



# ISTE Seal Review Findings Report

**Witsby**

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 *Witsby*?

Witsby is a next-generation professional development and credentialing platform transforming how educators learn, lead, and thrive. Witsby empowers teachers with personalized learning powered by ASCD's 80-year history of providing classroom-tested, evidence-based professional development curated by the field's leading experts and practitioners.

Witsby offers a full range of customizable learning, from complete courses on critical topics in education to bite-sized learning items, strategies, videos, and podcasts. Plus, Witsby's onboard authoring tool allows districts to upload or create their own content to distribute directly to their teachers so that each school's professional learning program is tailored to their unique needs and objectives.

### HOW IS *Witsby* IMPLEMENTED?

Witsby serves as an online professional development portal, enabling administrators to assign learning paths to educators, monitor progress through a dashboard, and seamlessly integrate ASCD's professional learning content. Administrators and coaches can also leverage Witsby to create and deliver core professional development to their staff, reinforcing and extending existing learning content or pre-teaching concepts covered in in-person training. The platform's comprehensive support, including a welcome kit, aids in implementation and teacher support, simplifying the management of ongoing training and credentialing needs. Because it's widely and easily accessible, Witsby simplifies the management of teachers' ongoing training and credentialing needs.



## ISTE SEAL REVIEW

**Product:** Witsby

**Product Type:** Professional Development

**Organization:** ASCD + ISTE

**Date of Award:** May 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

Witsby 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.

**Learner 2.1.c**

Stay current with research that supports improved student learning outcomes, including findings from the learning sciences.

**Designer 2.5.b**

Design authentic learning activities that align with content area standards and use digital tools and resources to maximize active, deep learning.

**Facilitator 2.6.a**

Foster a culture where students take ownership of their learning goals and outcomes in both independent and group settings.

**Collaborator 4.3.a**


Establish trusting and respectful coaching relationships that encourage educators to explore new instructional strategies.

**Learning Designer 4.4.a**

Collaborate with educators to develop authentic, active learning experiences that foster student agency, deepen content mastery and allow students to demonstrate their competency.

**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 platform provides many access points for educators to improve their practice to improve student learning. The home page highlights the "Latest Releases" so that teachers can stay current by participating in the newest research-based courses and strategies.</li> </ul>	




<ul style="list-style-type: none"> <li>● STEM and technology courses engage educators in learning how to design activities for their students to utilize digital tools.</li> <li>● Several courses and resources specifically support educators in creating student-centered classrooms where students set and reflect upon learning goals.</li> <li>● Platform settings allow administrators and coaches to curate and assign learning lists of courses, videos, articles, and blogs focused on personal or schoolwide goals directly to educators. This supports a personalized professional development approach.</li> <li>● Learners can manage their learning goals and outcomes to demonstrate competency in personalized ways. The platform also allows coaches to create courses.</li> <li>● Administrators and coaches have access to the administrator dashboard, which shows educators' progress and completion of learning items. This helps leaders evaluate the impact of professional learning and use the data to improve schoolwide goals.</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>● When signing in for the first time, users have a clear and thorough onboarding experience specific to their role, and then users participate in a series of tasks to practice what they learned when onboarding.</li> <li>● The navigation menu is always available at the top. When you hover over each item, you will see a brief description of that area, which makes the clear titles even easier to understand.</li> </ul>	




<ul style="list-style-type: none"> <li>• The simple and intuitive interface design includes important elements at the top of every page, appropriately-sized buttons, and users can expand or collapse infrequently used content.</li> <li>• Professional development resources can be searched by various most commonly used parameters organized to the left or by adding keywords in the search bar at the top of the screen.</li> </ul>	
<p><b>DIMENSION 2: LEARNING DESIGN</b></p> <p><b>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.</b></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 platform presents the objectives at the beginning of each module and unit, at key points throughout, and at the end. These objectives align clearly with the activities and assessments.</li> <li>• Multimedia content such as videos, podcasts, graphics, images, articles, blogs, and accordions illustrate essential information throughout the courses.</li> <li>• Multiple features allow facilitators and administrators to create and customize courses and modules, which supports a personalized approach and helps to meet the diverse needs of educators and districts.</li> <li>• The "strategies" section in the learning content supports educators by addressing specific needs and offering techniques for challenges. It includes warnings and detailed examples of the strategy in action.</li> </ul>	






**DIMENSION 3: DIGITAL ANDRAGOGY**

**Definition:** 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.


FEEDBACK	OUTCOME
<ul style="list-style-type: none"> <li>• The application and reflection sections of courses provide classroom examples and approaches that enable educators to apply their learning and reflect on what they've learned.</li> <li>• The platform uses a Socratic questioning method to help deconstruct problems, and in problem-solving exercises, users reflect on and describe their approaches.</li> <li>• The "Apply" section within courses supports educators in breaking challenges into parts by guiding them to analyze, plan, and reflect.</li> </ul>	

**DIMENSION 4: INCLUSIVITY**

**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.

FEEDBACK	OUTCOME
<ul style="list-style-type: none"> <li>• Learning episodes support educators in expanding their understanding of diversity-related topics, including SEL episodes related to gender, race, and culture.</li> <li>• Modules include a variety of topics related to empathy building, and reflection prompts in the courses help the learner self-reflect.</li> </ul>	



<ul style="list-style-type: none"> <li>• Educators have access to content from different perspectives, such as the impact of poverty on a teacher, equity in data, and global competencies.</li> <li>• The platform meets WCAG 2.2 accessibility guidelines, including easily accessible closed captioning in videos and high-contrast design throughout the platform.</li> </ul>	
<p><b>DIMENSION 5: ASSESSMENT AND DATA</b></p> <p><b>Definition:</b> 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, aligned with learning objectives, are seamlessly integrated throughout the learning courses.</li> <li>• Different assessment types include multiple choice, drag and drop, match list, and sort list.</li> <li>• The platform provides instant, detailed feedback, including explanations and rationales.</li> <li>• Administrators can log metrics such as login activity and course progress, allowing them to filter and view data by dates, schools, or districts.</li> </ul>	

## CONCLUSION

Witsby is a user-friendly, personalized professional learning platform intentionally crafted for educators to integrate district professional development with ASCD's research-based content seamlessly. With an intuitive interface emphasizing ease of use, Witsby provides first-time users with a clear onboarding experience, including practice tasks designed to reinforce learning. Navigation through Witsby's wealth of resources is effortless, with key elements strategically placed atop each page and an easy-to-use search function enabling swift access to the desired content. Multimedia-rich resources, including podcasts, images, blogs, and targeted strategies, have been curated to enhance understanding, facilitating authentic learning experiences tailored to educators' needs.

Witsby not only offers educators quality professional development opportunities but also allows districts to incorporate their content, aligning with personalized learning objectives. Geared toward supporting educators in authentic learning experiences, Witsby fosters continuous growth through job-embedded learning and problem-solving approaches. Integrated with an administrator dashboard, the platform ensures effective monitoring and support of educators' growth, highlighting its commitment to enhancing professional practice and, consequently, student learning outcomes. With its straightforward navigation and comprehensive resources, Witsby emerges as an indispensable tool for educators striving to continuously improve their practice.