

EVERFI

# Group1001

Impact Report | 2020-2021 School Year

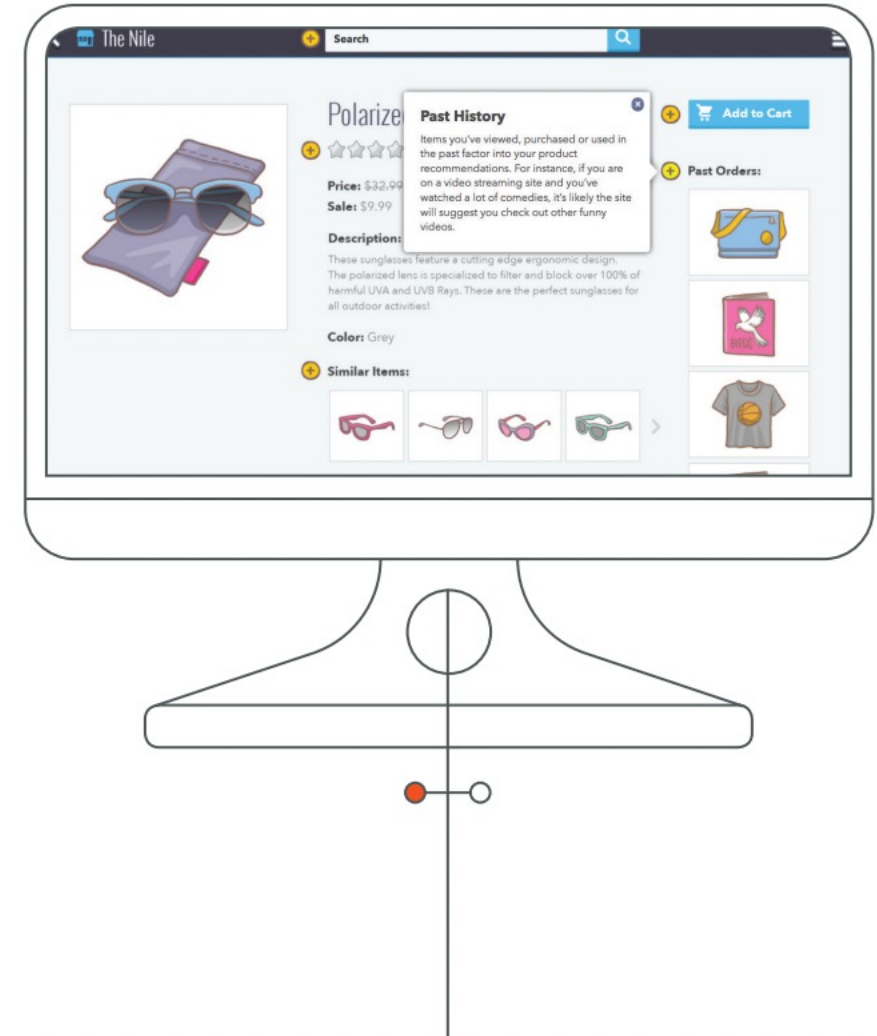
# Endeavor: STEM Career Exploration

STEM is everywhere, from businesses and organizations to the products that power our daily lives. That's why it's important to build the first fully STEM literate generation and encourage STEM career exploration at an early age.

Endeavor is an interactive program designed for exploring STEM careers for middle school students. The curriculum is built to empower learners with the knowledge they'll need to discover their career pathways.

Industries and innovative STEM opportunities highlighted in Endeavor include:

- Designing the Ultimate Prototype
- Connecting the Home of the Future
- Building the Perfect Playlist
- Medical Machines
- Data Champions
- Game Development Studio





# A School Year Like No Other

The pandemic has posed major challenges to U.S. students and their teachers — and exacerbated existing education inequities.

## \$175B

**estimated state funding needs**

for K-12 education due to the pandemic.

The Washington Post, 2020

## 7 Month

**average learning loss for K-12 students**

due to lack of in-classroom instruction;  
12+ months for LMI students.

McKinsey & Company, 2020

## 85%

**of teachers report that morale**

**at their school is lower**

since the pandemic began.

Education Week, 2020

## 31%

**increase in mental health hospitalizations**

for adolescents 12-17 years old since 2019.

CDC, 2020

## <2 in 5

**graduating high school seniors have**

**applied for college financial aid**

(a 9% drop from 2020), increasing concerns  
that students will not pursue higher  
education amid an economic recession.

Education Week, 2021

## 60%

**increase in media consumption**

from 2019 to 2020.

Nielson, 2020

# Supporting School Districts & Families in Remote Learning

## EVERFI Innovated

and found new ways to help districts and teachers navigate uncharted territory and support families in a time of great need.

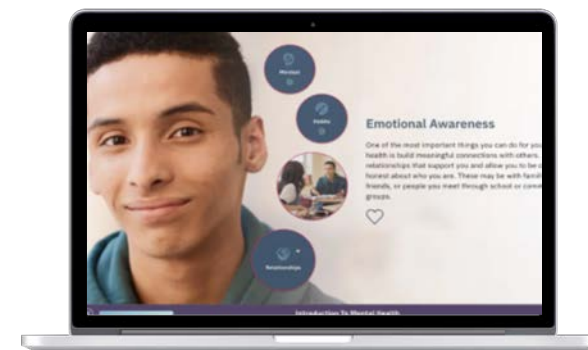
## District Engagement

Established District Team to architect remote learning plans for the nation's largest school districts and ensure that EVERFI courses are written into district curricula.

## Teacher Trainings & Outreach

Hosted 53 webinars with 21,000+ registrants (3x increase)

Engaged 350,000+ unique educators via email



## LearnOn

Launched new weekly video series to amplify teacher and student voices and provide joy and encouragement. Inaugural LearnOn conference drew 4,300+ registrants.

## Family Portal

Provided parents with direct access to EVERFI's K-12 learning platform enabling families to more easily engage with your private-labeled courses at home.

## Educational Content

Offered courses on mental wellness, compassion, Black history, and financing higher education at a time when families needed it most.

# LEARN



POWERED BY EVERFI

## Group1001 - Program Reach *Endeavor*



**6,665**

Students



**124**

Schools



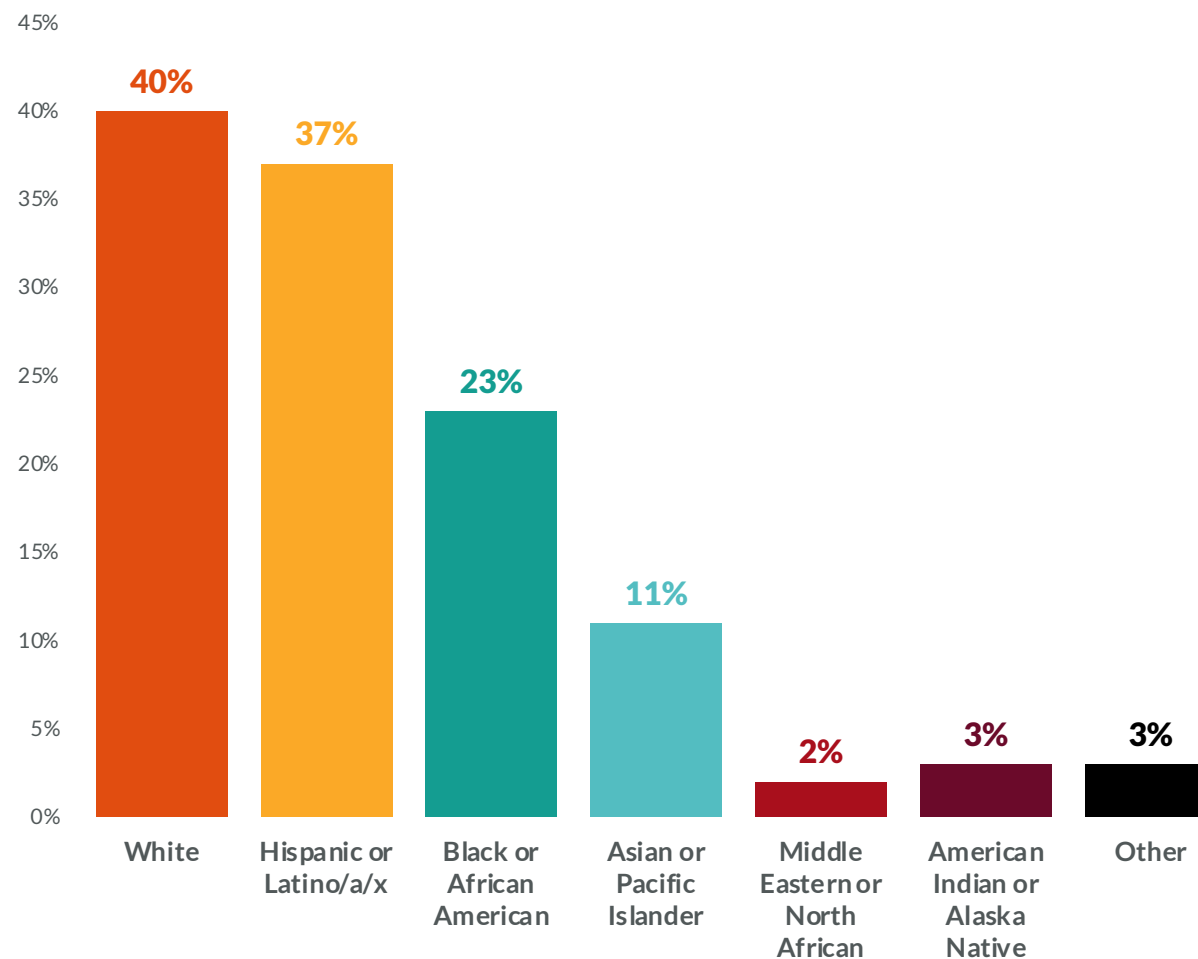
**10,749**

Hours of Learning

# Student Demographics

The following is a summary of the demographics of students who participated in your program this year. Demographic information is self-reported by students 13 and older as part of pre-course survey. All questions are optional, and students may choose not to share demographic information.

Race and Ethnicity



Students had the option to select more than one option. Total may sum to more than 100%.

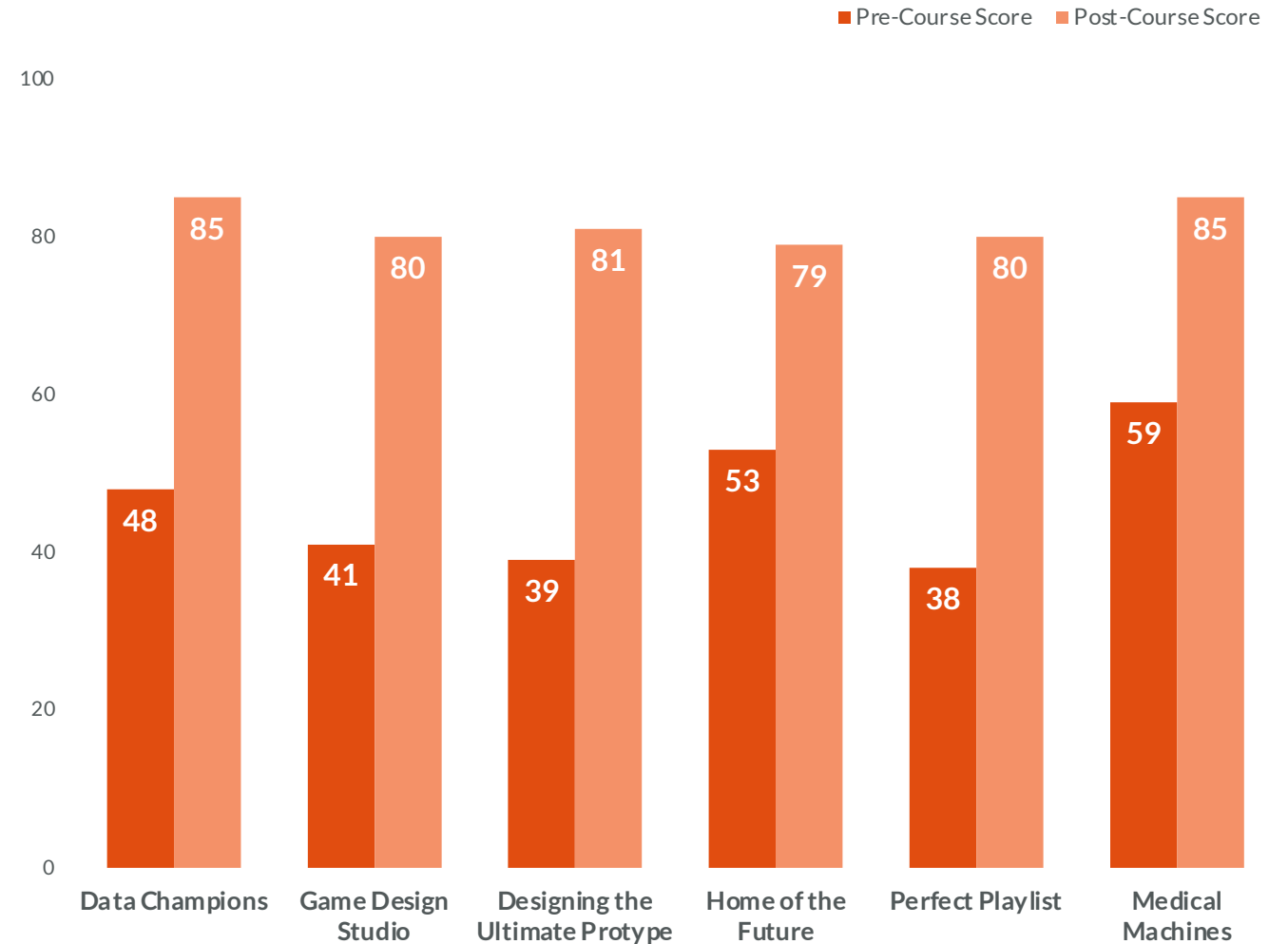
# Knowledge & Learning

## Increasing Knowledge of STEM Careers

Endeavor helps students understand how STEM skills translate into STEM careers.

This skill translation begins with learning about foundational STEM skills like data analysis, the engineering design process, and concepts related to software development.

Group1001 students' assessment scores increased by **76%** (from 46 to 82 out of 100).



# Preparing for a STEM Future

## Building Interest in STEM Learning

*Endeavor* reinforces key STEM skills and mindsets while encouraging students to connect these skills with future careers. This real-world context shows students how to leverage what they are learning in their math and science classes today and over the rest of their academic career into a STEM career in the future.

After participating in *Endeavor*, \_\_% of students agree:

**49%** I am interested in taking a more classes on **statistics**.  
(Compared to 47% in pre-course surveys.)

**45%** I am interested in taking a more classes on **the scientific method**.  
(Compared to 44% in pre-course surveys.)

**56%** I am interested in taking a more classes on **the engineering design process**.  
(Compared to 51% in pre-course surveys.)

**42%** I am interested in taking a more classes on **algorithms**.  
(Compared to 40% in pre-course surveys.)



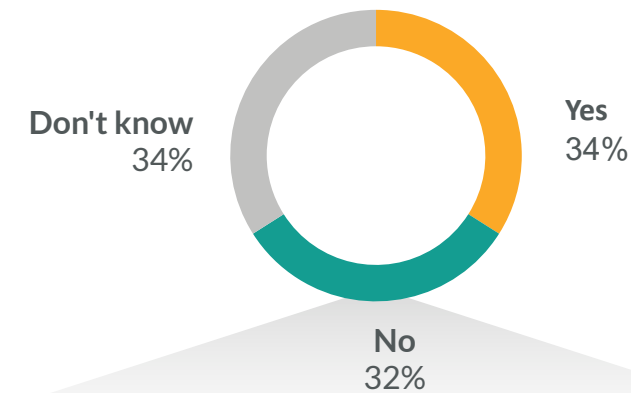
# Seeing Themselves in STEM

## Reaching Students Who Do Not Identify as the 'STEM Type'

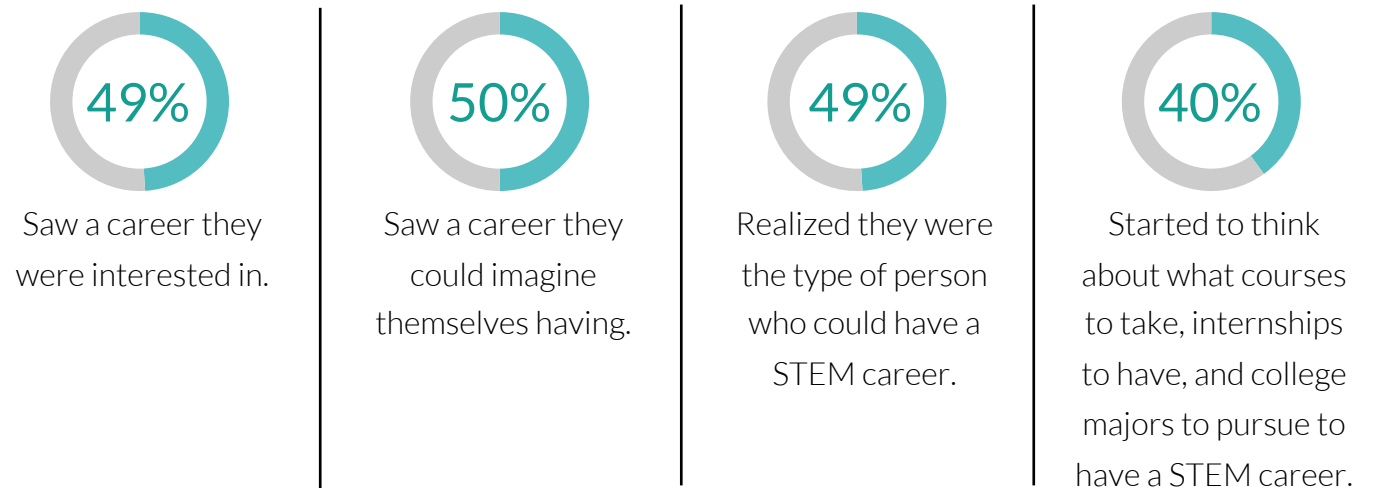
Early adolescence is a critical time for STEM education. How students feel about STEM subjects at this age can dramatically impact future options and choices. Endeavor aims to encourage all students – even those who might not think a STEM career is them – to see themselves in a career utilizing STEM topics.

After Endeavor, students who initially said they were not interested in a STEM career began to reconsider. These students saw careers that excited them, could imagine themselves in that career, and these students started thinking about next steps to pursue a STEM career,

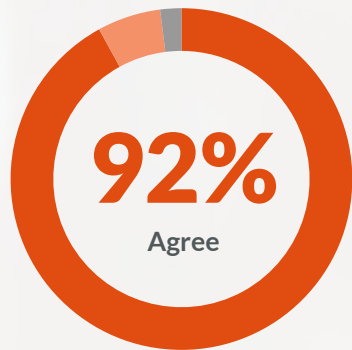
Interested in a STEM career before Endeavor:



Among the 32% of students who were not interested in a STEM career ...

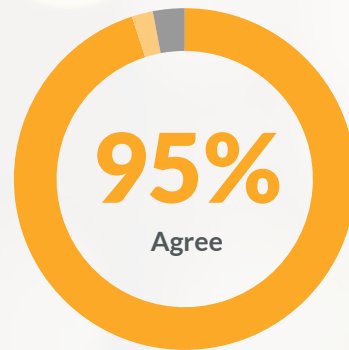


# Teacher Ratings



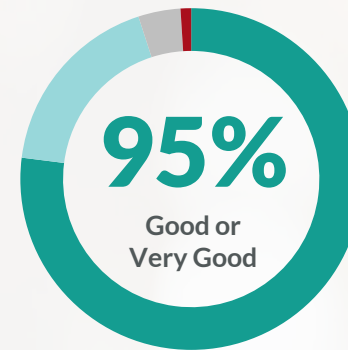
## Engagement

My students were engaged with the course content.



## Fit

This course was easy to fit into my curriculum.



## Quality

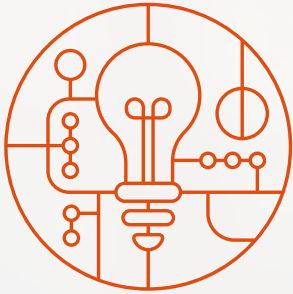
Overall, how would you rate the quality of the content?



## Net Promoter Score

How likely are you to recommend the course to a fellow teacher?

## What Students Are Saying



“I like how [Endeavor] allows you to feel like you already have the job. You can feel the pressure, stress, creativity, and management that goes along with each career. This allows you to think about if the possible choice you wanted before is actually one you would like.”



“Hopefully, in the future, I will be able to apply the management ability to my future career. The whole career we were shown was based on being the director. In it, we learned time management and management in general. Since I am in school now, if I am ever the leader of a group project, I could see myself using some of these strategies to make sure everything is done smoothly and on time.”



“What I liked best about this course was that it was really interactive and helped me to see firsthand how different people complete different jobs. It all comes together to create something better for the world and it helps me to see what I am interested in.”

# 306: African-American History

African-American influence can be found at the core of American life, from science and academia, to music and arts. When you explore the journey of African-American History, you find stories of strength, resilience, and achievement. In every community, these stories are foundational to building shared values, which inspire today's youth to become tomorrow's leaders.

The 306: African-American History digital course brings to life the important leaders and events whose impact changed the fabric of American life. The course covers four key eras and allows students to take control of their journey as they travel at their own pace.

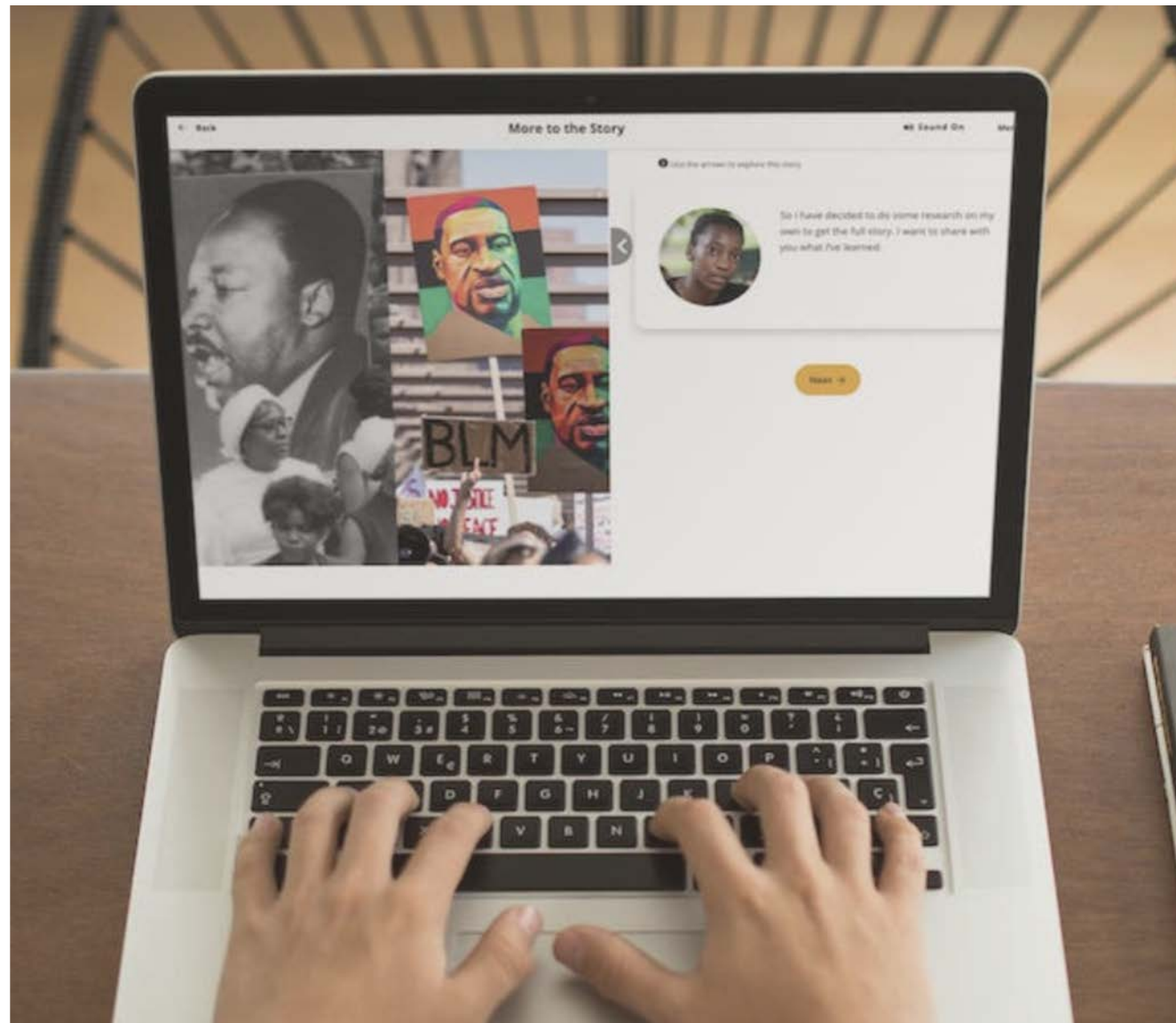




## 306: Continuing the Story

Launched in 2021, Continuing the Story extends the lessons of 306: African-American History, teaching students about events in U.S. history from both before and after the Civil Rights Era that have shaped the experience of many Black people in the United States.

The Black history curriculum celebrates exceptional achievements made by Black leaders, trailblazers, and communities, despite an undeniable context of racism, trauma, and dehumanization. This extension course covers topics including: counter storytelling and systemic racism, lesser-known stories, and Black trailblazers in business and medicine.





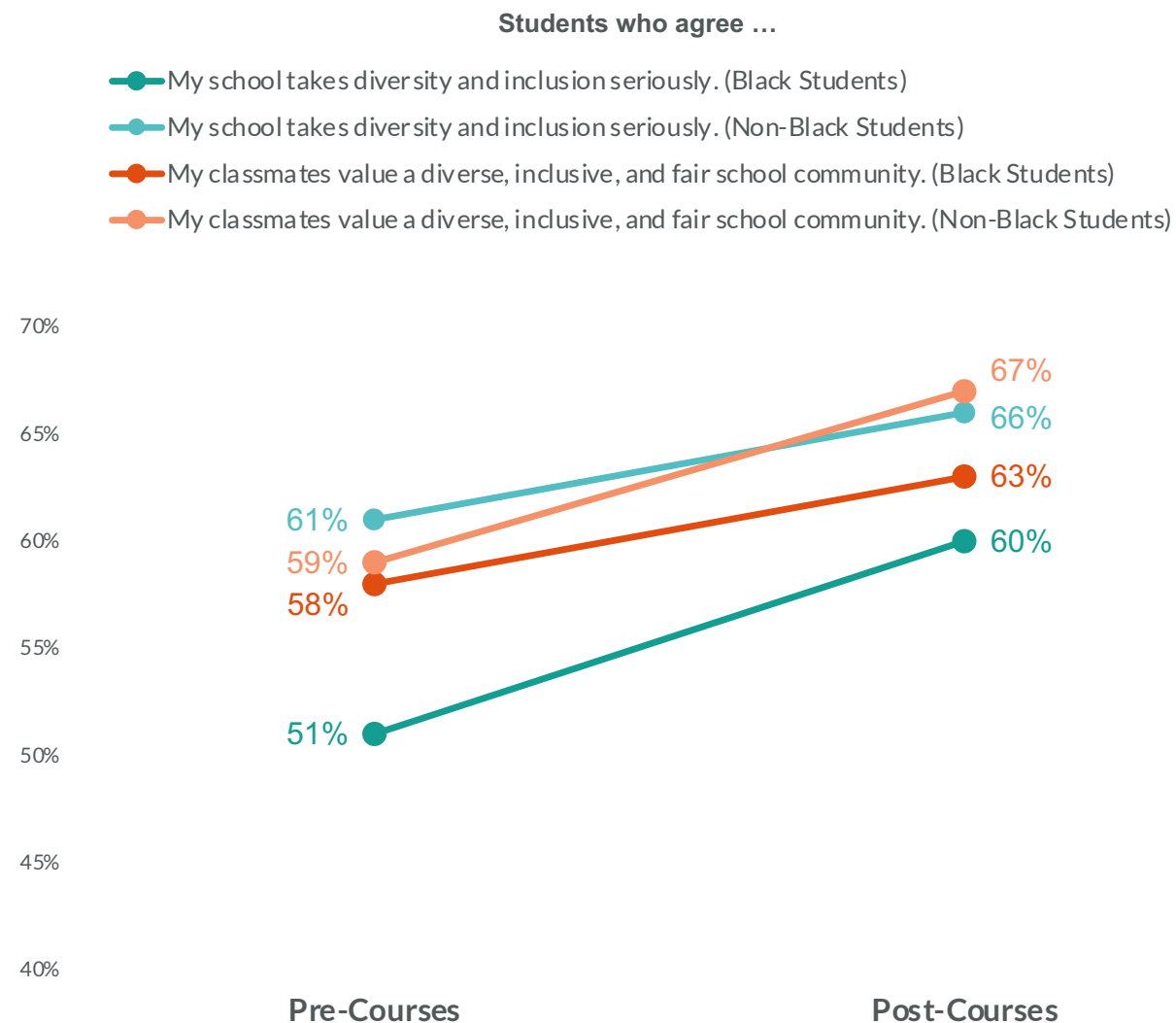
# Supporting Diverse and Inclusive Communities

## National Insights

Teaching students about African-American history and contemporary Black American experiences increases the sense of community support within a school.

Students nationwide who took 306: African-American History and Continuing the Story reported an increased sense that their school takes diversity and inclusion seriously, and that their classmates value a diverse, inclusive, and fair school community.

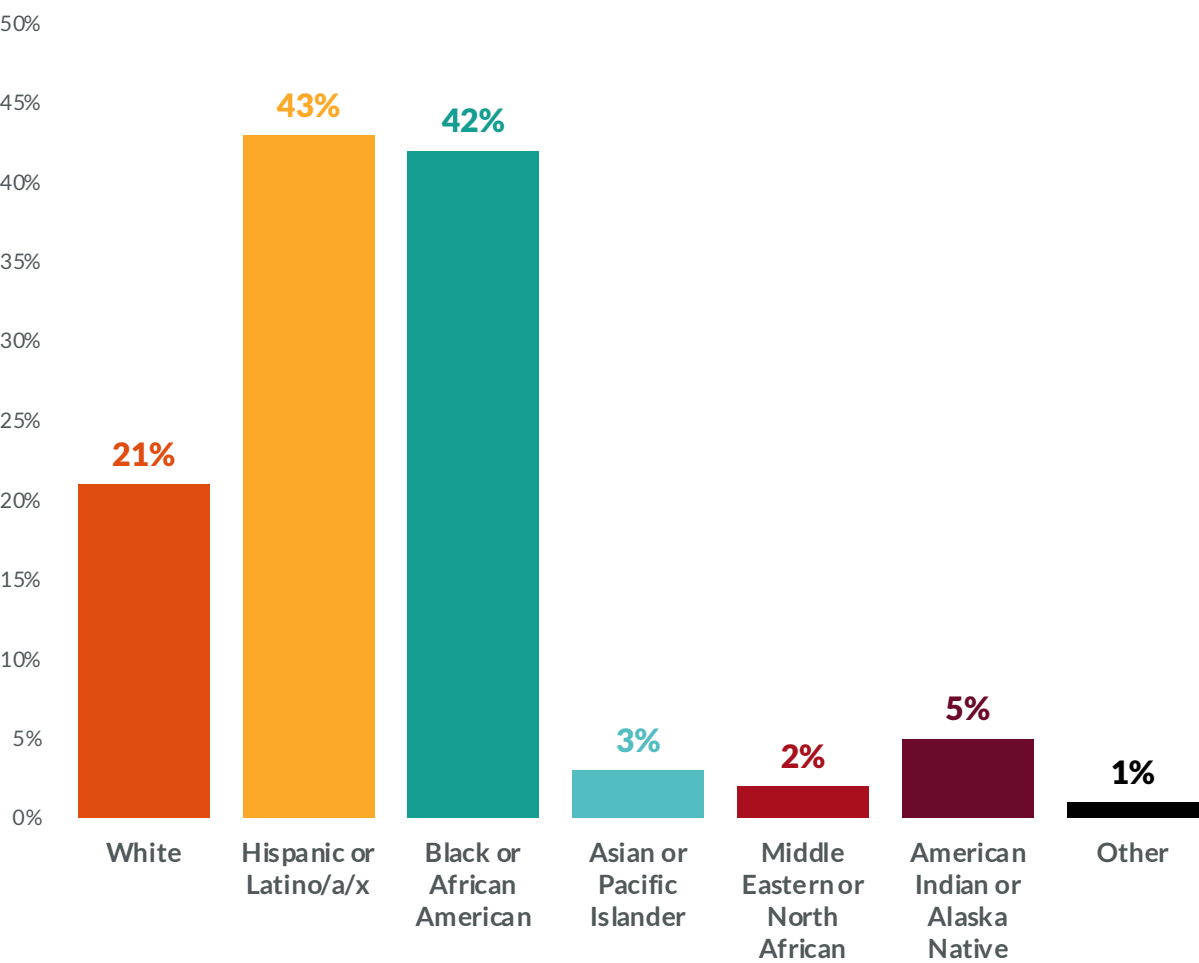
Students who identified as Black (exclusively or in combination with another race or ethnicity) were less likely than non-Black students to agree that their school and classmates value diversity. However, both groups reported significant increases in positive community values after participating in the 306 courses.



# Student Demographics

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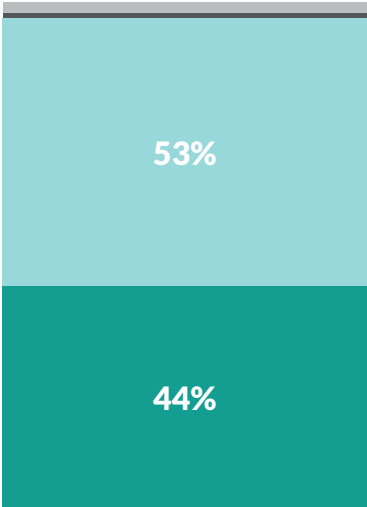
Race and Ethnicity



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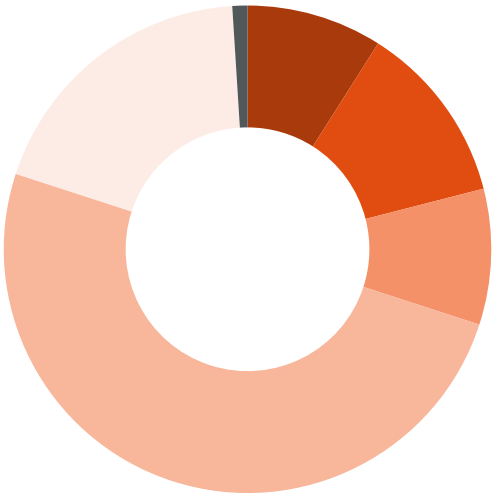
# Student Demographics (Continued)

Gender



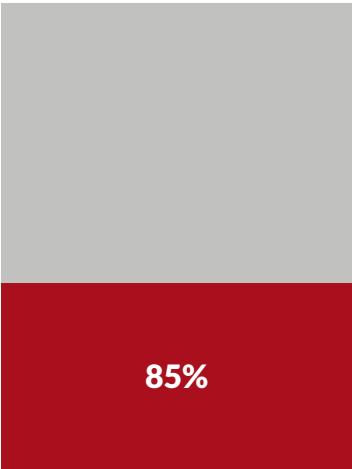
Male	44%	Female	53%
Other	1%	Prefer not to answer	2%

Grade Level



Middle School	9%	Freshman	12%
Sophomore	9%	Junior	50%
Senior	19%	Other	1%

Students in Low- to Moderate-Income Schools



Low- to moderate-income schools	85%
Other schools	15%

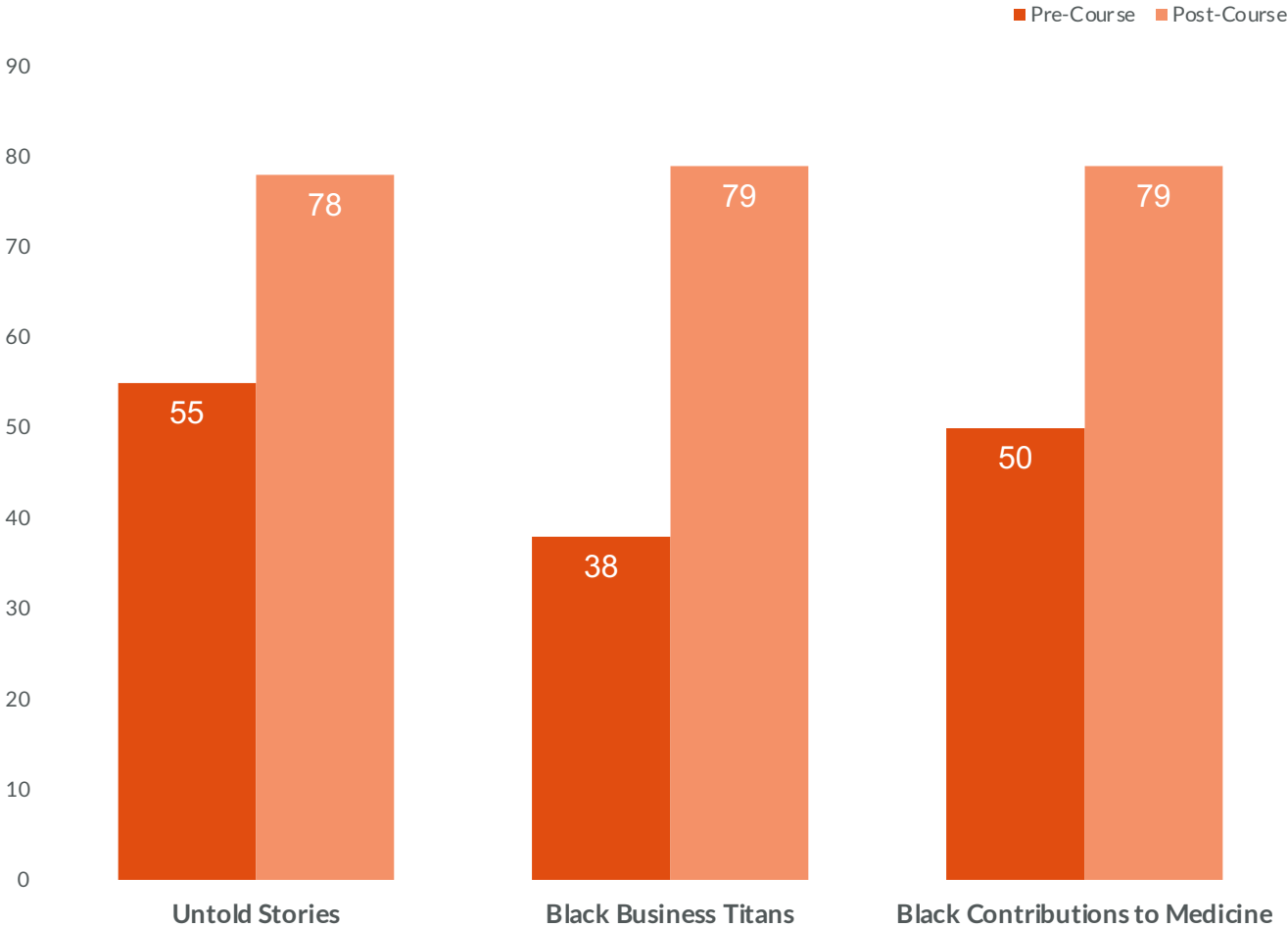
A school is considered Low- to Moderate-Income if more than 50% of students are eligible for free- or reduced-price lunch programs. If the district or state does not report lunch program data to the National Center for Education Statistics, the school is considered LMI if it is classified as a Title I school.

# Knowledge & Learning

## 306: Continuing the Story

306: Continuing the Story includes pre- and post-lesson assessments designed to measure what students know before the course, and what they’ve learned after the course.

Group1001 students’ assessment scores increased by 66% (from 47 to 79 out of 100).



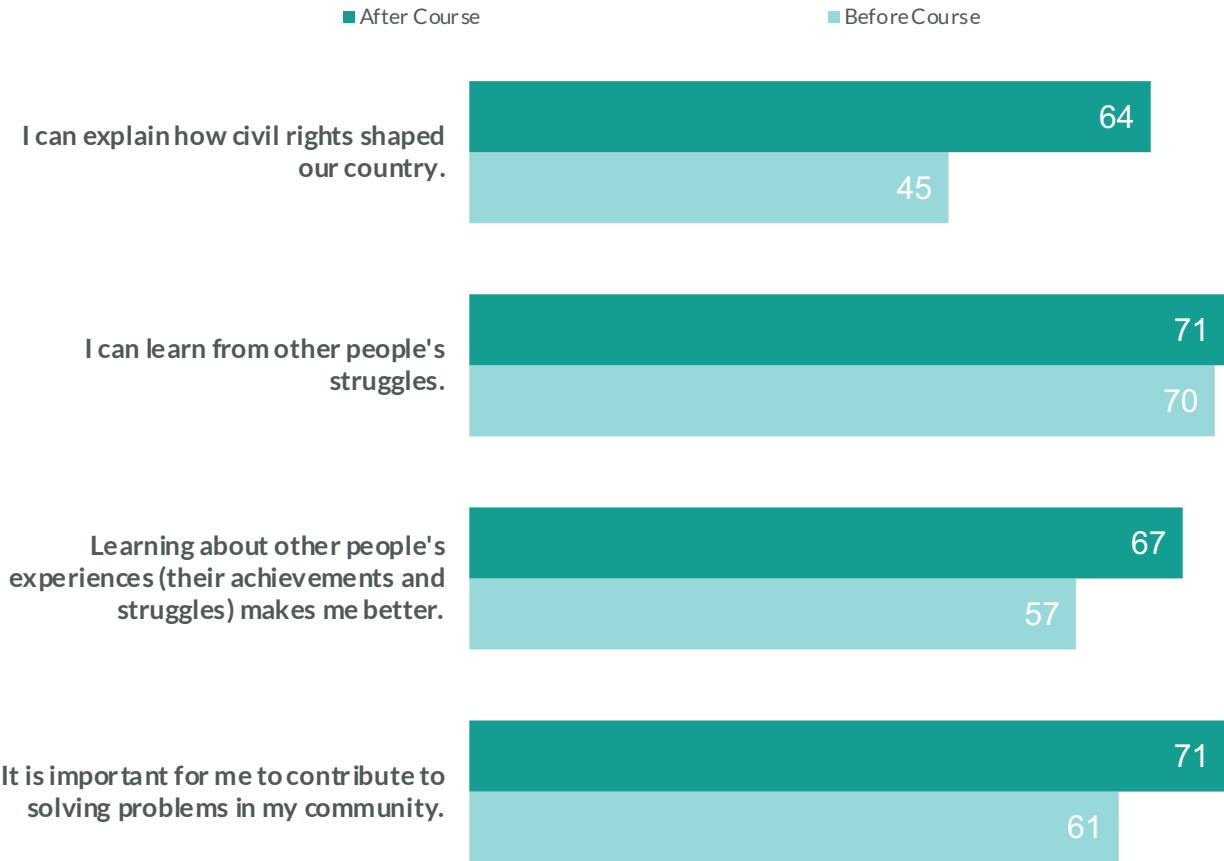
# Considering African-American History

## Valuing the past

306 does much more than just provide a history lesson. The course invites students to interact with concepts and themes pertinent to the American experience. Students reflect on the lives of African American leaders: their strength, their resilience, and their achievements.

Through 306, students expressed an increased sense of their own civic duty, in addition to a better understanding of history.

After taking 306 or 306: Continuing the Story, **82% of Group1001 - Citizen CEO students'** say they plan to vote in local, state, or federal elections.





# Increasing Civic Action

## Encouraging Community Contribution

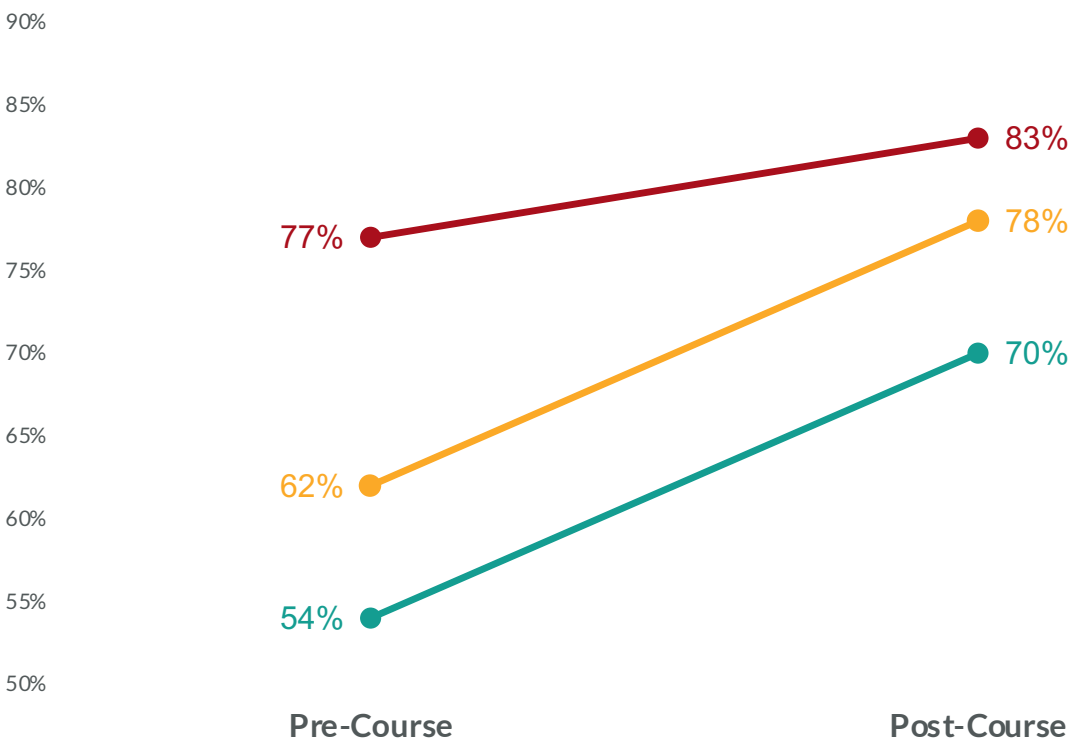
Both 306: African-American History and 306: Continuing the Story provide examples of individuals who stood up for what they believed in and created better communities and a better country. During the 2020-2021 school year, students witnessed the history-making actions of protests against police violence and efforts to promote voting rights made headlines

Learning about and living this history contributes to an increase in intended civic action among students.

After taking 306 or 306: Continuing the Story, **76% of Group1001 - Citizen CEO students'** say they would be willing to participate in a non-violent protest, march, or rally.

Students who report they are likely to \_\_\_\_\_ in the next 5 years...

- Volunteer time to help people in my community.
- Participate in a non-violent protest, march, or rally
- Join or start a group advocating for a particular cause.



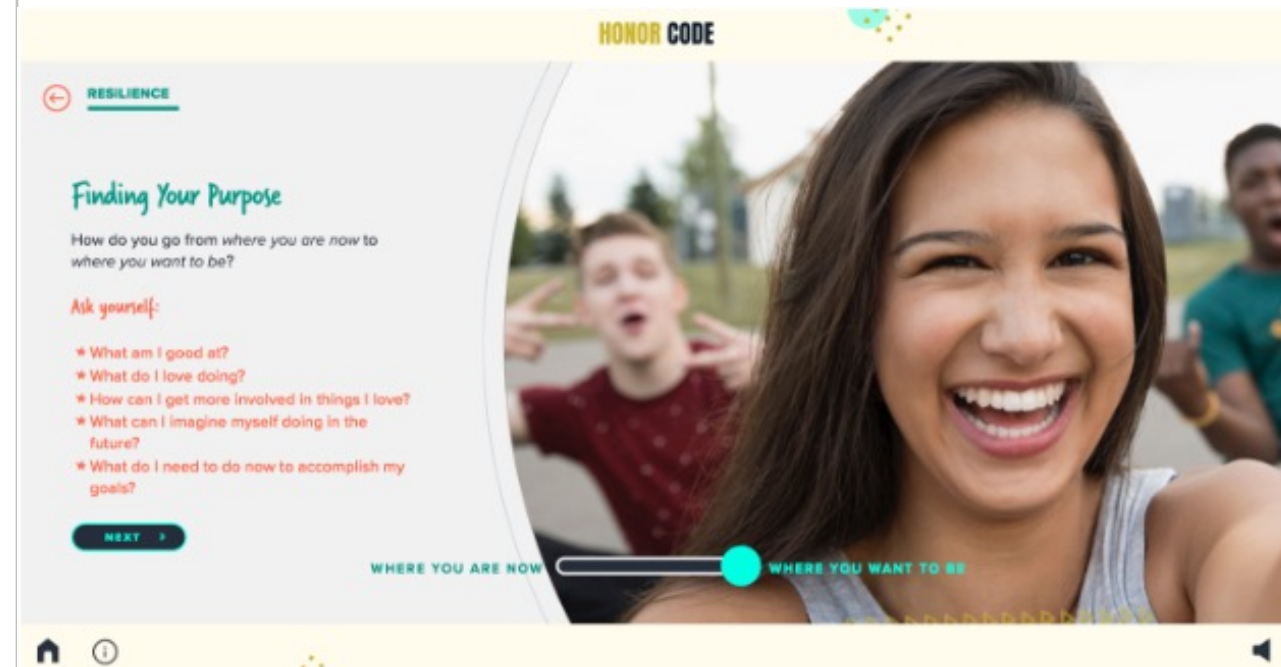
# Honor Code: Bullying Prevention

Positive school climates are critically important for students to achieve their full academic and personal potential. But bullying can negatively impact students' sense of social, emotional and physical safety.

*Honor Code* takes a practical approach to bullying prevention by empowering students to create change, whether they're engaging in bullying, on the receiving end of it, or witnessing it in their school.

Students learn and engage in real-life scenarios to practice their skills in character and community building areas including:

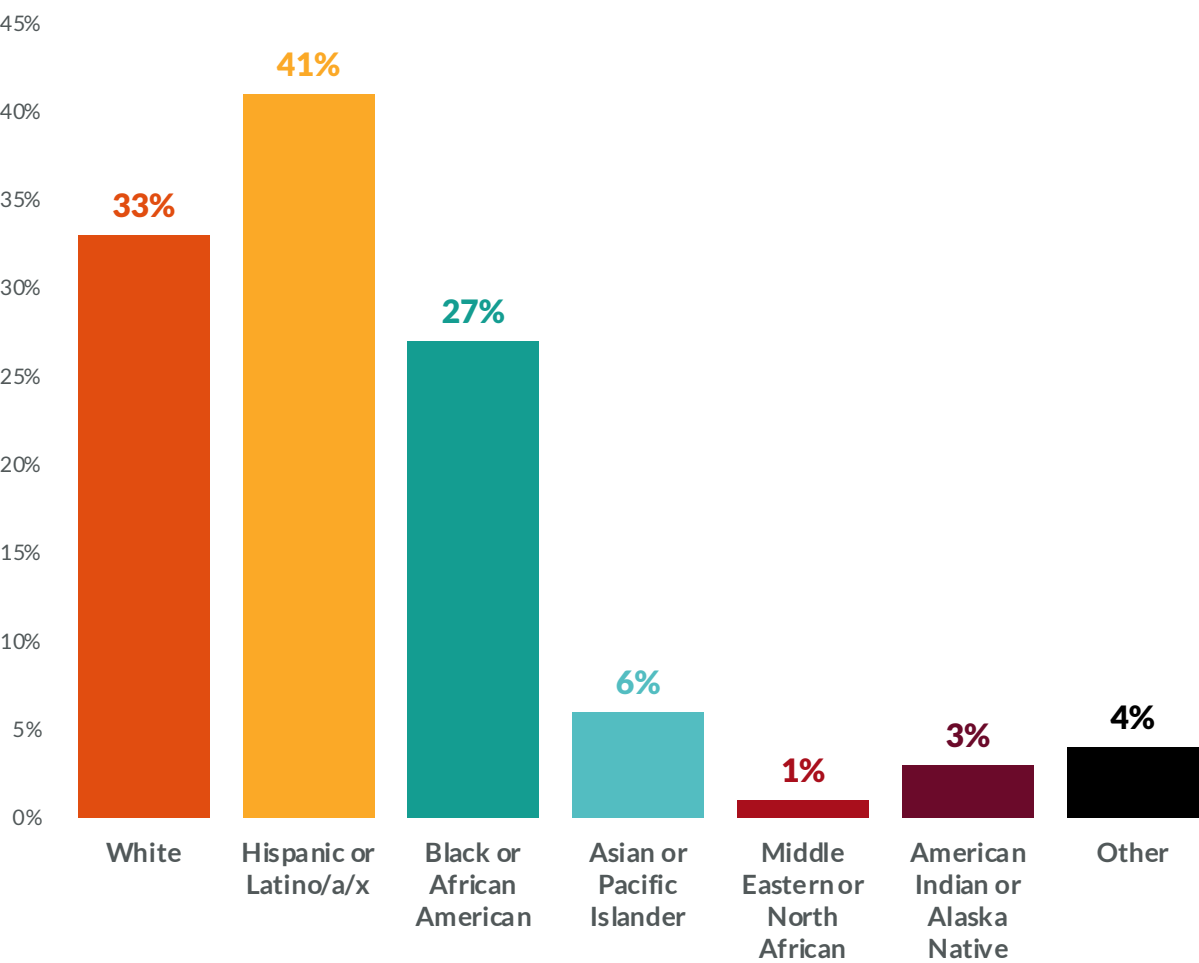
- Relationships
- Leadership
- Resilience
- Courage
- Community



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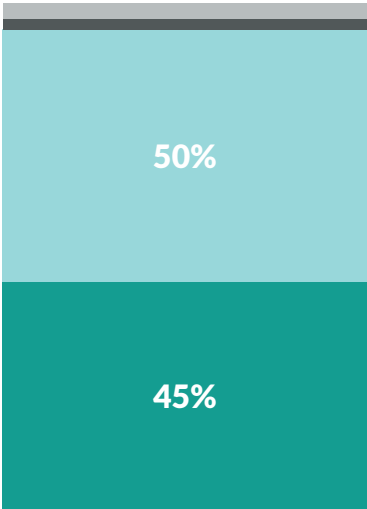
Race and Ethnicity



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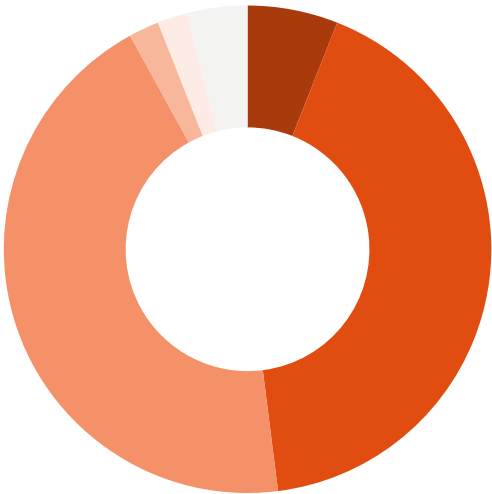
# Student Demographics (Continued)

Gender



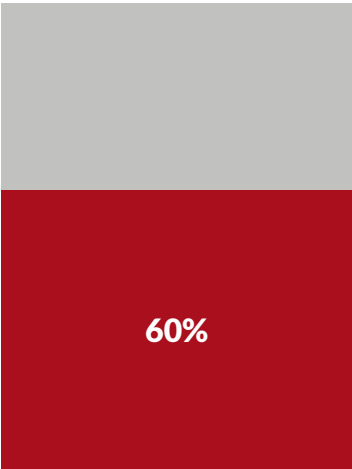
Male	45%	Female	50%
Other	2%	Prefer not to answer	3%

Grade Level



7th or younger	6%	8th grade	42%
Freshman	44%	Sophomore	2%
Junior	2%	Senior	4%

Students in Low- to Moderate-Income Schools



Low- to moderate-income schools	60%
Other schools	40%

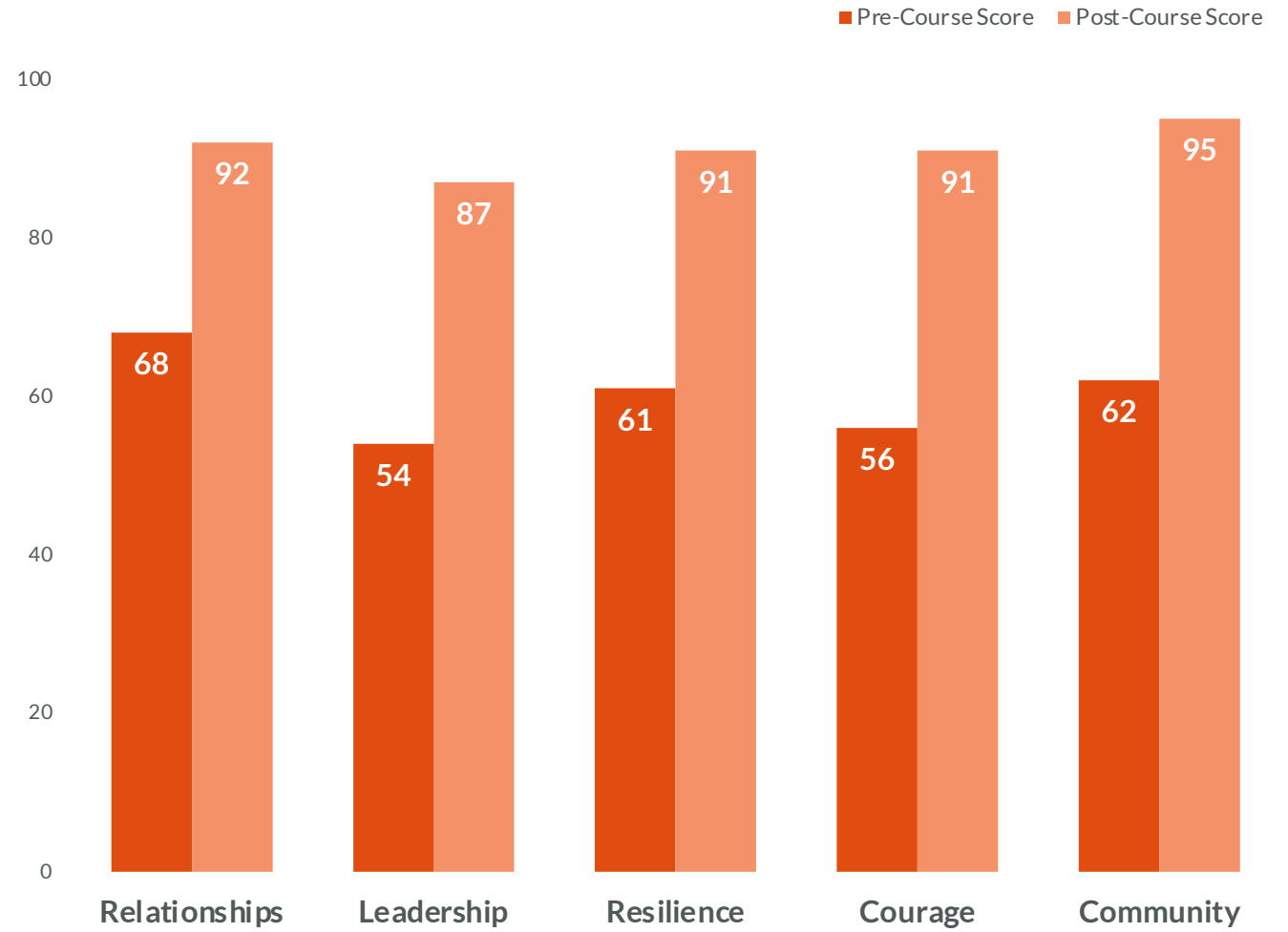
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# Knowledge & Learning

## Increasing Knowledge of Bullying Prevention

*Honor Code* helps students understand how bullying comes about, and how to use their personal strengths and skills to prevent bullying and lead in their communities.

Group1001 students' assessment scores increased by **50%** (from 61 to 91 out of 100).





# Experiences with Bullying

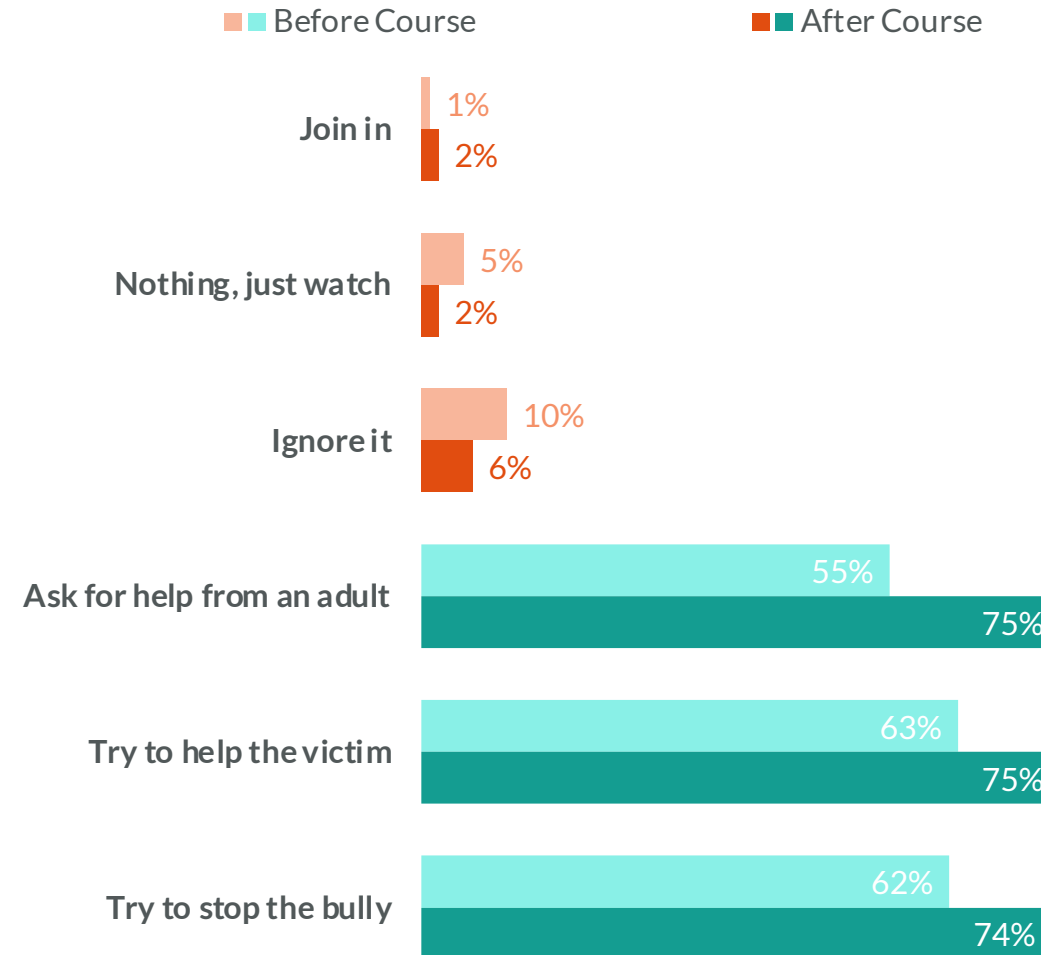
## How Students Respond

Only a small number of students report that they have been bullied (5%) or participated in bullying others (2%) in the last 30 days.

A majority of students, though, say that they have seen bullying at school at some point. *Honor Code* helps students develop skills for intervening in bullying situations.

After *Honor Code*, fewer students report that they would not respond when they witness bullying, and more students say they would get involved to help a peer being bullied.

Students who would \_\_\_\_\_ if they saw a classmate being bullied at school:



# Student Outcomes

## Strengthening students' skill set for combatting bullying.

After participating in *Honor Code*, most students agree that the course improved their skills for responding constructively to bullying situations and displaying leadership in their communities.

### Students agree *Honor Code* ...



65%

Helped me be a better member of my community.



70%

Gave me the tools to be a leader in my community.



63%

Helped me be more compassionate towards students who perpetrate bullying.



73%

Helped me be more compassionate towards students who are targets of bullying.



70%

Gave me tools to combat bullying.



74%

Gave me techniques to manage difficult situations, including experiencing or perpetrating bullying.

For more information on EVERFI programs, please contact your  
Account Manager or visit [EVERFI.com/Sponsorship](https://EVERFI.com/Sponsorship)

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