<table>
<thead>
<tr>
<th>Board of Directors</th>
<th>ISTE Leadership Team</th>
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<td><strong>Board officers</strong></td>
<td>Richard Culatta</td>
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<tr>
<td>Bill Bass</td>
<td><em>Chief Executive Officer</em></td>
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<tr>
<td>Randy Hansen, Ed.D.</td>
<td>Jim Flanagan</td>
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<tr>
<td>Treasurer</td>
<td><em>Chief Operating and Strategy Officer</em></td>
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<tr>
<td>Michael McVey, Ed.D.</td>
<td>Rhonda Ford</td>
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<tr>
<td>Secretary</td>
<td><em>Chief Membership and Partnership Officer</em></td>
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<td><strong>Board members</strong></td>
<td>Jennifer Ragan-For</td>
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<tr>
<td>Nikole Blanchard</td>
<td>Joseph South</td>
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<tr>
<td>Gary Brantley</td>
<td><em>Chief Learning Officer</em></td>
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<td>Hall Davidson</td>
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<td>Mila Thomas Fuller, Ed.D., Immediate Past President</td>
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<td>Ruth Okoye, Ed.D.</td>
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<td>Cecilia Rodriguez Alcala</td>
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<td>Julianne Ross-Kleinmann</td>
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<td>Ed Snow</td>
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<td>Mary Wegner, Ed.D.</td>
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<td>Jan Zanetis</td>
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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
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.

**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
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.

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
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.

141 educators from 5 countries trained as Empowered Coaches in Spanish

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

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
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.

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.
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
Cisco
Dell Technologies
Google for Education
Lego Education
OverDrive Education
Unity
VIPKID

Grant and special project partners

Bill & Melinda Gates Foundation
Chan Zuckerberg Initiative
Follett
General Motors
Hewlett Foundation
NASA
Project Unicorn
Robin Hood
Walmart

ISTE
Teach globally. Work locally.
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
**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
- **11,231** members participating in PLNs
- **58** affiliated organizations
- ISTE online communities are **400%** more actively engaged than the industry standard (monthly engagement)

**Member segments**

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

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.
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
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

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

"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

"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

"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
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