

A LEADING PROVIDER OF IMMERSIVE EDUCATIONAL TECHNOLOGY

Founded in 1998 and based in Dallas, Texas, Istation (Imagination Station) has become one of the nation's leading providers of richly animated, game-like educational technology. Considered to be at the forefront of the educational technology sector, Istation has over 4 million student subscribers and serves over 8,900 campuses across the nation and in several countries. The Departments of Education in several major states have selected and implemented Istation as a state-wide program and primary provider of educational technology, with it quickly becoming the leading provider of assessments and curriculum across the nation.

Winner of several national educational technology awards, the Istation program puts more instructional time in the classroom through small-group and collaborative instruction. Istation's innovative reading, math, and Spanish programs immerse students in an engaging and interactive environment that inspires them to learn. Administrators and educators can use Istation to easily track the progress of their students, schools, and classrooms.

Notably, some of the recent increase in Istation usage and efficacy has been in urban and rural schools. A policy brief published by the National Education Association (NEA)¹ indicated that educators in urban and rural/small town schools are more likely to strongly agree about the value of educational technology. This is likely due to its usefulness as an engaging assistive-learning tool, particularly since students in low-income areas may have limited access to technology outside of school.

IMPACT OF ENGAGING EDUCATIONAL TECHNOLOGY

Replacing the *No Child Left Behind Act*, the *Every Student Succeeds Act (ESSA)* continues to require that schools work towards closing the achievement gap, making sure all students, including those who are underprivileged, achieve academic proficiency. ESSA is a reauthorization of the 1965 Elementary and Secondary Education Act, which established the federal government's expanded role in public education. Istation began with those objectives in mind as well as the goal of supporting teachers, students, and the education system.

According to a 2013 study conducted by Harris Interactive, 96 percent of teachers think edtech increases student engagement in learning; 92 percent indicated they would like to use even more edtech in the classroom than they already do.² The NEA policy brief indicated that researchers found a clear link between technology, achievement, and motivation. Most experts engaged in the technology debate agreed that students and teachers tend to be more engaged and interested when technology is an integral part of teaching and learning.³

Istation's focus is to make sure all children who use its educational technology get the highest quality education that they can. Istation aims to impact the education sector by providing effective education tools and systems that are fit for the student — not fitting the student to the system. Istation understands that every student is different and that they learn in different ways and at different levels.



Istation's adaptive curriculum delivers intervention, growth, and enrichment for students based on their skills and needs. By providing a learning environment that adapts to each unique skill and need, Istation's curriculum gives all students a way to exceed their own expectations and fosters independent thinking.

Istation integrates instruction and technology seamlessly, allowing students to drive their own instruction. When using Istation programs, students' attitudes toward learning notably increase as they are immersed in an environment unlike their usual instruction. Istation's educational technology is uniquely effective because it enables teachers to move toward student-centered learning and empowers educators to become facilitators and collaborators; driving instruction from memorization to vital problem-solving skills.

PROVIDING DIVERSE INSTRUCTIONAL RESOURCES FOR TEACHERS

Istation's educational technology is built for teachers *by* teachers, with several Istation employees boasting over 1,000 years of collective teaching experience. The flexible teacher resources support over 4,000 diverse, teacher-directed lessons that align with a student's results and are based on the student's specific needs. Istation strongly believes in empowering both students and teachers, and its "Red Cape Nation" is the result of that belief. Red Cape Nation is a community of passionate, dedicated students and educators who have experienced the transformational power of Istation's educational technology. This community is driven by the notion that Istation's edtech inspires students and enables them to feel like superheroes and that teachers are the wind beneath their students' capes.

When used properly and understood well, educational technology can provide incredible benefits to teachers by automating the teaching process. Most teachers have expressed a strong belief that educational technology helps students learn more effectively and efficiently. However, teachers sometimes express concerns about needing the skills and knowledge to successfully integrate and implement educational technology with effective teaching. When these concerns arise, Istation engages its team of elite training and intervention specialists who provide on-site and Web-based professional development sessions to educators, individual schools, and whole districts.

Istation provides at-home connections where families and guardians have 24/7 access to easy-to-use supplemental instruction, which enables progress monitoring outside of traditional school settings.

DEDICATED LEADERSHIP

Istation's leadership is committed to providing an immersive environment that inspires students to learn while also empowering teachers and supporting their need to differentiate instruction for a broad range of learners.

Driven by the desire to fuel innovation in the classroom, Richard Collins is the Chairman and Chief Executive Officer of Istation. Collins' original role with Istation began with his becoming a major investor in the organization. In 2007, motivated by a new perspective on what Istation could really do for students, Collins officially became the Chairman, CEO, and majority shareholder. His passion for education reform stems from a long and family history of strong education advocates: his great-grandfather served on the Texas College Coordinating Board in the 1930s, and his grandfather was a long-term trustee at Baylor University.

Collins believes that technology within education does not threaten anyone — it can be a vital supplement that reinforces the way a teacher works with students who are struggling.



COMMUNITY PARTNERS AND THE SUMMER SLIDE

One key factor in Istation's continued success is community partnership. Istation works alongside several notable education advocates in the Dallas community, including Readers 2 Leaders, David's Place, School Zone, Catch Up & Read, and Commit Each partnership is strategically planned in a collaborative effort to reverse summer reading loss by providing children access to online curriculum, instruction from trained reading specialists, and learning incentives.

ADAPTING TO TRENDS

As technology shifts and changes in education, Istation does too. In order to adapt to those changes, Istation is partnered with MetaMetrics, Classlink, and Clever – in an effort to improve the user experience with Istation programs.

MetaMetrics focuses on improving education and develops scientific measures of academic achievement and complementary technologies that link assessment results with real-world instruction. Its products deliver a stronger foundation for Istation's real-time reporting system by providing unique insights about academic ability and the potential for growth, enabling individuals to achieve their goals at every stage of development.

Istation's partnership with Clever and Classlink will allow for single sign-on capabilities as well as simple and secure integration of Istation's products with a school's Student Information Systems.

FOCUSED GROWTH AND LEADING THE FUTURE

At Istation, there is a strong belief that technology is a powerful tool for transforming learning. Not only does Istation's educational technology help affirm and advance relationships between educators and students, but it also reinvents the approach to learning and collaboration. Istation is helping to close the achievement gap in a way that makes students feel reassured and empowered by their learning abilities.

Istation's focus for the future is to further empower educators to become co-learners with their students by building meaningful experiences. The educational technology provided by Istation allows teachers to leverage available tools to engage content with a mindset focused on problem solving and on becoming co-creators of knowledge.

Not only will Istation's edtech lower accessibility barriers in learning, but it will also continue to support teaching by reducing workloads & enhancing the way evidence of progress is communicated, thereby providing insights to teachers, administrators, families, and most importantly, to the students themselves.

