



## Welcome to coLab!

Edtech innovation requires providers to collaborate with and gather feedback from education practitioners, including teachers, edtech specialists, and school and district leaders. Not all feedback is equal, and finding the right practitioners to support edtech development can be difficult. *ISTE coLab* seeks to address this challenge by reducing barriers in finding the right practitioners, and handling the associated administrative tasks such as compensating practitioners and managing communications.

## What is coLab?

ISTE coLab is a community of educational practitioners – including teachers, edtech specialists, and education leaders – eager to engage in various projects alongside edtech providers through synchronous and asynchronous online activities and in-person events such as focus groups, one-on-ones, and questionnaire-based surveys. *ISTE+ASCD is currently soft-launching this program, and are looking for beta customers before full launch in Q3 2025.*

The ISTE+ASCD membership base spans tens of thousands of members, and currently, hundreds have signed up to be on the coLab list. These members receive invitations to participate in activities like focus groups and surveys.

- Need to find middle school math teachers familiar with a specific LMS? We can do that.
- Need to find Curriculum & Instruction leaders to interview? We can do that.
- Need to find edtech coaches to survey about AI concerns? We can do that.

## How does coLab work?

- **Project Setup:** We work together to clarify project goals, define the right participant group, and coordinate the needed activities.
- **Participant Selection:** The ISTE R&D team works with coLab partners to find the right participants for short-cycle projects by screening our coLab roster.
- **ISTE Responsibilities:** ISTE takes care of sampling, most participant communications, and participant compensation.

Part of coLab's success strategy is a focus on quality rather than quantity. The standard participant compensation rate is \$100 per hour (or \$100 for a 90-minute focus group). Because we pay people well and we find exactly the right people for coLab partners, you can be assured that you're getting reliable information from the right stakeholders. Easy access to small samples of the right people can help companies get information they need at almost any time.

## Want to learn more about coLab?

Contact [colab@iste.org](mailto:colab@iste.org). We'd love to hear from you!