

MEMBER profiles

ISTE 100

Texas Instruments Strategies Add Up

Texas Instruments (TI) has been a bedrock member of ISTE's corporate membership program and the Ed Tech landscape in general since the very beginning.

Even though company representatives are careful to point out that more than 85% of the company's business is in semiconductors, they also readily admit that almost everyone thinks of them as the ubiquitous graphing calculator manufacturer.

Melendy Lovett, president of TI's Educational & Productivity Solutions (E&PS) business and senior vice president of TI, explains that it is her business unit that is the actual member of the ISTE 100. "We value the relationship we have with ISTE and the ISTE members because we believe

that working with them allows us to continue down the path of improving student achievement with technology.

"It's a tradition at TI to work closely with educators. We want to better understand what tools they need to teach the most difficult concepts in math and science, and that's been a guidepost of ours from the very beginning."

TI's flagship education products are the TI-83 and TI-84 graphing calculators for high school students and the TI-73 for middle school use. However, in 2004, TI added the TI-Navigator, "a classroom, network, and formative assessment product," says Lovett. The TI-Navigator enables teachers to network

all the TI graphing handhelds in the classroom and provides numerous

tools to help teachers better understand how their students are working through problems.

TI continues to look for ways to both increase the effectiveness of existing products and to develop new ones. "We are very committed to research, using it to guide our product development and then using third-party effectiveness research once we've introduced it to the market," explains Lovett.

Recently, TI has begun interventions in selected school districts based on the company's systemic view that math and science education involves professional development, curriculum, and other factors, not just TI products. "This is a new arena for us, we're really pleased [with initial results] and see them more as a beginning than a place to stop."



TEXAS INSTRUMENTS

<http://www.education.ti.com>

Affiliate

The FACE of Florida's Ed Tech Community

The Florida Association for Computers in Education (FACE) is a membership-funded group that seeks to include everyone concerned with technology in education within the state of Florida.

FACE membership includes PK-20 educators, students, parents, educational institutions, and corporations. FACE also has a variety of other connections beyond its status as an active ISTE affiliate, the organization is a co-sponsor of the Florida Educational Technology Conference (FETC), one of the more successful regional events of its type. FACE has a

permanent seat on the FETC board of directors.

Yearly membership dues are \$25 for individual regular members and only half that for full-time students. Despite the modest dues, the organization still manages to provide benefits beyond the yearly FETC involvement. A Web site with a PDF online newsletter, a resource section with plenty of links, and a bevy of regional events and mini-conferences are the main draws. Of course, FETC members also get the benefits of belonging to an

ISTE affiliate organization, including discounted ISTE membership.

FACE is a non-profit organization with yearly elections for state, regional, and local officers. With six regions, each with its own president, along with the state officers, FACE is well configured for both local and state-wide effectiveness.

President: Pauline Luther

Treasurer: Diane Kamentz

Secretary: Florence McGee

Past President: Lisa Connelly

ISTE Representative: Rita Oates

Region IV President: Po Dickison

Region V Presidents: Dianna Holden-Pinellas and Patty LeBlank-Polk

Region IV President: Angela Choate

<http://www.facenet.org>

Florida Association for Computers in Education

