



EVERFI

Group1001 - Andretti Autosport

Endeavor Impact Report | 2020-2021 School Year

From Jon Chapman, President and Co-Founder

The last year has shed light on a number of interconnected crises playing out across our country. Make no mistake, these crises of inequality have been around for generations and are exacerbated by a missing layer of education in schools around the world. However, this does not need to be our forever fate.

Teaching people, particularly our young people, about critical life moments and decisions -- like how to navigate STEM careers, how to meet the demands of the jobs of tomorrow, and building core skill-based knowledge -- is America's challenge, and our opportunity. When students learn these critical life skills, they become highly-correlated competencies. When they are left unattended, they become highly-correlated crises.

At EVERFI, we have always believed that we must teach the "whole child" beyond core subjects like math and science; we must help to build this missing layer of education. Our schools and teachers have done remarkable work educating students on core academic skills. Still, they need our help teaching young people the tactical life skills necessary for diverse, economically stable communities to thrive. EVERFI is creating a standard for schools and a place for them to find engaging, digital, efficacy-driven learning that addresses these critical topics.

This report presents key insights from your EVERFI program to clearly demonstrate the impact and value of your investment. The data within this report spans the reach of the program, positive learning outcomes, teacher and student insights, comparative benchmarks, and focus areas for continued engagement. With your support and commitment, we are collectively well-positioned to meet the needs of all students and families, and we could not be prouder to continue our work together to address the critical needs of the communities we serve.

Together, we must empower the next generation to build the world in which we, and future generations, want to live – and together, we will answer the call.

In partnership,



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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

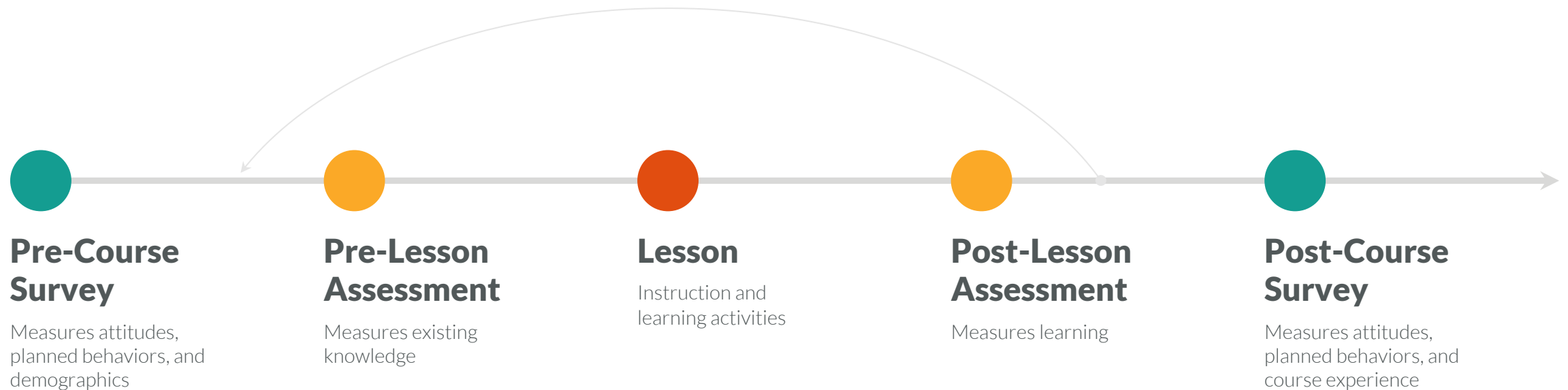


Measurement Approach

To measure learner impact, we focus on students' knowledge, attitudes, and planned behaviors.

Assessments before and after each lesson measure what students know and what they've learned.

Surveys at the beginning and end of the course experience ask learners to reflect on how they feel, what they plan to do, and their experience with the course.



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

About Your Learners

Program Reach & Demographics

Group1001 - Andretti Autosport Program Reach



1,527

Students



29

Schools



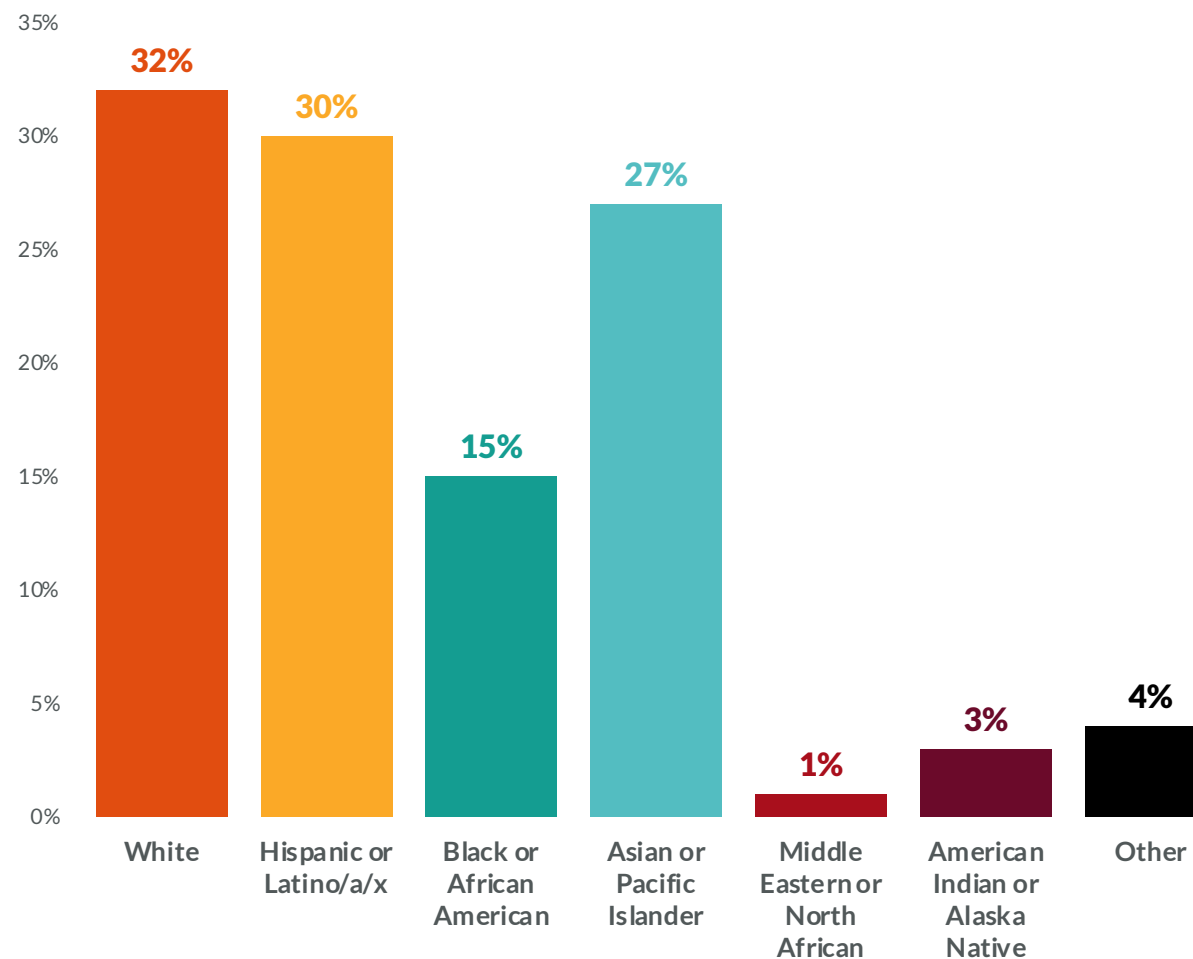
2,455

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.

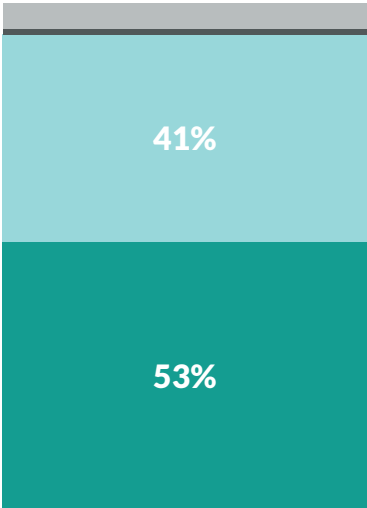
Race and Ethnicity



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

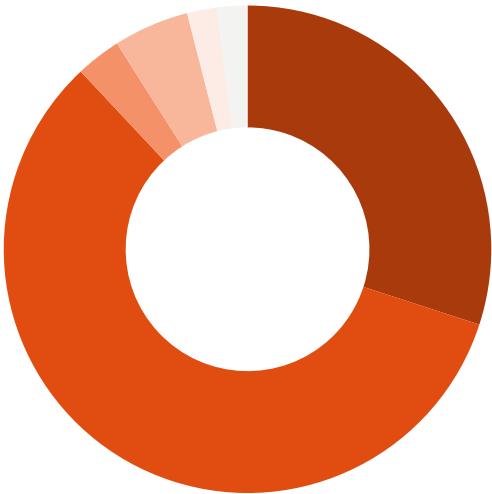
Student Demographics (Continued)

Gender



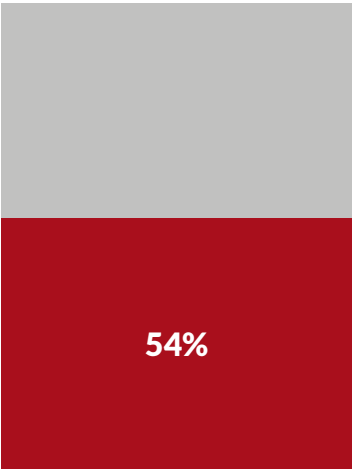
Male	53%	Female	41%
Other	1%	Prefer not to answer	5%

Grade Level



7th or younger	30%	8th grade	58%
Freshman	3%	Sophomore	5%
Junior	2%	Senior	2%

Students in Low- to Moderate-Income Schools



Low- to moderate-income schools	54%
Other schools	46%

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.

COVID-19 Pandemic & Remote Learning

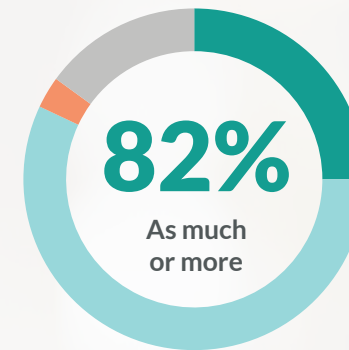
For many families, the disruption to education and day-to-day life that began in 2020 at the onset of the Coronavirus Pandemic continued in to the 2020-2021 school year.

Throughout an unusual year, your support enabled meaningful, engaging educational experiences, no matter where learners found themselves.

Teacher Perspective

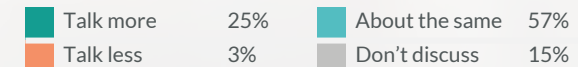
“The highly engaging curriculum works perfect for distance learning.”

Endeavor Teacher



Family Conversations

During the pandemic, career readiness was as important as ever. Most parents say they talked as much or more about it than before.



Group1001 - Andretti Autosport's Endeavor Program

Knowledge, Attitudes, and Behaviors

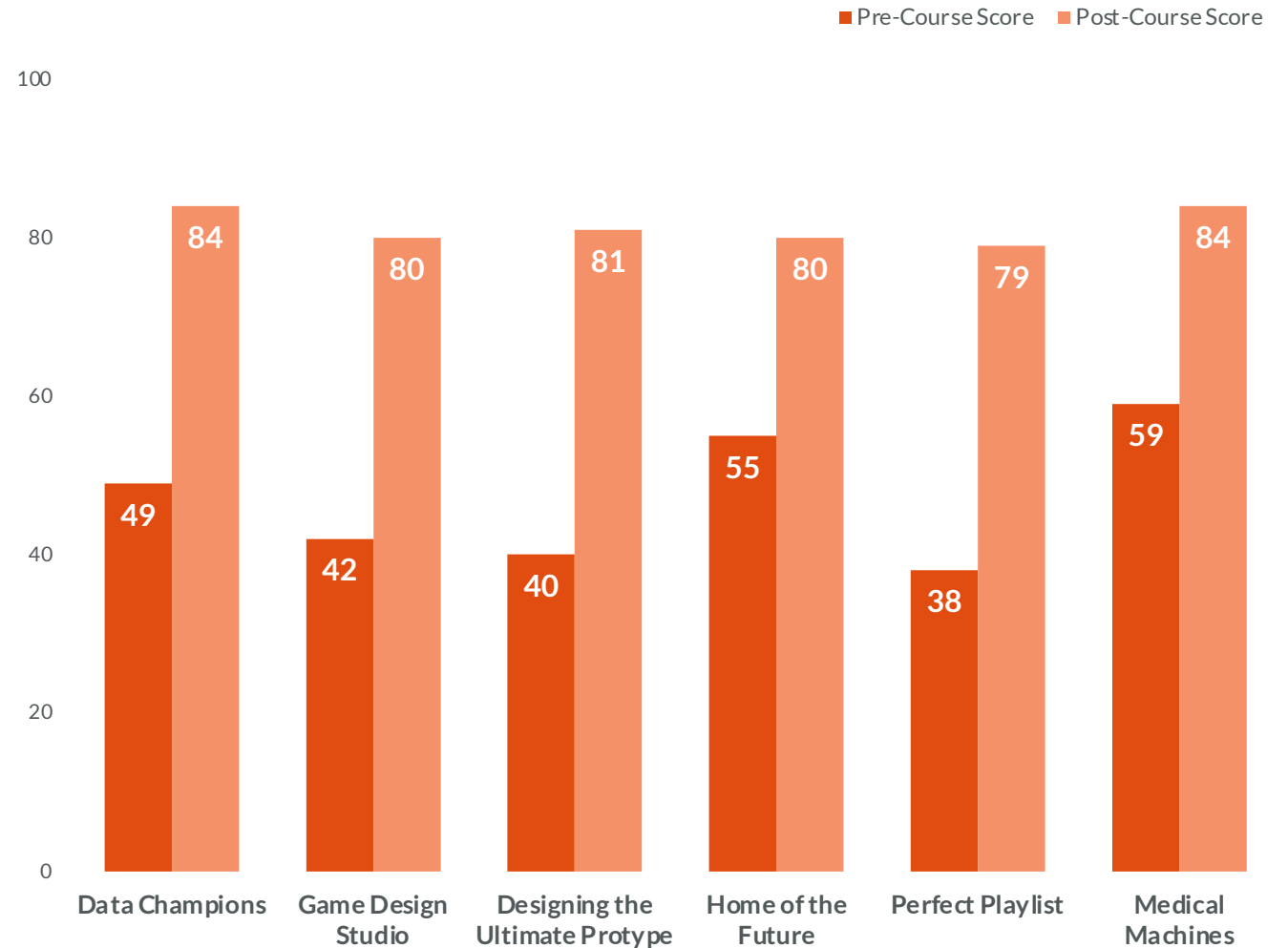
Knowledge & Learning

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 - Andretti Autosport students' assessment scores increased by **72%** (from 47 to 81 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:

40% I am interested in taking a more classes on **statistics**.
(Compared to 39% in pre-course surveys.)

45% I am interested in taking a more classes on **the scientific method**.
(Compared to 37% in pre-course surveys.)

50% I am interested in taking a more classes on **the engineering design process**.
(Compared to 45% in pre-course surveys.)

35% I am interested in taking a more classes on **algorithms**.
(Compared to 35% in pre-course surveys.)

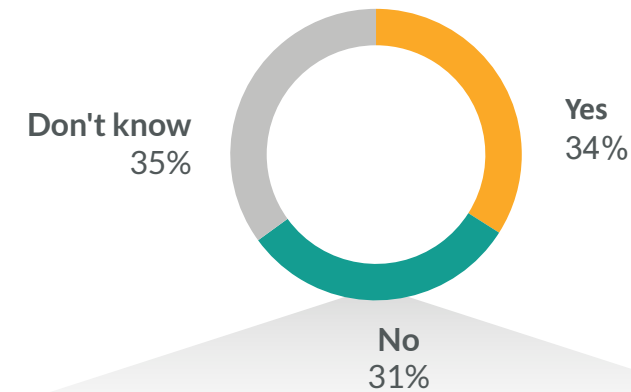
Seeing Themselves in STEM

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

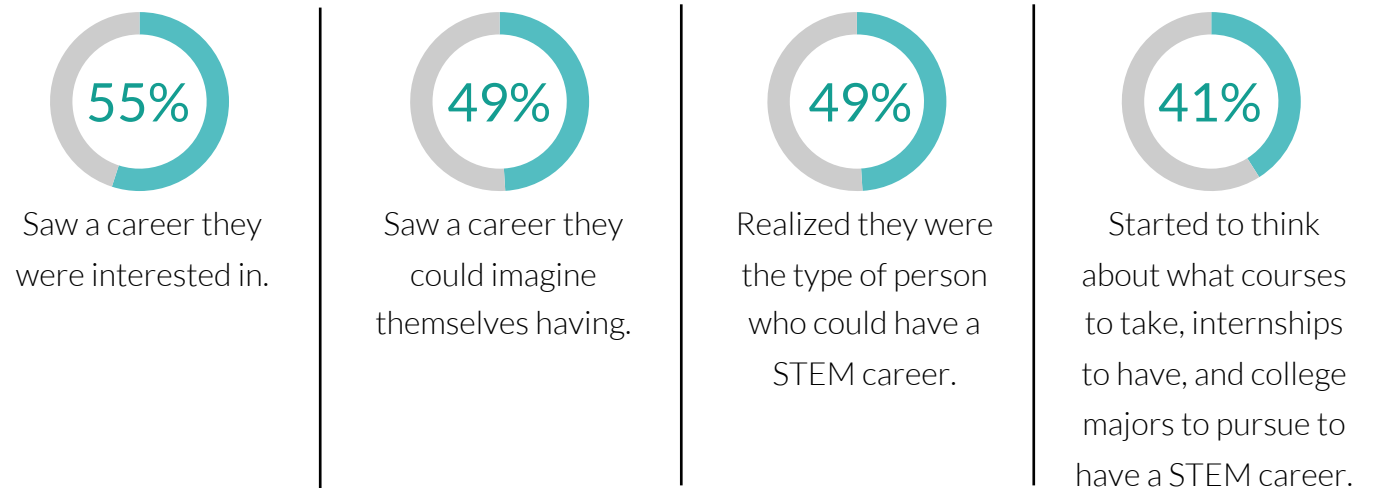
Early adolescence is a critical time for STEM education. How students feel about STEM subjects at this age can dramatically impact future options and choices. Endeavor aims to encourage all students – even those who might not think a STEM career is them – to see themselves in a career utilizing STEM 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 31% of students who were not interested in a STEM career ...

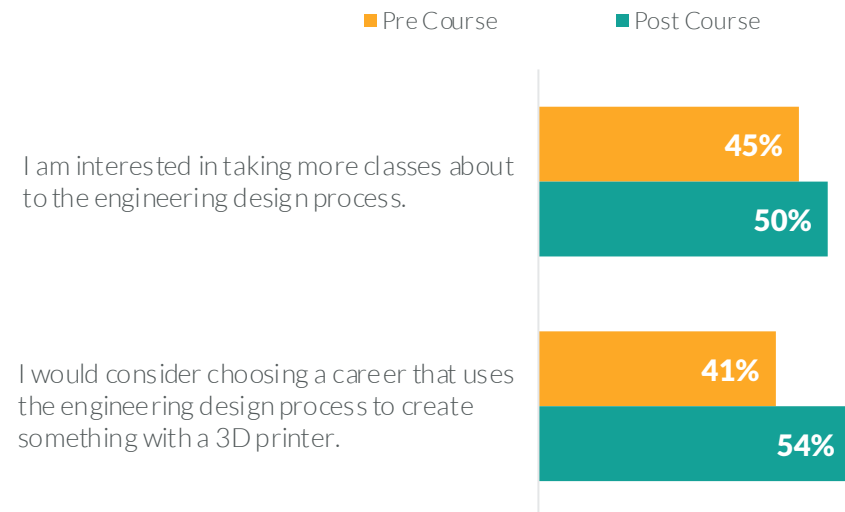


Student Insights: Designing the Ultimate Prototype

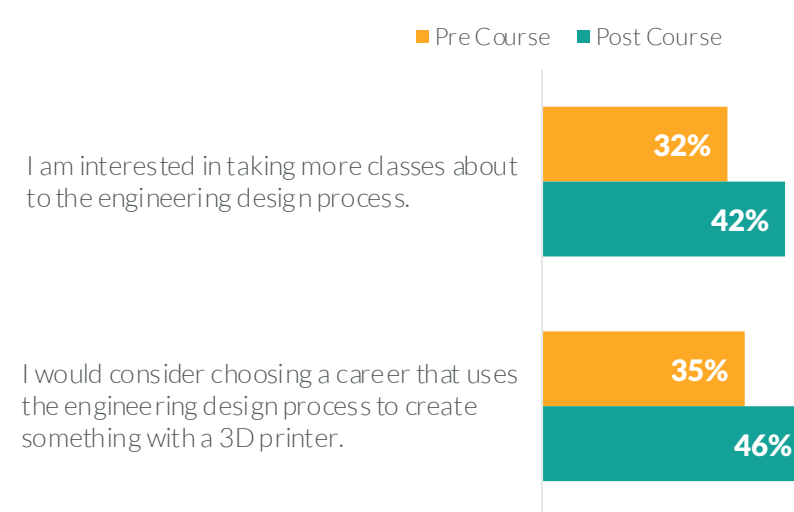
Developing Relevant Skills and Interests

After completing the Designing the Ultimate Prototype lesson in *Endeavor*, students reflected on their interest in additional relevant course work and their consideration for related careers. The experiences of students who would be the first in their family to attend college are of particular interest, because first-generation students are less likely to earn a degree in a STEM field, a gap research suggests is related to a lack of positive STEM experiences earlier in their education.¹

All Students



First-Generation Students (Students with no parent with a college degree)



Teacher Perspective

Building STEM Career Interest

Teachers agree that Endeavor is effective at engaging their students and encouraging their interest in STEM.

Based on feedback from 97 teachers who used Endeavor during the 2020-2021 school year, two thirds of teachers say that Endeavor presents STEM careers to students in a more engaging way than other programs.

And an overwhelming majority of teachers (94%) agree that Endeavor helps their students make critical connections between STEM concepts and future careers.

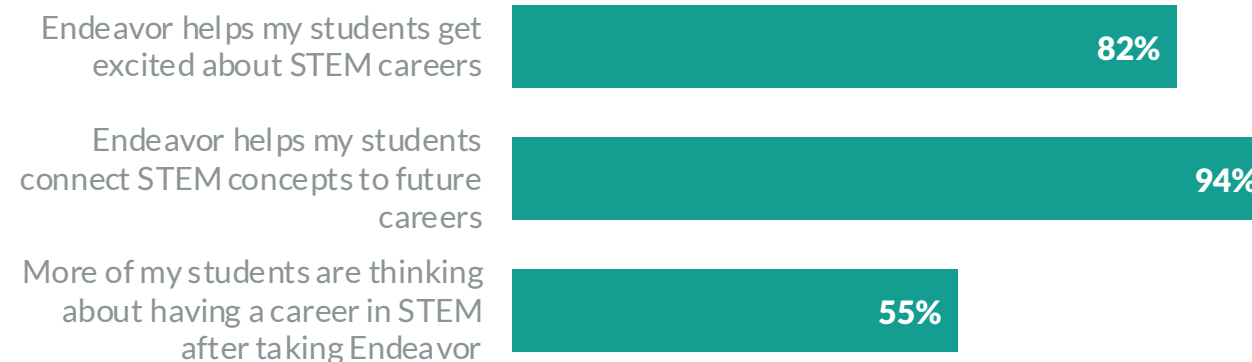
Based on Data from EVERFI Teacher Surveys conducted during the 2020-2021 school year.

Compared to other resources you use, how well does Endeavor present STEM Careers?

- It presents STEM careers in a more engaging way
- It is as engaging as other resources I use
- It presents STEM careers in a less engaging way
- I do not use other resources / Don't know



Teachers agree that ...



Feedback from Teachers & Students

Perspectives on Endeavor: STEM Career Exploration

What Teachers Are Saying



“[Endeavor] applies to kids with varying levels of abilities and helps simulate real life scenarios and the skills required.”

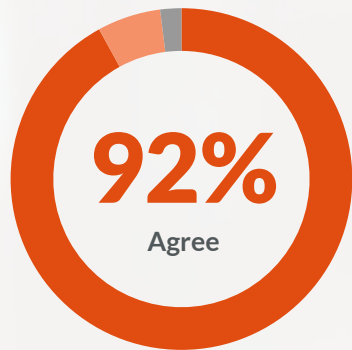


“The student's engagement in the program was great! It piqued their curiosity!”



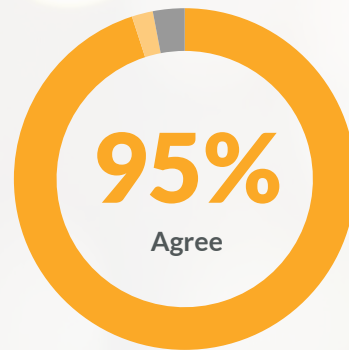
“Coming from a rural area, some of these kids would never know about these careers without this program.”

Teacher Ratings



Engagement

My students were engaged with the course content.



Fit

This course was easy to fit into my curriculum.



Quality

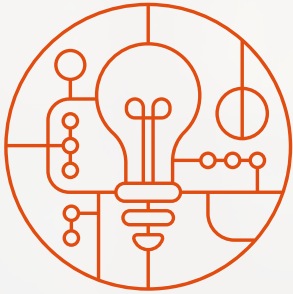
Overall, how would you rate the quality of the content?



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."

For more information on EVERFI programs, please contact your
Account Manager or visit EVERFI.com/Sponsorship

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