



2019 Istation Yearbook

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#RedCapeNation

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A Note From the Leadership Team

Dear Reader,

Welcome to Istation's inaugural Diversity, Equity, and Inclusion (DEI) Yearbook! In this edition, we are delighted to share with you our burgeoning strategy and investments related to DEI. Throughout this yearbook, we hope you'll get to know us a little better as we share perspectives from our people, insights into our culture, and reflections on our progress.

Diversity, equity, and inclusion are paramount to success in any business, and that is particularly true for an educational technology company like Istation. We must represent every student, family, and teacher that we serve. We must also act in innovative and creative ways, leveraging the advances of the most modern technologies.

This year, we are particularly proud to celebrate our most recent DEI accomplishments: the formation of a DEI Focus Group, the roll-out of more advanced and relevant training, increased visibility and oversight on DEI accountability metrics, and the explicit incorporation of DEI into our annual budget process.

While we are still at the beginning of a multi-year strategy, we are more excited than ever about our momentum. We have unwavering dedication from our senior leadership team, an active company-wide dialogue on critical DEI topics, and a well-defined roadmap to ensure our progress is explicit and real.

We hope you enjoy reading this yearbook as much as we enjoyed putting it together, and we hope you'll join us on this journey to an even better tomorrow.

Sincerely,

Ossa and Dick

2020 DEI Focus Group/AC and CC Advisors



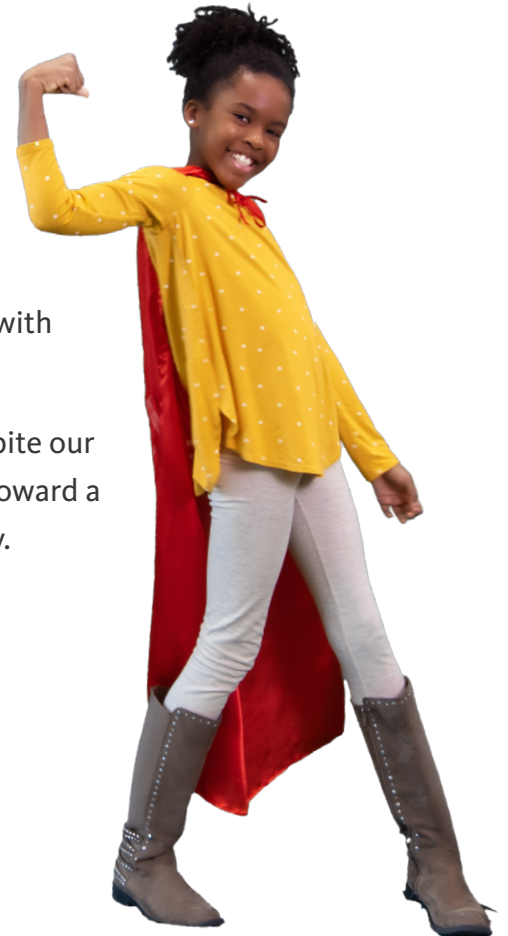
2020 Leadership Team



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 & 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 & direct.**



2019

Employee Population Summary

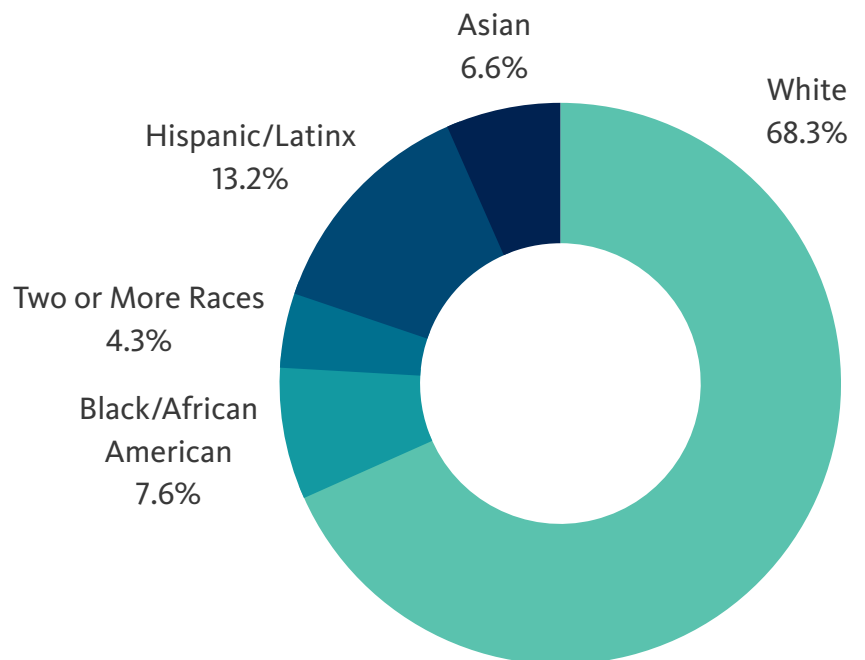
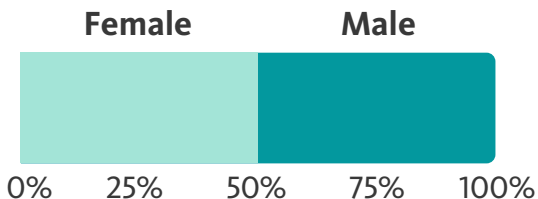
Istation Equal Employment Opportunity (EEO) Summary

Our 2019 diversity and inclusion yearbook report documents our data, our journey, our learnings, and our employees' stories. We increased our employee involvement via Culture Club and Advisory Counsel in addition to improving benefit offerings to employees with the additional time off during holidays and a new sick-paid leave program for our employees. With our 2019 report, we renew our commitment to our mission to consciously and intentionally include everyone and to continue to challenge ourselves for the betterment of our employees, business and customers.

Total Employee Population by Race/Gender

50%

of all employees identify as female and an equal percentage identify as male.



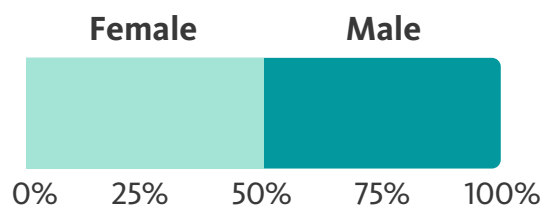
Among employees active in 2019

*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 priorities concerning diversity and inclusion.

Executive Leadership

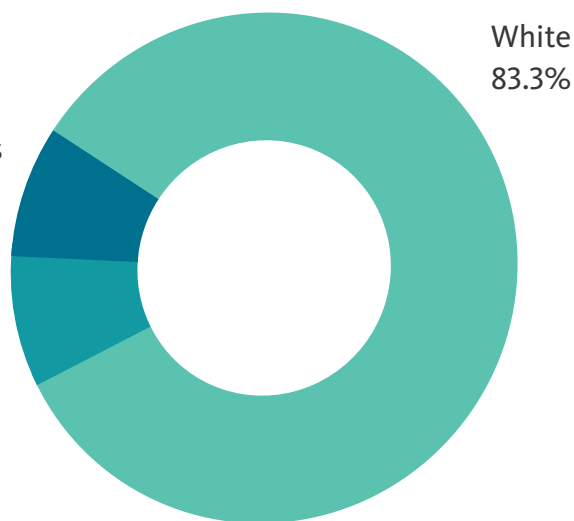
50%

of the Executive Leadership team identifies as female with an equal percentage identifying as male.



Two or More Races
8.3%

Black/African
American
8.3%



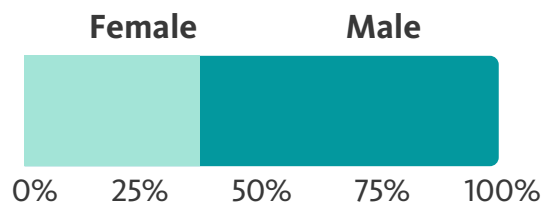
Among employees active in 2019

Executive leadership was defined using the EEO-1 Job classification 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.

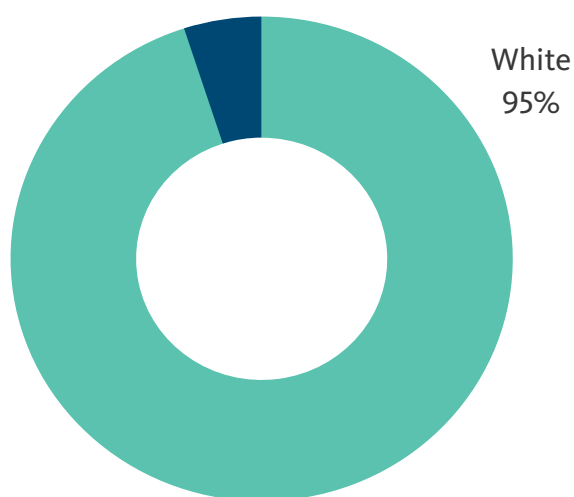
Management

37%

of the management team identifies as female, while 63 percent identify as male.



Hispanic/Latinx
5%



Among employees active in 2019

Management was defined using the EEO-1 Job classification First/Mid level 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.

A Note from the Advisory Council

The Istation Advisory Council (AC) strives to advocate for all employees to ensure we are valued as we aim to create and deliver top-quality products.

Established in June 2019, the AC has spent substantial, dedicated time with Ossa Fisher, President and COO at Istation, as well as other members of the Leadership Team to bring forward employee recommendations on an anonymous basis and opportunities to make Istation better.

During its first year, in addition to establishing procedures and protocols for employee recommendations to the Council, the AC worked with the Leadership Team to ensure that employees received **standing desks**, **healthier snack options** in the vending machines, and **opportunities to submit anonymous feedback** regarding the company's remodeling efforts.

The Istation Advisory Council is proud of its continued efforts to advocate for employees in the coming years and months ahead.



Istation Advisory Council



AUDIO ENGINEER II
Josey Megert

"Your focus determines your reality."



ENGLISH TEAM LEAD
Lisa Mackay

"We are not a team because we work together, we are a team because we respect, trust & care for each other."



MATH 3-5 CONTENT WRITER
Morgan Hamilton

"Our lives begin to end the day we become silent about things that matter."



SOFTWARE QA TEAM LEAD
Subha Natarajan

"Start by doing what's necessary, then what's possible; and suddenly you're doing the impossible."



A.S. - HR & PROPOSALS
Donnie Ludwig

"Play your edges; stretch your limits."



VIRTUAL LEARNING COACH
Leonor Cruz

"You are the architect of your own life; you build its foundation and choose its content."



P.D. MANAGER
Sabrina Jones

"Stand up for what is right...even if you are standing alone."



VIRTUAL LEARNING
TEAM LEAD
Jenny Parris

"It always seems impossible until it's done."



SVP- STRATEGIC ACCOUNTS
Sharon Tipping

"Nothing great was ever accomplished without enthusiasm!"



ACCOUNT EXECUTIVE
Cristina Brown

"I've learned that people will forget what you said, forget what you did, but never forget how you make them feel."



VIRTUAL LEARNING COACH
Spencer Pelzel

"Hope is not a strategy. Luck is not a factor. Fear is not an option."



IAE TEAM LEAD
Sam Rangel

"Failure will never overtake you if your determination to succeed is strong enough."

Istation Culture Club

Established in early 2019, Culture Club aims to create a more fun, dynamic, and inclusive working environment for Istation employees.

In its inaugural year, Culture Club focused on organizing group events that promoted collegiality between departments and among employees who may not typically work together or interact on a regular basis. These events included monthly happy hours, game nights, a cooking competition, potlucks, ice cream socials, and an interactive open office tour for the three floors of Dallas headquarters.

We launched a newsletter called the Toilette Gazette and the Istation Events Guide. This newsletter and guide, posted in all Istation bathrooms, incorporated inclusive and supportive articles on cultural holidays, historical events from around the world, heritage months, and how to support marginalized groups.

Culture Club is proud of the steps taken in 2019 to strengthen the bonds of the Istation family, and we look forward to building much more upon this foundation.



TOILETTE GAZETTE

"I wonder what it would be like to live in a world where it was always June." —L. M. Montgomery

Flower: rose	Birthstone: pearl	Astrological Signs: Gemini & Cancer
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Supporting LGBTQ Youth

Growing up is tough. Finding yourself and accepting yourself is a challenge for most people. It can be particularly challenging for those in the LGBTQ community who must come to accept themselves and the fear that those around them will not.

LGBTQ rights have come a long way, it's true — thanks to the efforts of so many trailblazers in our community and many beloved allies. But there's still a long way to go, not only with regards to vital aspects of our lives such as protections against discrimination in employment, housing, and health care but also with regard to how society views and accepts the LGBTQ community at large and how it responds to the unique needs of our youth.

It's well documented that LGBTQ youth who are out to their immediate families report being happier than their closeted peers. In high school and beyond, youth who are open about their sexual orientation or gender identity report higher levels of self-esteem and life satisfaction than their closeted classmates. So how can we make these positive statistics the norm for LGBTQ youth? How can we help them live their best lives?

- Think before you speak and watch what you say. Period. This is pretty good life advice in general, but it's particularly true around youth and those in marginalized communities. In a recent poll, 67% of LGBTQ youth reported hearing negative comments about the LGBTQ community from their families. This negatively affects youth in many more ways than can be enumerated on this page.
- Speak up in support of those being marginalized, especially if you hear or see something hurtful. Silence can easily be misconstrued as complacency or apathy, whether one actually feels that way or not.
- Do volunteer with or donate to local LGBTQ organizations that focus on helping youth in the community. LGBTQ youth represent ~7% of the total youth population in the US, yet they make up 40% of all youth experiencing homelessness. Nearby shelters and organizations include Promise House and the Youth First program through the Resource Center.
- Support initiatives (at all levels of government) to increase funding for mental health services in schools. This will benefit all youth because statistics show that 75-80% of children who receive any mental health services receive them in a school setting. Statistics also show that school-based mental health professionals are often ill-equipped and untrained on how to best support and counsel LGBTQ youth, despite 87% of them believing that it is their responsibility to provide such services.

"The thing that's encouraging is that we've found being out is good for you. This is clearly aligned with everything we know about identity. Being able to be who we are is crucial to mental health." —Stephen Russell

We do so much at Istation to improve the lives of students and make learning an enjoyable, immersive, and entertaining activity. Let's take that one step further and do more to help improve the atmosphere in which students learn by providing inclusivity, equality, and openness in everything we do.

On This Day . . .

On June 18, 1815, Napoleon Bonaparte and his army of 72,000 men were defeated on the fields of Waterloo in central Belgium by 113,000 British, Dutch, Belgian, and Prussian troops. This battle took place just 4 months after he escaped from his exile on Elba, an island ~6 miles off the coast of western Italy. Despite its fame as his place of exile, Napoleon spent less than 10 months there before retaking control of France. After his defeat at Waterloo, however, Napoleon found himself short of support and was again exiled, this time to the more wisely chosen Saint Helena, an island ~2,500 miles east of Brazil and ~1,200 miles west of Angola, making it one of the most remote islands in the world. He died there ~6 years later.

Save the Date

4-9 – Pet Appreciation Week
7 – First-Friday Happy Hour
9 – National Best Friends Day
16 – Father's Day
21 – First Day of Summer
21 – National Selfie Day

First-Friday Happy Hour!

First-Friday Happy Hour continues to be a big hit, and it's finally time for another one! Join us at Bar Louie on June 7 starting at 4:30! There will be raffle tickets and a drawing for gift cards! Don't miss it!!

Famous Birthdays

- 1 – Marilyn Monroe
- 1 – Morgan Freeman
- 6 – Prince
- 9 – Frank Lloyd Wright
- 10 – Judy Garland
- 18 – Paul McCartney
- 19 – Lou Gehrig
- 20 – Cindi Lauper
- 25 – George Orwell
- 27 – Helen Keller

CULTURE CLUB Questions? Comments? Ideas for next month? Email us at Culture@Istation.com!



Istation Culture Club



CULTURE  CLUB

Awards, Endorsements, and Reviews

EdTech Digest – Energizing Education

- E-learning, blended, or flipped solution finalist – Istation Español
- Math solution finalist – Istation Math
- Testing and Assessment solution finalist – Istation
- Language learning solution finalist – Istation Español
- Mobile app solution - early learning – Istation app
- Learning and Analytics and Data Mining Solution



SIIA's CODiE – Education Technology

- Best ESL, ELL or World Language Acquisition Solution finalist – Istation Español
- Best Game-Based Curriculum Solution finalist – Istation Middle School Reading
- Best Reading/Writing/Literature Instructional Solution for Grades PreK-8 finalist – Istation Middle School Reading
- Product Team of the Year winner – Math PreK-1
- Best Formative Student Assessment Solution finalist – Istation Reading
- Best PreK / Early Childhood Learning Solution finalist – Istation's PreK and Early Childhood Programs

ComputED Gazette's EDDIE

- Upper Elementary: Spanish Literacy Website winner – Istation Español Lectura Avanzada
- Early Learning: Early Reading Website winner – Istation
- Early Elementary: Reading & Math Skills winner – Istation
- Multi-Level: Reading & Math Skills winner – Istation

IMS Global Learning Consortium, Learning Impact Award

- Blended Learning Optimization finalist – Istation and Twin Falls School District

Tyton Growth50 Winner

- Top 50 Organization

Digital Innovation in Learning Awards

- Organization Award honorable mention

Awards *(continued)*

Best Educational Software Awards (BESSIE)

- Middle School Category: Blended Learning Resource winner
- Teacher Tools: Best Academic Management Website winner
- Multi-Level: Multi-Subject winner
- Early Learning: Early Reading winner – Istation Early Reading
- Early Elementary: Reading Skills winner – Istation
- Multi-Level: Reading Skills winner – Istation

Tutora – EdTech Tools

- Listed as one of the hottest EdTech tools of the year

TutorFair

- Listed as an Awesome Language App and Resource for Spanish Learning

EdTech BreakThrough Awards

- Edtech CEO of the Year – Mr. Richard Collins, Chief Executive Officer
- Online Learning Innovation Award

District Administration Magazine’s Reader’s Choice Award

- Top 100 Products winner

Endorsements and Reviews

Official Member, Forbes Technology Council

- Bill Lowrey, Chief Technology Officer, Istation

Council of Administrators of Special Education (CASE)

- Endorsed by CASE

Learning List

- Istation’s K-8 TEKS alignment reports have been reviewed by LearningList.com

World-Class Instructional Design and Assessment (WIDA)

- PRIME Correlation (Protocol for Review of Instructional Materials for ELLs)

National Center on Response to Intervention (NCRTI)

- Reviewed and highly rated as a universal screener and progress monitoring tool

Florida Center for Reading Research (FCRR)

- Reviewed with zero deficiencies

DIVERSITY, EQUITY & INCLUSION

2020 DIVERSITY, EQUITY & INCLUSION EQUAL OPPORTUNITY NOTICE & STATEMENT

POLICY STATEMENT:

At Imagination Station, Inc. (hereafter "Company" or "Istation") it is the policy of this Company to afford equal employment opportunity to all individuals, regardless of race, creed, color, religion, gender, national origin, ancestry, age, marital status, veteran status, disability, medical condition, gender identity, sexual orientation, or any other trait protected by law. Our employees, as well as applicants and others with whom we do business, will not be subjected to sexual, racial, religious, ethnic, or any other form of unlawful harassment and/or discrimination. In addition, the Company adheres to the equal employment opportunity requirements of all states and localities in which it does business. We are completely committed to these principles - not only because of the various laws which address these subjects - but because it is the right thing to do.

OUR COMMITMENT

- 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 to 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.
- The policy will be monitored and reviewed annually, and document analysis of all actions will be conducted to ensure compliance with the concept of equal opportunity.





Istation

Supporting Educators. Empowering Kids.
Changing Lives.

www.istation.com



To learn more, contact your Istation
representative or customer support at

www.istation.com/Contact

