked with education solution providers seeking to have their curriculum or professional development programs certified against the ISTE Standards via the [ISTE Seal of Alignment](#) program. Google Science Fair and Schoology were among the major companies that earned the seal in 2018.

Further influencing the field, ISTE expanded its reach with international educators through coaching and other global collaboration programs.

## Grant partners

GENERAL MOTORS



**“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.”**

Sarah Thomas, Ph.D., Regional Technology Coordinator  
Prince Georges County Public Schools, Maryland  
Empowered Learner magazine, July 2017

## **SECTION 6: INFORMING THE CONVERSATION**

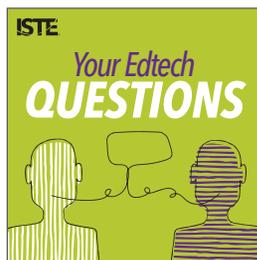


# INFORMING THE CONVERSATION

**Across many channels, ISTE creates and curates resources for educators to immediately implement in their classrooms.**

ISTE is the leading publisher of books 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.

And in 2018, we launched the twice monthly podcast "[Your Edtech Questions](#)" to provide authentic classroom solutions in response to real educator inquiries.



 [Play episodes](#)

# 17

[book products](#)

(1 booklet, 1 jump-start guide, 15 books)

# 940,000

unique views of the [ISTE Blog](#)

Hot topics: digital citizenship, media literacy, computer science, computational thinking, personalized learning.

## 2018 best-selling books:



[Look inside!](#) 

### [Learning First, Technology Second: The Educator's Guide to Designing Authentic Lessons](#)

"*Learning First, Technology Second* ... does a wonderful job pairing big-picture ideas with grounded, practical solutions. For anyone interested in thinking more about how technology can be used to support learning, I absolutely recommend this book."

Michael Karlin, EdTech Roundup

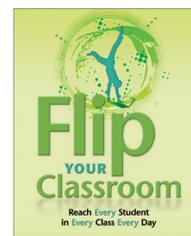


[Look inside!](#) 

### [Digital Citizenship in Action: Empowering Students to Engage in Online Communities](#)

"With passion and investment in exploration of the topic, Mattson provides a 'handbook' for any educators who have a responsibility or desire to develop digital citizenship within their students, classrooms, libraries, schools or any format of learning opportunity."

Adam Kulaas, gettingsmart.com



[Look inside!](#) 

### [Flip Your Classroom: Reach Every Student in Every Class Every Day](#)

"*Flip Your Classroom* is a strong pick for those looking for ways for technology to revolutionize the classroom and enable students to succeed at higher levels."

James A. Cox, Editor-in-Chief,  
The Midwest Book Review, Oregon,  
Wisconsin

# 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 network believes 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.

## 2018 financials



### Revenue sources:

- Conference & Expo \$14,059,000
- Membership \$2,678,000
- Learning Programs \$1,828,000
- Corporate Relations \$1,199,000
- Publications and periodicals \$631,000
- Other \$18,000

**60**  
employees

**582**  
year-round volunteers  
supporting numerous programs

