



2019 ANNUAL REPORT

ISTE 2019 LEADERSHIP

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FROM THE CEO

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



SECTION 1: SETTING A VISION



SETTING A VISION



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.



9

years as a leading edtech news organization

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.

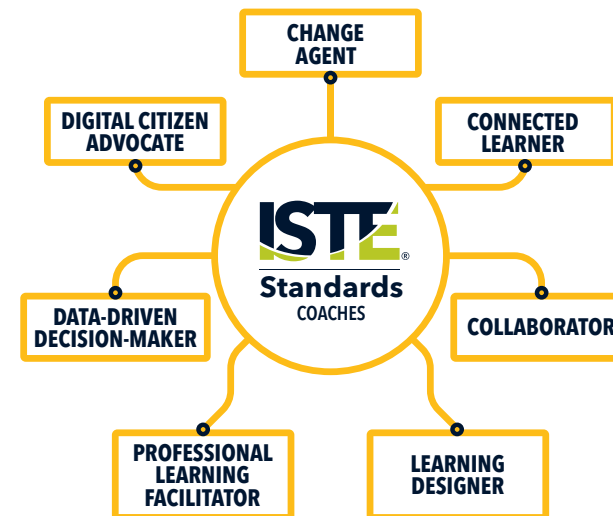
84K

downloads of the
Student Standards in 2019



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.



SETTING A VISION

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

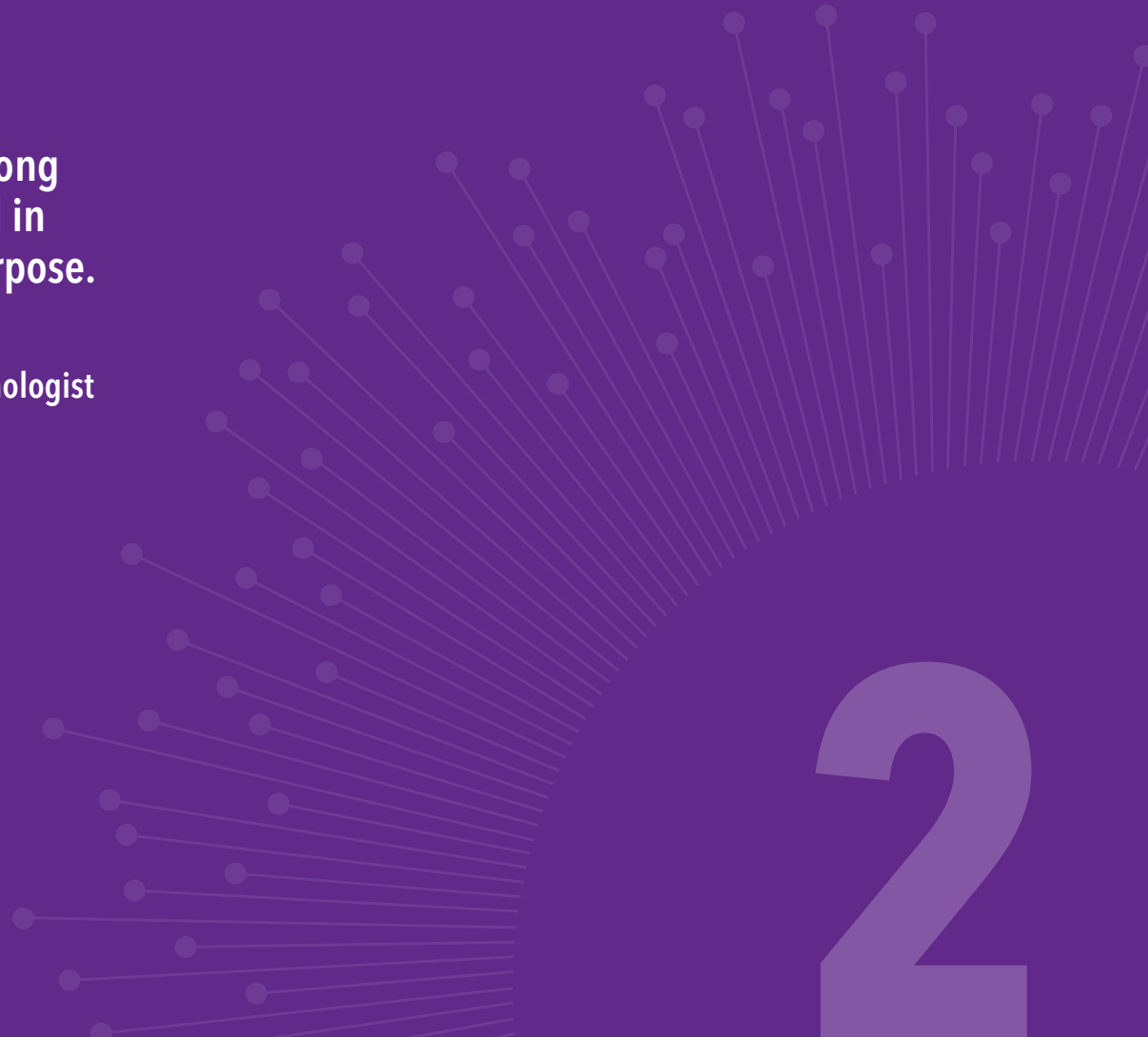






ISTE Certification was the most relevant professional development I've had in a long time. It forced me to be more intentional in planning and always think about my purpose.

**—Amy Hudson Estep
K-12 Educational Technologist
Franklin City Schools
Franklin, Ohio**



SECTION 2: IMPROVING PRACTICE



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



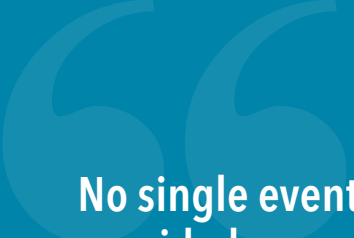
2,611

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



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SECTION 3: BRINGING US TOGETHER

BRINGING US TOGETHER



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.

20,369
participants

4,352
sessions and learning
opportunities submitted

245
on-site volunteers

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



BE BETTER.



BRINGING US TOGETHER

Event sponsors and partners



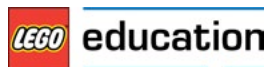
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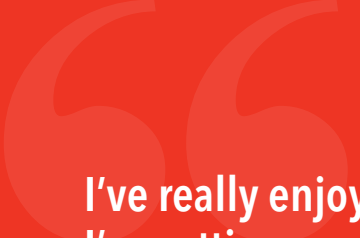
GENERAL MOTORS



PROJECT
UNICORN







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



4

SECTION 4: ONGOING COMMUNITY

ONGOING COMMUNITY

Membership

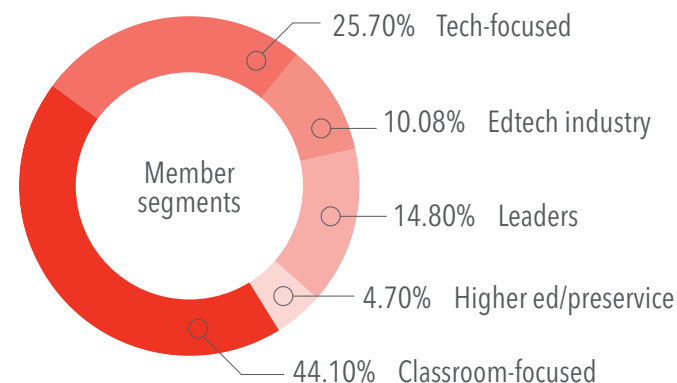
Our community of education change-makers is at the heart of ISTE. In 2019, ISTE members contributed to the field by creating hundreds of professional learning opportunities and thousands of educational resources across 22 topic-based [professional learning networks](#). Then, members addressed the most 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.

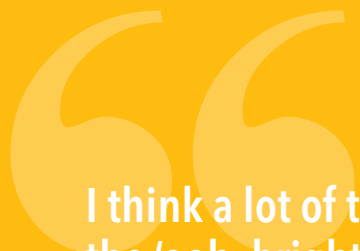
21,262
members

58
affiliated organizations

11,231
members participating in PLNs

ISTE online communities are
400%
more actively engaged
than the industry standard
(monthly engagement)





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



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 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.

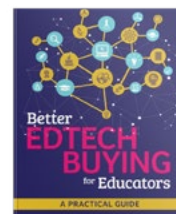


910

product reviews available
for ISTE members



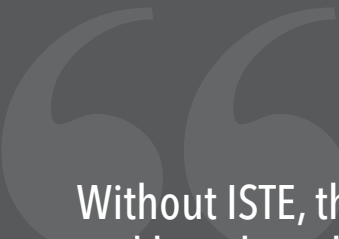
In 2019, we introduced a new learning sciences initiative known as [Course of Mind](#). Through this initiative, we're creating resources for educators, education leaders, specialists in edtech procurement and educational policymakers who want to make learning more impactful, efficient and inclusive 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



Look inside! ↑

1,465

copies of Better Edtech Buying
for Educators: A Guide distributed



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



SECTION 6: INFORMING THE CONVERSATION

INFORMING THE CONVERSATION

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



 [Play episodes](#)

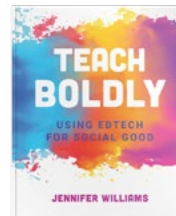
23

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

[Look inside!](#) 

"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



[Look inside!](#) 

"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



[Look inside!](#) 

"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

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.

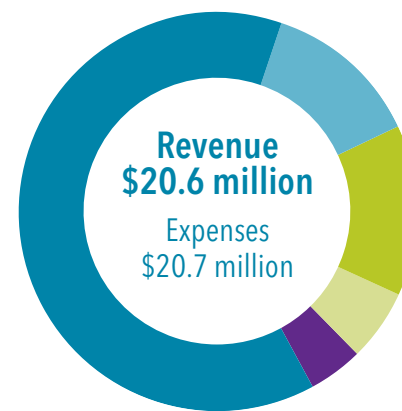
Vision

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.

2019 financials



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



BOLD
EDUCATORS
GROW
TOGETHER
TOGETHER

Clever

