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LEADERSHIP
Volunteer & Staff

2015 Board of Directors

Board Officers
Kecia Ray
Ed.D., Board Chair
Matt Harris
Ed.D., Chair-Elect
Mia Williams
Ph.D., Secretary
Mila Thomas Fuller
Ed.D., Treasurer

Board Members
Laurie Conzemius
S. Dallas Dance, Ph.D.
Hall Davidson
Paige Johnson
John Keller, Ph.D.
Sheryl Nussbaum-Beach
Kari Stubbs, Ph.D.
Jan Zanetis

Staff Leadership Team
Brian Lewis
M.A., C.A.E., Chief Executive Officer
Tracee Aliotti
Chief Marketing Officer
Rebecca Caldwell
Chief Corporate and Foundation Relations Officer
Jim Flanagan
Chief Learning Services Officer
Jessica Medaille
Chief Conference Officer
Craig Thibaudeau
Chief External Relations Officer
Anne Tully
Chief Operating Officer

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### FINANCIALS

#### Conference & Expo 62.1%
#### Membership 13.5%
#### Learning Services 10.5%
#### Corporate Relations 6.7%
#### Publications & Periodicals 5.7%
#### Investment Income 0.9%
#### Other Revenue 0.6%

**2014 fiscal year financials**

- **Revenue:** $15,682,041
- **Expenses:** $14,303,482

### GLOBAL COLLABORATORS

- **MD&c (Malaysia)**
- **ABEGS (Middle East)**
- **Virtual Educa (South America)**
- **Worlddidac (Europe)**
- **Labtech (Southest Asia)**
- **Learning Links (India)**

### CONFERENCE EXPERIENCE HIGHLIGHTS

- 90% said they’d recommend the conference to a colleague.
- 85% said they’d attend another conference in the future.
- 93% said corporate participation contributed to the quality of the conference.
- 88% said that after attending the conference, they feel energized about their profession.

### PROFESSIONAL LEARNING PARTNERS & PROGRAMS

Together these programs reached 50,000+ educators and learners.

### ISTE STANDARDS

#### lead&transform

- **Diagnostic Tool Impact:** 2,118
- **Total diagnostic tool participants:** 73
- **Countries reached:** 115

### MEMBERSHIP

By the Numbers

- **Members:** 17,470
- **Countries represented:** 92
- **Corporate members:** 32
- **Affiliates:** 77

### ISTE Community

- **Community members:** 27,150
- **ISTE Professional Learning Networks:** 26
- **ISTS members participating in networks:** 8,474
- **ISTS members who have posted content:** 2,160
- **Monthly engagement:** 600+ Posts

### EDTEKHUB

- **iste.org/EdTekHub**
- **500,000+ visitors**
- **200+ pieces of content added last year**
- **New content added each business day**

### BOOKS

- **iste.org/store**
- **11 new titles published**

### SOCIAL MEDIA

- **isteconference.org**
- **iste.org/team**
- **iste.org/join**

### ADVOCACY NETWORK

- **iste.org/advocacy**
- **2014 vs 2015**
- **Growth in 2015:** 46.55%
- **State profile traffic:** 47.79%
- **Advocacy page views:** 24.25%

### PRIMARY CURRICULUM FOCUS

- **41%** Technology education
- **18%** Math/science/CS/engineering
- **14%** Teacher education
- **12%** English language arts
- **10%** Other
- **3%** Special education
- **2%** Multiple subjects

### PRIMARY CURRICULUM FOCUS

- **Tech-focused**
- **Higher ed/Preservice**
- **Leaders**
- **Ed tech industry**
- **Classroom-focused**
- **Other**

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**Member Types Launched**

- **ISTS Group Membership & ISTE Institutional Membership!**
- **New Corporate Sponsor & Membership Program**
  - [iste.org/corporations](iste.org/corporations)

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