ISTE Seal Applicant FAQ

2024

FAQ for the ISTE Seal Program

April 2024

What is the ISTE Seal?

- The ISTE Seal is a product/program certification awarded to products that demonstrate alignment with digital pedagogy, technological usability, and the ISTE Standards through a rigorous review process conducted by third-party education and technology experts.

What is the research that went into the Seal framework?

- The Seal framework is grounded in extensive research aimed at establishing robust criteria for assessing edtech product quality. Drawing from resources such as ISTE's own expertise, focus groups done with educators, extensive literature reviews on learning sciences and user experience research, and industry insights brought in through a pilot program, the ISTE Seal stands on a strong research foundation.

Will my product qualify for the ISTE Seal?

- Solutions at a mature stage of product development that demonstrate a commitment to supporting best practices for teaching and learning through digital pedagogy, technological usability, and alignment with ISTE Standards are eligible for consideration. We suggest reviewing the ISTE Seal application guide and examining the dimensions, indicators, and "look-fors" to determine how your product will stand up against Seal requirements. If you have a professional development product, please review this application guide.

Which category does my product fall into? Does it matter?

- We let applicants determine what "product type" makes the most sense. Products from various categories can apply as long as they align with the ISTE Seal criteria. The category type does not affect eligibility but ensures alignment with specific standards.
    - **Curriculum:** supplemental digital curriculum where your organization creates your own content.
    - **Platform**: learning management systems or tools that cross the boundaries between the three categories.
    - **Assessment Tools**: digital formative assessment programs or tools.
    - **Professional Development**: digital professional development curriculum where your organization creates your own content on a platform you control.

What is the pricing structure?

- **Stage 1:** ISTE Seal Review - $5,000
- **Stage 2:** License and Benefits Fulfillment - $1,500/year ($3,000 total for 2 years)

How does the application process work?

- The application involves submitting evidence of product alignment with the five dimensions: user interface and agency, learning design, digital pedagogy, assessment and feedback, and the ISTE Standards. The process includes completing an online application and providing product samples.
- Pay close attention to the application guide's required (R) and optional (O) indicators.
- Most vendors demonstrate evidence of product alignment with a slide deck, typically aligning one "indicator" with a screenshot, text, or short videos. The key is to not only write in words how a product aligns to indicators but to *demonstrate* how it aligns.

Who on my team should fill out this application?

- We recommend assembling an internal team to complete the application. For example, you may include members of your product, marketing, and curriculum teams to ensure adequate evidence for all application parts.

How many indicators should I respond to?

- The number of indicators varies by product type. Generally, products must meet all required indicators for their category, select additional optional indicators of their choosing, and provide evidence for indicators from the ISTE Standards.

What if we respond to all indicators? Any extra benefits?

- We recommend applying for two additional indicators if it makes sense for your product. These extra indicators act as a buffer to your application. Applying for all of the indicators is not recommended and does not provide any extra benefits.

How does the contracting process work?

- Upon deciding to proceed with the review, a contract is signed with ISTE, and the review fee is paid. This part of the process can take time between the two legal teams. We recommend starting on your application as this part of the process is going on.

Are there any deadlines for submitting the application?

- Applications are accepted on a rolling basis. When you submit the application will depend entirely on your team, when you can complete the application, and when the contract is signed. Depending on the time of year, ISTE may issue a deadline for any companies who want to ensure a review before the ISTE Live conference.

Do you provide support throughout the process?

- Yes, ISTE provides support throughout the application process, including guidance documents and assistance with any questions or concerns. We highly recommend taking advantage of this support before submission of your application.

What are the benefits of earning the ISTE Seal?

- Benefits include but are not limited to official recognition, visibility on the ISTE website, which includes your logo, a link to your public-facing web page and your official Seal findings report, social media exposure, and participation in exclusive ISTE events.

How long does it take to complete a review?

- Reviews typically take 4-6 weeks to complete, though times may vary based on reviewer availability and workload. If you pass at this point, you will receive all the benefits listed above, but if you do not pass, you will enter our "grace period."

What is the Seal's official grace period?

- Seal applicants often require resubmission to incorporate small or large changes to the product or application. A grace period is provided to allow your team extra time to earn the Seal. The grace period officially begins after a product/program does not pass the ISTE Seal review. It is a six-month period that allows you to review your initial findings from our review team and make changes. When you and the team are ready, you can apply within those six months at no extra charge.

How does ISTE ensure the quality of reviewed products?

- ISTE utilizes trained reviewers who assess products against specific indicators and standards, ensuring a comprehensive evaluation process.

What happens at the end of those two years?

- At the end of a two-year ISTE Seal license, two scenarios are possible, depending on how much the product or program has changed in those two years. If your product has significantly changed, it will need to undergo an audit review. If it hasn't changed significantly, the licensing fees will extend for an additional two years. This is on a case-by-case basis, and if you have questions, please contact the Seal team.

For further inquiries or assistance, please contact ISTE directly.