



**Transcript of podcast with:**

**Leslie Conery, deputy CEO of the [International Society for Technology in Education \(ISTE\)](#)**

Chauncy Rucker (CR): Welcome. I'm Chauncy Rucker. I'm at the 2008 Technology Innovators Conference. It's hosted by the National Center on Technology Innovation and the theme this year is "Thriving in a Global Marketplace." I'm having a conversation with Leslie Conery. Leslie is the Deputy CEO of the International Society for Technology in Education or ISTE. Leslie I'd like you to simply talk about how you feel that ISTE should be involved in a conference like this. Can you talk about that?

Leslie Conery (LC): Thank you Chauncy. ISTE works with educators in many different ways. We work with school administrators, we work with technology coordinators, we work with classroom teachers, we work with teachers who focus on inclusion, we work with all kinds of educators and because our outlook and our reach is so broad, being at a conference like this and bringing that perspective to a group of people who focus perhaps on a more narrow group of students but within the context of the whole, it brings a context that might indeed provide a different kind of an outlook for the work. So I believe that that's why ISTE was invited to participate in the conference.

Additionally as an international society for technology in education, we have members internationally and to have done a fair amount of international work that with this year's topic or theme of understanding the global marketplace, understanding how things that are developed for a local community might be distributed more broadly there might be some things from ISTE's experience that people here might find pertinent and of value so I believe that's why I was asked to participate or that's why ISTE was asked to participate on the particular panel that has to do with understanding the global marketplace.

My intention for what I'll be talking about on the panel, given that I'm not a specialist in assistive technologies, I'm not a person with a special education background, I do have an education background so my focus will be on what we've learned taking our products and our services international and working with a global audience and what we've learned about the difference between globalization and localization and how important it is when we take ideas, products, services to people in different countries that we understand and recognize that localizing those products, services, concepts is very, very important.

ISTE is known in many circles for developing educational technology standards and one of the things that we've done is taken those standards and worked with people in other



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countries to talk about the process that we used to develop the standards initially and then also to work with countries to help them develop standards that were appropriate for their community, their culture, their needs and so I think that experience of taking something that seems to resonate with people around the world and yet still needs to be localized or has more pertinence if we can really make it embedded in the culture a particular culture of a particular country is a type of experience that might be of interest to some of the people attending this conference.

I just got back from a meeting in Hong Kong that was innovative teachers from around the world. So there were 62 countries there and one of the neatest things were some of these teachers that taught in places where they didn't have access to much and what they did with the few things they had. So there was actually a gentleman from New Zealand, which that is one of the more affluent countries on a global scale, but nevertheless his school didn't have much money and he was taking cell phones because every kid had a cell phone and using them to do all kinds of creative things in the classroom. There was a gentleman from Ecuador and there was actually another man from Uganda who had very little technology not only in his school but in his whole community and yet he was doing amazing things and so it's just fun to see what innovative teachers can do and will do given a little they'll make a lot.

NECC is the National Education Computing Conference, actually 2009 is the last year were going to call it NECC, we're transitioning away from that name, but we will keep the same power of the conference. It is the world's largest education conference and trade show combined. We have about 16-18,000 people who attend and the focus is on using technology effectively for teaching and learning and from my perspective, my very biased perspective, it is a fabulous conference because our focus is on being interactive so there are some traditional sit and listen sessions but there are a lot of things to do that are highly interactive, playgrounds and cafes. We call them cafes but the idea being places where you can talk about a particular topic, out in the hallway [with] comfortable chairs - lots and lots of interactive sessions and presentations within the convention center expo area so we're working very hard to use social networking, Web 2.0 tools, bring your own laptop sessions, model classroom sessions, all these different ways to engage people in their learning and to model what we believe is effective professional development so I'm really proud of NECC. I can't take credit for NECC, it's a staff at ISTE that really does the work behind that, but I am very proud of what we've done.