



Istation



# 2020 Istation Yearbook

Released: September 2021

**#RedCapeNation**

# Table of Contents

Section Title	Page
A Message from Our Leadership Team	<a href="#"><u>4</u></a>
Diversity and Inclusion Commitment and Policy	<a href="#"><u>5</u></a>
Istation's Shared Values	<a href="#"><u>7</u></a>
DEI Focus Group Inaugural Year	<a href="#"><u>8</u></a>
2020 Istation Hero Focus	<a href="#"><u>10</u></a>
Diversity, Equity, and Inclusion Focus Group Members	<a href="#"><u>12</u></a>
Istation Culture	<a href="#"><u>13</u></a>
What Diversity, Equity, and Inclusion Means to Us	<a href="#"><u>20</u></a>
Istation's 2020 Diversity Profile and Results	<a href="#"><u>22</u></a>
Istation Renovations	<a href="#"><u>27</u></a>
DEI Product Updates	<a href="#"><u>30</u></a>
Mentorship at Istation	<a href="#"><u>36</u></a>
2021 Vision and Commitment	<a href="#"><u>37</u></a>

# Our Mission

***Support educators. Empower kids. Change lives.***

We believe every student deserves to feel like a superhero. We know that teachers are often the wind beneath their capes. Our logo with a child wearing a red cape was inspired by this belief! It's great to see how we've built a following of passionate, dedicated educators and students called the Red Cape Nation.



# A Message from Our Leadership Team

Istation's mission is to support educators, empower kids, and change lives. This is the core of everything we do at Istation.

In 2020, one of the most challenging years on record — locally, nationally, and globally — our internal mission expanded to include better supporting our people. We strive every day to create an organization in which every employee has the opportunity to positively impact their coworkers, the organization, and the teachers and students we serve. And one way we sought to achieve this mission in 2020 was through prioritizing diversity, equity, and inclusion (DEI) more than ever before.

2020 saw the start of the COVID-19 pandemic, lockdowns around the world, the election of a new President of the United States, and a renewed call for racial justice around the country. Istation employees shared their stories and their concerns and asked us to take action. We started by having honest and difficult conversations to foster better understanding and empathy together as a team.

Our Diversity, Equity, and Inclusion Focus Group (DEIFG) implemented a five-year strategic plan to increase diversity awareness at Istation in all aspects of the business. The DEIFG represents employees from all levels of the organization and is focused on action. We are very proud of the work this group is doing and look forward to the impact it will make at Istation. We invite you to read the inspiring comments from our employees who live by our mission values and see how our events are opportunities for the teams to connect. Through our actions, you'll see how DEI remains a priority for Istation.

We would like to extend our gratitude to all of our employees who are at the heart of everything we do. Your passion and commitment are what make us Istation.

On behalf of Istation's Leadership Team,  
Ossa Fisher and Richard Collins

# Diversity and Inclusion Commitment and Policy

## OUR COMMITMENT

Istation recognizes that discrimination and victimization are unacceptable, and it is in the interest of the Company and its employees to utilize the skills of the total workforce. It is the aim of the Company, within all locations where an Istation employee works and conducts business, to ensure that no person, employee, or job applicant receives less than favorable treatment (either directly or indirectly) during recruitment or employment.

We are an equal-opportunity employer and comply with all applicable federal, state, and local laws, which prohibit discrimination against qualified applicants and employees based on race, creed, color, religion, gender, national origin, ancestry, age, marital status, veteran status, disability, medical condition, gender identity, sexual orientation, or other legally protected characteristic(s). These commitments are exemplified in all of our management practices and decisions, including recruitment and hiring practices, appraisal systems, promotions, and training and career development programs.

We are committed to creating an environment in which individual differences and the contributions of all our staff are recognized and valued.

- Every employee is entitled to a working environment that promotes dignity and respect for all. No form of intimidation, bullying, discrimination, harassment, or retaliation will be tolerated.
- Training, development, and progression opportunities are available to all staff to promote equality in the workplace. We believe this is good management practice and makes sound business sense.
- We review all our employment practices and procedures to ensure consistency and fairness.
- Good faith efforts and action plans will be put in place to correct areas not fairly represented.
- Breaches of our equality policy will be regarded as misconduct and could lead to disciplinary proceedings.
- Senior management supports this policy fully.

We believe everyone in the organization bears the responsibility to adhere to our commitment both in spirit and in our daily actions. There are additional responsibilities for those in management.

## Responsibilities of Management

Responsibility for ensuring the effective implementation and operation of the arrangements will rest with the chief executives, VPs, directors, and managers. They will ensure that they and their staff follow our commitment and that all reasonable and practical steps are taken to avoid discrimination.

Each department manager will ensure that:

- all their staff are aware of the policy and the arrangements, and the reasons for the policy;
- grievances concerning discrimination and harassment are dealt with properly, fairly, and as quickly as possible; and
- proper documentation and records are maintained.

Human Resources will be responsible for monitoring the operation of the policy with respect to employees and job applicants, including periodic departmental audits.

## Responsibilities of Staff

Responsibility for ensuring that there is no unlawful discrimination rests with all staff, and the attitudes of staff are crucial to the successful operation of fair employment practices. In particular, all members of staff should:

- comply with the policy and arrangements;
- not discriminate in their day-to-day activities or induce others to do so;
- not victimize, harass, intimidate, bully, or retaliate against other staff or groups who have, or are perceived to have, one of the protected characteristics;
- ensure no individual is discriminated against or harassed because of their association with another individual who has a protected characteristic;
- inform their direct manager and/or Human Resources if they become aware of any discriminatory or perceived harassment practice.

# Istation's Shared Values

We hold ourselves to high standards. At Istation, we live by our shared values. These are not just words; they are the driving force behind how we conduct ourselves as members of the Istation team.

- **We define our success by the results of our customers.** Our experience shows that if we serve our customers well, our own success will follow.
- **We stress creativity and imagination in everything we do.** While recognizing that the old way may still be the best way, we constantly strive to “rethink” and find a better solution.
- **We maintain openness to the 1% possibility.** While we may be right, we have the humility to understand that we may not be, and we are open to hearing others’ points of view in a constructive way.
- **We are a group that is ‘at cause,’ proactively identifying solutions and tearing down roadblocks.** We do not complain about a problem without also taking ownership around the solution and path forward.
- **We presume trust.** When issues arise, we assume first and foremost that everyone around us acted in good faith, and with competence and integrity.
- **We, as Istationers, never let another Istationer fail.** Despite our different job profiles and personalities, we are all working toward a common goal and will always help each other along the way.
- **We are open, honest, and direct.**



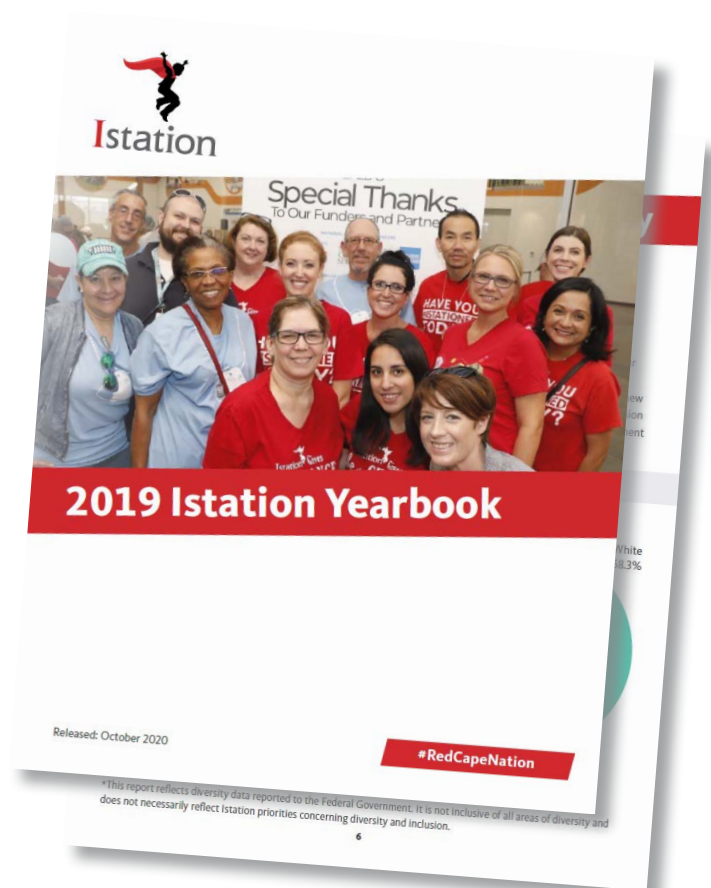


# DEI Focus Group Inaugural Year

In August 2020, we launched our Diversity, Equity, and Inclusion (DEI) Focus Group (FG) that encompassed members from all levels of the organization to increase company initiatives and training regarding DEI. Our DEIFG provides feedback regarding DEI strategy, impact, and initiatives and ensures those initiatives meet the needs of our people and business. The group has a high focus on action and progress with the responsibility of providing updates to the employees twice a year during our all-hands meetings.

The DEIFG has mapped out a five-year strategy to monitor progress and continue our growth as an organization. The top accomplishment for this year was to help move from the “reactive development” stage to the “sustainable” stage, which includes these steps:

- EEO Statement Release
- Inaugural edition of 2019 Istation Yearbook
- Released diversity and inclusion statement and commitment
- Increased DEI events with management sponsorship
- Unconscious bias training for management and employees (including the interviewing process)
- Dedicated budget for the DEIFG
- Established three internal committees (Accessibility, DEIFG, and Human X) with product focus and led by CPO
- Provided updates during our all-hands meetings

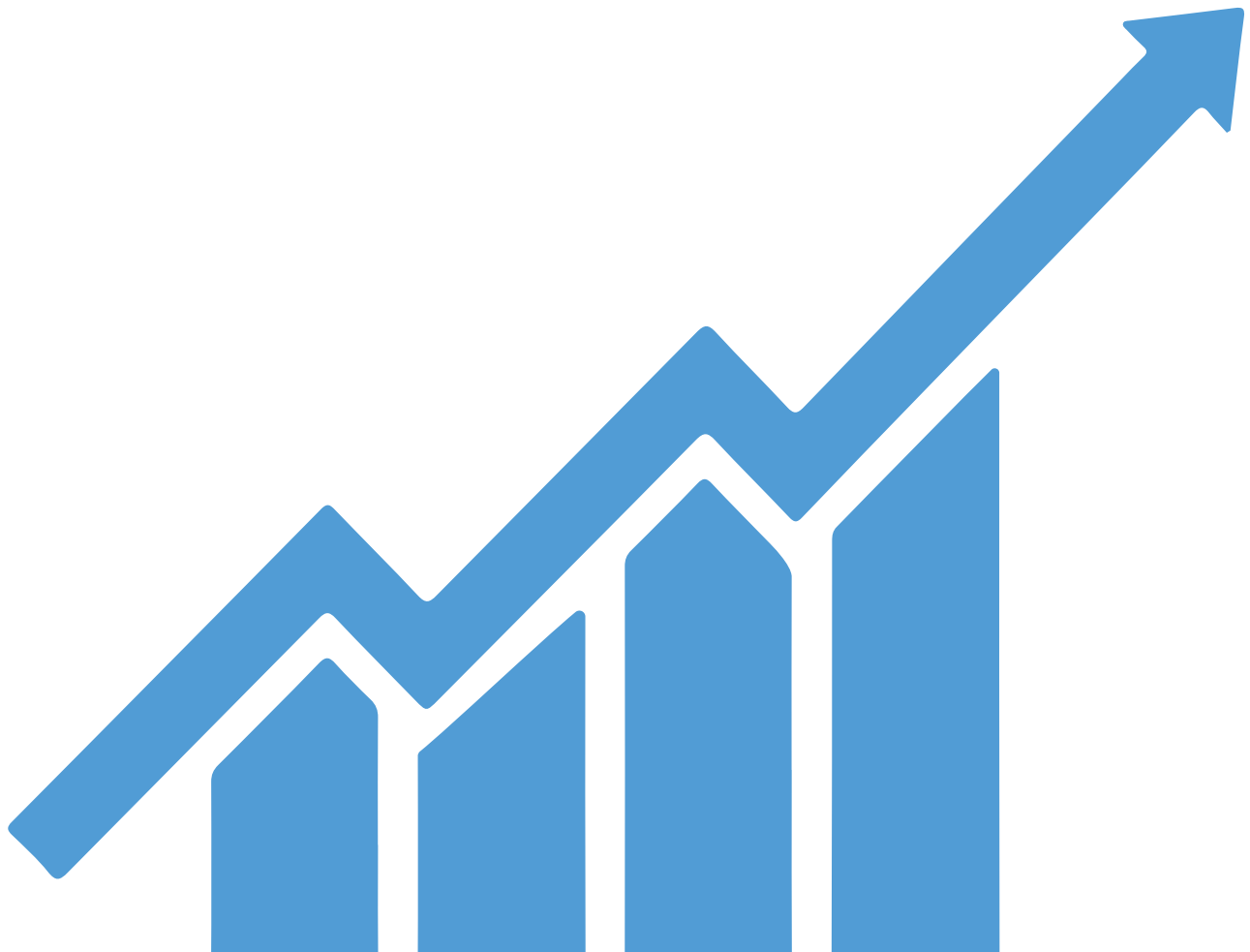




# Diversity, Equity, & Inclusion Strategy Update

What We Have Accomplished
Shared our employee/management EEO diversity numbers
Released EEO Statement and Commitment
Created a DEI 2019 yearbook
Formed DEI Focus Group and compliance training focus group

Moving Forward: Stage 2
Increase DEI events with management sponsors
Training for management and employees to include unconscious bias training
Stay/exit interviews by diversity impact
Dedicate budget for D&I counsel, partner with organizations (Women Who Code, etc.)



# 2020

## Istation Hero Focus

*We honor our employees who exemplified  
our values in all they did during 2020!*

***Congratulations!***



**Sarah Cude**

**Regional PD Lead | Southwest Professional Development**

"Sarah consistently goes **above and beyond** for our customers and her teammates."

"She tailors each of her presentations to the needs of her customers, and they **always ask/demand for Sarah to come back** and do their training."

"**She builds trust!** Districts see her as the face of Istation and someone they can turn to for answers not only about Istation but reading and math concerns as well."

"Sarah literally **works 24-7** because **she believes in the power of Istation** to help support teachers and kids become superheroes!!"



**Scott Hasse**

**IT Manager**

"He is the 'Lone Ranger' up at the office, ready to help us if we need something during this time. I can't imagine how spooky it must be to be alone up there!"

"Scott is at the office, now at the home office, before the crack of dawn at 5:00 a.m. ready to go every morning. Due to COVID-19, within the **past month, Scott has had his workload increased multifold yet always works through the technical issues with a smile.** He never complains or gets frustrated except perhaps when happy hour ends early. I truly feel that Scott should be recognized for all this effort, especially during this crisis and the ensuing WFH situation."

"It has to be Scott, right? **I don't see how all the rest of us Istationers could be functioning and productive in the age of COVID-19 without Scott.**"

"Scott goes above and beyond with ANY request, especially during our work-from-home situation. He resolves issues in a matter of minutes and has **the best customer service skills.** He is extremely efficient and has to work long hours to get all of Istation working comfortably at home."

**George Mendez****Spanish Curriculum Development Specialist, Instructional Design**

"George **always goes above and beyond expectations**. If an assignment requires 2 sources, he delivers 5. If he can only commit 3 days, somehow 4 days of work gets done. **He never hesitates to ask clarifying questions, gracefully accepts direction, and volunteers insightful opinions** that improve the end product. He is a **great teammate and a conduit for good ideas**, eager to share whatever works wherever he goes."

"As an Instructional Designer, George has many times **volunteered to provide support and aid his teammates and PM whenever he can**. George loves doing research of best practices and sharing his wealth of knowledge with the team. When asked to help with any given project, he jumps in with no hesitation and gives his best (i.e., Palm Beach RFP – wrote a biography that showed diversity in our content). **He is always willing to lend a helping hand to anyone he thinks need it.**"

**Eduardo Salmeron****Scrum Master**

"As our Scrum Master, Eduardo is great at helping our team **improve our JIRA and Confluence skills.**"

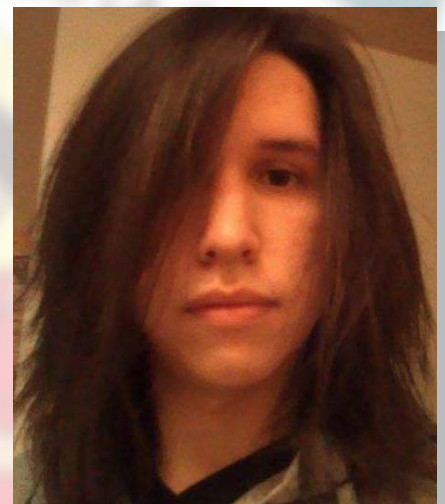
"When working with our team on these programs, he **listens to our concerns and suggestions**, which often results in **improved processes and new features**. Eduardo is always busy but **never too busy to assist.**"

"**He is patient** with my (many) questions and always **encouraging with his support.**"

"Eduardo likes to **help everyone achieve their maximum potential.**"

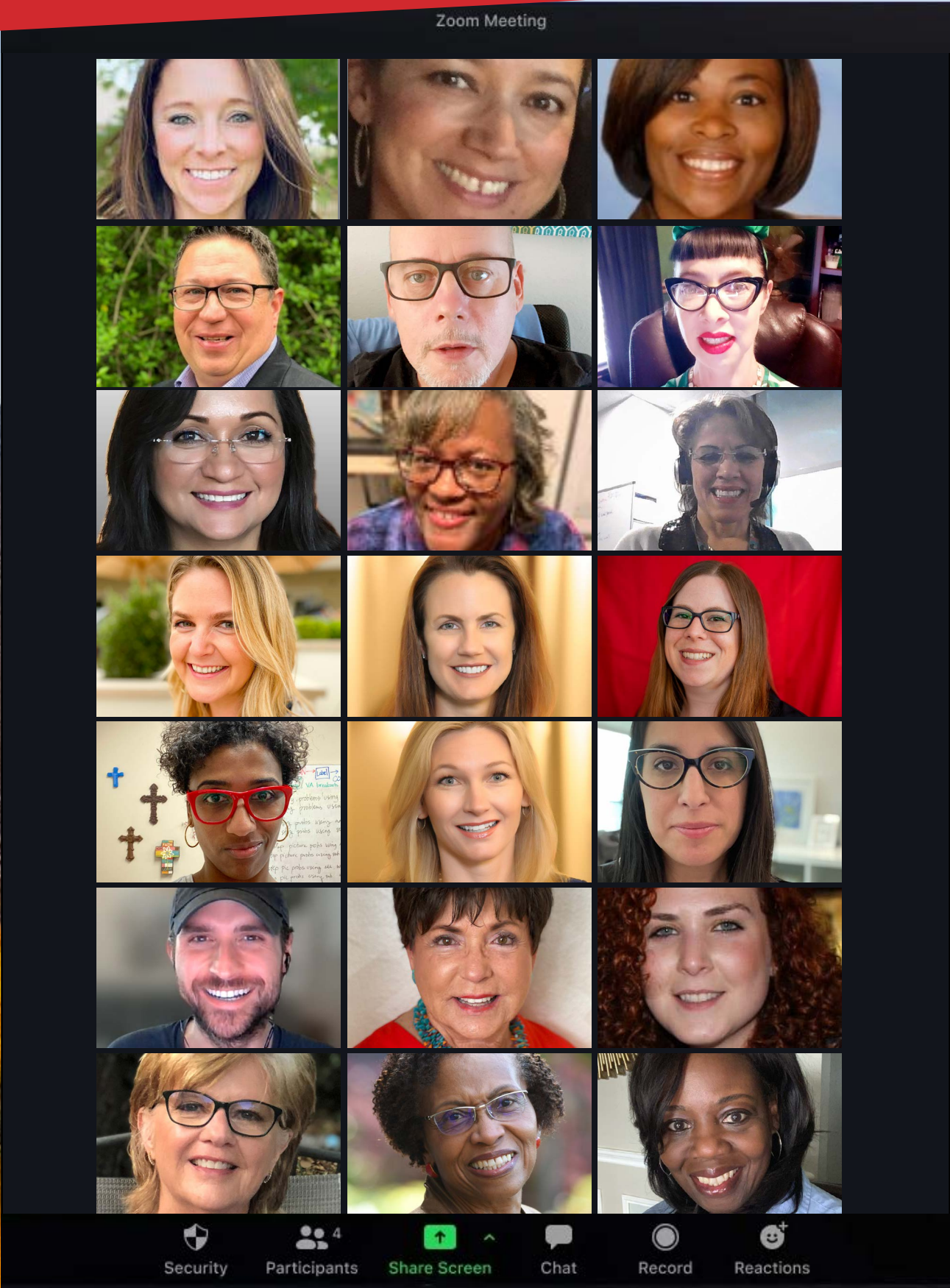
"He talks about others' talents and **sees the best in people.**"

"He goes **above and beyond** the call of duty."





# Diversity, Equity, and Inclusion Focus Group Members





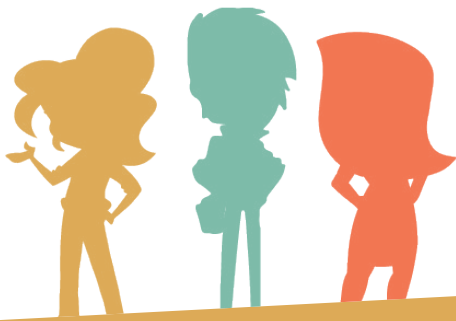
# Istation Culture

Our Culture is everything at the Istation Family and we conduct an annual survey to monitor our progress!

## Culture Survey: Summary of Findings

- **As an organization**, we are stronger in 2020 than we were in 2019.
- **Key strengths include** solid communication; extensive camaraderie; active listening; our caring attitude; and innovation (but are we doing it quickly enough?).
- **Key opportunities include** clearer promotion policies, more affordable healthcare benefits, faster reduction of technical debt, modernization, and moving faster.





# Culture Club

To say 2020 was a life-changing year would be an understatement.

We went from being deprived of our collective and our collegiality to quickly and successfully redefining what it means to work together. After beginning the year with in-person happy hours and events, the Culture Club quickly adapted and moved as many of our activities as possible online to keep up with our new remote work culture. The group organized a variety of virtual events and activities. Virtual events included monthly happy hours, lunch and learns, and weekly health talks and yoga classes. The Culture Club organized interactive awareness activities such as information exchanges, trivia, and open discussions around heritage months and holidays and recognition of special causes such as mental health, global diversity, and accessibility.

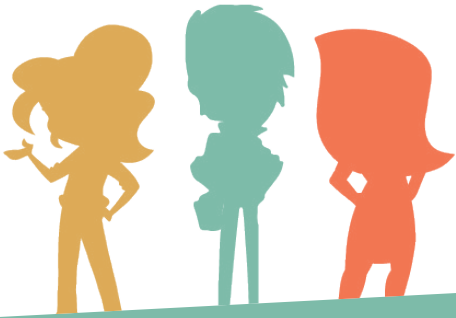
2020 provided Culture Club the opportunity to expand its virtual events and improve its efforts to include everyone, especially remote employees. These are lessons we are excited to take into the “new normal” and continue to grow our efforts of collective fun.

▼ Pictured below: *Lunch and Learn in the Before Times.*  
February 2020, Istation Historical Society, Dallas, TX

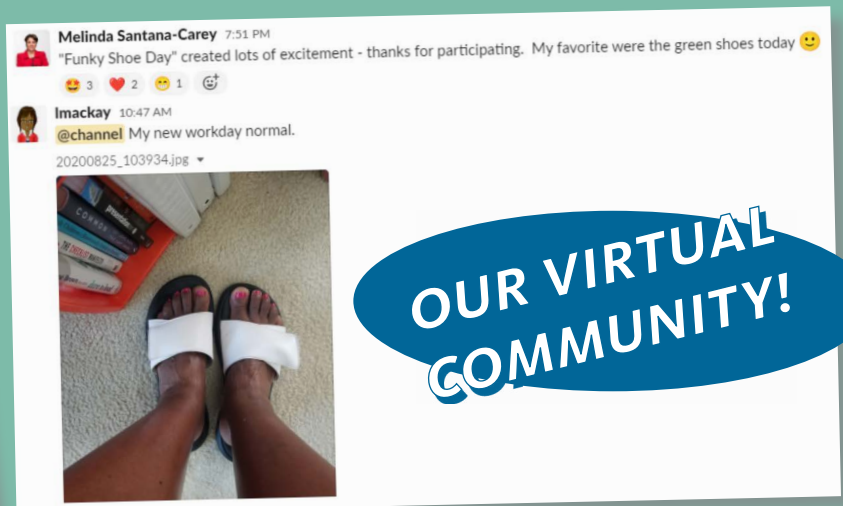
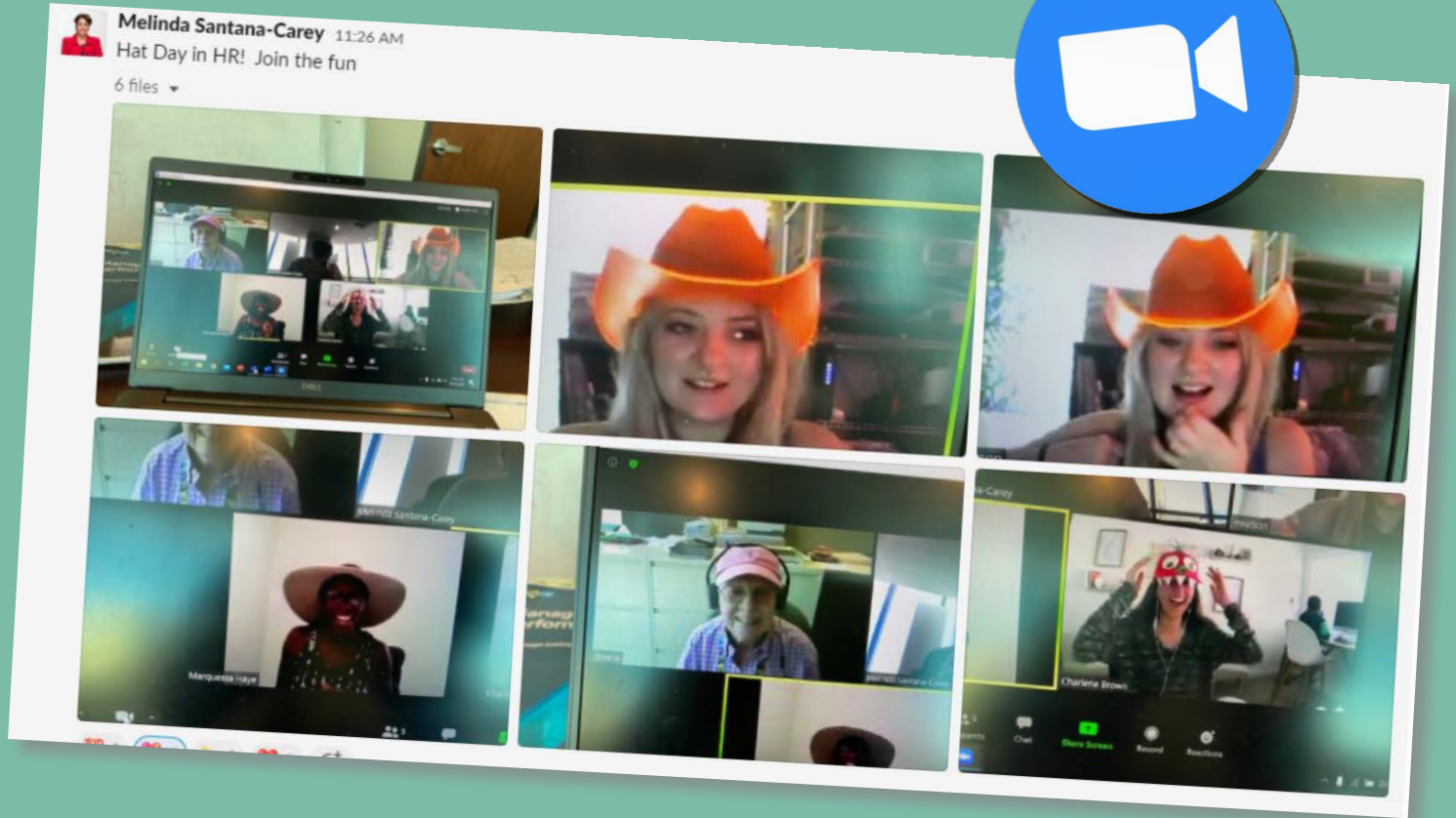


**In person event in Feb 2020 - Office Lunch and Learn**





# Culture Club



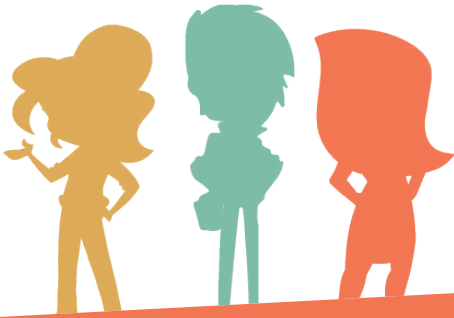




# Culture Club

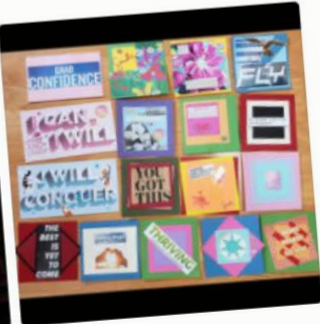
**DECEMBER  
2020  
ISTATON  
HOLIDAYS  
ZOOM PARTY**





# Culture Club

**Monika Paullet (she/her)** 9:21 AM  
I just mailed my cards to Mosaic House for Freedom Day! I had a lot of fun making them and put a tiny paper crane in a slot on the back of each.



10 4 3 3



**Rita Blanco** 8:02 AM

THANK YOU VETERANS! 🇺🇸

Veterans Day celebrates all those present and past who have ser

This holiday started as a day to reflect upon the heroism of those War I. However, in 1954, the holiday was changed to "Veterans I

Image from iOS



6 8 4



**Noe** 11:24 AM

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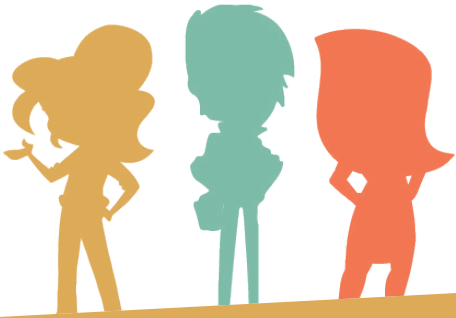


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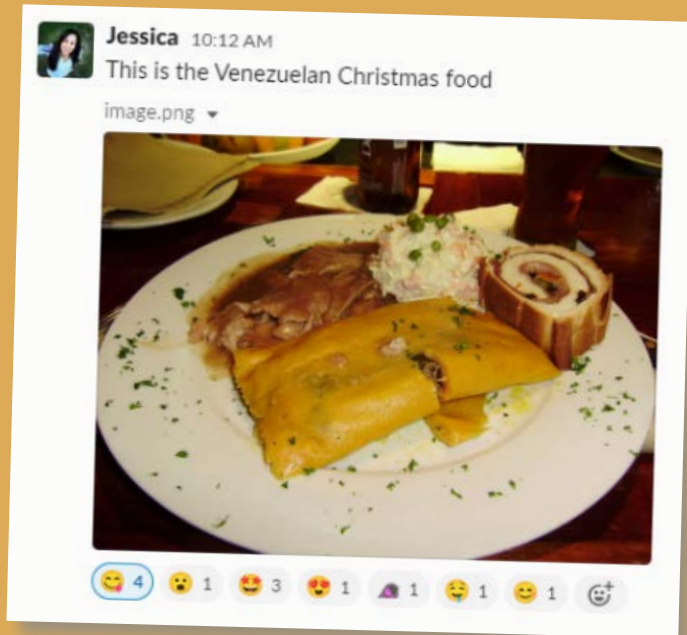
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# Culture Club



# Virtual Day of Giving – May 5

## ***Walnut Place***

Write digital letter/notes to seniors.

## ***Healthcare Heroes***

Record a thank-you message for frontline healthcare workers.

## ***Vogel Alcove***

Record a children's story read-aloud.



***Join Istation's #volunteer-dfw Slack channel  
for more volunteer opportunities!***

## ***Virtual Volunteering***

Volunteer from home





# What Diversity, Equity, and Inclusion Mean to Us



## Héctor Urrutia

Bilingual Spanish Content and Copy Editor

When the year 2020 comes to mind, it conjures very intense feelings of fear, confusion, and adaptation. For me, this year was defined by the pandemic and by mass protests for racial equality in the aftermath of the killing of George Floyd. This was after all the year of confinement, political upheaval, and cancellations. I was propelled to examine my own thoughts carefully to understand the cataclysm going on around me. I am very thankful that Istation was solid in supporting all the employees that were working fully remote for the first time.

This provided a sense of stability in my life. The concept of inclusion and diversity became paramount to understanding the world around us and the systemic injustices that needed to be addressed

if we wanted to live in a society that offers equal opportunities for all. Istation saw the importance and urgency of this matter. It started to engage the employees in meaningful conversations about their thoughts and feelings. I felt very proud that I belonged to a company that was committing itself to becoming more inclusive and diverse.

## Noemi Garza

Account Executive

2020 was a year of reckoning on many fronts: Not only did we battle a devastating pandemic as a globe, one where many did not survive, but at home we also confronted a racial pandemic that has been going on since the first settlers set foot on this land. The question of belonging — and even deeper still, the notion of accountability — was addressed in countless marches and demonstrations across the United States. Some people shrank away from the debate by remaining silent about the systemic and deeply entrenched racism and nativism many Black and Brown people endure daily.

Others were angered by the audacity of some to demand equality, accountability, and real change. Istation assessed the situation and decided to confront these sensitive issues head on by forming the DEI committee which has taken solid steps to enact change not only within the program we sell, but within the culture of Istation. I am proud to work for a company that regards diversity, equity, and inclusion as a top priority!

The concept of belonging and leveling the playing field is central to all our customers, from the pre-K baby first logging into the program to the superintendent looking to deliver quality education to all of her students. Istation understands that diversity, equity, and inclusion are important for ALL of us! This past year has taught me that Istation genuinely embodies their mission to support educators and empower kids. Let's keep moving forward!





## Jac Lee

Content Coordinator – Instructional Design

2020 was a year of unexpected challenges, but also growth. I am extremely grateful that while we adjusted to virtual work and witnessed tragic events nationwide, we had leadership at Istation which sought to listen and reassure us that no matter how isolated we felt, we were not alone. It was like a lightning bolt of realization hit us that more needed to be done. We found ways to surface our concerns both within our company culture, through focus groups, as well as our content, through audits and difficult conversations. These were conversations which indeed were long overdue, but they had to start somewhere. Within the context of national conversations on equity, our discussions could not have come at a more appropriate time.

We still have a ways to go, but I truly believe 2020 was a turning point for us as a company.



## Duck Cunningham

Account Executive – Alabama, Louisiana, & Mississippi

2020 started with the January PD and Sales meeting. But this one had something new: an all-company, in-person meeting focused on diversity, equity, and inclusion. We were encouraged to all take our equal place at the table, get to know each other better, and create an environment of working together to promote each other and the mission of Istation.

With that in mind, we went back to work. Not long after, we were hearing rumors of a deadly virus coming our way. Before we really knew what happened, we were locked down, working from home, and isolated. The Istation family came together, figured it out, and continued to accomplish our mission serving all students throughout the US and even abroad.

George Floyd.

To be sure, there were others before him that died tragically in encounters with authorities, and sadly, he wasn't the last. However, the nine minutes we watched in horror took the breath of our nation away in a unique way. It affected everything; it affected Istation.

Istation's president desired to foster conversation. If any of us hurt, Istation hurt, and that could destroy our Istation family. With friends and colleagues around the country telling her to leave it alone, she courageously initiated that conversation. She forged ahead and led us in beginning a discussion at Istation.

It was awkward, hard, jolting, and the beginning of a healing process. There were other conversations corporately and privately as some were willing to engage, listen, and sit together in the hardness of the moment. Those conversations continue today among old and new friends and in the formation of the Diversity, Equity, and Inclusion team. It was opened to all who wanted to be a part; as it still is.

It was encouraging. That is not to say Istation or our country has figured it out and fixed it all. On the contrary, it took a long time to get to this place, and it will take quite a bit more time to get to where it needs to be for all to be treated fairly and feel included. If we keep believing the best about each other and strive together to bring about change, Istation and the US can be a shining example to the world. I understand that seems impossible to some, but that is my desire.

For me, 2020 ended with hope. Seeing all of the good things that began at Istation, helping us listen to each other, improving ourselves and our company, and furthering our mission was exciting. Most of us celebrate something towards the end of December. My tradition is to celebrate the birth of a BIPOC baby who grew up to show our world the true meaning of love. It is because of that love that I have life and hope for our company, nation, and world.



# Istation's 2020 Diversity Profile

As we enter the second edition of our yearbook, we would like to share the results of our Equal Employment Opportunity Summary. We are committed to not only reporting this information as required by the US government, but also sharing with our employees during our all-hands meeting and our DEIFG. The demographic information below was provided by the 2019 Census Bureau ACS data and Istation's own EEO report data for 2020. It is a general indicator of trends both within Dallas and Istation.



Race/Ethnicity	2019 Dallas County Census	2019 Dallas County Census College Education Attainment	2020 Istation EEO
White	28.00%	56.63%	68.46%
Black or African American	23.60%	16.39%	7.89%
American Indian and Alaska Native	0.10%	0.21%	0.00%
Asian	6.70%	12.15%	5.38%
Native Hawaiian and Other Pacific Islander	0.00%	0.00%	0.00%
Two or More Races	2.00%	3.80%	3.94%
Hispanic or Latino (who also identified themselves as White, two or more, Black)	40.00%	10.81%	14.34%



# 2020 Istation EEO Profile Results\*

## 2020 EEO Company-Wide

### Gender

**50.18%**

of employees company-wide identify as female with 49.82 percent identifying as male.

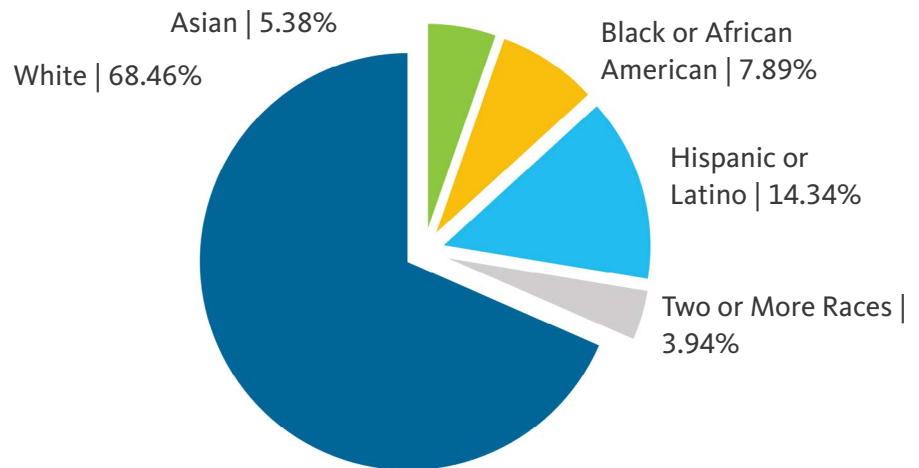
#### Men

49.82%

#### Women

50.18%

### Race/Ethnicity



Compared to 2019, we have seen an increase in representation in our Hispanic/Latino and Black/African American employees as well as a slight decrease in the Asian and Two or More Races categories. We will conduct an internal analysis to determine the potential causes for the changes. Our female-to-male ratio remains balanced, and we have seen an increase in representation at the executive level of the organization.

## 2020 EEO Company-Wide First-Level Management

### Gender

**31.58%**

of the management team identifies as female, with 68.42 percent identifying as male.

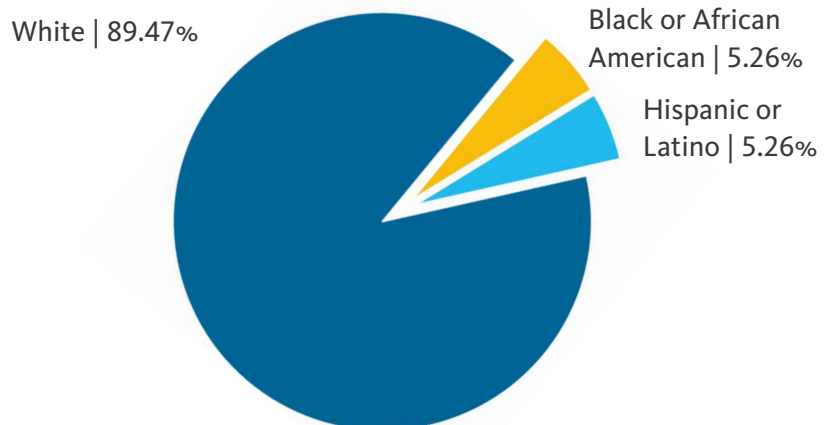
#### Men

68.42%

#### Women

31.58%

### Race/Ethnicity



Management was defined using the EEO-1 job classification for first/midlevel officials and managers. These managers report to the executive/senior-level managers and implement their plans and strategies. They oversee activities and functions at the group, regional, or divisional level. This category also includes managers who report directly to middle managers and direct daily operations.

**\*Among employees active in 2020.** This report reflects diversity data reported to the federal government. It is not inclusive of all areas of diversity and does not necessarily reflect Istation's priorities concerning diversity and inclusion.

## 2020 EEO Executive Leadership

### Gender

**50.00%**

of the executive leadership team identifies as female, with 50.00 percent identifying as male.

#### Men

50.00%

#### Women

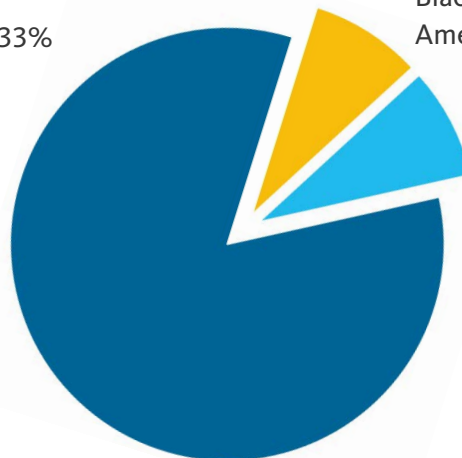
50.00%

### Race/Ethnicity

White | 83.33%

Black or African American | 8.33%

Hispanic or Latino | 8.33%



Executive leadership was defined using the EEO-1 job classification for executive/senior level officials and managers which includes individuals who plan, direct, and formulate policies, set strategy, and provide the overall direction of organization for the development and delivery of products or services. Residing in the highest levels of organizations, these executives plan, direct, or coordinate activities with the support of subordinate executives and staff managers.

## Promotions 2020

### Gender

**20.00%**

of employees promoted in 2020 identify as female, with 80.00 percent identifying as male.

#### Men

80%

#### Women

20%

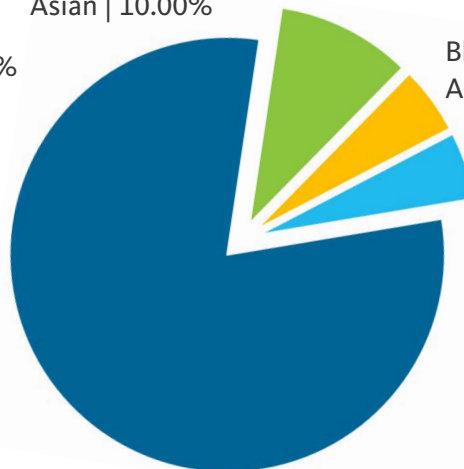
### Race/Ethnicity

White | 80.00%

Asian | 10.00%

Black or African American | 5.00%

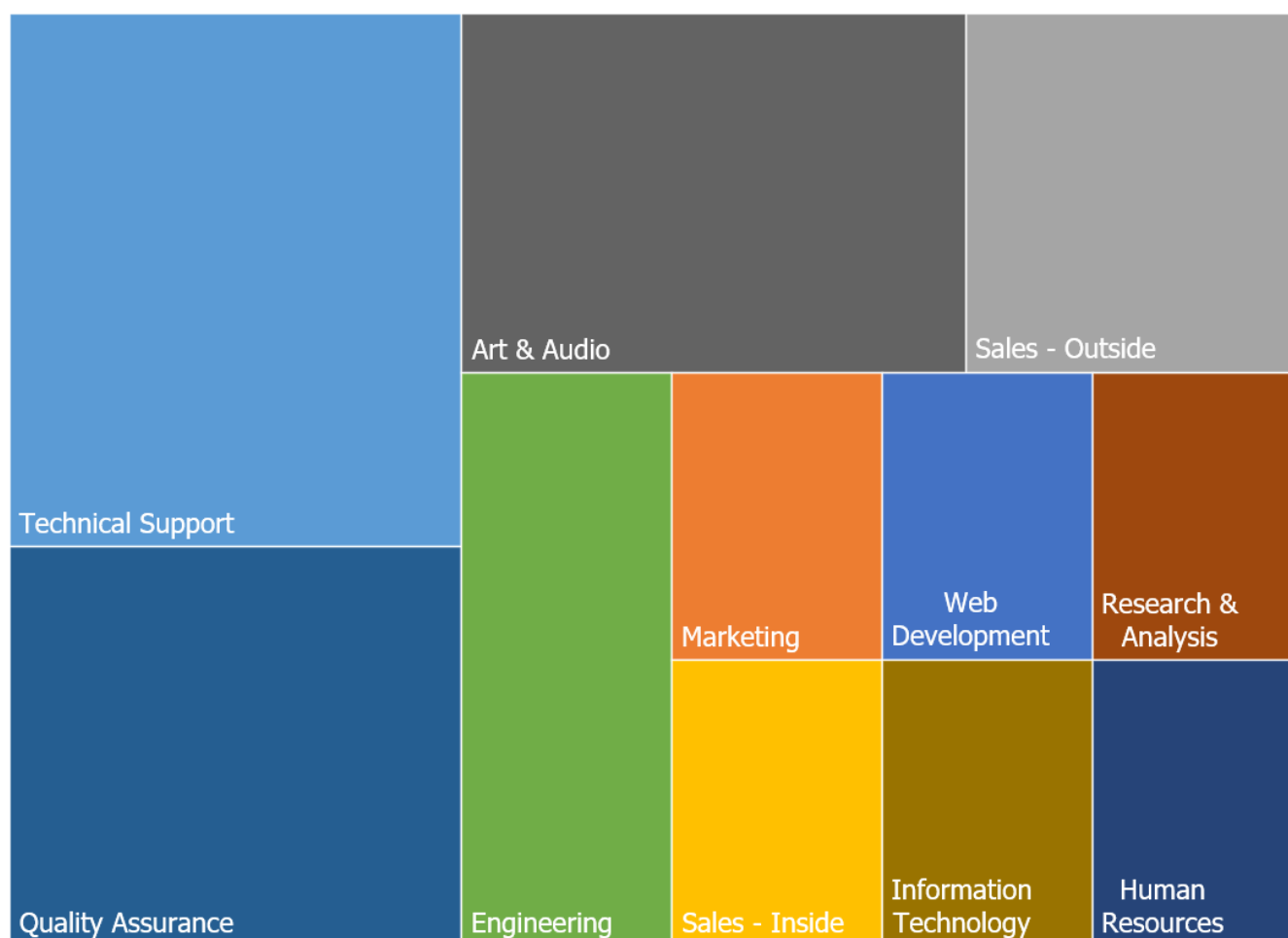
Hispanic or Latino | 5.00%



In the spirit of employee development and promotion, we are excited to have employees promoted into new roles during 2020. We will continue to increase employee development and support at all levels of the organization with particular focus on those in historically underrepresented groups.

**\*Among employees active in 2020.** This report reflects diversity data reported to the federal government. It is not inclusive of all areas of diversity and does not necessarily reflect Istation's priorities concerning diversity and inclusion.

## 2020 Promotions by Department



Technical Support | 20%

Marketing | 5%

Sales – Outside | 10%

Sales – Inside | 5%

Web Development | 5%

Engineering | 10%

Quality Assurance | 15%

Research & Analysis | 5%

Art & Audio | 15%

Information Technology | 5%

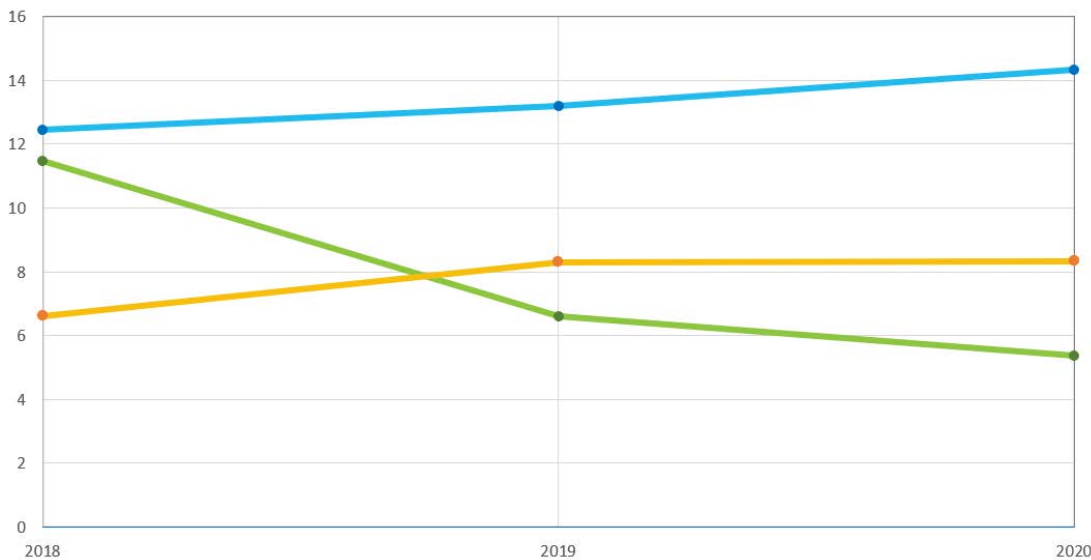
Human Resources | 5%

**\*Among employees active in 2020.** This report reflects diversity data reported to the federal government. It is not inclusive of all areas of diversity and does not necessarily reflect Istation's priorities concerning diversity and inclusion.

# Three-Year Trends

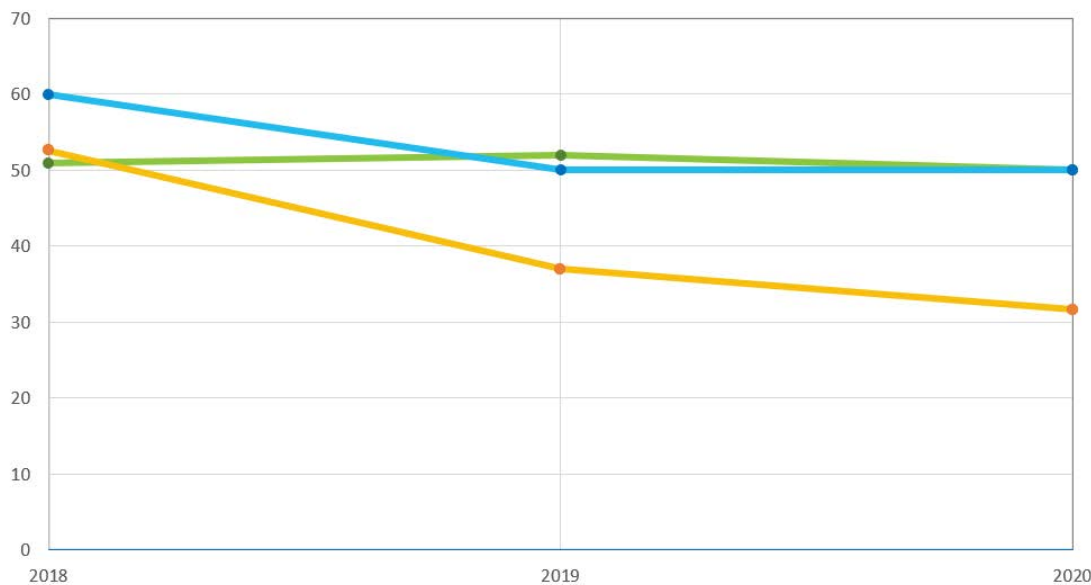
We felt that it was important to not only look at 2020 EEO results but also review our progress during the last three years. We have increased representation in the EEO categories for Hispanic/Latino and Black/African American. We have seen a decrease in retention/hiring in the Asian category. We remain very strong in the company-wide general representation of female employees (as defined by EEOC reporting guidelines as of 2020). We will continue to monitor our progress and evaluate our hiring, training, and development practices.

## Three-Year Trend – Company-Wide EEO Data



<span style="color: green;">●</span>	<b>Asian</b>
2018	11.49%
2019	6.60%
2020	5.38%
<span style="color: orange;">●</span>	<b>Black/African American</b>
2018	6.61%
2019	8.30%
2020	8.33%
<span style="color: blue;">●</span>	<b>Hispanic or Latino</b>
2018	12.45%
2019	13.20%
2020	14.34%

## Three-Year Trend – Gender: % of Women



<span style="color: green;">●</span>	<b>Company-Wide</b>
2018	51.0%
2019	52.0%
2020	50.0%
<span style="color: orange;">●</span>	<b>First Level Management</b>
2018	52.6%
2019	37.0%
2020	31.6%
<span style="color: blue;">●</span>	<b>Executive</b>
2018	60.0%
2019	50.0%
2020	50.0%

# Istation Renovations



**Lobby Demolition**



**Lobby and Texas Room Progress**



**Walls Getting Framed**



**Conference Room Progress**

## 2020 Projected Renovation Milestones



### September–October 2020 Demolition

18th floor complete  
19th floor in progress  
20th floor to begin



### Mid-October 2020 Construction

18th floor in progress  
19th floor started  
20th floor to begin



### Mid-January 2021 Completion



# Istation Renovations



***Accessible Counters in Kitchen***



***StepNpull Lever  
for Opening Doors***



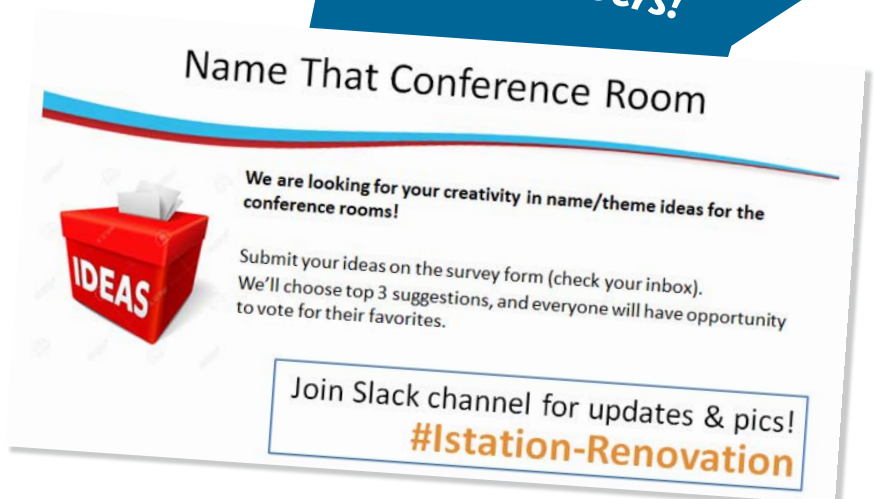
***Wellness/Nursing Room***

# Name That Conference Room



- NexLevel Arcade
- Lectoclub
- Donnie
- Decimals' Tour Bus
- Right Stuff University
- Amelia's Basecamp
- SEM Headquarters
- El Mundo
- The Hub
- HumanEX Museum
- Dallas
- Texas

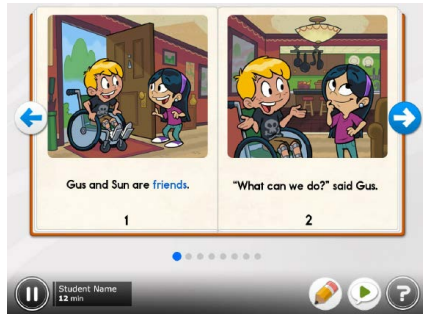
*New conference room names voted on by our Istation team members!*





# DEI Product Updates

Istation's product teams have made a number of updates in the past year to improve accessibility, diversity, equity, and inclusion.



## Math Team Contributors

*Amy Saunders:* Nazca Lines

*Rose Miller:* Comparison Cards background

*Morgan Hamilton, Stephanie Noland, Jennifer Brock:* Strata Adaptations

*Max Osta & Mario Varela:* Badges

## Early Reading Contributors

*Greg Shrader, Team Lead:* Created color palettes for skin complexions and background/text/image color ratios for accessibility; created all art roughs

*Kressent Rhodes, Amy Saunders, Ash Olvera, Sterling Handrick:* Colored and rendered illustrations

*Amy Mora, Team Lead:* Created spreadsheet with examples of DEI that could be used in various stories

*Darey Steacy Speigner:* Audited existing legacy content for DEI

## Spanish Reading, ORF Contributors

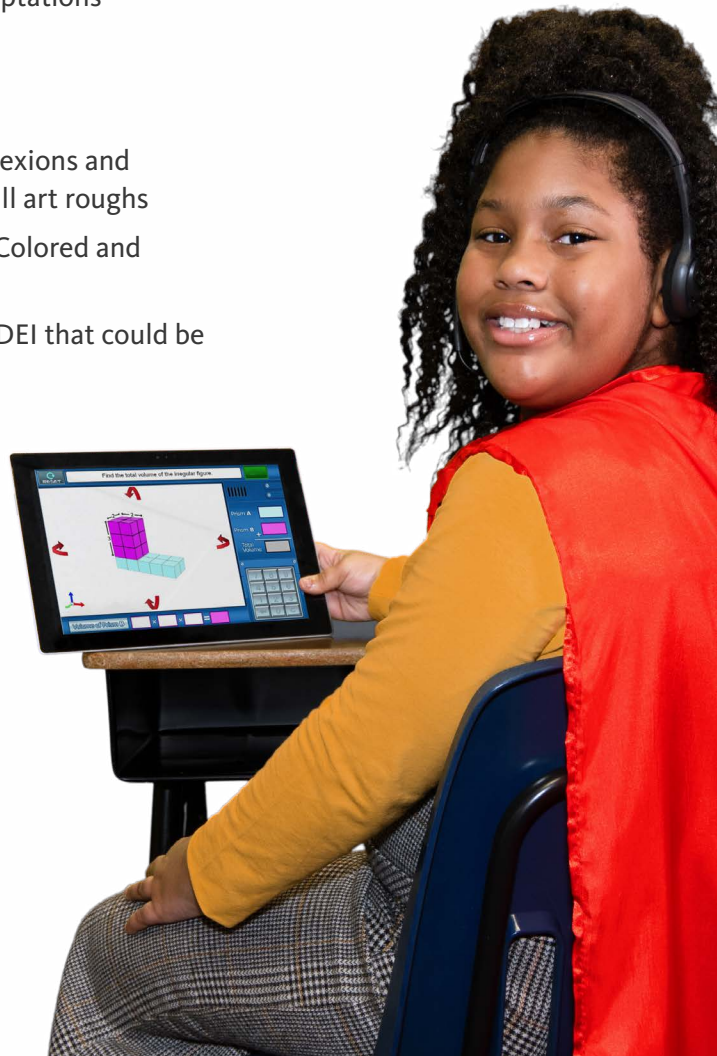
*Maria Soler, George Mendez, Victoria Malave, Wes Boddie*

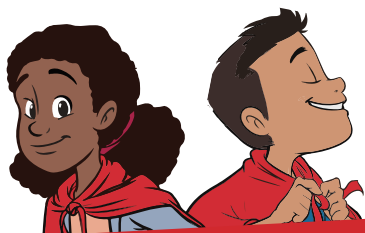
## Power Path Contributors

*Ryan Luther, Zack Leaman, Brandon Butler, Brian Thompson, Wes Boddie, Ash Olvera, Don Massey, David Chao*

## Editing Team Contributors

*Moniqa Pullet, Ross Frazier, Héctor Urrutia, Penélope Casanova:* created accessible document templates, built/verified accessible documents, conducted DEI/sensitivity reading

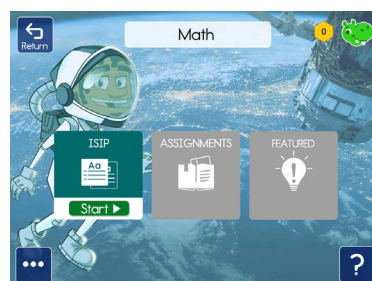
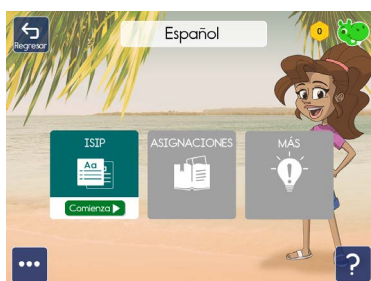
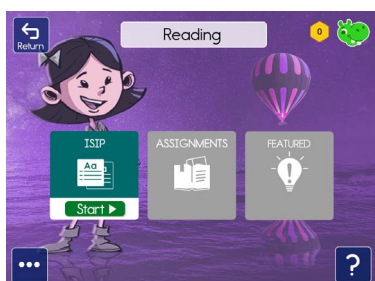




# Power Path

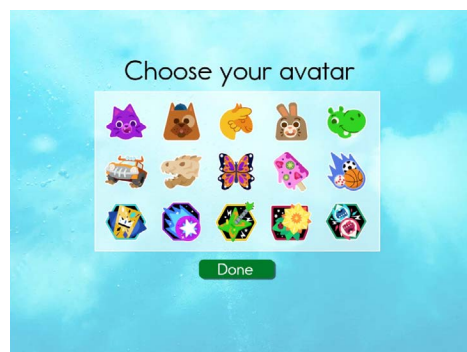
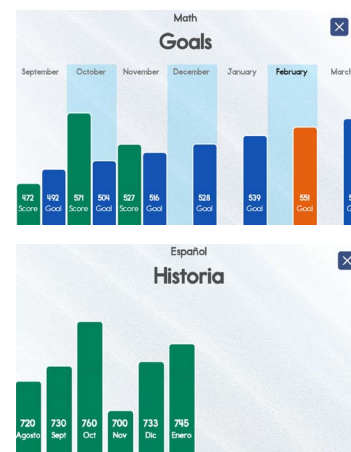
With the release of Power Path, we wanted to make Istation more approachable and more inclusive for all of our users. We simplified our menus and provided a more student-driven experience. Our major goals were to streamline the process, create a consistent experience for all users and products, and promote exploration without the fear of consequence.

In the product menus, we wanted to include different characters from Istation that were specific to the product but also showed diversity in our product. In Reading we use Toshi; in Math we have Stix; and in Spanish we have Leonor.



In Spanish we wanted to make sure that the content users see is in Spanish, and all the help audio is in Spanish. We wanted to provide equity for all our Spanish users in the Spanish product.

We also wanted to present our students with their own data so they could really take ownership of that data and use it to educate and motivate themselves as they move forward in their educational journey. After they complete their assessment, they are shown a pop-up that tells them they did an awesome job and earned three stars regardless of their actual performance. They are then presented with their personal data from the assessment and can see how they did compared to the previous assessment and view goals that have been set for them.



We understand school can be hard, and we want to celebrate every form of success a student has. By putting in a star system that rewards doing assessments and assignments, we reward the student for completion, not just performance, so they can stay positive and motivated to keep working.

To help build a more personalized experience for our students, we also created a series of avatars that students could select from to personalize their Istation space.

We added a sidebar that allows students to dive right into their data and have some additional control over their avatar.



# Early Reading



"Make 12 buns, Gus," said Sun.



"Mom will cook them in a wok."

We built specific DEI requirements into the acceptance criteria of various projects. This set the intention for diversity, equity, and inclusion from each project's inception. Additionally, early into the Letter Room project, we asked the team's art lead to create a palette of skin complexions that worked well on the various backgrounds. It should also be noted that each background and text color combination in the Letter Rooms had to meet specific contrast ratio guidelines for accessibility purposes. This ensures that customers with limited, low, or impaired vision can see the instructional content on the backgrounds.

Acceptance criteria examples that relate specifically to DEI are below.

## Letter Rooms

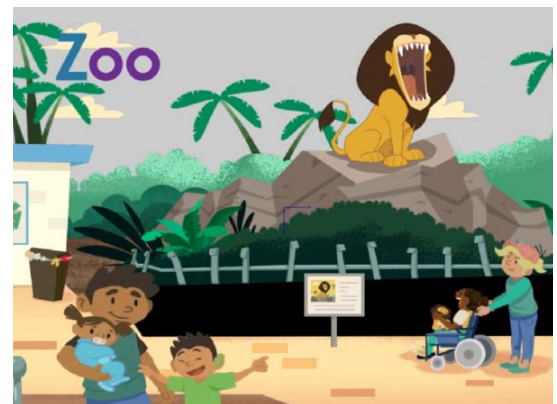
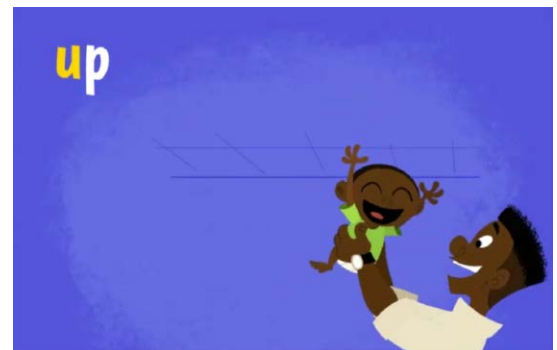
- Images are free from any stereotypes or microaggressions.
- Images feature a variety of characters with different ethnicities.
- Images feature characters in occupations outside of typical gender roles (male nurses, teachers, or primary caregivers; female scientists, engineers, truck drivers, construction workers, etc.).
- Set color palette for a variety of ethnic and racial skin tones that work with at least one background in the Letter Room vignettes.
- Skin tones on backgrounds meet minimum color contrast requirements for accessibility (3:1).

## Instructional Design

- Ethnic and cultural diversity are represented accurately and positively (avoid tropes).

## Art

- Ethnic and cultural diversity are represented accurately and positively (avoid tropes).
- Complexions use predetermined skin-color palette.
- Include positive representation of characters with a variety of abilities and disabilities.







# HumanEX and Spanish ORF

## HumanEX

HumanEx saw its second, third, and fourth releases with new content for middle school students in the areas of summarizing, making inferences, and identifying the central idea. Students met the rest of the staff at the Museum of Human Experience, including Hannah, Ezra, Ari, Sahar, and Dr. Charles.

They were able to practice and learn reading skills by helping to build exhibits about Vikings, Genghis Khan, Irish folklore, and more! In addition, several arcade games were released. Nekokami has a chance to practice spelling. Hype Dance Battle lets students practice vocabulary. Faceplant is a chance for students to level up their verb skills!



## Spanish Oral Reading Fluency

The art team has been researching more equitable ways of depicting people from myriad cultures and ethnicities. This speaks to the way that characters' physical features are drawn and colored. The instructional design team members conducted an informal review of legacy content to identify any stories or representations that could be problematic, controversial, or otherwise stereotypical.

ORF has both an English and Spanish component. The vision for ORF was that it be available in English as well as Spanish.





# Math

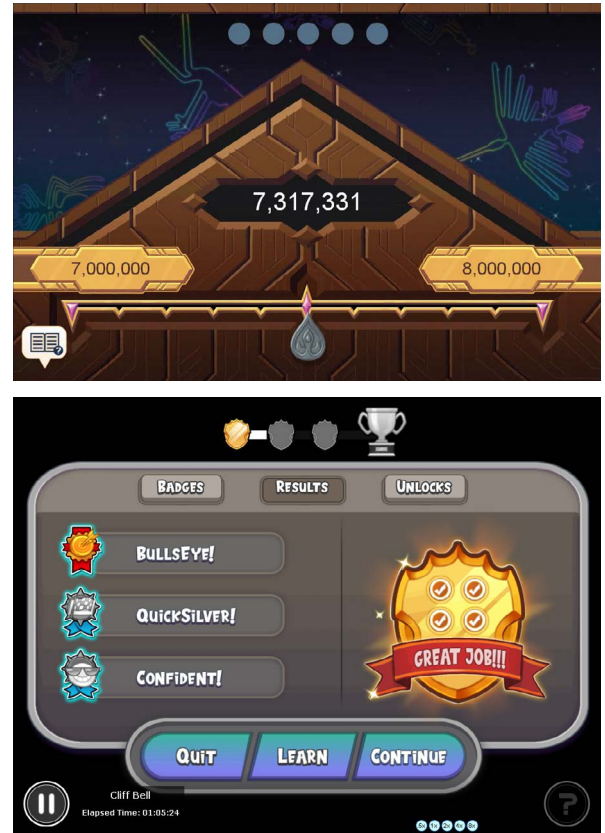
In order for students to practice standards-based materials on the most appropriate level, our math team created strata adaptation strategies that allow students to quickly move to a different level of learning if what they are currently working on is too difficult or too easy. This ensures that all students are provided with sound and equitable learning opportunities throughout their entire experience.

Students have autonomy over their learning, thus speaking to all components of DEI, as they are able to view their standings at the end of each round of any activity that they play. They can see the last three badges they've earned, a total of each badge type that they have earned, and the customizations that they have unlocked or have yet to unlock. This allows students opportunities to gauge their own progress and performance as they learn at whatever level they may be categorized.

The background theme of constellations for our Pyramid Pinball rounding game for 3rd, 4th, and 5th graders was inspired by the Nazca people of ancient Peru. Students also have an opportunity to interact with sliders as well as earn customizable coins during this experience. The primary purpose of one of the sliders and the coins was to create interesting visuals for the students.

The theme of another one of our activities, Comparison Cards, which helps students compare numbers and objects as being greater than, less than, or equal to each other, has a specific background option that draws on the influences of East Asian cultures and aesthetics. Students are also granted opportunities to customize various card decks based on the levels that they reach.

Our entire Power Path product invites students to create their own avatars in order to provide them with a more customized user experience as part of inclusivity efforts in our diversity initiatives.



# Accessibility at Istation



Istation set a goal in 2020 to provide an equitable and enjoyable experience for all students and adults, including those with disabilities. To accomplish this, Istation created a new full-time role, the Accessibility Product Manager, and recruited a team of cross- departmental subject-matter experts known as the Accessibility Center of Excellence (ACE). Throughout the year, the team researched, trained, and advocated for accessibility within their departments and worked together to implement best practices when creating content.

In addition to ACE's accomplishments, Istation's accessibility achievements for 2020 include:

- raising accessibility awareness across the company through training sessions, newsletters, a Slack channel, and more;
- testing and documenting the level of accessibility within our current products using VPATs and inventory templates;
- expanding and developing new systems to support accessibility based on Section 508 and WCAG 2.1 Level AA requirements;
- creating development checklists for each department; and
- acquiring accessibility certifications for several Istation employees.

We are so proud of Istation's progress! Creating accessible content is an ongoing process. We pledge to continue updating our technological capabilities, improving our development processes, and getting to know our users' needs so that everyone can fully enjoy the Istation experience.



# Mentorship at Istation

## P-Tech

This year we partnered with the digital mentorship platform STEMuli to facilitate our new mentorship program with Bryan Adams High School as part of our P-TECH program partnership with DISD. This was the third year in our six-year partnership. We had over 20 Istation employees volunteer as mentors for the program, and we had over 100 student mentees. There were six sessions that ran from April to June covering various topics including critical thinking, active and passive listening, and giving and receiving feedback. The mentors would record videos of themselves talking about these topics, and then the students could watch and record their own videos to respond. We would then carry on the conversations in this fashion.



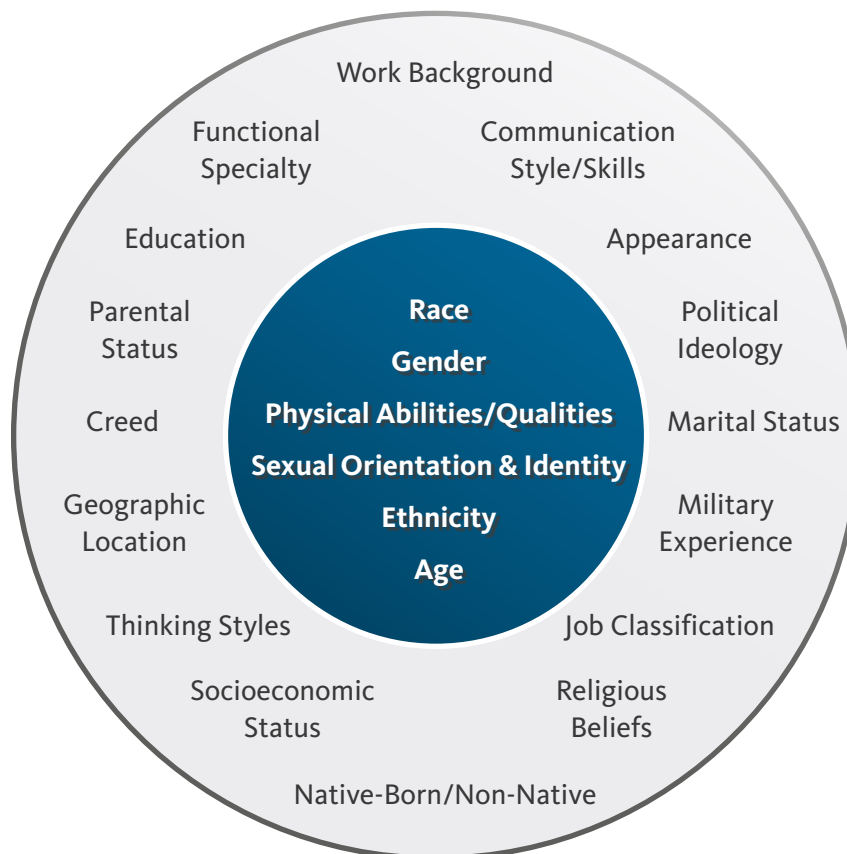
STEMULI



# 2021 Vision and Commitment

Thank you for joining us on our 2020 journey! We would like to leap forward and share with you our vision for 2021:

- Provide additional inclusivity training for the entire organization.
- Sponsor a week-long virtual event to discuss the challenges faced by traditionally marginalized BIPOC (Black, Indigenous, People of Color) communities and how we as individuals can help.
- Introduce KPI measurements.
- Increase management development programs company-wide.
- Conduct “stay interviews” with current employees to discover additional areas of focus.
- Ensure that we expand our diversity focus by following the diversity wheel model<sup>1</sup> and understanding that diversity is multifaceted and complex.



We will continue to ensure that our products, services, and employees reflect the communities we serve. Come watch us grow!

<sup>1</sup>Loden and Rosener are responsible for the diversity wheel model developed in 1991 that delineated primary and secondary diversities (Salomon & Schork, 2003).





THE  
**POWER**  
OF ISTATION

