



ISTE® 2022 ANNUAL REPORT

ISTE 2022 LEADERSHIP

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FROM THE CEO

Dear friends,

In 2022 we began returning to in-person school after two years of major disruption caused by the COVID-19 pandemic. Yet for all of its disruptions, the pandemic also provided an opportunity to rethink and reimagine the future, including how to leverage an exponential increase in digital infrastructure for learning. The ISTE community focused on supporting educators in reconnecting and bringing an increase of joy to education. The pandemic reminded us that we can leverage this transitional moment to set a better course for the future.

Throughout 2022, the ISTE community connected at our events and through learning communities, podcasts, social media and blog posts to share what was learned during the pandemic disruption, along with strategies for moving forward. And they shared their joy as they reconnected in conference hallways, online and at networking events. We also focused on preparing educators to use emerging technologies, such as artificial intelligence, in the classroom.


2022 was a historic year for ISTE as we began the process of merging with ASCD! In November, both organizations agreed to unite as a single education nonprofit organization, bringing together expertise in technology and innovation with deep knowledge of curriculum and instruction. As one collective group, we will expand our ability to serve educators throughout their careers, and set a course to design the future of education by preparing educators in effective pedagogy practices supported by technology.

As we close an important chapter in ISTE's history, I'm grateful for the collaborations with educators and partner organizations that joined ISTE in the cause of bringing innovation to education for nearly 50 years!

Warm regards,



Richard Culatta
ISTE CEO



I love the fact that I can develop
a global network of people who
have the same interests and
passion as me.

– Anne Mirtschin
Commerce and Information Technology Teacher
and ICT Coordinator, Hawkesdale P12 College,
Victoria, Australia

SECTION 1: SETTING A VISION



SETTING A VISION

Learning and implementing ... together

After two years of disruption, much of ISTE's work in 2022 centered on bringing educators together again for professional development focused on the effective use of technology.

We expanded the ISTE Certification for Educators program, hosting more training sessions than ever before. The third iteration of ISTE U's Summer Learning Academy provided all new content and the ability for educators to design their own learning pathways.

Partnerships with like-minded organizations seeking to support educators allowed us to offer more ISTE U courses than ever before at no charge. And because we knew educators were craving connection, we added more benefits to ISTE membership, including [ISTE Loop](#).



SETTING A VISION

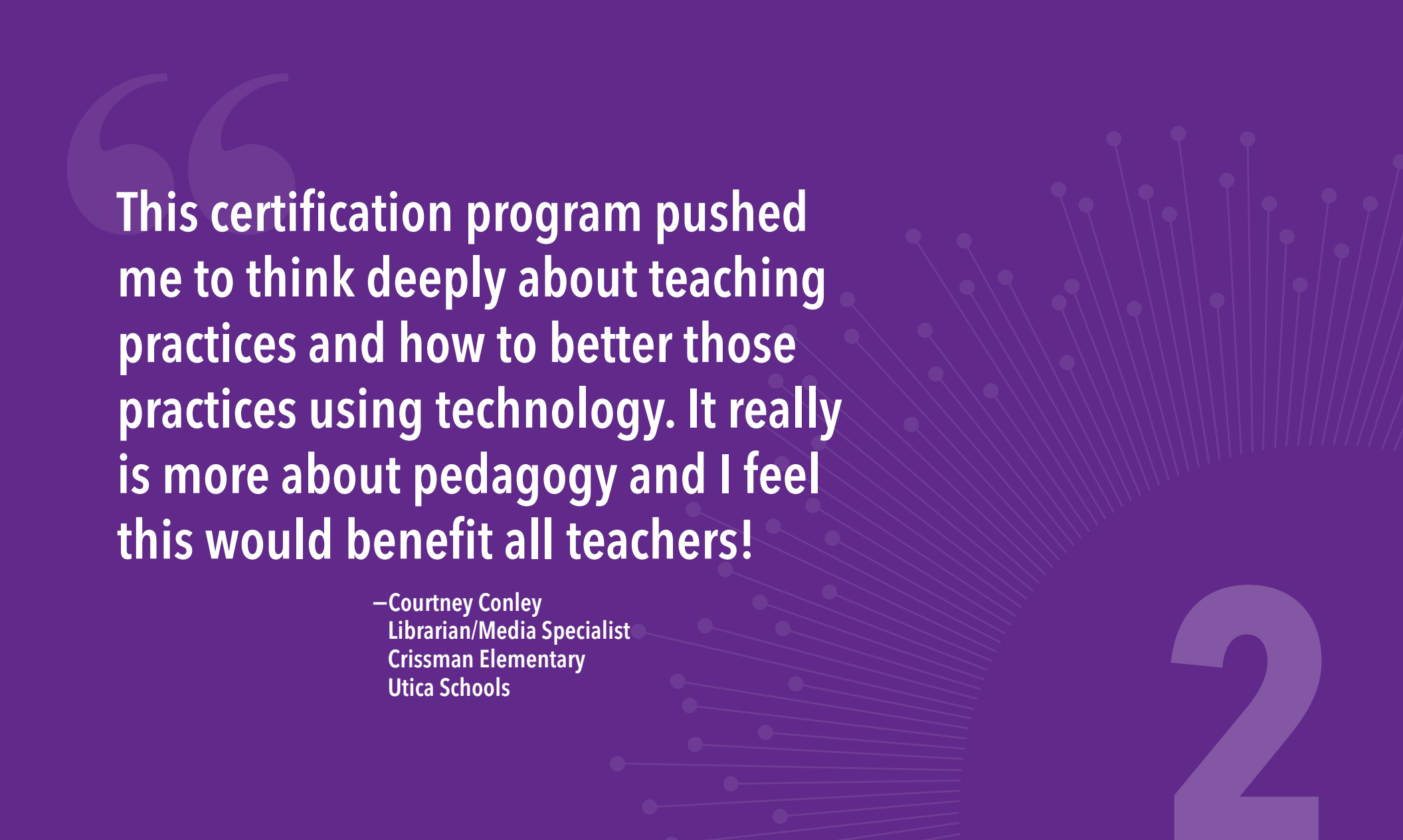
Expanded events

Our expanded list of highly engaging events focused on skills development, implementing strategies to effectively transform learning with technology, and educator well-being.

At **ISTELive 22**, in person and online, 16,581 attendees from around the world gathered to share classroom-ready strategies for transforming learning with technology. During the **Leadership Exchange** at ISTELive, education leaders connected to share how they're tackling challenges and accelerating best practices. At the virtual **Creative Constructor Lab**, over 1,000 educators learned how to integrate creativity and creative problem-solving into every content area and grade level. **The Make the Future Summit**, ISTE's first event in the UK, focused on creating an ongoing learning community to support digital strategies in UK schools. And at the fully virtual **DigCit Connect**, we guided teachers, leaders and parents in creating effective conditions for young people to grow as digital citizens in an online world.

In 2022, ISTE focused on bringing together influencers to help tackle important challenges that no single organization could address on its own. Some of activities included:

- Joining forces with 80 teacher education programs through the signing of the [EPPs for Digital Equity and Transformation](#) pledge to ensure new teachers were prepared to thrive in digital classrooms.
- Establishing the [Edtech Solutions Network](#) to connect education leaders with edtech tool and app developers to build better products.
- Partnering with Connecticut and North Carolina's departments of education to provide ISTE PD opportunities to educators statewide.



This certification program pushed me to think deeply about teaching practices and how to better those practices using technology. It really is more about pedagogy and I feel this would benefit all teachers!

—Courtney Conley
Librarian/Media Specialist
Crissman Elementary
Utica Schools

SECTION 2: IMPROVING PRACTICE



IMPROVING PRACTICE

Professional learning

Since our inception nearly 50 years ago, ISTE has provided best-in-class professional learning for educators.

In 2022, we expanded our delivery of [ISTE Certification for Educators](#) through private cohorts with states and individual districts, helping them propel systemwide learning transformation. A cohort of 60 educators from North Carolina started ISTE Certification training, and all educators in the state were given access to ISTE membership through a partnership with the state's department of education. Oklahoma-based Epic Charter Schools identified ISTE Certification as the best program for supporting pedagogical uses of edtech, and sent over 80 educators to ISTE Certification training, with plans to send more in 2023.

ISTE Certification training, led by our 13 Certification Authorized Providers, continued to be available fully online, making this prestigious credential easily accessible to educators everywhere.



1,184

educators in progress
toward certification

61

cohorts

1,719

total ISTE Certified Educators

35

countries represented

IMPROVING PRACTICE



In 2022, we continued to offer a growing selection of online professional learning experiences through [ISTE U](#). We launched five new self-paced courses, including a series debunking common learning science myths, a course bringing to light the importance of accessibility for all learners, and a course focusing on the important topic of digital literacy for today's students. We partnered with several states and districts to roll out ISTE U courses aligned to existing initiatives and priorities, including honing digital learning strategies with Indian River School District, and sharing computational thinking PD with all Trinity Area School District staff.

7,186

enrollments in ISTE U

5

new ISTE U courses

94%

of participants said ISTE U had a positive impact on their practice.

Summer LEARNING ACADEMY 2021

For the third year, we hosted ISTE U's Summer Learning Academy, this time with a completely new format.

Over 1,300 educators joined the program that allowed them to choose their own summer learning journey through any four courses of their choice, weekly webinars from experts, and an all-new coaching crew that hosted insightful (and fun!) virtual meetups.

83%

said the experience made them a better educator

90%

plan to participate in a future Summer Learning Academy

"I love that the work is self-paced, yet you feel like you are a part of a greater learning community through the discussion groups. The course is also well organized and the platform is easy to navigate."

– Gina Spears, Dance Educator, Chicago Public Schools

IMPROVING PRACTICE

ISTE Standards

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 50 states 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.

For 2022, our focus was on helping those who have adopted the standards move from policy to practice. Working with the Connecticut State Department of Education and the Commission on Education Technology, ISTE engaged 1,147 educators from under-resourced districts in professional learning focused on the ISTE Standards. District leaders indicated ISTE Certification and ISTE U resulted in substantial impact.

25

Connecticut districts participated
in ISTE Standards PD

5/5

rating from district leaders who
evaluated satisfaction with ISTE PD

International Efforts

In 2022, ISTE continued to support our international educator community. Highlights include:

- Partnering with [Santillana](#), the largest education publisher in the Spanish-speaking world, to bring [ISTE U](#) courses to educators in Mexico, Colombia and Peru.
- Hosting the [ISTE/Esperanza Asia Education Summit](#), our first event in Asia, where ISTE community members participated in panels and workshops with K-12 teachers and higher education faculty from the U.S. and Asia.
- Collaborating with UNESCO IITE, Beijing Normal University and Hangzhou Normal University to [publish guidance](#) on the implementation of the National Smart Education Framework.

IMPROVING PRACTICE

ISTE publications

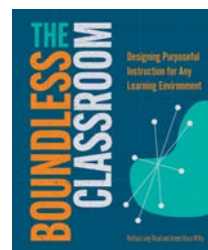
ISTE is the leading publisher of [books, audiobooks and jump start guides](#) focused on technology in education. We also publish [two peer-reviewed journals](#) – the *Journal of Research on Technology in Education* (JRTE) and the *Journal of Digital Learning in Teacher Education* (JDLTE) – that put educators at the forefront of research and practice in edtech. ISTE publications continued to contribute valuable thought leadership, research and guidance on important topics like social-emotional learning, teacher well-being and equity.

JRTE published six issues in 2022, including a [special issue](#) in January that shared research on the effects of the COVID-19 pandemic on student engagement. JDLTE published four issues, and awarded the annual JDLTE Outstanding Research Paper award at [ISTELive22](#) to Jenny H. Gawronski for her paper titled “Teaching During the Time of COVID: Learning from Mentor Teachers’ Experiences.”

10

new publications in 2022,
including 8 books and 2 jump start
guides

New book releases in 2022 included:



Check it out! ↑

“This is a wonderful textbook ... and one I have marked up religiously and will be revisiting throughout the rest of my career as a professor. I have already charted out a plan for how to successfully implement effective academic feedback in all of my courses for each major and minor assignment. I challenge you to do the same as you reevaluate how to best help students learn in any setting.”

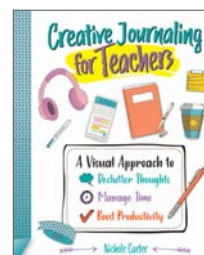
— Elena M. Fleggas, North Carolina Community College



Check it out! ↑

“Authors and school librarians Tagoe and Torres outline a variety of ways to start, maintain and expand library events for young adults, bringing the wealth of their education and experience to this title, which offers practical information on everything from creating a welcoming library environment to starting a teen book club from scratch.”

—Ryan P. Donovan for *School Library Journal*



Check it out! ↑

“Carter shares tools and practical prompts for teachers who want to bring a bit of creativity and moments of reflection to how they organize their work. And whether they start from blank notebooks or pre-made planners, she hopes these strategies will help teachers gain a feeling of time affluence amid a stressful, demanding career.”

—Kara Newhouse, KQED MindShift



Attending the annual ISTE conference always feels like stepping into a new dimension, especially the exhibitor sessions. I walk away with a long list of ideas ready to be implemented in the new academic year!

—Krisztina Domjan, Professorial Lecturer,
Global and Immersive Studies
American University

SECTION 3: BRINGING US TOGETHER

BRINGING US TOGETHER



ISTELive 22 was more than just a conference. It was a homecoming of sorts, as more than 14,000 participants descended on New Orleans for the first in-person ISTE conference in three years. Thousands of others attended ISTE Live virtually from around the world. Of the 1,618 presenters from 88 countries, 279 were students.

16,581

total participants

2,399

virtual participants

1,086

learning opportunities

30,912

chats exchanged in the platform

513K+

overall social media impressions

In 2022, we also hosted four topic-focused events. The virtual [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 connect and create a sustainable path forward post-pandemic. [The Make the Future Summit](#), held in the UK, began the work of building and sustaining coherent digital strategies in UK schools. And [DigCit Connect](#), a free half-day virtual summit, guided educators in taking digital citizenship beyond online safety by providing practical approaches for supporting young people in our digital world.



253
participants



1,074
participants



579
participants

BRINGING US TOGETHER

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Platinum Sponsors



Gold Conference Sponsors



Silver Conference Sponsors



Bronze Conference Sponsors



BRINGING US TOGETHER

Leadership Exchange at ISTE Live 22 Sponsors



Creative Constructor Lab Virtual Sponsor



Make the Future Summit Sponsors



DigCit Connect Sponsors





I am so thankful for the
learning opportunities, the
connections I've made and the
growth I've achieved because
of my membership with ISTE.

—Cindy Lewis, Secondary ESL Instructional
Coordinator, Anna Independent School District,
Anna, Texas

SECTION 4: ONGOING COMMUNITY



ONGOING COMMUNITY

Membership

Our passionate global community of educators continued to innovate practice to transform education and empower learners. To support their work, we doubled down on existing member benefits like the ISTE Expert Webinar Series to provide more frequent, timely PD content. Our [ISTE Community Leader](#) program entered its second year, with volunteers leading more opportunities for members to interact in meetups, virtual escape rooms and live discussions in Twitter Spaces. We also introduced a new member benefit, [ISTE Loop](#), our custom one-on-one networking service that matches educators based on their interests for live weekly video calls.

23k+
members

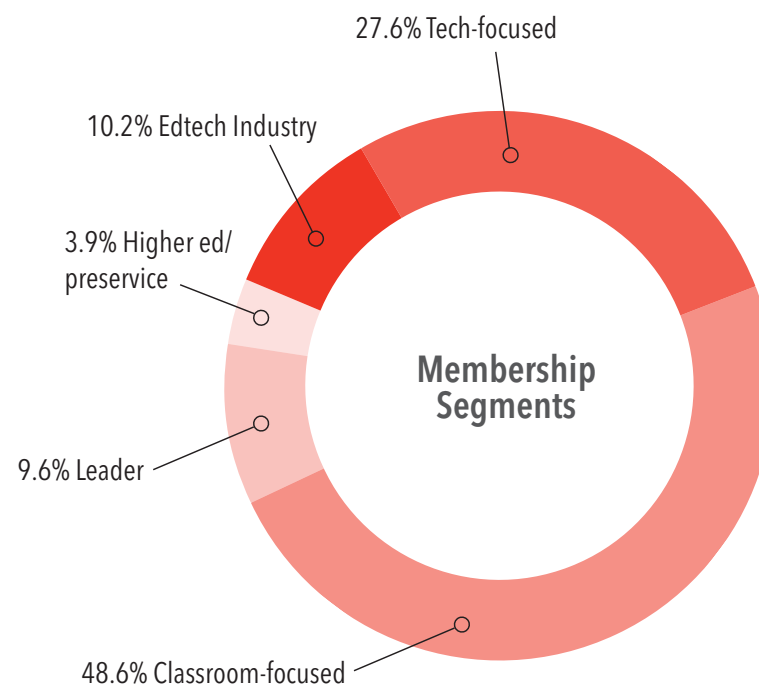
24
Live webinars held

154
ISTE Loop participants

12,000
North Carolina educators
activated membership

142
ISTE Community Leaders

55
affiliated organizations



Partnerships

In partnership with General Motors, ISTE continued to provide a professional learning program to guide teachers in helping students thrive in a world where artificial intelligence (AI) is integral to their lives and future careers.

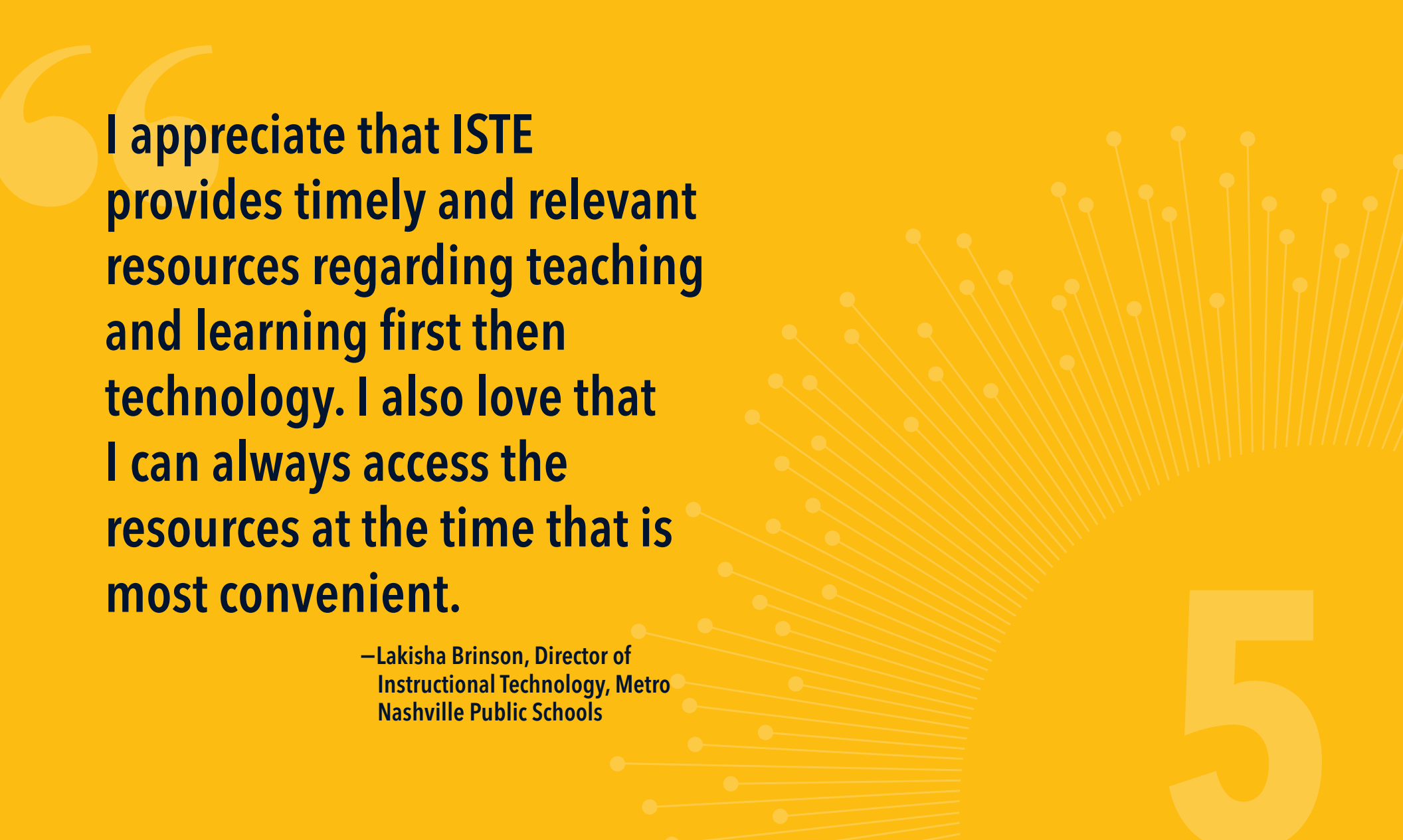
1,293

educators have completed the ISTE/GM AI Explorations Program, including educators from all 50 state and U.S. territories



We began an exciting [collaboration with the North Carolina State Department of Public Instruction](#) which, among other ISTE resources, provides ISTE membership for free to all public school educators in the state.

And for the second year, 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.



I appreciate that ISTE provides timely and relevant resources regarding teaching and learning first then technology. I also love that I can always access the resources at the time that is most convenient.

**—Lakisha Brinson, Director of
Instructional Technology, Metro
Nashville Public Schools**

SECTION 5: INFLUENCING THE FIELD

INFLUENCING THE FIELD

ISTE continued to take the lead in addressing the toughest problems facing education today. This work, which was critical as education entered the post-pandemic era, was tackled through multiple grant-funded initiatives:

ISTE received funding from the **Bill & Melinda Gates Foundation** to create updated criteria for rating and reviewing edtech products. This “Teacher Ready” framework will allow the [ISTE Seal of Alignment](#) program to be applied to more types of products. The framework helps identify which edtech products make instruction more efficient, effective and inclusive. In the long term, this project will improve edtech selection for districts, and provide clear signals to companies about quality expectations for edtech products.

Meta awarded ISTE funding to support our ongoing digital citizenship work, including developing a framework of best practices to help tech developers create supportive environments for young users. The funding also supports the ongoing work of the Digital Citizenship Coalition, including curricular resources, publications and events.

ISTE also received a **PASmart Advancing Grant** to build teacher capacity in computational thinking in the Trinity Area School District in Pennsylvania. The funding was used to enroll educators in ISTE U's computational thinking course, and to provide additional ISTE U courses, ISTE Certification for Educators and other PD resources to Trinity educators.

With ongoing funding from **Walmart** and other sources, ISTE continued to advance tech-powered adult learning through our [SkillRise](#) initiative. In 2022, work focused on advancing digital skills in adult learning via 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.

And with ongoing funding from the **Chan Zuckerberg Initiative**, EdSurge launched the [Voices of Change](#) website that shares powerful stories about the educator experience through storytelling, research and community engagement.

89

new or renewed Seal of
Alignment products

33

DigCit Coalition members

5,624

SkillRise website visits

INFLUENCING THE FIELD

Advocacy

Based on ISTE's state advocacy plan, several U.S. states took action to advance education-related initiatives. These efforts focused on topics like open educational resources, micro-credentials, educator professional development and improved funding.

In May, ISTE joined three other education organizations to lead Advocacy Day activities on Capitol Hill. The effort brought together edtech leaders from 21 states who met with lawmakers to discuss policy priorities, including E-rate, closing the homework gap, expanding student connectivity and bolstering edtech funding in schools and universities.

21

Education advocates from 21 states participated in Advocacy Day efforts.





ISTE helps me stay on the
cutting edge of technology
in education and keeps my
programming fresh, exciting
and relevant for my students.

—Kim Marks, Teacher Librarian, Comox
Valley School District, British Columbia,
Canada

SECTION 6: INFORMING THE CONVERSATION

INFORMING THE CONVERSATION

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

[EdSurge](#), ISTE's independent, nonprofit education news and research initiative, continued its high-impact journalism. EdSurge co-published articles in 2022 with [Mother Jones magazine](#), [The New Republic](#), [The 19th](#) and [Fast Company](#). EdSurge senior reporter Emily Tate Sullivan and reporter and editor Rebecca Koenig were [finalists in the news category](#) in the annual awards by the Education Writers Association. Koenig was also a finalist in the Society of Professional Journalists dateline awards for an online feature. EdSurge editor Jeff Young won a [third place national award](#) from the American Society of Business Publication Editors for an episode of the EdSurge Podcast.

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. With robust social media sharing, the content on the blog deeply engages the ISTE community and provides extensive reach throughout the edtech marketplace.

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.

1.07M

blog pageviews

506K

YouTube views

12K

hours watched on YT

1.8M

impressions

41M

people reached on social media

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.

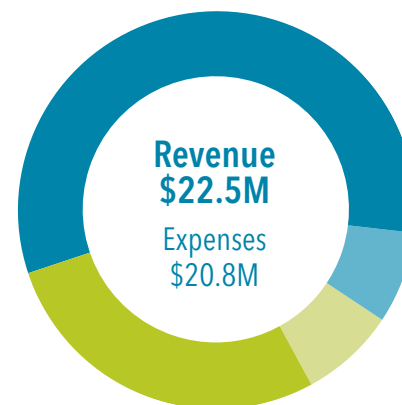
Vision

Education innovators are supported in reimagining and redesigning learning with a focus on using technology to create transformational and equitable experiences for learners.

Mission

We help educators use technology to revolutionize learning.

2022 financials



Revenue sources:

- Professional Learning Services \$6.3 million
- Events \$12.8 million
- Membership \$1.7 million
- Publications and periodicals \$1.7 million

71

full-time team members



