A child’s potential is the seed that grows to full fruition when it is well nurtured and supported.

Dear Friends,

As we forge ahead in the 21st century we continue to focus on every child’s potential and the need to prepare every student to succeed in the digital age. In this effort, we look at not only what students learn, but how they learn. A child’s potential is the seed that grows to full fruition when it is well nurtured and supported. Parents and teachers share a common desire and responsibility to ensure that every child embraces the challenge of learning. As parents, we plant the seed of learning. As teachers, we create an environment that inspires learning, creativity, and innovation.

As we traveled the globe this past year, we were inspired by the shared vision of educators and the amazing innovation and creativity of students in classrooms around the world. We saw firsthand—from a high school classroom in Pennsylvania to an elementary classroom in South Africa—how students embraced the opportunity to reach their potential, and how teachers and education leaders were determined to make it happen in spite of the day-to-day challenges they faced. And while technology was not the key reason for the successes we witnessed, it was clear that in every instance, teachers and technology were integral to this success.

ISTE is committed to helping build the best environment for students, provide the best tools for teachers, promote the essential conditions for a good education, advocate for proper funding, and create global awareness for the importance of a high-quality educational system. This past year, ISTE has continued to advance its mission in these areas.

- Expand the reach of the NETS, our benchmark standards for technology integration, student achievement, and teacher preparation
- Grow our global presence and influence and work collaboratively with government entities and across all levels of the educational system to advance effective learning and teaching
- Be a high-profile, impactful voice for funding educational technology at all levels of government
- Convene and connect education leaders and educational technology pioneers in dynamic, thought-provoking, and innovative face-to-face gatherings worldwide
- Welcome new members who become part of a global network of educators dedicated to advancing excellence in learning and teaching

ISTE draws on the passion of its members and supporters, and our continued success depends on your support. Your expertise, energy, will, and commitment to improve education for all students drives our priorities and initiatives. This annual report provides a snapshot of these priorities and initiatives over the past year, and the directions we will pursue with your help in the year ahead.

Thank you for taking the time to review this report.

Sincerely,

Don Knezek, PhD, CEO
Holly Jobe, President

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Sincerely,

Don Knezek, PhD, CEO
Holly Jobe, President
Global Influence

Partnerships—Old and New—Transform Education Globally and Locally

ISTE is an association without borders, committed to improving learning and teaching worldwide. From harnessing best practices in educational innovation to embracing working partnerships with private, public, and government entities, ISTE and its members seek purposeful ways to engage forward-thinking educators and education leaders for a broad, global reach and meaningful local impact. Highlights of ISTE’s 2010–2011 outreach, activities, and partnerships include:

▸ Delivered keynote at the Artificial Intelligence and Technology Conference at Hangzhou Normal University, China, in October 2010, with a focus on ISTE’s global work, NETS, and the U.S. National Education Technology Plan.

▸ Developed the fourth Global Ed Tech Conference in Dubai, in April 2011, in cooperation with experts in educational technology from the United Arab Emirates. The focus was primarily on higher education, but also included sessions for K–12 educators.

▸ Engaged with school leaders from approximately 25 international schools in a virtual meeting in London, on strategies and resources for integrating technology throughout their schools.

▸ Delivered the opening keynote at the Association for the Advancement of International Education Conference in San Francisco in February 2011. Attendees included leaders of international schools worldwide, as well as executive directors of the eight regional international school associations (such as the European Council of International Schools) and the director and staff of the U.S. Department of State’s Office of American and Overseas Schools. This keynote opportunity arose from work done earlier in Amsterdam and Nairobi.

▸ Shared the keynote slate with the 2010 Nobel Prize winner in literature, Peruvian Mario Vargas Llosa, at the Congreso Internacional de Innovacion Educativa 2011 in Mexico City, Mexico, in February 2011.

▸ Participated in the development of the program for the International Exhibition and Forum for Public Education in Riyadh, Saudi Arabia in March 2011 to kick off the Saudi Arabian government’s investment of more than $37 billion (USD) to improve its public school system.

▸ Led the recommendation for globally relevant criteria for national teacher credentialing in partnership with Mexico’s development committee for digital-age teaching credentials. ISTE is also designing and implementing pilot training programs in six Mexican states to support teachers in achieving the credential.

▸ Co-hosted EDUsummIT 2 at UNESCO headquarters in Paris, France, with IFIP, KENNISNET, SITE, and UNESCO in June 2011. The summit brings researchers, policy-makers, and practitioners from around the world to develop strategies for transforming education with ICT.

▸ Continued collaboration with Hewlett Packard’s (HP) Division of Global Social Innovation in numerous projects and grants to provide professional development to educators and grant teams worldwide. (Read more under Professional Development for Educators on page 3)

▸ Continued collaboration with U.S. colleague organizations to provide professional development offerings, sessions at association conferences, expert presentations on technology-related topics, and advocacy for educational funding at state and federal levels. Organizations include but are not limited to: National Science Teachers Association (NSTA); National Aeronautics and Space Administration (NASA); National Council of Teachers of English (NCTE); Association for the Advancement of Computing in Education (AACE); Computer Science Teachers Association (CSTA); National Technology Leadership Coalition (NTLC); and the Society for Information Technology and Teacher Education (SITE).

▸ Continued development of the ICT mentor program for the Singapore Ministry of Education. (Read more under Professional Development for Educators on page 3)

▸ Continued partnership with the Johns Hopkins University School of Education to offer an Online Graduate Certificate in Administration and Supervision, now in its fifth year. To date, 116 educators received graduate certificates. Currently 30 students are enrolled and will complete their coursework at ISTE 2011.

▸ Under contract with the U.S. Department of Education, partnered with SRI International and Pennsylvania’s Central Susquehanna Intermediate Unit to deliver more than 700 resources through the School 2.0 website, and free virtual and face-to-face training events to nearly 3,000 educators.

▸ Participated in UNESCO’s workshop in Montevideo, Uruguay, for global policy decision makers focused on ICT policy in educational transformation, which showcased the experiences with ICT in education policy in five countries: Jordan, Namibia, Rwanda, Singapore, and Uruguay.
Digital Age Skills
Unlocking a child’s potential: Our children are leading the way

Today, our children live in a significantly different world than that of a generation ago. In fact, our children live in a world very different from the world we knew only a decade ago—one that is powered by technology, globalization, and an accelerating pace of change. Our children live in the digital age. And they are leading the way.

From addressing digital citizenship for young children to promoting computational thinking as an essential skill, ISTE and its global, forward-thinking members have advanced the implementation of digital age skills worldwide. This year, ISTE continued to work with stakeholders around the globe to foster digital age learning.

▸ Articulated the importance of digital citizenship in the National Association for the Education of Young Children (NAEYC) revised position statement regarding technology and young children (ages 3–8). The NETS•S will be included in the document.
▸ Led efforts for the refreshed NETS, starting with a summary rubric for the NETS for Students.
▸ Collected data via two surveys on how to prioritize the development of other resources and to determine how widely the refreshed NETS are being used.
▸ Collaborated with the National Council for Accreditation of Teacher Education (NCATE) to refresh teacher preparation standards for technology leaders, technology coaches, and secondary computer science educators as additions to the suite of NETS standards and for NCATE’s accreditation of Colleges of Education.
▸ Launched a year-long project for high-needs school teachers in Puerto Rico to integrate the NETS into their math and science programs and to integrate ISTE resources throughout their curriculum.
▸ As part of a National Science Foundation grant (NSF grants 0964217 and 1030054) and in partnership with the Computer Science Teachers Association, ISTE developed an operational definition of computational thinking for primary and secondary education and resources to help teachers and leaders understand, value, and implement computational thinking curriculum resources for the K–12 classroom.

Mission Statement

ISTE advances excellence in learning and teaching through innovative and effective uses of technology.
Professional Development for Educators
Teachers are digital learners

ISTE’s professional development offerings continue to grow and now include online interactive learning through ISTE Learning, webinar series, and onsite professional development events. Highlights of 2010–2011 activities include:

- Collaborating with Hewlett-Packard (HP) to provide onsite professional development worldwide, including in the U.S. Virgin Islands, Tennessee, Canada, Mexico, Colombia, Costa Rica, India, and Singapore. ISTE has been collaborating with HP since 2003 through HP grants offered to K–12 teachers and higher education faculty.

- Planning and leading the 2011 HP Catalyst Summit in New Delhi, India, in collaboration with HP’s global social innovation division. ISTE also leads the development and growth of the Catalyst professional learning community and serves as the internal evaluator for the initiative.

- Launching the NETS Leadership Academy as the first professional development offering in ISTE U, part of the new online learning environment of ISTE Learning and in partnership with the Northwest Independent School District (NISD) in Texas.

- Developing online professional development for teachers, school administrators, and technology media specialist on digital citizenship, and the importance of integrating safe and cooperative ways for using technology in and outside the classroom.

- Refreshing the HP Wireless Mobile Lab for use at the HP-sponsored CSU Summit in Irvine, California, ISTE 2011, and NCTE 2011.

- Redesigning the HP Canada ISTE PD program with improved online courses and offerings for Canadian educators. Three groups of educators finished their programs in January.

- Serving as an official DELL professional development provider to offer Principal Technology Leadership Institutes, currently underway in the New York City Department of Education Bureau for Non-Public Schools.

- Facilitating an instructional coaching model with the Ministry of Education (MOE) in Singapore for the effective infusion of technology to enhance learning and teaching. MOE coaches trained 240 ICT mentors, who are now working with more than 1,200 teachers in Singapore.

- Providing blended face-to-face and online training to non-public school educators in the U.S. Virgin Islands.

- Conducting blended professional development for technology coaches with Williamson County Schools in Franklin, Tennessee, on the Action Research Cycle, and building an observation protocol based on ISTE’s NETS for Teachers.

- Teaching the effective use of technology to high school world language educators in Pittsburgh, Pennsylvania, public schools.

- Showcasing web 2.0 tools and digital citizenship with the use of technology for curriculum specialists in Irving Independent School District in Texas.

Since 1979, ISTE has convened educators and education leaders from around the world to advance excellence in learning and teaching through innovative and effective uses of technology. First as the National Educational Computing Conference (NECC) and now as ISTE’s annual conference and exposition, the cutting-edge event constantly evolves to meet the changing needs of the education sector. Each year, nearly 20,000 educators and industry professionals gather to explore the potential and possibilities of educational technology through thought-provoking keynotes, hundreds of workshops and sessions, and the world’s largest U.S.-based educational technology exhibition.
global reach...local impact
ISTE At A Glance

Members*

20,577 members worldwide
64 corporate members
76 affiliate organizations
86 individual member countries
5 affiliate regions worldwide
3 global book distributors

*As of April 21, 2011

ISTE Ambassadors (see Membership on page 6)

Australia
Tony Brandenburg

China
Julie Lindsay

UK & Europe
Terry Freedman, England

Middle East
Mahmud Shihab, Lebanon

South America
Claudia Uribe de Piedrahita, Colombia

Canada
Peter Skillen

*As of April 21, 2011
Membership

ISTE members—individuals, affiliate organizations, and corporations from across the globe share a common passion: a desire to see every student realize his or her potential through high-quality education and a vibrant and innovative learning experience. ISTE’s members form a dynamic community that leads the transformation of education by connecting and convening with one another to seek solutions to effective learning and teaching.

Special Interest Groups
Educators informing educators

SIG leadership teams have created and offered ISTE members more than 150 professional activities in the past year including webinars, book club discussions, conference forums, hands-on playgrounds, and online events. ISTE now offers 21 special interest groups (SIGs), including our newest SIG focused on literacy. SIGLIT is devoted to reading and literacy, and works to help educators locate technology resources to assist in teaching reading skills and enhancing literacy instruction. ISTE members can join one or all SIGs at no additional cost and will find information, activities, and resources applicable to their area(s) of focus.

Emerging Leaders
Young educators dedicated to excellence in learning and teaching

ISTE’s six emerging leaders are young educators (under the age of 35) who are recognized for their fresh perspectives and leadership and for igniting change in their classrooms, schools, and organizations. In 2010, ISTE’s first cohort of emerging leaders made many important contributions to ISTE projects and initiatives including serving on advisory committees, writing for the membership magazine (Learning & Leading with Technology), participating in focus groups, creating young educator-focused professional development, providing feedback on the Outstanding Young Educator Award, and planning young educator events at ISTE 2011. The Young Educator Network on the ISTE Ning boasts more than 300 members and an active dialogue among young and new-to-the-field educators.

ISTE Ambassadors
ISTE’s voice and mission worldwide

Approved and appointed by board and staff leadership, ISTE has a member group of volunteer leader ambassadors from around the world who promote ISTE’s global awareness and outreach. The ambassadors share ISTE’s mission and vision at conferences, workshops, meetings, and through correspondence in their regions where ISTE might not otherwise be present.

Member Communities Newsletter
Tap into the conversation

A recently introduced member newsletter offers easy access to rich discussions happening within ISTE’s various member networks. The newsletter recognizes our networks’ top contributors, and curates the conversation and resources from across ISTE’s many SIGs, social networks, and communities. It highlights the most popular discussions in Facebook, LinkedIn, the Nings, and ISTE Learning, and features SIG activities and upcoming professional development events. Over the past year, ISTE members have participated in thousands of community discussions, and the newsletter aggregates the best, most active discussions all in one place.

Corporate Membership
New name, new benefits, and new opportunities

ISTE’s corporate members are an important segment of ISTE’s member community and key to helping successfully transform education. In 2010, ISTE marked the 10th anniversary of its ISTE 100 Corporate Member Program. In recognition of this benchmark, ISTE revamped the program to make it even more effective for our corporate members, individual members, and affiliates. With feedback from surveys, forums, discussions, and other venues, ISTE re-launched the corporate member program October 1, 2010, with a new name, new menu of benefits, and new opportunities for corporations to engage as an exclusive part of ISTE’s member community. The program, now known as ISTE’s Corporate Membership Program, offers corporations robust opportunities to strengthen and grow their relationship with ISTE and its members. The refreshed program is part of a broader initiative to launch a new corporate relations program that encompasses corporate membership, ISTE’s annual conference and exposition sponsorship program, and new year-round sponsorship opportunities offered for the first time. The corporate relations program sets out to leverage our 30-year history of partnerships and working effectively with corporations to help achieve our mission, serve our members, and advance the field.
Advocacy

ISTE is a leader in advocating for classroom technology. Globally, ISTE has become a leader in influencing policy decisions of many non-government organizations, such as UNESCO, and advising governments on implementing digital literacy standards.

In the United States, advocating for classroom technology and funding is a pillar of ISTE’s mission. At the federal level, ISTE and its members work tirelessly to maintain funding for programs, such as Enhancing Education through Technology (EETT), reauthorization of the Elementary and Secondary Education Act (ESEA), and the continuation of the E-Rate program. At the state level, ISTE supports our affiliate organizations in their state advocacy efforts.

Find out more about ISTE’s advocacy efforts at iste.org/advocacy.

U.S. Advocacy Efforts

▶ Developed and launched a national campaign around three educational technology priorities for 2011:
  ▪ Continuing federal investment in existing educational technology programs
  ▪ Recognizing that educational technology is central to successful school improvement efforts
  ▪ Closing the digital divide by supporting efforts to provide all students with access to broadband as well as Internet access to educational materials outside of school hours

▶ Successfully influenced the increase of the funding cap for the E-Rate program, enabling the funding to increase based on inflation. Our advocacy efforts also made permanent previous decisions to:
  ▪ Allow use of E-Rate supported services in non-school hours
  ▪ Streamline the E-Rate application process
  ▪ Make leased dark fiber a service eligible for E-Rate support
  ▪ Allow applicants to contract for dark fiber with non-telecom providers, including municipalities and research and education networks

▶ Partnered with the research and education network community in developing a Unified Community Anchor Network (UCAN) to connect the nation’s estimated 200,000 community anchor institutions and unlock next-generation Internet-based applications for the citizens they serve. An ISTE representative serves on the UCAN economic task force.

▶ Harnessed voices in support of educational technology, continued to grow the Education Technology Action Network (ETAN), now with more than 18,000 subscribers, and held more than 20 ETAN booths across the country.

▶ Launched a multi-pronged Voices Carry campaign to leverage our members’ voices and strengthen our advocacy efforts. ISTE’s special interest groups and U.S. affiliate organizations continue to play an integral role in outreach to policymakers, including U.S. Senator Mark Begich speaking at the Alaska Society for Technology in Education Annual Conference.

▶ Introduced a YouTube advocacy page and continue to expand social media activities in support of educational technology advocacy.
Financials: Fiscal Years 2009 and 2010*

Fiscal Year 2009 is October 1, 2008, to September 30, 2009.
Fiscal Year 2010 is October 1, 2009, to September 30, 2010.

FYE 2010
Total Revenue: $14,677,146
- Conference & Exposition 48.6%
- Memberships/Donations 16.6%
- Grants 10.9%
- Publications/Periodicals 7.9%
- Contractual 7.1%
- Other Revenue 5.5%
- Workshops 3.5%

FYE 2009
- Revenue: $14,677,146
- Expense: $15,153,128

FYE 2010
- Revenue: $16,299,886
- Expense: $15,270,519

Board of Directors
Executive Committee

Helen Padgett, PhD
President

Holly Jobe
President-Elect

Dan Meyer
Treasurer

Kara M. Gann
Secretary

Annette R. Smith, PhD
At-Large

Ben Smith
At-Large

Other Board Members

Jeanne Biddle
Arlene Borthwick, PhD
Howie DiBlasi, PhD
Julie Evans
Christopher Fuller
Gwyneth Jones
Kate Kemker, PhD
Mike Lawrence
Eileen M. Lento, PhD
Ralph Leonard
Elliot Soloway, PhD

Staff Leadership

Executive Staff

Don Knezek, PhD
CEO, CAE

Leslie S. Conery, PhD
Deputy CEO, CAE

Senior Staff

Steve Abbott
Senior Corporate Relations Officer

Donella Evoniuk
Senior Director
Conference Services

Hilary Goldmann
Senior Government Affairs Officer

Tonia Holowetzki
Senior Director
Marketing & Communications

Jayne James, EdD
Senior Director
Education Leadership

Jessica Medaille
Senior Director
Membership Development

Lynn Nolan, EdD
Senior Strategic Initiatives Officer

To Be Hired
Chief Financial Officer

Volunteer Leadership 2009–2010

ISTE Member Network
iste.org/membership-network

Blog and portal site
isteconnects.org

ISTE Member Ning
iste-community.org

Contact Us

Headquarters
1710 Rhode Island Ave., NW
Suite 900
Washington, DC 20036-3132
1.202.861.7777 (Int’l)
1.866.654.4777 (U.S. & Canada)
Fax 1.202.861.0888

Operations
180 West 8th Ave.
Suite 300
Eugene, OR 97401-2916
1.541.302.3777 (Int’l)
1.800.336.5191 (U.S. & Canada)
Fax 1.541.302.3778

iste@iste.org
iste.org