EdTech Ready
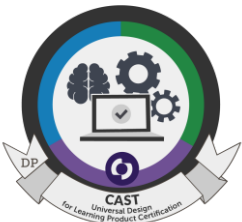# Conversation Guide

Explore with Purpose
Your Trailblazer Journey Begins Here

iste+ascd

What's your
HQIQ?
Quality Counts

Look for certifications and badges to identify trusted 3rd party vetting. This is a small sample of the badges you might see!

> "How do you distinguish between edtech products that are built well vs. those that are not?
>
> Which products are built in a way that naturally aligns with how people learn best?
>
> Which edtech products best help teachers do the work of teaching?
>
> These questions are foundational in the edtech selection and buying process, and the need for valid, reliable methods of product evaluation is universal across educational organizations at all levels."
>
> **– Teacher Ready Product Evaluation Guide, ISTE**

ISTELive offers an enormous opportunity to look for edtech products, but _finding_ the right products isn't always easy. This guide can help.

What makes a successful journey?

Adventure | **D**iscovery | **D**elight

Something of value acquired to enrich your community.

Use this guide to navigate your course:

Focus on your mission

Before you start any search, it's important to have a good sense of what you are looking for based on your context. What are your goals for your journey through the exhibit hall?

> *It's a dangerous business, Frodo, going out of your door. You step into the road, and if you don't keep your feet, there's no knowing where you might be swept off to'*
>
> *– Bilbo Baggins, LOTR*

Prepare your questions for providers

The hall is a unique environment where you can talk with product experts and compare the tools and support that is most meaningful to *you* for *your* context.

- Identify two or three questions based on your goals.
- Ask each expert you speak with to answer these questions, so you can comparatively evaluate products.

Map your route

Select a Trailblazer Route or create your own route by selecting companies and products you want to learn about.

On your Journey

Use the Touchstone Tab to stay focused on your journey.

Try to ask the same questions of multiple providers for comparisons.

Take notes to record learnings.

Look for certifications and badges around the Expo Hall to identify trusted third party vetting, including the ISTE Seal.

Notice how your conversations go when you stay focused on your prepared questions. The more you practice your questions, the more you'll learn from the experience. Good luck!

1 **Create a statement that will help each EdTech provider focus on information that is most relevant to you.**

I am looking for a [circle one] curriculum / assessment / platform / other

for my [circle one] district / school / class / self to solve these challenges:

Challenge 1

Challenge 2

Examples:

⟩⟩ I am looking for a curriculum product that will help my district address the following challenges:
1. Improve learning outcomes
2. Provide extra support for students who struggle in math

⟩⟩ I am looking for an assessment product that will help address the following challenges
1. Identify areas where students have gaps in learning
2. Provide educators with a view of student performance across grade levels

⟩⟩ I am looking for a platform to help address the following challenges
1. Provide early warning support for students who are at risk
2. Allow administrators to see holistic views of student performance across time

2 **With your challenges in mind, pick two EdTech Quality Indicators to ask about each product**

☐ Is it Safe?

☐ Is it Evidence-based?

☐ Is it Inclusive?

☐ Is it Usable?

☐ Is it Interoperable?

3 **Map your route**

Which companies and products will you explore?

Provider	Booth #	Notes

iste+ascd   *What's your* **HQIQ?** Quality Counts

Product/Org Name: **Booth #:**

Challenges

	What did they SHOW you to address your challenges?	**Rate: How could their solutions work for you?**
Challenge 1		★ ★ ★ ★ ★
Challenge 2		★ ★ ★ ★ ★

EdTech Quality Indicators

Ask about the **two indicators** you identified on the Touchstone Tab.

Is it Safe?
Please show/tell me…

○ How your product creates a secure learning environment for students
   and educators

○ How your product ensures that schools are protected against
   data breaches

○ What data your product is collecting from students and educators, and for
   what purpose

○ How your product makes sure that only essential data are collected from
   students and educators

Is it Evidence-based?
Please show/tell me…

○ What research informed your product design

○ What evidence-based instructional practices are used in your product

○ What student populations were used to test and validate your product

○ What evidence have you collected that shows the efficacy of your product

Is it Inclusive?
Please show/tell me...

○ Which accessibility standards were used to build your product (WCAG 2.1, 2.2)
○ How your product stays up–to–date in terms of accessibility expectations
○ How your product addresses bias and stereotypes
○ How students from different backgrounds can see themselves in your product

Is it Usable?
Please show/tell me...

○ How easy your product is to use for both teachers and students
○ What kind of user testing you did to make sure your product was easy to use

Is it Interoperable?
Please show/tell me...

○ What interoperability standards your product follows
○ How your product allows for the secure exchange of information across different platforms or systems
○ How you make sure your product connects easily to other technologies in a district's ecosystem

Additional Notes
Please show/tell me...

Product/Org Name: **Booth #:**

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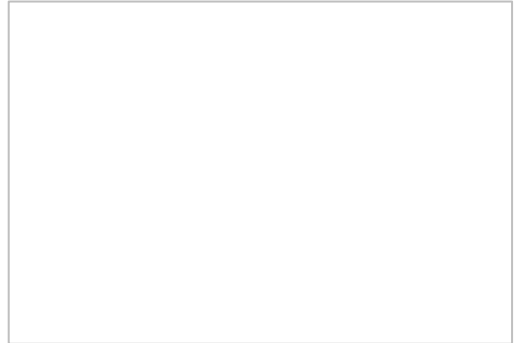|	What did they SHOW you to address your challenges?	Rate: How could their solutions work for you?
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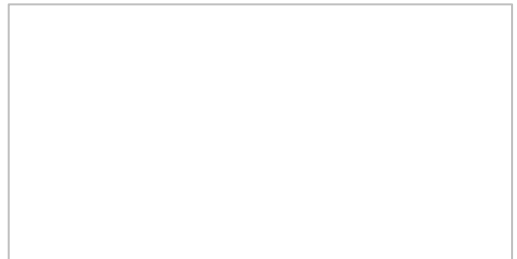### Is it Safe?
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iste+ascd *What's your* **HQIQ?** *Quality Counts*

1 Which route did you take?

2 What did you learn that excited you about potential solutions to your challenges?

3 Based on your challenges, which quality indicators did you ask about?

4 Based on your challenges, what other quality indicators are important to you?

5 Based on your challenges, what else do you think about when you are making a decision?

6 Did you notice ISTE seals or other vetted quality indicators?

7 What did you notice as you asked the same questions of multiple providers?

8 Who will you share learnings with?

9 Based on what you've heard, what products do you plan to take a closer look at?

10 What additional information do you need in order to make a decision?

Additional Resources

Explore these helpful resources as you continue your journey:

- EdTech Index:

  Efficiently evaluate and compare tools

  https://edtechindex.org/

- Teacher Ready Evaluation Tool:

  https://teacher-ready.iste.org/

ISTE. Teacher Ready Edtech Scoring Guide

Product _____   Rater _____   Total Score _____

Dimension 1 - User Interface and Agency				
Indicator	**Definition**	**Does not meet**	**Meets**	**Score**
1.1 Value Proposition	The product clearly demonstrates how it will improve the teaching workflow and help meet instructional needs efficiently and effectively.	⊗	✓	
1.2 Login	The product provides a login process for teachers and students that is easy to find and complete.	⊗	✓	
1.3 Navigation	The product makes it easy for users to understand their location within the product, how to quickly find what they need, and allows for easy recovery from errors.	⊗	✓	
1.4 Interface Design	The product user interface organizes all elements (e.g. buttons, links, etc.) in a way so that their arrangement makes intuitive sense to users, and elements are consistent, actionable, and add value to the experience.	⊗	✓	
1.5 Discoverability	The product makes it easy for teachers to find, preview, and filter content and discover product features.	⊗	✓	
1.6 Student View	The product makes it easy for teachers to see, as needed and on demand, exactly what students see when engaging with the product.	⊗	✓	
1.7 Customizable Interface	The product provides a collection of adjustable settings for teachers to customize controls, features, and content.	⊗	✓	
1.8 Support	The product provides teachers easy access to technical support, including help resources and tutorials, customer service, and embedded help functions as appropriate.	⊗	✓	
1.9 Interoperability	The product clearly demonstrates the extent to which it is interoperable – i.e. integrates with other products in use at the school and district – including account syncs and data sharing.	⊗	✓	
1.10 Data Privacy	The product provider clearly documents its data privacy priorities and practices, explaining them in language that is easy to understand.	⊗	✓	

Dimension 2: Learning Design				
Indicator	**Definition**	**Does not meet**	**Meets**	**Score**
2.1 Learning Outcomes	The product clearly demonstrates alignment of learning outcomes with instructional standards, content, and activities for both teachers and students.	⊗	✓	
2.2 Student Goals	The product helps students set personal learning goals, and reflect on progress towards those goals or product-provided learning outcomes.	⊗	✓	
2.3 Chunking	The product presents content within an activity, lesson, or page in chunks (pieces, bites, modules, etc.) that are appropriate for the students and the topic.	⊗	✓	
2.4 Content Type	The product is intentional with its choice of content medium (e.g. text, pictures, video) to accomplish learning goals, so that multiple content types effectively illustrate key learning takeaways.	⊗	✓	
2.5 Content Adjacence	The product aligns content so that pictures, narration, and other information appear adjacent - or, close together - on pages.	⊗	✓	
2.6 Recall & Reinforcement	The product regularly requires students to retrieve, recall, reflect, and build upon what they already know via a variety of interactive activities.	⊗	✓	
2.7 Content Customization	The product offers teachers the ability to customize, differentiate, or personalize the flow of content and activities to meet the needs of diverse students.	⊗	✓	
2.8 Applied Examples	The product presents a variety of real-world examples that illustrate learning goals and key takeaways.	⊗	✓	
2.9 Elaborative Reflection	The product includes embedded functionality that encourages students to reflect on information presented.	⊗	✓	

iste+ascd   What's your HQIQ? Quality Counts

ISTE Teacher Ready Edtech Scoring Guide

Product _____   Rater _____   Total Score _____

Dimension 3: Digital Pedagogy

Indicator	Definition	Does not meet	Meets	Score
3.1 Authentic Learning	The product presents students with "authentic" problems and requires them to develop related solutions.	⊗	⊘	
3.2 Problem Definition	The product encourages students to carefully define problems and develop strategic plans for solving them.	⊗	⊘	
3.3 Information Curation	The product's activities require students to curate, evaluate, and use information to complete assessments or projects.	⊗	⊘	
3.4 Solution Design	The product's learning activities include a structured approach to solution design, prototyping, and iteration for students.	⊗	⊘	
3.5 Collaborative Interaction	The product features functionality to support collaboration among learners, and between learners and teachers.	⊗	⊘	
3.6 Digital Identity	The product provides learning opportunities related to safe and ethical online behavior, intellectual property, and digital identity management.	⊗	⊘	

Dimension 4: Inclusivity

Indicator	Definition	Does not meet	Meets	Score
4.1 Diverse Representation	The product features content and activities that reflect a diverse range of people and cultures as is reasonable given the purpose and content of the lesson.	⊗	⊘	
4.2 Empathy Opportunity	The product provides helpful cues to support the development of social skills such as empathy building and constructive communication when there are diverse perspectives.	⊗	⊘	
4.3 Accessibility	The product demonstrates that it meets many of the most important accessibility guidelines (e.g. from WCAG guidelines) at a minimum level so that content (including support videos) is accessible to a wide range of people with physical, learning, cognitive or other disabilities.	⊗	⊘	
4.4 Inclusive Awareness	The product provides reasonable opportunities for learners to build their awareness of issues related to inclusivity and equity, especially individual, structural, and cultural aspects of privilege, power, and oppression.	⊗	⊘	

Dimension 5: Assessment and Data

Indicator	Definition	Does not meet	Meets	Score
5.1 Assessment Alignment	The product regularly includes formative assessments that clearly align to learning objectives and content.	⊗	⊘	
5.2 Success Criteria	The product provides clear success criteria for assessments whether auto-scored by the product or scored by a teacher.	⊗	⊘	
5.3 Assessment Types	The product provides a variety of assessment types (i.e. formats) appropriate for the content and target student population.	⊗	⊘	
5.4 Performance Demonstration	The product enables students to demonstrate what they have learned in multiple ways.	⊗	⊘	
5.5 Feedback	The product provides students with actionable, real-time feedback about their performance on embedded, auto-scored assessments.	⊗	⊘	
5.6 Performance Results	The product provides assessment data and results that enable teachers to analyze student performance, including student resubmission of work.	⊗	⊘	
5.7 Student Analytics	The product enables teachers to track metrics related to student product use, such as login history, page visits, time per page, interactions, and assessments taken.	⊗	⊘	

Exhibit Hall Map :

Trailblazer Routes:

Theme: Assessment
- A Creative Assessment Odyssey

Theme: AI
- Getting Started with AI: Guided EdTech Trek

Theme: Educator Wellness
- The Expo Wellness Walk

Theme: Elementary Education
- Navigating the ISTE+ASCD Expo Hall is Elementary

Theme: Global Learning
- An EdTech Tour: Designing for Global Learning

Theme: Hidden Gems
- Expo Exploration: Uncovering Hidden Gems

Theme: Library Media Specialists
- Must-See EdTech: Library Media Tech Trail

Theme: Literacy & Language
- Leap Into Literacy and Language

Theme: Littlest Learners
- Little Learners, BIG Ideas: Expo Expedition

Theme: Playful Learning
- A Play Mode Route: Activating Creativity & Connection

Theme: School Leaders
- Driving Tech Transformation: The School Leader's Pathway

Theme: STEM
- The STEM Discovery Dash

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