



## EdSignals Studio

**Bridging the Gap:  
Connecting District Needs  
with Edtech Solutions That  
Work**

*February 4, 2026*



THE DECISION LAB



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# Objectives

1

Learn about research behind the **EdTech product creation** and **adoption** journeys, including the **barriers** and **drivers** to each

2

Discover what **district leaders** and **EdTech vendors** can do to **improve** the adoption of high-quality EdTech

Introduction

*01*



# Moderators



**Maraki Kebede, PhD**

Education Lead, The Decision Lab



**Sophie Cleff**

Education Consultant, The Decision Lab



# The EdSignals Studio works to empower the HQIM ecosystem

*By equipping key market players with support based in rigorous **research** and **behavioral science**, we shift the burden of change away from school districts while helping them more easily identify and adopt higher-quality resources.*





# Panelists



**Nicole Langford**

Research Associate, ISTE+ASCD



**Luke Mund**

Manager of Educational  
Technology, Denver Public Schools



**Isabel Huff**

Project Lead, EdTech Remix,  
d.school

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Manager of Educational  
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**Isabel Huff**

Project Lead, EdTech Remix,  
d.school

**Nicole Langford** leads research on **EdTech product quality and usability**. With expertise in mixed-methods research and a decade of experience spanning academia and K-12 education, she manages grant-funded initiatives focused on helping educators select high-quality educational technology.

**ISTE+ASCD** is a nonprofit organization that **guides and accelerates the evolution of educational technology**. Between the ISTE Standards, the ISTE Seal, ISTE Live, and Instructional Leader Certification, they are a **cornerstone of quality** in the EdTech ecosystem.



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**Luke Mund** is the Manager of Educational Technology for Denver Public Schools. He and his team support the instructional implementation of technology including everything from robotics to AI to curriculum software. He also runs the approval process for all digital HQIM apps and resources.

**Denver Public Schools** serves over 90,000 students across Denver. DPS serves diverse learners committed to equity, high-quality academics, personalized learning, and strong community partnerships to inspire every student to succeed in college, career, and life.



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**Isabel Huff** leads EdTech Remix, a collaboration between the Stanford Graduate School of Education, d.school, and StreetCode Academy. She **facilitates a community of 400+ stakeholders** focused on equitable EdTech design and is currently developing a “Designer Guidebook” to spotlight products that excel in accessibility and equity.

**The d.school** is a place within Stanford University for applying design thinking to diverse problems. EdTech Remix is an event run by the d.school that aims to **advance equitable K-12 edtech design practices and products.**

# Research Presentation:

## *Drivers and Barriers to Effective Procurement*

- 2a The EdTech Adoption Journey
- 2b The EdTech Product Journey

2a



# Research Overview & Key Insights

1

Common **human biases** cloud the creation and adoption of high-quality EdTech

2

**Involving teachers in product ideation and adoption** supports successful purchasing and implementation

3

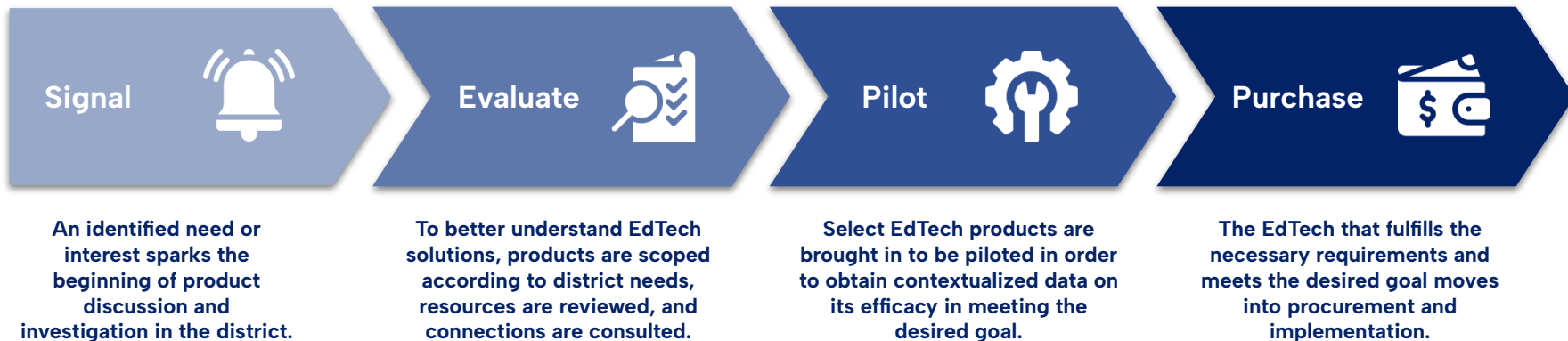
**Bidirectional, data-driven information** about a product's features and performance drive improvements in quality

4

Instructional leaders care most about validated **student outcomes, digital pedagogy**, and **data privacy** when evaluating EdTech

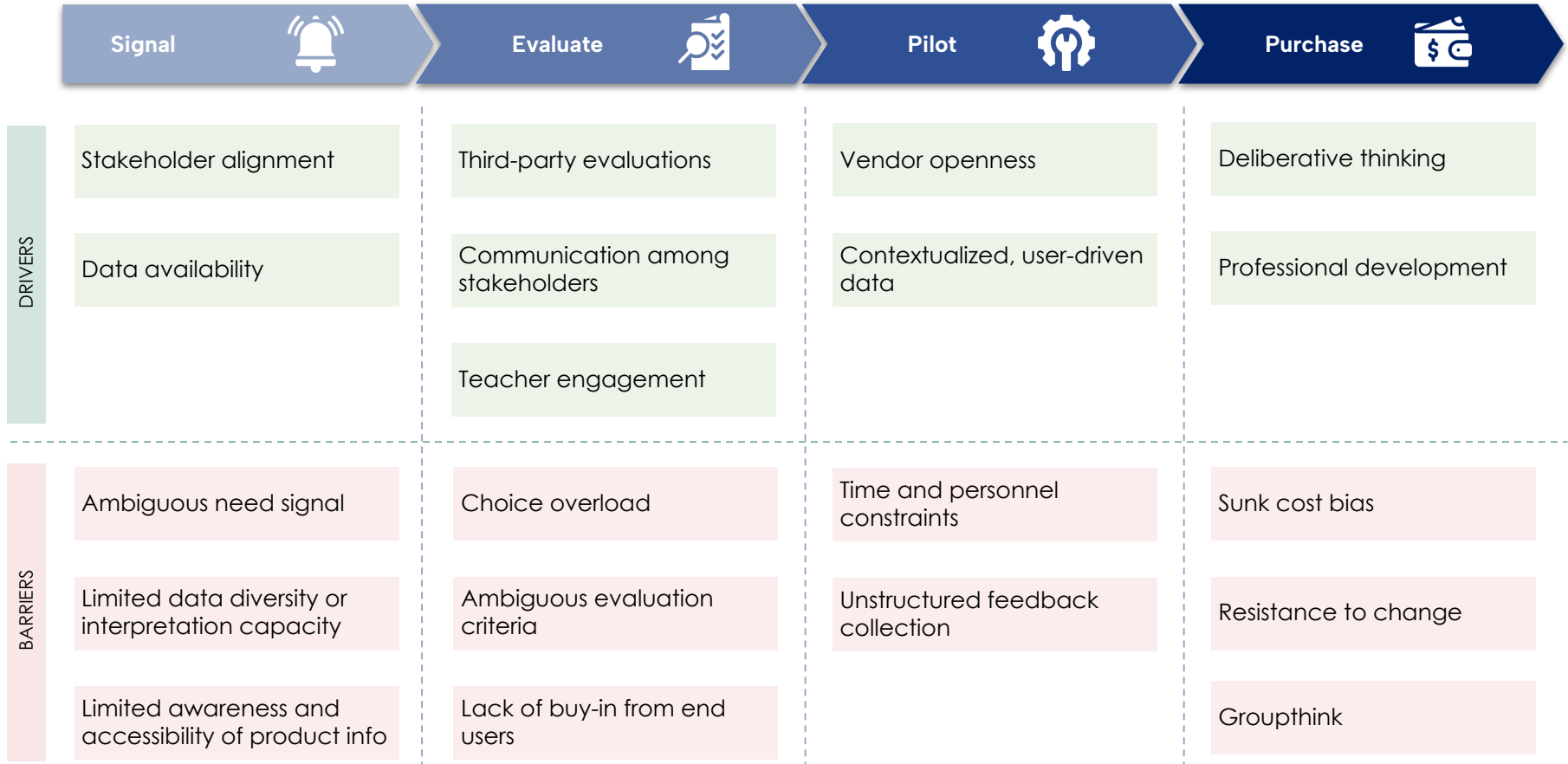


# The EdTech Adoption Journey (simplified)



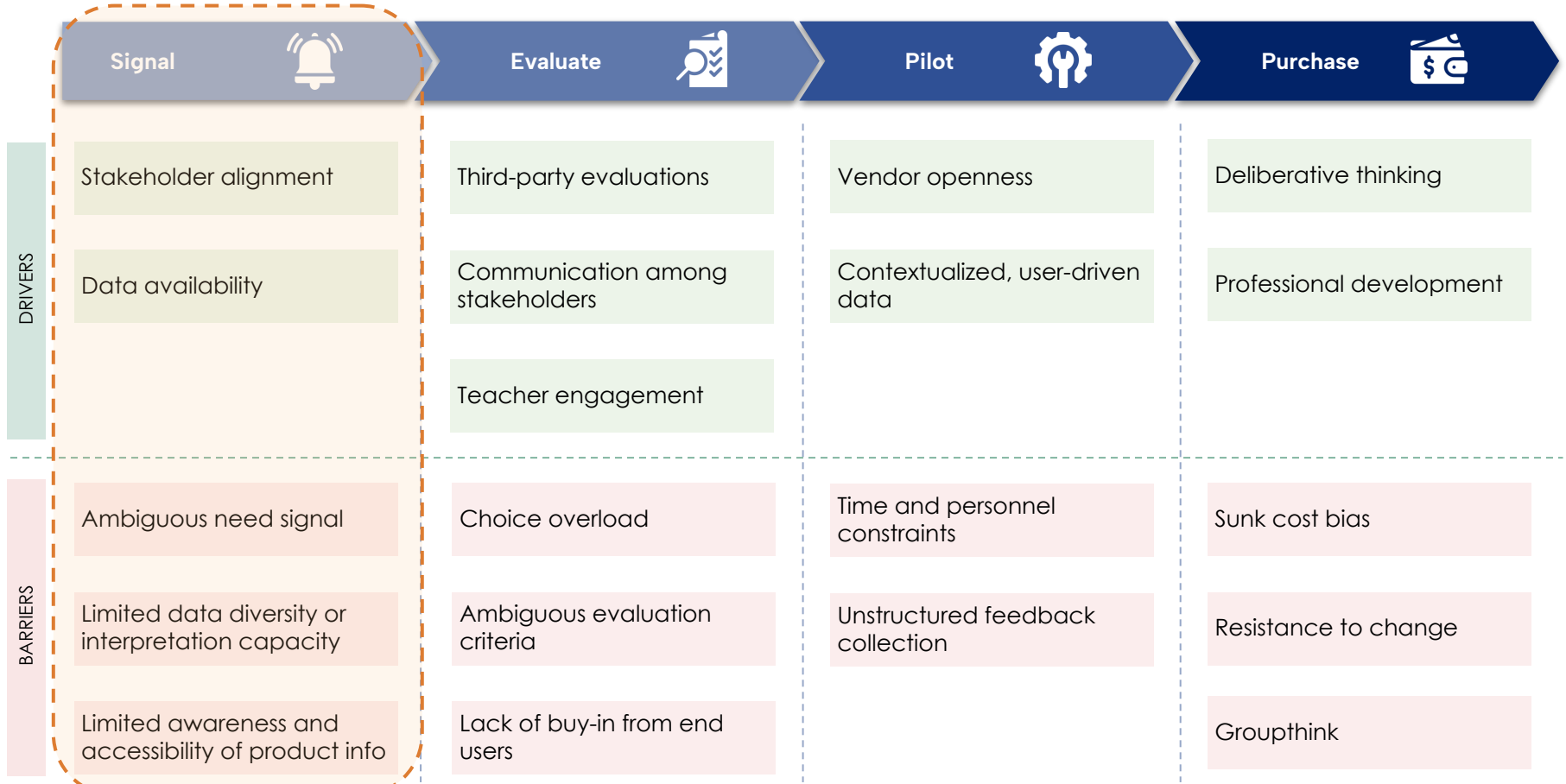


# Key Barriers and Drivers to Effective Adoption



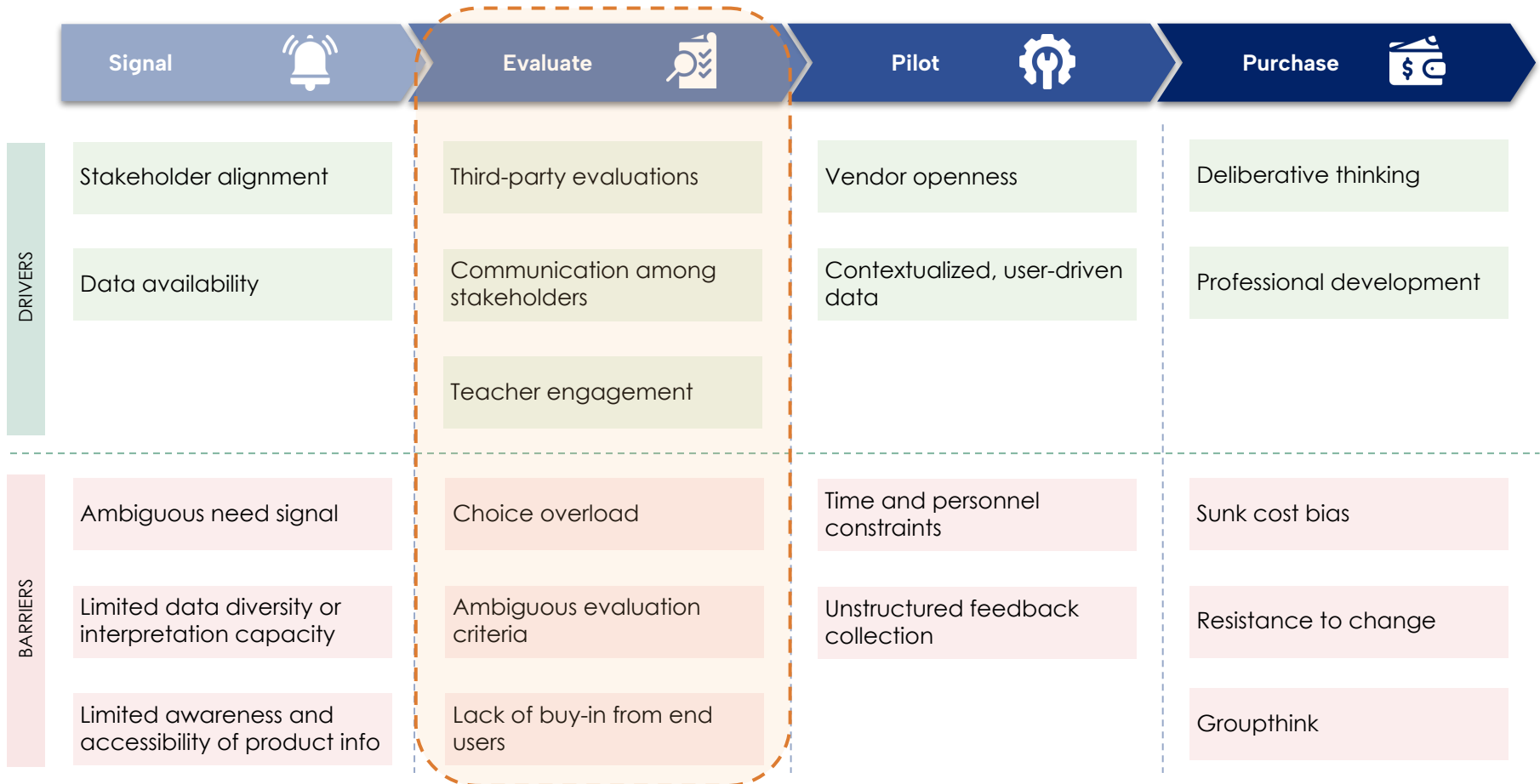


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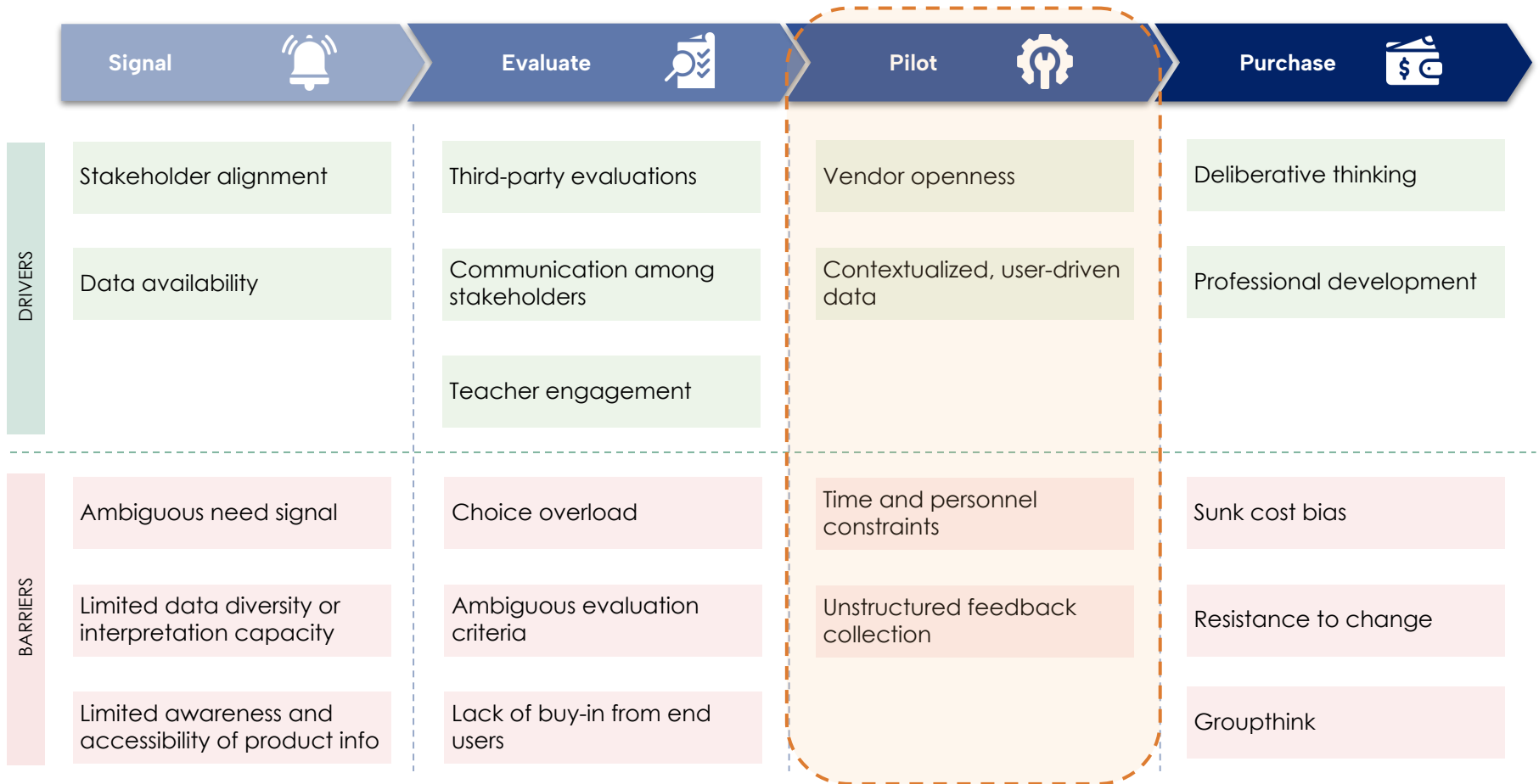


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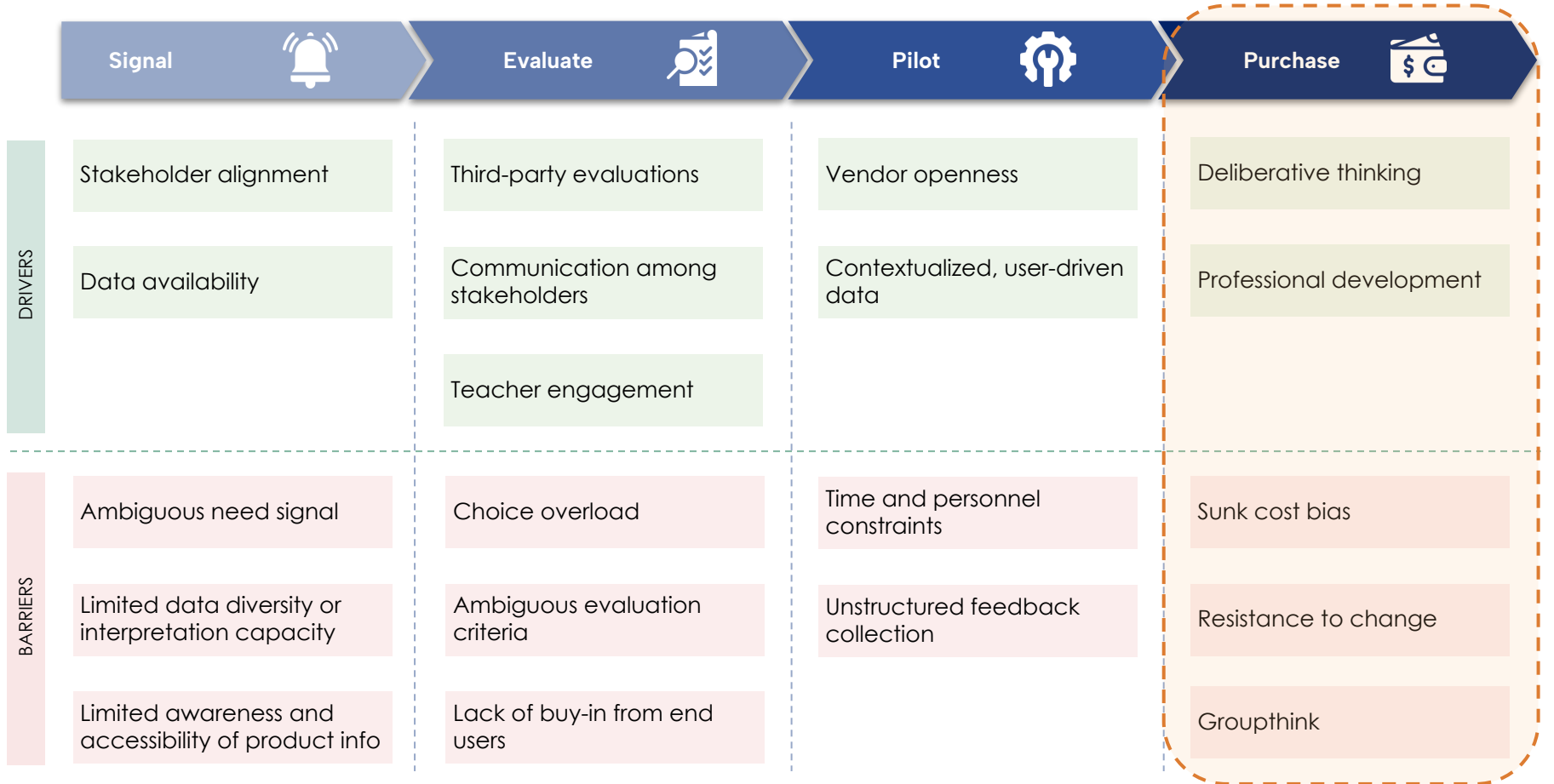


# Key Barriers and Drivers to Effective Adoption





# Key Barriers and Drivers to Effective Adoption





# The most important EdTech product features, according to district leaders

## Student Outcomes



**#1 Driver** of certification use, selected 2x more than the #2 driver

**78%** of instructional leaders prioritize student outcomes when searching for an EdTech product

**74%** of instructional leaders most want student outcomes to be validated by a third party

## Digital Pedagogy



**#2 Driver** of certification use

**56%** of instructional leaders prioritize alignment to standards when evaluating Edtech products

**48%** of instructional leaders most want alignment with standards to be evaluated by a third party

## Data Privacy and Security



**#3 Driver** of certification use

**68%** of instructional leaders say validation of data privacy and security would make them more likely to use a product certification

**66%** of instructional leaders most want data privacy and security to be evaluated by a third party

n = 22

n = 50

# Research Presentation

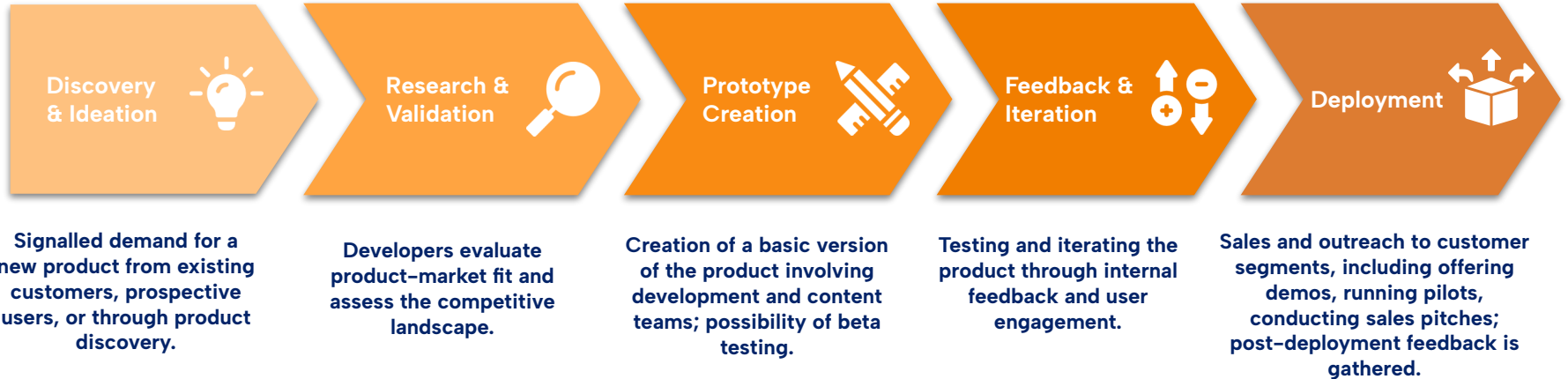
2a The EdTech Adoption Journey

 2b The EdTech Product Journey

2b

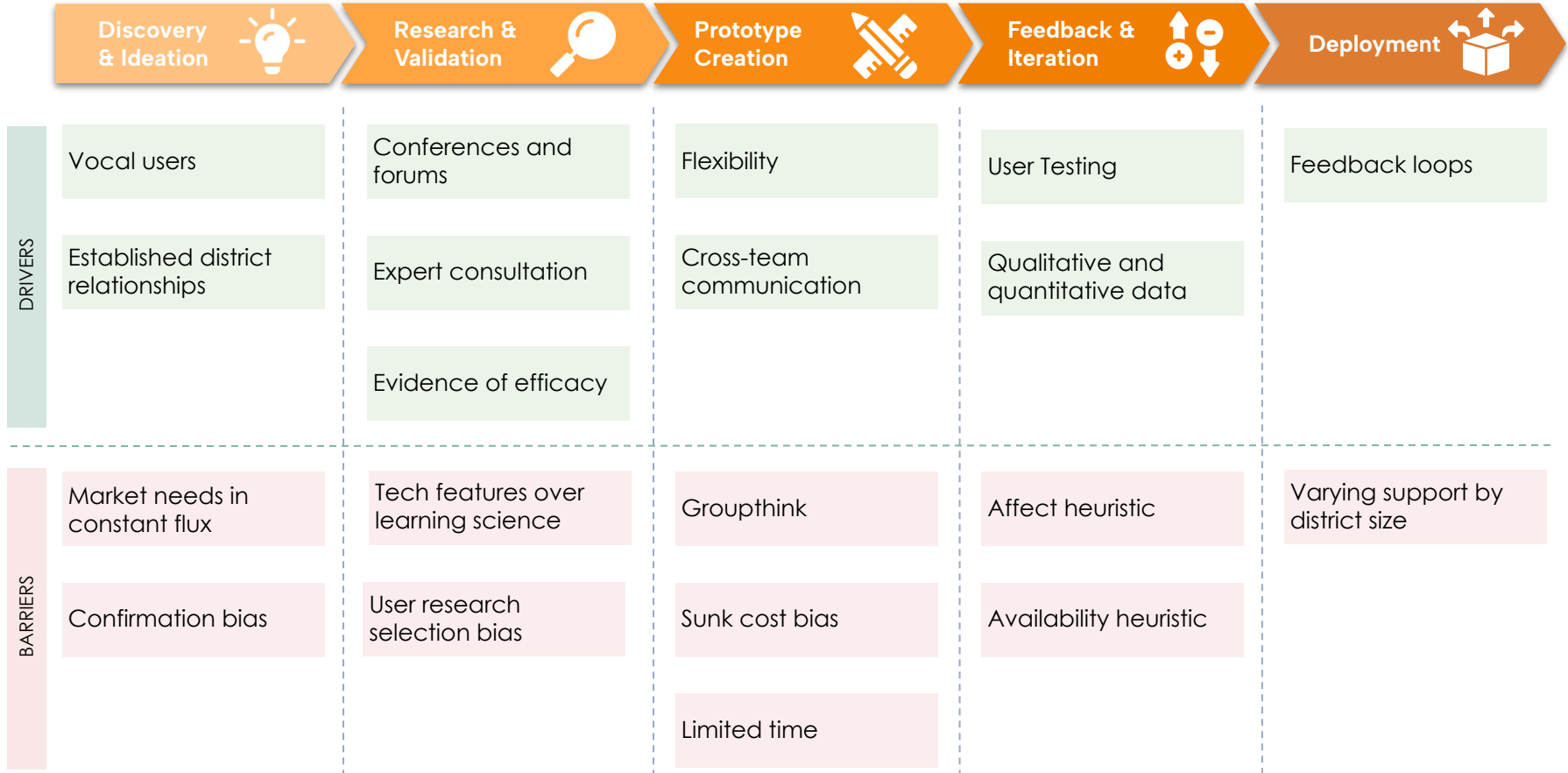


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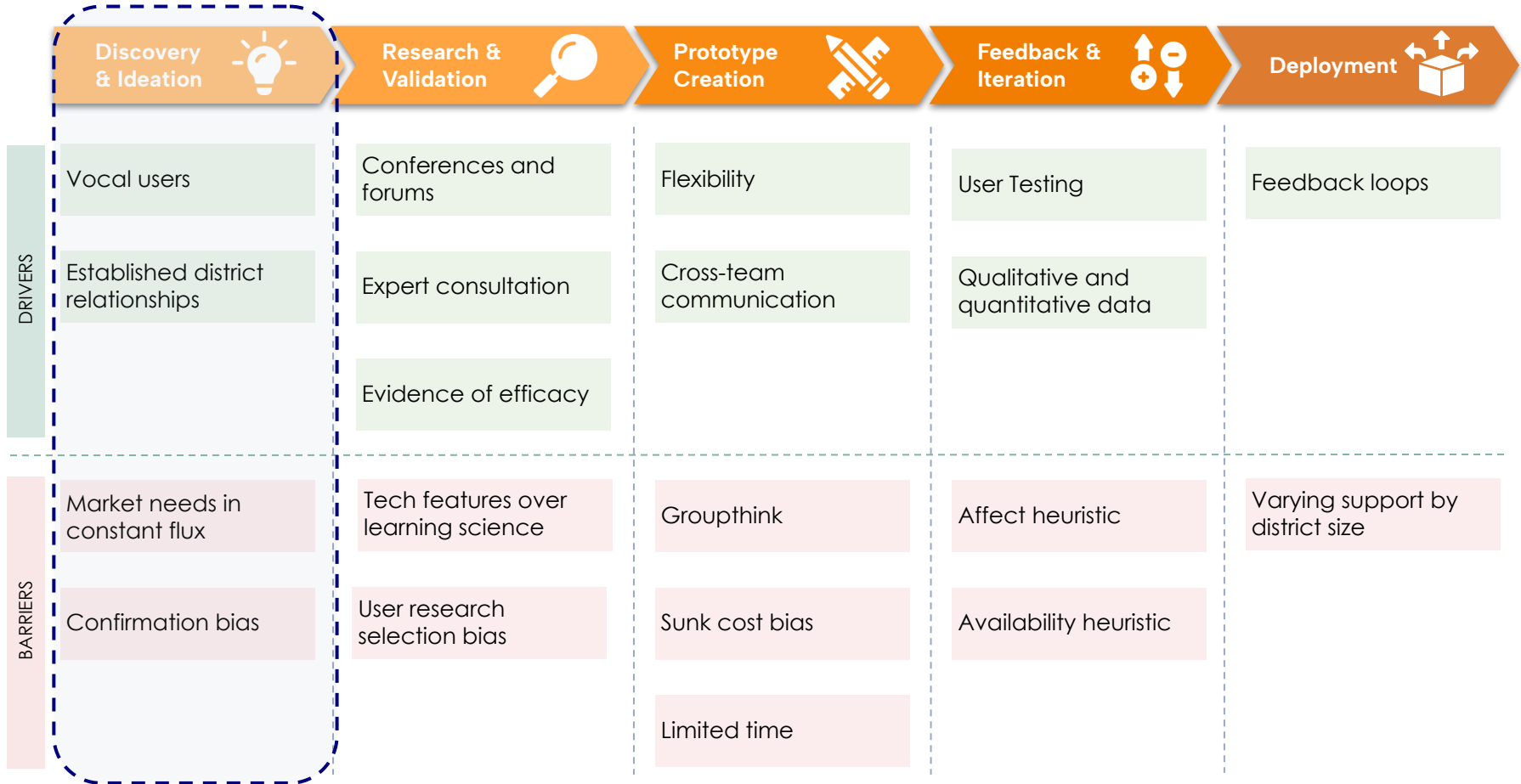


# Key Barriers and Drivers to the Creation of High-Quality EdTech



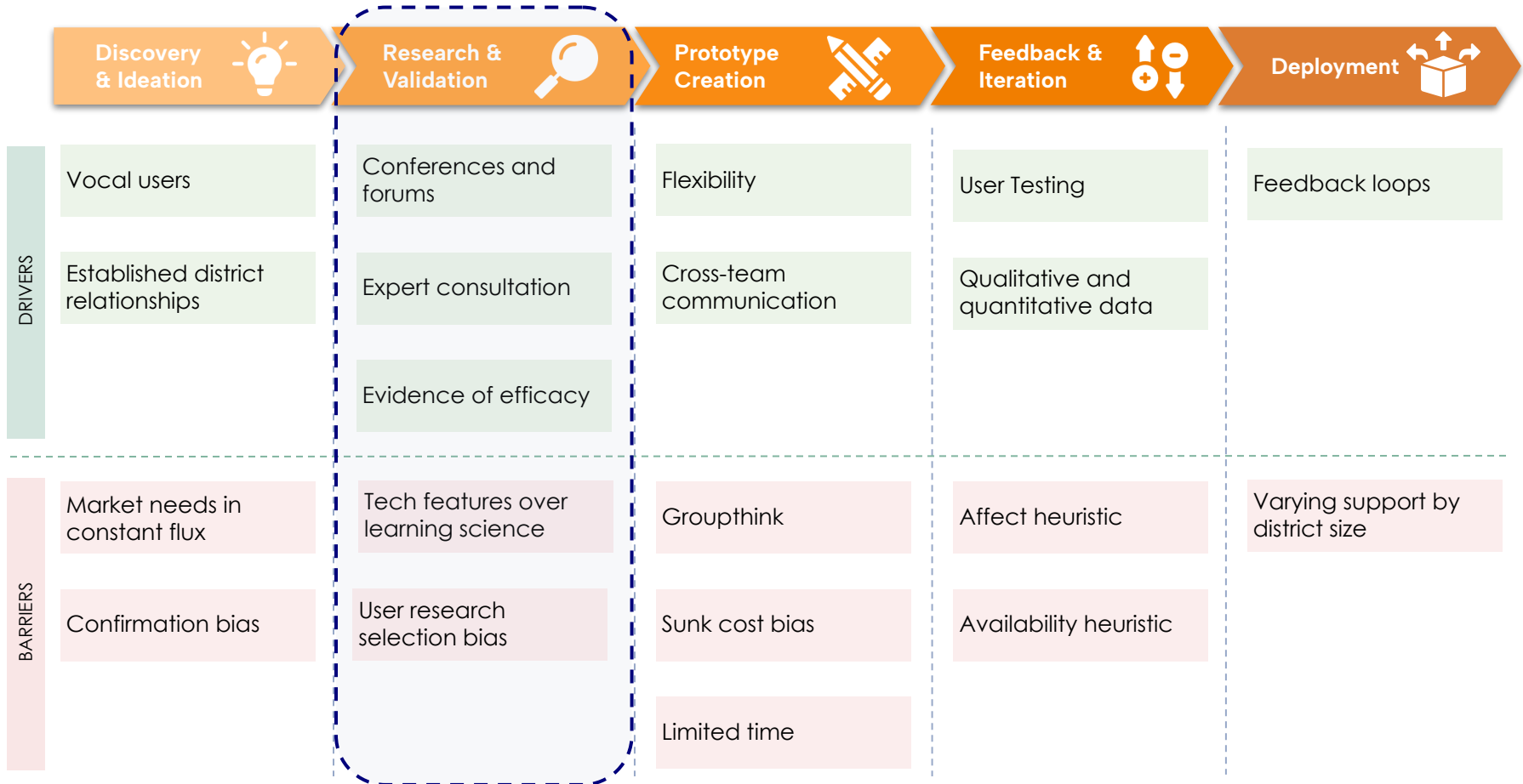


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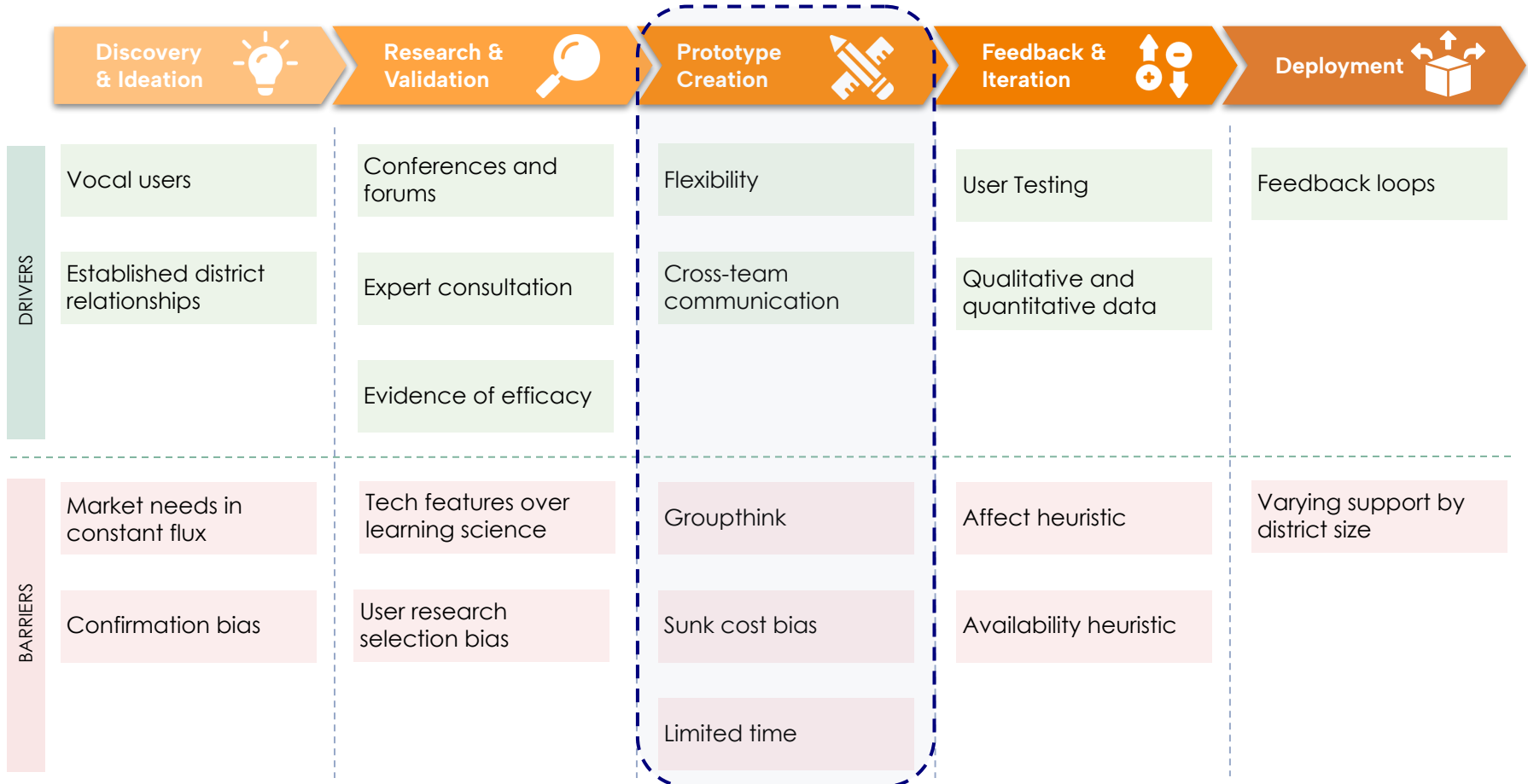


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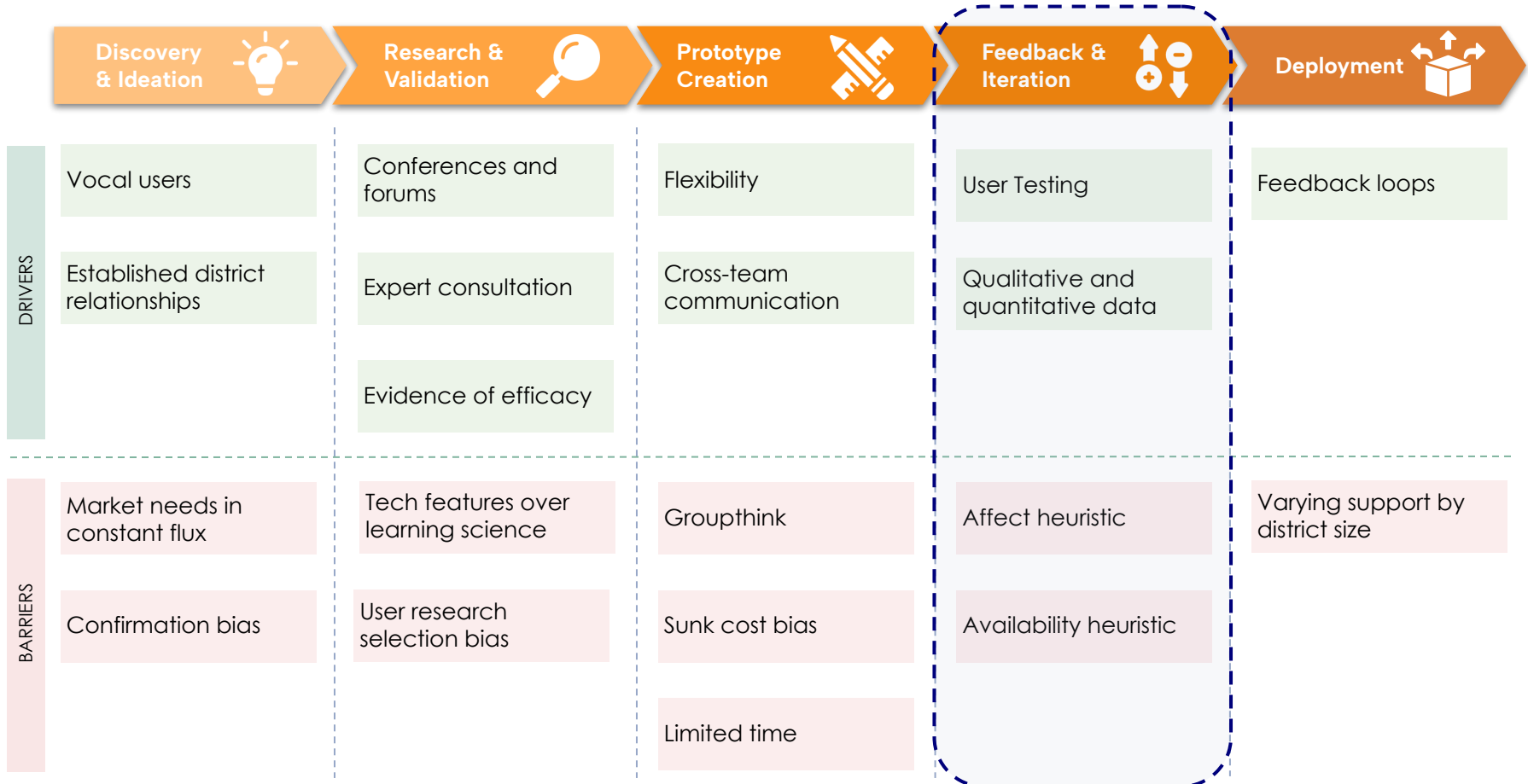


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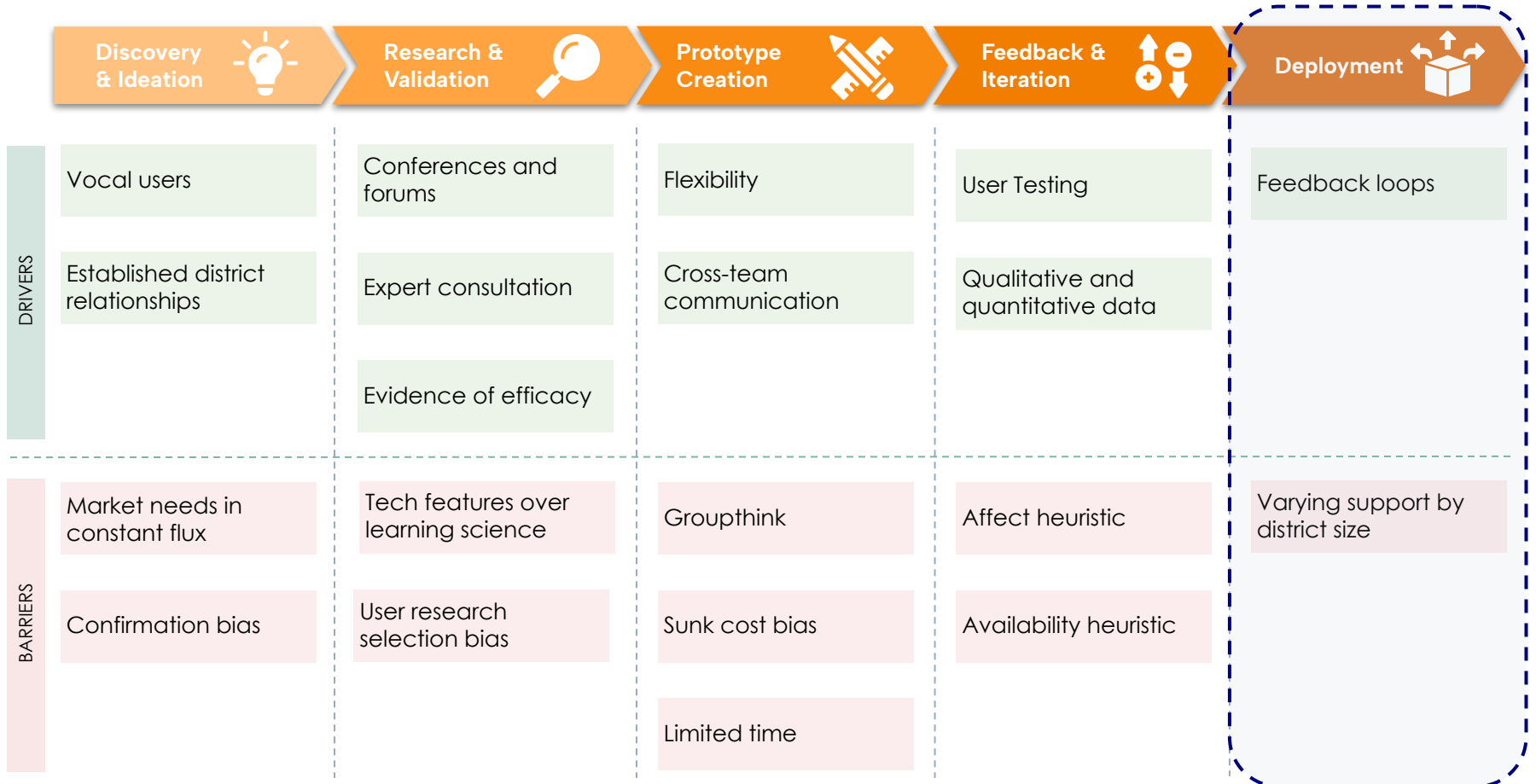


# Key Barriers and Drivers to the Creation of High-Quality EdTech





# Key Barriers and Drivers to the Creation of High-Quality EdTech





## Recap – Research Overview & Key Insights

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Common **human biases** cloud the creation and adoption of high-quality EdTech

2

**Involving teachers in product ideation and adoption** supports successful purchasing and implementation

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**Bidirectional, data-driven information** about a product's features and performance drive improvements in quality

4

Instructional leaders care most about validated **student outcomes, digital pedagogy**, and **data privacy** when evaluating EdTech

Panel Discussion

03



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Audience Q&A

04

Conclusion

05



# Resources



[How District Size and Demographics Define EdTech Buyer Segments](#)

[Designing Impactful Quality Seals to Engage Users](#)

[Bias Library](#)



[Advancing Edtech Evaluation and Selection](#)

[EdTech Usability Guide: Shaping Your Product Roadmap](#) + [Supplement](#)

[Teacher Ready Evaluation Tool](#)

[Join the ISTE+ASCD CoLab](#)



DENVER  
PUBLIC  
SCHOOLS

[Driving Edtech Coherence and Intentionality: Denver Public Schools' Innovative Procurement Process](#)

# Connect



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[iste.org/](https://iste.org/)



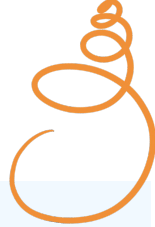
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## Feedback Survey

*We'd love to hear  
your thoughts!*



<https://forms.gle/o56NysEovSoc4K6A9>

# Thank You!



THE DECISION LAB

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