



ISTE Seal Review Findings Report

The Achievery

2025



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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 *The Achievery*?

The Achievery by AT&T is a free online learning platform designed for K-12 students that provides engaging, entertaining content and learning activities across diverse learning environments. The platform pairs expert-designed, ready-made lesson plans with educational videos and interactive learning activities to support classroom instruction and independent learning. Content spans seven learning categories: English Language Arts, Social Emotional Learning, Technology & Engineering, Digital Arts, Math, Science, and Digital Literacy. All materials align with academic standards including Common Core State Standards (CCSS) and Collaborative for Academic, Social, and Emotional Learning (CASEL) and undergo review by the Association for Supervision and Curriculum Development (ASCD) to ensure quality and educational value.

HOW IS *The Achievery* IMPLEMENTED?

The Achievery by AT&T functions as a supplementary resource platform, providing educators, parents, and students with ready-to-use educational materials. For educators, the platform offers turnkey resources that integrate into existing classroom instruction or homework assignments. Teachers can select relevant learning units from The Achievery and distribute links through their preferred LMS, allowing for flexible implementation within established workflows.



ISTE SEAL REVIEW

Product: The Achievery
Product Type: Curriculum
Organization: AT&T
Date of Award: April 2025

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

The Achievery 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.

Digital Citizen 1.2.a

Students manage their digital identity and understand the lasting impact of their online behaviors on themselves and others and make safe, legal and ethical decisions in the digital world.

Knowledge Constructor 1.3.d


Students build knowledge by actively exploring real-world issues and problems, developing ideas and theories, and pursuing answers and solutions.

Computational Thinker 1.5.c


Students break problems into component parts, extract key information and develop descriptive models to understand complex systems or facilitate problem-solving.

Creative Communicator 1.6.a, 1.6.b, 1.6.c & 1.6.d


Students choose the appropriate platforms and digital tools for meeting the desired objectives of their creation or communication. Students create original works or responsibly repurpose or remix digital resources into new creations. Students use digital tools to visually communicate complex ideas to others. Students publish or present content that customizes the message and medium for their intended audiences.

FEEDBACK	OUTCOME
<ul style="list-style-type: none"> • Digital identity, reputation, and security/privacy settings appear in numerous units, along with intellectual property rights and how to evaluate and cite curated information. • The Technology & Engineering activities guide students through solution planning by breaking problems into steps, with a specific focus on coding, sequencing, and automation. • Students explore real-world issues and develop solutions using current and timely tools and topics. 	




<ul style="list-style-type: none"> Students choose from multiple response formats: recording audio/video responses, creating short films, sharing on social media, writing in journals or editable text sections, or drawing pictures and diagrams. 	
<p>DIMENSION 1: USER INTERFACE AND AGENCY</p> <p>Definition: The design of the product interface and user experience helps teachers quickly and reliably achieve instructional goals. This dimension includes features related to interface design, learnability, navigation, maximizing time on task, control over actions, and general usability.</p>	
<p style="text-align: center;">FEEDBACK</p>	<p style="text-align: center;">OUTCOME</p>
<ul style="list-style-type: none"> The login appears prominently on the home page with multiple single sign-on options available. The interface features a clean, uncluttered design with easy navigation and appropriately-sized buttons. Users can easily find and filter content through the main window or search bar. The FAQ section in the top menu bar offers easy-to-understand answers organized by question with links to related media and clear contact information. 	
<p>DIMENSION 2: LEARNING DESIGN</p> <p>Definition: The product has features that exhibit and promote design and customization of learning episodes in ways that align with research-based best practices, including those rooted in the learning sciences.</p>	
<p style="text-align: center;">FEEDBACK</p>	<p style="text-align: center;">OUTCOME</p>



<ul style="list-style-type: none"> • Most video clips are under five minutes and present focused concepts that build sequentially throughout each series. • The platform employs varied media formats targeted to specific audiences and topics with well-crafted visual elements and animations that enhance content and maintain engagement. • Videos include checks for understanding that allow students to assess their learning, with all content based on authentic, concrete examples related to instructional outcomes. • Lesson guides contain structured prompts with well-written, open-ended questions that facilitate reflection, connections, and application of new knowledge. 	
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DIMENSION 3: DIGITAL PEDAGOGY


Definition: The product is designed to support the development of digital age learning skills, capacities and knowledge. This dimension focuses on how technology can help students and teachers experience the best possible learning experiences, including the social and learning affordances that digital educational products uniquely offer.

FEEDBACK	OUTCOME
<ul style="list-style-type: none"> • Several lessons explicitly deal with problem definition, and additional content guides students through reflecting on the strategies and methodologies used. • Learning episodes guide students through curation and evaluation skills with several units teaching search strategies, proper citation methods, and copyright principles. • Multiple learning activities incorporate the design process across various contexts, expanding its application in innovative ways. • Numerous activities facilitate the exploration of digital identity in multiple contexts. 	




DIMENSION 4: INCLUSIVITY

Definition: The product helps teachers provide learning experiences that are relevant to students of many cultures, backgrounds, and abilities, and support learner motivation and agency in the learning process. The product meets current guidelines around accessibility, and supports a positive classroom culture.

FEEDBACK	OUTCOME
<ul style="list-style-type: none"> • Content features real people representing diverse cultural, ethnic, professional, and gender groups across various ages. • The platform connects strongly to social-emotional learning (SEL) topics in creative ways, facilitating student reflection on personal practices and habits. • Accessibility features include speed controls and closed captioning with options to change the language to Spanish. • The content library excels at inclusion and representation, with learning episodes referencing awareness of exclusion and developing perspective on what "all users" means. 	

DIMENSION 5: ASSESSMENT AND DATA

Definition: The product uses formative assessments – learning experiences that help make visible what students know and don't yet know – to generate data that inform teachers about student knowledge and skill gaps, and provide students assessment feedback that is specific, actionable, and constructive. As such, it guides teachers' instructional decisions and students' learning journeys.

FEEDBACK	OUTCOME
<ul style="list-style-type: none"> • Student lesson plans function as formative assessments with tasks directly aligned to lesson outcomes. • The platform provides immediate feedback that includes recommendations for learning pathways to support higher learning while helping students understand their errors. 	

CONCLUSION

The Achievery by AT&T offers educators and students a thoughtfully curated library of videos and instructional resources from high-quality content partners. The platform features a streamlined, intuitive interface that allows users to efficiently locate resources through multiple search parameters, including topic, grade level, subcategory, and academic standards alignment. Each learning episode includes comprehensive activity guides that extend content exploration beyond passive viewing.

A standout feature of The Achievery is its exceptional integration of social-emotional learning into academic content. The platform creates learning experiences that connect students to scenarios in personally relevant and authentic ways. The diverse representation throughout the content library promotes inclusivity, with learning episodes specifically addressing awareness of exclusion and broadening perspectives.

The platform's user experience prioritizes simplicity and accessibility, with appropriately sized navigation elements, clean layout, and ongoing improvements to accessibility features, including speed controls and expanded language support. Short, focused video segments under five minutes maintain student engagement while building conceptual understanding within topic sequences. The Achievery particularly excels in digital citizenship education, with numerous units addressing digital identity, privacy, security, and ethical online behavior.

Assessment opportunities embedded throughout the platform provide immediate feedback with personalized learning pathway recommendations, helping students identify knowledge gaps and next steps. Through its comprehensive approach to digital learning resources that balance academic content with social-emotional development, The Achievery creates an education-ready solution that supports both teachers and students in today's connected learning environments.