What is Social Innovation?

**social innovation** (sōSHəlˌ,inəˈvāSHən): Applying innovative tools and resources to address societal issues – for the betterment of our communities – in a way that is more effective, efficient and sustainable than previous approaches.

We’re applying the principles of social innovation to [AT&T Aspire](#) to make waves in the education space, and we’re focused on three areas close to the heart of our company.

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**Our goal is to**

Improve high school success and college/career readiness

Connecting people to what matters most

Utilizing technology in innovative ways

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**We aim to achieve our short- and long-term goals for social innovation by fostering:**

- **Collective Impact:** *Bringing together education stakeholders to work in harmony to create a sense of urgency and find innovative solutions.*
  - For example, the Civic Marshall Plan is a joint initiative launched by policymakers, educators, business leaders (including AT&T), community allies, parents and students to address the dropout epidemic and work towards the common Grad Nation goal of achieving a 90% graduation rate by 2020.

- **Innovative Partnerships:** *Investing in socially-inventive programs and partnerships, such as:*
  - Aligning with non-profit groups that develop interactive learning tools – including **gamification, Web-based content,** and **social media** – into educational curriculum to spur excitement about learning.
  - Enabling students at risk of not graduating to explore careers before graduation through **internships** and career exploration opportunities in areas such as information technology, engineering, finance and more.

- **Disruptive Technologies:** *Generating innovative market solutions to address societal issues and to benefit American businesses.*
  - Including the AT&T Foundry, which offers an inventive business approach to bringing entrepreneurs’ market-disrupting technologies to life – with the goal of improving education in America. For example, the company is exploring sponsoring challenges or contests for developers to create cutting-edge solutions to complex problems in our educational system. Learn more about the AT&T Foundry [here](#).