

# 2021-2022 ANNUAL REPORT



# IETC STAKEHOLDER REPORT 2022



## Dear IETC Stakeholder,

How do we improve on Iowa's economic future? One answer is to build upon our successes in EdTech innovation and leadership.

The **\$260 Billion global** EdTech sector has grown prolifically and is projected to continue to grow by **13% annually** over the next four years. Our mission is to ensure that Iowa EdTech **grows** and that Iowans get a **bigger share** of those high-paying jobs.

The IETC is a **grassroots network** of education **companies**, EdTech **startups**, academic and education **stakeholders**, and economic development leaders working collectively to grow human-centered lifelong learning in Iowa. We're **building on Iowa's legacy** and existing base of larger companies and notable research-and-development assets to encourage technology advancements and create jobs in the thriving and dynamic sector.

We see long-term economic impact resulting from growing EdTech. At IETC, we believe that **workforce** is developed by and develops EdTech; **ecosystem-building** and supporting startups is a shared, collaborative activity; **thought leadership** maintains Iowa's global relevance and creates opportunity; and **accurate measurement's centrality** to useful data fuels EdTech, enables new product innovation, and better assesses efficacy.

Although this is our first annual report, it reflects the **3-plus years** that ICAD and our volunteers have collaborated to create the IETC as a shared vision for Iowa's future. Seven committees that are working hard, and people are taking note. We have been awarded The Gazette **2021 Business Award for Collaboration**, in recognition of our significant moments in the business community from September 2020-July 2021. I believe we are just getting started! As you will see in this report, the IETC is **impacting Iowa**, changing lives, and **building a brighter future**. Thank you for supporting this work.

Sincerely,

A handwritten signature in cursive script that reads "Mark Butland".

Mark Butland, Ed.D.  
Director

## Core Team

Mark Butland

Tom Banta

Dawn Bowlus

Dan Clay

Derek Dallmann

John Darsee

Eric Engelmann

David Hensley

Liz Hubing

Adam Keune

Jeff Kueter

Jill Lippincott

Kate Moreland

Mark Nolte

Marten Roorda

Jim Sherlock

John Speer

Alex Taylor

Ada Woo

Tyler Wyngarden

Stephanie Verdinez

# SEVEN COMMITTEES

From our inception, our grass-roots volunteers have powered our progress. In January 2022, our core team elected to create seven 90-day planning groups. Groups are focused on achievable wins in:

## Classroom of the Future Learning Labs (CotF)

Fixed and pop-up labs showcase EdTech companies engaging with students, teachers, parents, or workers to test their technologies and approaches.

## Iowa Quality Seal of Approval (IQSA)

Leverage CotF to create mechanism that validates technologies/products and applies the "seal of approval" to elevate products from competition.

## Identify, Map, Integrate Start-Up Support Assets & Approaches

Build the portfolio of assets unique to Iowa that can be mobilized to support Iowa EdTech startups.

## Support for Innovation in Established Industry

Engage sector (e.g., ACT or Pearson, College Board, etc.) on needs and opportunities, and creating innovation and convergence.

## Events (DesignDash, EdTech Talks, Happy Hours, SWIC, InternFEST, etc.)

Interact with scholars, technologists, leaders, educators and youth, etc. to position IETC as source of information, expertise, and networks.

## Develop Dashboard & Metrics

Define indicators of IETC progress and activity, identify data collection channels, and assign responsibilities for compilation, reporting, and presentation.

## Workforce Training and Engagement

Connect our work with Iowa's efforts to encourage workforce skills training, ensuring aligned needs, technologies, approaches, and opportunities.



"Partnering with the Iowa EdTech Collaborative through EdTech Talks and relevant conference activities helps us hire Iowa talent and assists in justifying why several of us choose to work remotely from Iowa. We are excited to be a sponsor for IETC's Classroom of the Future and the Iowa Quality Seal of Approval initiatives because they will assist RIID Labs with launching new products and expanding our reach in North America."

**Marten Roorda, Chief Measurement and Learning Officer  
RIID Labs**



"The ICAD and IETC teams have been so helpful in getting us connected with the exciting startup community in Iowa. It is wonderful to see organizations like IETC support and encourage Iowa entrepreneurs through networking connections for marketing and investing. Mark Butland has been especially helpful and supportive to our team."

**Pam Schilling, Ph.D. & Kate Corrigan**  
Co-Founders, Archer Career

## PURPOSE

To cultivate a vibrant EdTech ecosystem that supports the launch and growth of companies working to transform the way people learn and enhance economic development.

## MISSION

The Iowa EdTech Collaborative is building on Iowa's unrivaled record in education to grow a human-centered learning ecosystem that nurtures innovative EdTech companies, connects the brightest minds in education, technology, and entrepreneurship, and guides the future of learning.

## VISION

To be the catalyst for EdTech innovation that meets the needs of lifelong learners now and in the future.

### IETC COLLABORATORS INCLUDE:





# IETC DASHBOARD



**2,764**

EdTech jobs  
in Iowa



**16**

IETC events



**57**

IETC companies



**3,577**

Unique job postings  
in the past 4 years



**41**

Iowa schools  
served



**13%**

Sector projected  
growth rate over  
the next 4 years



**237**

Newsletter  
subscribers



**68**

IETC volunteers



**27**

EdTech companies  
advised



**8**

New EdTech  
Startups



**4**

Conferences  
presented at



**7**

Conferences  
attended and  
networked at

## IETC COLLABORATORS INCLUDE:

**IOWA**

**SED**

**CHALKBITES**

**PARAMETRIC  
STUDIO**

**I T P**  
Iowa Testing Programs

**launchdeck+**

**IMZD**  
A Pearson Company

**LEEF FROG**

**Kendall Hunt**  
publishing company

**Pear Deck**

**VIVED**

# OUR IMPACT

## EDTECH TALKS

- Solving the K-12 Mental Health Crisis
- Powering Portable Learning Records
- 108 attendees

## EDU STARTUP WEEKEND

- The **first-ever** Iowa City Startup Weekend focused solely on building **education and EdTech** startup companies in Iowa
  - 25 attendees
  - 6 mentors
  - 3 judges
  - 14 ideas pitched
  - 4 teams formed

## DESIGNDASH

- The **first annual** startup event engaging high school students and educators in a one-day, fast paced entrepreneurial excursion
  - 77 students
  - 11 teachers
  - 9 districts
  - 33 mentors, advisors, etc.

## INTERNFEST

- Partnered with INMAS and UI Dept. of Mathematics to launch an inaugural annual InternFEST to match students with an EdTech internship
  - 9 EdTech Companies
  - 21 University of Iowa participants
  - 5 UI participants obtained an internship

## CLASSROOM OF THE FUTURE

- Located in MERGE
- Will serve as a **showcase for tech, training** for teachers, convening place for **thought leaders**, and lab for **efficacy and beta testing**
- Pursued **branding** (web presence, copyright, etc.) for Classroom of the Future

## OTHER EVENTS

- EdTech Happy Hours
  - to inspire conversation amongst innovators in the EdTech community
- Conferences
  - Gazette Iowa Ideas ASU+GSV Summit
  - South by Southwest (SXSW)
  - EntreFEST

## IETC COLLABORATORS INCLUDE:



Qi Learning Research Group  
Ignite the world



TRUE360



substrate



the art of education  
UNIVERSITY



Pearson

VICTORYXR™



"Few true partnerships between K-12, post-secondary, the business world, and entrepreneurs exist, but it is the right work at the right time. IETC brings representatives from all of these areas to create opportunities for students, educators, and administrators interested in EdTech innovation entrepreneurship across Iowa. These partnerships and opportunities will benefit all Iowans as the educational and business community seek to become the national leader in STEM and EdTech innovation."

**John Speer, Ed.D. Chief Administrator, Grant Wood AEA**

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"As a relatively new founder, The Iowa EdTech Collaborative has been instrumental in helping me navigate the EdTech ecosystem in Iowa. Mark Butland has provided contacts that are helping me find my tribe, including other women who are pioneering in the EdTech space. Additionally, he has provided valuable introductions to mentors and to people in organizations that offer guidance and demystify the process of getting connected and taking flight on what can feel like an impossibly short runway. "

**Andrea Stewart, Founder, Learning Couture LLC**

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"The Iowa EdTech Collaborative Team has been instrumental in the success of our company. From partnership introductions, contracts, and networking events, they have played a strategic role in growing our company."

**Tom Nicknish, President, Vived Learning**

#### IETC COLLABORATORS INCLUDE:



LEARNING | COUTURE



Learn Spatial



O'DONNELL learn



TOMORROW  
STEMS  
FROM IOWA



"IETC is providing important thought leadership for HERDI South college leaders — introducing cutting edge EdTech companies, vetting new ideas, and exploring innovative strategies and technologies."

**James L. Catanzaro, Ph.D, Executive Director, Higher Education Research and Development Institute, South**



The IETC has been a very supportive advocate of our services and helped to connect Classroom Clinic with potential early adopters and future customers. The insights we are gaining from the feedback we receive about our platform via these connections is helping to ensure that we are building a business that will fill the critical needs of school districts and students across the state.

**Steve Davis, President & Co-Founder, Bio::Neos, Inc.**

**IETC COLLABORATORS INCLUDE:**



Growing human-centered K-12 and lifelong learning.  
Right here. In Iowa.

## GET INVOLVED

From mentoring EdTech startups, joining a workgroup, or becoming an investor in the initiative, there are a lot of ways to get involved in the Iowa EdTech Collaborative! To learn how you can get involved, visit us at [www.edtechiowa.com](http://www.edtechiowa.com)

### IETC COLLABORATORS INCLUDE:







**THANK YOU FOR  
YOUR SUPPORT!**



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