30 Years of Technology in Education

International Society for Technology in Education

2008–2009 Annual Report
Dear Friends:

This year marks the 30th anniversary of ISTE and its conference, the National Educational Computing Conference (NECC). In the normal span of life, 30 years isn't a very long time. But the past 30 years have seen an unprecedented technological revolution that has changed the way we work, communicate, and live. Looking more narrowly, the revolution has also fueled great progress in teaching and learning.

ISTE is using this anniversary to reflect on the progress in technology in education and where it is today. Then we're using the milestone as a jumping off point to the future—a future we believe can include a quantum leap forward in the way teachers teach and students learn.

We believe that education is at a crossroads unmatched in the previous 30 years. With rapid change all around us and the impact of the world economic crisis, the decisions we make now will potentially define where education and technology in education will be in 10, 20, or 30 years.

While we honor the past and celebrate the achievements of the present, the most important thing we can do in the education community is to work toward a shared vision of the future. That vision must be focused on the pedagogy and how we engage students in their own learning. Technology makes this possible.

Going forward ISTE will focus on helping to define that shared vision. We’ll work across the education spectrum to envision and promote the role that technology will have in fulfilling that vision, and we’ll invest intentionally and strategically so that ISTE will continue to play a key role in making that vision a reality.

ISTE’s success will depend on the continued support of our individual, Affiliate, and corporate members. You have our deep gratitude for your energy and commitment over the years and particularly now as we face rapidly changing circumstances at the local, national, and international levels. Your creativity, innovation, and dedication in advancing the use of technology to transform education is truly cause for celebration.

There’s no doubt we live in turbulent and uncertain times, but our hope and belief is that you’ll stay with us and engage in helping shape the vision for the future to improve opportunities for all learners. We can assure you that your faith in ISTE will be rewarded.

Thank you for taking the time to review this annual report, a snapshot of ISTE’s priorities and initiatives over the past year, and for seeing where we’re going with your help in the year ahead.

Sincerely,

Dr. Don Knezek
CEO

Dr. Helen Padgett
President
When we honor the past, we reminisce. We also need to look for the lessons, promising practices, and patterns of success that will help us achieve our vision of the future. Over the past 30 years ISTE, working with our members and legions of leaders and pioneers in the field of ed tech, has:

- created benchmark standards for technology integration and student achievement using technology;
- become a high-profile, high-impact voice for ed tech at all levels of government;
- grown our global influence and worked to break down artificial barriers to effective teaching and learning;
- annually presented the most dynamic, important face-to-face gathering of ed tech pioneers and leaders anywhere; and
- welcomed more members to carry the banner for ed tech more deeply and broadly into education in the years to come.
2009: ISTE at a Glance

The International Society for Technology in Education (ISTE) is the premier membership association for educators and education leaders engaged in improving teaching and learning by advancing the effective use of technology in PK–12 and teacher education. ISTE is the trusted source in education technology for professional development, knowledge generation, advocacy, and leadership for innovation.

- ISTE members include more than 20,000 individuals, 80 regional and international affiliate organizations, and 61 corporations. With its international network of affiliates, ISTE represents more than 100,000 education leaders and emerging leaders throughout the world.
- ISTE is a highly valued authority providing information and expertise for the development of educational technology programs and policy, and it is a critical partner in effectively transforming education with technology.
- ISTE is home to the National Educational Technology Standards (NETS) and the National Educational Computing Conference (NECC).

Mission Statement:

ISTE advances excellence in learning and teaching through innovative and effective uses of technology.

2000’s

- ISTE publications the first NETS for teachers and administrators. Later in the decade ISTE, engaging thousands of stakeholders, works on and begins publishing the "next generation of NETS" to address the rapid changes taking place in technology and in education.
- ISTE board elections were held online for the first time.
- The organization opens its Washington, DC, headquarters while maintaining the bulk of the staff in Eugene, Oregon.
- ISTE launches ISTE Island in Second Life, the phenomenally successful multi-user virtual environment.
- ISTE's international partnerships, collaborations, and involvement expand the organization’s reach and influence.
- NECC’s reputation grew as “the place to be for educators and education leaders” intent on changing teaching and learning with technology. Annual attendance soared above 13,000; sessions and workshop offerings expanded; and the number of exhibitors continued to increase.
Celebrate the Present

The National Educational Computing Conference (NECC)

Now in its 30th year, NECC is the place to be for educators’ intent on being at the forefront of improving teaching and learning by advancing the use of technology. The conference is constantly evolving to meet the changing needs of the education field; exploring the potential and possibilities of ed tech through thought-leader keynotes and hundreds of workshops and sessions; and ensuring that the conference content is visionary, vigorous, and informed by the best of the best. Beginning in 2010 NECC will become simply ISTE. The name change recognizes the rapid changes in ed tech over the past 30 years and better reflects ISTE’s mission and focus for the future. Regardless of the name, the legacy NECC has established will guide us in developing future conferences to ensure that we build on that legacy. We look forward to welcoming everyone to ISTE 2010 in Denver, June 27–30.
NETS: New Standards for Technology in Education

ISTE published the National Educational Technology Standards (NETS) for students, teachers, and administrators in 1998, 2000, and 2001 respectively. The standards, now used in every U.S. state and many countries, are credited with significantly influencing expectations for students and creating targets of excellence relating to technology. In 2009 ISTE is completing the creation of the next generation of NETS. This next generation focuses more on using technology to learn and less on learning to use the tools.

In developing this next generation of standards ISTE has convened thousands of educators and education leaders from all 50 U.S. states and 37 countries. Educators and administrators worldwide have provided expertise and guidance on the standards through forums and surveys, both face-to-face and online.

The new student standards (NETS•S) were unveiled in 2007, NETS for Teachers (NETS•T) in 2008, and NETS for Administrators (NETS•A) will be unveiled at NECC 2009.

Special thanks to ISTE 100 members sponsoring this initiative, including Level One Sponsors: Adobe Systems, Apple, Intel, Cisco, and Pearson; Level Two Sponsors: Promethean, Inc., and SMART Technologies; and Level Three Sponsor: Turnitin.

To learn more about ISTE’s Educational Technology Standards, visit www.iste.org/NETS.

ISTE also provides a service to educators and corporations by recognizing areas of alignment with the NETS and by subjecting applicants’ products to a rigorous review process resulting in an ISTE NETS Seal of Alignment for those who qualify. For information about the seal, www.iste.org/nets/seal.

ISTE Members

ISTE members include individuals, regional and international affiliate organizations, and corporations.

ISTE membership is a powerful and convenient way for you to connect with peers, to gather in a variety of forums to share the challenges and excitement of teaching, and to be part of a dynamic community that is leading the transformation of education. For detailed information on all types of ISTE membership and its many benefits, please visit www.iste.org/membership.

This year, in response to our members’ requests, ISTE began offering new membership benefits and enhanced or expanded opportunities for members to convene, connect, and stay current on what’s happening in ed tech including:

- Adding a non-U.S., online-only membership option and a student online-only option. The all-inclusive membership category was significantly enhanced and is now available as a premium membership. ISTE’s non-U.S. membership has grown more than 27% in the past year.
- Expanding the Special Interest Group (SIG) Program to 18 SIGs to provide more year-round professional development activities for members. The newest SIGs are Arts Educators, Digital Storytelling, Games and Simulations, Independent Schools, Music and Technology, and Technology in Afterschool Programs. ISTE members can now join any or all SIGs at no additional cost. More than 65% of ISTE members belong to at least one SIG.
- Creating new virtual opportunities for member engagement, including an ISTE membership Ning (www.iste-community.org), video projects and contests (www.istevision.org), and an expanded LinkedIn community. For information on ISTE networks, visit www.iste.org/membership-networks.
- Launching the ISTE Connects blog, www.isteconnects.org, a one-stop aggregation point for people to see and choose various ways to learn about and engage with ISTE through any of the ISTE communities, Nings, and social networking sites.
Expanding our presence in Second Life to demonstrate the practical applications and potential of virtual worlds in education. ISTE is now the largest education group in SL. With funding from an HP grant, the Second Life Speakers Series was expanded into a fully filmed, broadcast, and archived talk show called “ISTE Eduverse Talks” (www.iste-eduverse.org). Other initiatives include a rotating learning gallery to showcase educators’ use of technology in the classroom, an ISTE-hosted three-day community conference, and a new educator orientation pathway (a joint partnership with Linden Labs, the creators of Second Life).

Adding a digital edition of Learning & Leading with Technology, ISTE’s award-winning membership magazine, a showcase of best practices and advances in the field. L&L also created a group on the membership Ning to engage readers in timely discussions and topics of interest related to what appears in the magazine (www.iste-community.org/group/landl).

ISTE Affiliate Network
Collectively, ISTE Affiliates are taking the ed tech story to tens of thousands of stakeholders and decision makers at the local level. The Affiliate Network connects 80 local organizations from around the globe, representing more than 100,000 educators who share ISTE’s vision. The collaboration among Affiliates is powerful as they share their organizational strengths, member benefit resources, and best practices for using technology to change teaching and learning. Affiliates provide leadership and support for their members in a variety of ways, including annual conferences, year-round professional development, and by connecting a global ISTE to their members in a grassroots, tangible way. The Affiliates have the ear of the decision makers to advocate for critical funding and policy to support the effective use of technology to transform education. Many Affiliates host the Ed Tech Action Network (ETAN) booths at their conferences signing up thousands of attendees to become ed tech advocates.

ISTE 100 Corporate Program
The strong partnerships ISTE enjoys with corporations through this program are powerful in helping achieve its mission. The 61 member companies work in collaboration with ISTE to develop new grants for educators, share existing grants, and provide opportunities for individual or Affiliate members to participate in various face-to-face and virtual learning opportunities. The corporate members hear directly from educators through focus groups and other venues to gather key information about products and services of interest to educators based on student needs. The ISTE 100 members also help extend learning opportunities to more educators through sponsorship of summits, forums, symposia, and other functions throughout the year.
ISTE in the World

ISTE is committed to learning with and from the global education community. For example, ISTE:

- Partnered with UNESCO to create a program for verifying alignment with UNESCO’s ICT-Competency Framework for Teachers (ICT-CFT). This program is modeled on ISTE’s Seal of Alignment Program for NETS. A review instrument and supporting materials are in place to train a cadre of international consultants to do alignment reviews.
- Served as a judge and presenter at Microsoft’s Worldwide Innovative Teachers’ Forum held in Hong Kong. The Forum brought together hundreds of educators from more than 60 countries. Twelve innovative teachers from 12 countries will be bringing their experiences to NECC 2009 as presenters.
- Partnered with Singapore’s Ministry of Education to co-host the first International Conference on Teaching and Learning with Technology in Singapore in August 2008. The conference attracted more than 1,800 educators from 20 countries.
- Collaborated with Qatar Academy and provided a Leadership Strand in the Academy’s Flat Classroom Conference held in Doha, State of Qatar.
- Presented and facilitated at the ICT for Education Policy-Makers: From Vision to Practice conference in Seoul, South Korea. The event was organized by the World Bank Institute, Korea Ministry of Education, and the Korean Education Research Information Service in partnership with Intel. Representatives from approximately 30 developing countries attended.

Collaborations and Partnerships

ISTE is collaborating and partnering with a variety of entities to advance educational technology and to find ways to serve our members more effectively by:

- Collaborating with the Hewlett-Packard Company since 2003 to offer grants to K–12 teachers and higher education faculty to enhance teaching and improve student success through the effective use of technology in the classroom. In the past year, the ISTE/HP collaboration has grown to include a significant non-U.S. aspect. HP is reviewing grant proposals that would support ISTE providing professional development in six Latin American countries, as well as in India, Singapore, and Australia. The selection of schools to receive the professional development was completed in May 2009.
  - The existing grant program continued to grow and provide ample evidence of the transformation that can take place through collaboration around a common focus and mission.
  - Teachers affected: 37,800 K–12; 1,330 higher ed; Total: 39,130.
  - Students affected: 695,400 K–12; 21,200 higher ed; Total: 716,600
  - Non-U.S. reach: 38 countries
  - Student learning is improved as measured by classroom-based and standardized assessment instruments.
- Partnering with SRI International and Pennsylvania’s Central Susquehanna Intermediate Unit (CSIU) supported by a contract from the U.S. Department of Education to further develop curriculum and resources for the School 2.0 website and e-toolkit available at http://school20.wikispaces.com/etoolkit. ISTE is conducting free virtual and face-to-face training events to acquaint people with School 2.0 and the toolkit.
- Partnering with the Johns Hopkins University Center for Technology in Education to offer an Online Graduate Certificate in Administration and Supervision. Now in its third year, 50 educators have completed their coursework and received graduate certificates. There are 30 currently enrolled who will complete their coursework at NECC 2009. For more information, visit www.iste.org/profdev.
- Collaborating and connecting in a broad range of ways with colleague organizations such as the National Science Teachers Association (NSTA), National Aeronautics and Space Administration (NASA), the National Council of Teachers of English (NCTE), the Association for Supervision and Curriculum Development (ASCD), the Association for the Advancement of Computing in Education (AACE), the National Technology Leadership Coalition (NTLC), the Society for Information Technology and Teacher Education (SITE), Taking IT Global (TIG), and the National Center for Women and Information Technology’s (NCWIT) K–12 Alliance. Collaborations include offering professional development, creating technology strands at association conferences, providing expert presentations on technology-related topics, and reaching out to other organizations to address issues in computing such as gender equity.
- Teaching is positively affected as measured through assessment of teacher proficiency with technology and the use of technology to enhance classroom instruction.
- The ISTE/HP collaboration has significantly increased ISTE’s capacity to reach a broader audience through increased membership, more robust in-person and online professional development offerings, and opening new collaboration opportunities with organizations in the United States and around the world.
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Advocacy

ISTE is dedicated to bringing the voice of educators to policy makers regarding education technology.

Over the past year, ISTE has continued to address the many pressing legislative and regulatory issues influencing the effective integration of technology in learning environments. ISTE also reached out to U.S. presidential candidates on important ed tech issues and engaged with the new administration after the election. Noteworthy accomplishments include:
Meeting and working with then President-elect Obama’s transition team and members of Congress to develop a classroom technology component for the economic recovery package.

Leading the education community’s effort to develop and draft the Achievement Through Technology and Innovation Act (ATTAIN) for No Child Left Behind Reauthorization. ATTAIN was introduced in the House and Senate and included in both chambers’ draft NCLB Reauthorization proposals.

Succeeding in including the Preparing Teachers for Digital Age Learners program in the reauthorization of the Higher Education Opportunity Act. ISTE developed this program in partnership with ISTE’s SIG for Teacher Educators.

Saving funding for the Enhancing Education Through Technology (EETT) program for FY09.

Successfully advocating for continuation of the E-Rate program without interruption by passage of the E-Rate exemption for the Anti-Deficiency Act.

Reframing the Internet safety debate from one of “locking up the Internet” to “educating students on Internet safety and responsibility,” by developing language that was included in the Protecting Children in the 21st Century Act.

Growing the Ed Tech Action Network (ETAN) from 6,900 members to more than 14,000 with the help of more than 10 ISTE Affiliates who hosted ETAN booths at their state conferences and established state advocacy sections on their websites. Visit www.edtechactionnetwork.org.

ISTE staff members achieving leadership roles in high-profile education coalitions, including as president of the Committee for Education Funding, board member of the National Coalition on Technology for Education and Training, and co-chair of the Mission Critical Campaign.

Partnering with leading education and business associations on joint advocacy events in Washington, DC, and development of policy positions and reports to inform federal, state, and local policy makers, and other stakeholders on the importance of technology in learning environments.

In 2009 ISTE’s advocacy leadership is focusing on working with the new administration and Congress to promote ways to strengthen the nation’s public schools. Areas of focus include:

- Encouraging White House leadership about integrating technology for teaching and learning.
- Restoring and ensuring adequate funding for technology integration and innovation.
- Passing the ATTAIN Act as part of the Elementary and Secondary Education Act reauthorization.

Through our Affiliates outside the United States, direct interaction with ministries of education and other agencies, and collaborative efforts with our many global partners, ISTE supports educators and policy makers in advancing the agenda of relevant, technology-rich learning opportunities for young learners and for educators across the globe.

Find the complete ISTE 2009 Public Policy Principles and Federal and State Objectives at www.iste.org/advocacy/.
Envision the Future

The following are some of the story submissions to ISTE’s 30th anniversary website that offer different perspectives of ISTE members about past and present successes that might hint at what the future for technology in education can be. To read more of the stories and contribute your own, visit www.iste.org/30.

I love Mondays,” an 8th grader named Steven declared as he entered his English class. Mondays were vocabulary days, the chance to master 10 new English words and add them to our linguistic arsenal. We could have just reviewed the vocabulary book and took turns reading definitions. But we didn’t.

We used an interactive whiteboard, associated software, and a projector to make our lessons interactive, entertaining, and informative. In preparation for the lesson, I created an electronic presentation with visual, audio, and tactile appeal that encouraged students to apply higher-order thinking skills.

Every Monday the excitement in the classroom was palpable. Students quickly learned how to run the lesson and teach it themselves. I stood in the back of the classroom and watched the magic unfold.

Yes, Steven, I love Mondays too. I cannot imagine a classroom without technology to enable educators to transform teaching from lecture to exploration. Who can predict where this brave new frontier will lead us?

—Submitted by Patricia, New Jersey

My experience with computer technology began with punch cards and an IBM mainframe. Then came programming in Fortran, using IBM Selectric typewriters that remembered one line at a time, TRS-80 Radio Shack computers, 10” floppy disks, Lotus 1-2-3, the / key, Magnavox memory writers, Apple II computers with 5.25” floppy disks, then a LAN with IBM PS2 computers with hard drives. 1 Mg hard drives we bragged we would never fill up, floppy disks shrinking to 3.5”, Word Perfect and Lotus 1-2-3 again, finally the mouse, Microsoft Office and Windows. Surely this was the last great change we would have to survive. Then came the Internet. Now I’m connected to the world, Facebook, blogs, Twitter, podcasts, and e-mail. I can’t end this story because there is no end. Every day is a new beginning when teaching with technology.

—Submitted by Susan, Tennessee

I carry a cell phone so that my teachers can always reach me in an emergency. Last week, I was out of town when one of my teachers called frantic to find a series of books in our media center (the media specialist had gone home for the day). I was in my car, 700 miles from home, I accessed (not while driving!) our online card catalog via the internet connection on my smartphone, gave the teacher the call numbers of the books she needed, and all was right with the world.

—Submitted by Debby, Florida

Financials

FYE 2008
Total Revenue $14,486,068

- Contractual 6.6%
- Federal/Private Grants 19.8%
- Member Dues/Donations 21.3%
- NECC Conference 58.3%
- Publications/Periodicals 9.6%
- Workshops/Symposia 3.9%

$14,988,788
$14,278,027
$14,486,068
$14,823,413

Revenue
Expenses

millions 2007 2008
Volunteer Leadership 2008–2009
Board of Directors
Executive Committee
Trina Davis, PhD, President
Helen Padgett, PhD, President-Elect
Jill Brown, PhD, Treasurer
Camilla Gagliolo, Secretary
Jeanne Biddle, At-Large
Carla Wade, At-Large

Other Board Members
Gordon Dahlby, PhD
Deb DeVries
Kara Gann
Ryan Imbriale
Holly Jobe
Eileen Lento, PhD
Ralph Leonard
Howard Levin
Stephen Rainwater, EdD
Ferdi Serim
Sandra Zumiga, EdD

Staff Leadership
Executive Staff
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Leslie S. Conery, PhD, Deputy CEO, CAE

Senior Leadership Council
Stephen Abbott, Senior Director, Marketing & Communications
Donella Evoniuk, Senior Director, Conference Services
Dan Hall, Chief Financial Officer
Jayne James, EdD, Senior Director, Education Leadership
Jessica Medaille, Senior Director, Membership Development
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