



# ISTE Seal Review Findings Report

Apple Learning  
Coach

2024



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## ABOUT

### ABOUT ISTE

The International Society for Technology in Education (ISTE) is home to a community of global educators and solution providers who are passionate about using technology to revolutionize learning. Our vision is to create a bold community where education innovators are supported in reimagining and redesigning learning with a focus on using technology to create transformational and equitable experiences for learners. We're making this vision a reality by delivering practical guidance, evidence-based professional learning, virtual networks, thought-provoking events and the ISTE Standards.

### ISTE SEAL

The ISTE Seal serves as a mark of high-quality product design for solutions that enable and guide high-quality learning. By choosing to demonstrate their commitment to supporting best practices for teaching and learning, these products show a purposeful and meaningful dedication to practical usability, digital pedagogical implementation, and the ISTE Standards. With a focus on user experience, product usability, and the most essential elements of instructional technology today, the ISTE Seal provides a set of criteria and simple indicators to guide educators, students, and technology directors toward the very best products on the market.

ISTE awards a seal only after an extensive analysis conducted by trained ISTE reviewers that ensures a product meets all critical elements under specific review criteria.

By earning an ISTE Seal, ISTE verifies that this product:

- Promotes critical technology skills.
- Supports the use of technology in appropriate ways.
- Incorporates digital pedagogy and the learning sciences.
- Addresses key elements of tech usability, user experience and user interface.
- Aligns to ISTE Standards in specific ways.

## RESOURCE DESCRIPTION

### **WHAT IS *Apple Learning Coach*?**

The Apple Learning Coach Program aims to connect, engage, amplify, and empower educators worldwide with meaningful and creative use of technology. The program accomplishes this through content featuring hands-on, creative projects, opportunities to collaborate with peers in live virtual workshops, scenario-based learning, and interactive journals designed to enhance coaching and technical skills.

Apple Learning Coach is a free professional learning program for instructional coaches, digital learning specialists, and other educators in K–12, higher education, and nonprofit learning environments. Candidates' roles in their schools or districts must include instructional coaching of other K–12 educators. Program participation requires approval from school, district, or nonprofit organization leadership.

### **HOW IS *Apple Learning Coach* IMPLEMENTED?**

Apple Learning Coach fosters a sense of community among educators. It enables them to build their network of coaches through the Forum, a global online space where educators share ideas, ask questions, and collaborate. Program candidates demonstrate their learning by developing a Coaching Portfolio that doubles as a tool they can use to build a sustainable community of practice in their school or district.

Continuing Learning Units, or course modules, offer ongoing professional development. For example, the first unit, "Creative Empowerment," teaches educators how to advocate for student voice, choice, and accessibility in their school or district. Subsequent units instruct coaches on how to use Apple technology to transform learning experiences by boosting confidence, sparking curiosity, and encouraging creativity in their colleagues and students.



## ISTE SEAL REVIEW

**Product:** Apple Learning Coach  
**Product Type:** Professional Development  
**Organization:** Apple  
**Date of Award:** November 2024

### REVIEW METHODOLOGY

ISTE Seal reviews are conducted by a distinguished panel of experts in education, instruction, and technology. These experts utilize the most up-to-date data provided by the organization to conduct thorough evaluations of each solution. The evaluations focus on assessing the solution's performance in addressing specific elements outlined in the technical and pedagogical usability framework and the ISTE Standards.

To complete their rigorous evaluations, the reviewers utilize a comprehensive rating system, categorizing each solution as either "meets expectations" or "does not meet expectations." This assessment covers both the required and optional "Look Fors" outlined in the application. To ensure the validity and reliability of their results, the reviewers regularly engage in calibrations. Final review findings are then analyzed and combined, providing an overall score for alignment with each indicator.

At ISTE, we take great pride in our unwavering commitment to delivering results that schools and districts can have full confidence in. To be deemed education-ready learning solutions, products must meet the high standards in learning sciences, user experience and interface, accessibility, and content quality.

### SCOPE OF REVIEW

Apple Learning Coach was reviewed against the technical, pedagogical usability framework and the ISTE Standards to determine whether **the solution is education-ready**. ISTE reviewers examined all evidence provided by the organization and interacted directly with the product.



## REVIEW FINDINGS

**ISTE STANDARDS:** The ISTE Standards provide the competencies for learning, teaching, and leading in the digital age, providing a comprehensive roadmap for the effective use of technology in schools worldwide. Grounded in learning science research and based on practitioner experience, the ISTE Standards ensure that using technology for learning can create high-impact, sustainable, scalable, and equitable learning experiences for all learners.

**Change Agent 4.1.a, 4.1.b & 4.1.e**


Create a shared vision and culture for using technology to learn and accelerate transformation through the coaching process. Facilitate equitable use of digital learning tools and content that meet the needs of each learner. Connect leaders, educators, instructional support, technical support, domain experts and solution providers to maximize the potential of technology for learning.

**Learning Designer 4.4.a & 4.4.c**

Collaborate with educators to develop authentic, active learning experiences that foster student agency, deepen content mastery and allow students to demonstrate their competency. Collaborate with educators to design accessible and active digital learning environments that accommodate learner variability.

**Professional Learning Facilitator 4.5.c**

Evaluate the impact of professional learning and continually make improvements to meet the schoolwide vision for using technology for high-impact teaching and learning.


FEEDBACK	OUTCOME
<ul style="list-style-type: none"> <li>• The program encourages educators to create a shared vision for their school as they explore and connect to Apple’s design principles and explore how to use their Coaching Action Plan to nurture a community of practice rooted in shared values and vision</li> <li>• Using the “Everyone Can Create” projects, coaches learn how to make digital content adaptable and accessible.</li> <li>• Coaches learn to strategically utilize Apple tools and features to meet the needs of learners and enhance their understanding of key concepts.</li> </ul>	



<ul style="list-style-type: none"> <li>● Coaches co-create engaging experiential learning activities with educators that are designed based on students' real-world experiences and interests, current issues, or relevant data.</li> <li>● Coaches work with educators to create digital learning environments designed to accommodate learners' variability by focusing on three personas of adults learning new technology.</li> <li>● Coaches continuously evaluate the action plan they have created and learn to provide feedback to learners.</li> </ul>	
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**DIMENSION 1: USER INTERFACE AND AGENCY**



**Definition:** The design of the product interface and user experience helps the learner quickly and reliably achieve professional growth goals. This dimension includes features related to interface design, learnability, navigation, maximizing time on task, control over actions, and general usability.

FEEDBACK	OUTCOME
<ul style="list-style-type: none"> <li>● The platform features intuitive navigation with prominent menu items and consistent interface elements.</li> <li>● The modular design and presentation of sections within the course allow for easy navigation and product discovery.</li> <li>● Colorful image cards indicate the most prominent items on the page, and the search bar remains accessible at all times.</li> <li>● Clear data privacy documentation and GDPR compliance ensure user security.</li> </ul>	

**DIMENSION 2: LEARNING DESIGN**


**Definition:** The product has features that exhibit and promote the design and customization of learning episodes in ways that align with research-based best practices, including those rooted in the learning sciences.




FEEDBACK	OUTCOME
<ul style="list-style-type: none"> <li>• The self-guided learning program breaks material into manageable sections using multimedia content that effectively reinforces critical information while maintaining engagement through visual elements, narration, and interactive components.</li> <li>• Users can map out their coaching journey, set goals, and reflect on their progress all along the way.</li> <li>• Multiple media formats support diverse learning preferences and interactive elements, like coaching journals, encourage active engagement with content.</li> <li>• Coaching journals and portfolio development encourage ongoing reflection and self-assessment, allowing educators to document their learning journey while making meaningful connections to their practice.</li> </ul>	
<p><b>DIMENSION 3: DIGITAL ANDRAGOGY</b></p> <p><b>Definition:</b> The product is designed to support the development of professional digital learning capabilities, knowledge, and skills. This dimension focuses on how technology can help educators and coaches create the best possible learning experiences, including the social and learning affordances that digital professional development products uniquely offer.</p>	
FEEDBACK	OUTCOME
<ul style="list-style-type: none"> <li>• Educators engage in activities where they create original solutions to authentic classroom challenges, applying strategies learned in the courses to develop or modify plans for immediate classroom implementation.</li> <li>• The program uses a three-step approach (Activate, Explore, Apply) that transforms abstract coaching concepts into concrete, actionable examples through scenario-based learning and role-play activities.</li> </ul>	





<ul style="list-style-type: none"> <li>• Live workshops and office hours provide real-time collaboration and feedback opportunities, enabling coaches to build confidence in supporting their colleagues' technology integration efforts.</li> </ul>	
<p><b>DIMENSION 4: INCLUSIVITY</b></p> <p>Definition: The product helps coaches provide scenarios and real-world examples so that educators can provide relevant learning experiences for interactions with people from many cultures, backgrounds, and abilities. Also creates and supports learner motivation and agency in the learning process.</p>	
<p style="text-align: center;"><b>FEEDBACK</b></p>	<p style="text-align: center;"><b>OUTCOME</b></p>
<ul style="list-style-type: none"> <li>• The program consistently represents diversity through images of people in various professional roles that reflect different genders, races, and abilities without relying on stereotypes.</li> <li>• Because the program focuses on the human side of coaching, it encourages coaches to meet educators where they are in their learning journey, emphasizing perspective-taking and empathy to promote inclusive teaching practices.</li> <li>• The platform meets current accessibility standards with features such as closed captioning and high-contrast design elements.</li> </ul>	
<p><b>DIMENSION 5: ASSESSMENT AND DATA</b></p> <p>Definition: The product uses formative classroom observations, self-assessments, and/or educator data – informs learning experiences that help make visible what the educators know and don't yet know – to generate data that informs coaches and facilitators about teacher knowledge and skill gaps, and provide teacher assessment feedback that is specific, actionable, and constructive. As such, it guides coaches' instructional decisions and educators' learning journeys.</p>	
<p style="text-align: center;"><b>FEEDBACK</b></p>	<p style="text-align: center;"><b>OUTCOME</b></p>



<ul style="list-style-type: none"> <li>• Formative assessments are embedded throughout the learning experience with clear alignment to course objectives and immediate, detailed feedback that helps educators check their understanding.</li> <li>• The platform provides multiple assessment types, including quizzes, portfolio submissions, and creative projects, allowing educators to demonstrate their learning in various formats.</li> <li>• The assessment system provides immediate, actionable feedback that includes specific recommendations for improvement and opportunities for revision based on evaluator comments.</li> <li>• Educators demonstrate their creative technology skills by completing four creative projects in different mediums: photo, video, music, and drawing.</li> </ul>	
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## CONCLUSION

Apple Learning Coach promotes integrating technology to support learner-centered, data-informed, and inclusive teaching practices, ensuring educators and students thrive in the digital age. Facilitators guide coaches using Apple's suite of tools, such as iPad, Mac, and apps like Keynote, Pages, and Classroom, to design differentiated learning experiences. For example, teachers use Apple Classroom to facilitate flexible, adaptive learning paths for students based on individual needs. The ease of use of Apple's interface lowers educators' barriers to adopting technology, encouraging experimentation and innovation in classroom design.

The program stands out for its emphasis on real-world application, guiding coaches to create authentic learning scenarios they can immediately implement in their schools. The course material is broken into manageable sections and offers multiple entry points – from guided tutorials for technology novices to advanced creative projects for experienced users. Coaches demonstrate mastery through diverse mediums including photo, video, music, and drawing projects, while building a professional portfolio that showcases their growth. The program regularly provides opportunities for educators to establish and reflect on professional learning goals.

Platform accessibility is a priority within the Apple Learning Coach program, which includes closed captioning and high-contrast design, ensuring all participants can engage fully with the content. Coaches also learn to identify and respond to various learning preferences, enabling them to better support colleagues in creating student-centered, technology-enhanced learning environments. Apple Learning Coaches act as change agents by helping educators embrace innovation in their teaching methods and move beyond traditional practices to create personalized, student-centered learning environments that foster collaboration, creativity, and critical thinking.