



Supporting Education: AT&T Aspire

Materiality Assessment Topics: Education; Giving & philanthropy

Issue Summary

Currently, about one in five students does not graduate high school with his or her peers, and one in four African-American and nearly one in five Hispanic students still attend high schools where graduating is not the norm. Dropouts from the Class of 2010 alone will cost the nation more than \$337 billion in lost wages over their lifetimes.

Our Position

Investing in a well-educated workforce may be the single most important thing we can do to help the United States remain the leader in a digital, global economy. Education has been our priority for over a century, and raising graduation rates is the focus of our signature philanthropic initiative, AT&T Aspire. Through Aspire, we have committed to investing **\$350 million** to education between 2008-2016. We are driven to help students succeed — in school, in the workforce and in life.

Data Highlights

2012 Key Performance Indicators

- Amount of corporate, employee and foundation giving:

Priority	Arts and Culture	Civic and Community	Education	Health and Welfare	Total
Total	\$7.8M	\$25.4M	\$64.3M	\$33.9M	\$131.4M

- Amount invested toward planned \$250 million commitment over five years to AT&T Aspire: **>\$43.6M**
- Number of students provided with job shadow opportunities (in collaboration with Junior Achievement [JA]): Program concluded in March 2012 with AT&T exceeding our goal of providing job shadow experiences to more than **100,000 students**.
- Number of mentoring hours toward the goal to provide students 1 million hours of mentoring by our employees through the end of 2016: Between the program launch on October 1 and year end 2012, we provided students with over **30,000 mentoring hours**.



- Status of commissioned research completed by Civic Enterprises and John Bridgeland about the nation's dropout crisis: Released the 2012 report update of "Building a Grad Nation: Progress and Challenge in Ending the High School Dropout Epidemic," by the Alliance for Excellent Education, America's Promise Alliance, Civic Enterprises and the Everyone Graduates Center at Johns Hopkins University.

2012 Goals

Invest **\$250 million** planned over five years to drive innovation in education, support effective local programs and create collective impact through collaboration with AT&T business units, national partners, employers and customers to ensure that more students who are at risk of dropping out graduate from high school prepared for college and career.

Provide job shadow opportunities for a cumulative total of 100,000 students by year-end 2012.

Support projects to promote the use of mobile technology to enhance teaching and learning.

2012 Progress Toward Goals

We invested **\$43,665,918** to date. Of that:

- **71 percent** went toward programs focused on local impact,
- **15 percent** went toward programs focused on social innovation,
- **6 percent** went toward programs focused on connecting people (including our employee volunteerism efforts) and
- **8 percent** went toward other efforts such as research and evaluation.

Among our many recipients were **47 schools**, school districts and nonprofit organizations across the country that competed for dollars through a competitive RFP process. AT&T also engaged consumers around the topic, leading to a **\$90,000** contribution to Aspire programs through a causes.com campaign.

In 2012, we exceeded our goal of providing more than **100,000** job shadow experiences to high school students across the country; we hit this goal **10** months ahead of schedule.

AT&T:

- Provided a **\$250,000** contribution to fund the development of the Young Developers Program (YDP) at Seton Hall University to teach underserved high school students to develop mobile apps that serve a social good, to motivate and prepare them to pursue a college education and to emphasize community service.



The YDP is designed to serve as a national model that can be replicated by other educational institutions.

- Contributed \$250,000 to support the development of an online and mobile math course by Curriki, a national nonprofit providing technology-based resources for educators and students.
- Provided advice and counsel to Southern Regional Education Board on the development of a mobile app for the Free Application for Federal Student Aid (FAFSA) for high school students.

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The newly launched Aspire Mentoring Academy will engage students who are at risk of dropping out of high school with **1 million** hours of mentoring by AT&T employees through the end of 2016.

Our Action

With more than **1 million** students impacted since its launch in 2008, AT&T Aspire is one of the nation's largest corporate commitments focused on helping more students graduate from high school ready for college and careers. In 2012, we announced an additional quarter-billion-dollar expansion to the program planned over the next five years, bringing the total commitment to **\$350 million**.

AT&T's commitment and investment support the achievement of the national graduation rate goal of 90 percent by 2020 through the Grad Nation movement. Progress is being made through the collective efforts of the Grad Nation campaign. Since 2002, the country as a whole has raised

the graduation rate from 72.6 percent to 78.2 percent in 2010. For the first time ever as a nation, we are on track to meet the national goal.

As of 2012, Aspire has focused on:

Investing Locally in organizations making a measureable difference in stemming the high school dropout crisis:

- Through the Aspire Local Impact request for proposal (RFP), **47 schools** and nonprofits were selected from thousands nationwide to share in nearly **\$10 million** from AT&T. Applicants were evaluated based on their alignment with evidenced-



based approaches, their accomplishments in serving students at risk of dropping out of high school and their ability to use data to demonstrate the effectiveness of their work.

Connecting People through our employees and customers:

- Aspire Mentoring Academy expands upon the company's job shadow program, which provided more than **100,000** job shadow experiences to students in its first four years. Aspire Mentoring Academy takes these efforts to a new level by offering employees three ways to mentor students across the country who are at risk of dropping out of high school. AT&T has announced a goal of providing **1 million** hours of mentoring through the end of 2016 with the program.
- AT&T's Causes.com Community, Connect For Good, promoted a campaign where Connect For Good community members pledged to take action in their communities to reduce the dropout rate.

Seeking Exponential Change through national partnerships and technology and innovation:

- We worked with the AT&T Foundry innovation centers — which offer an inventive business approach to bringing entrepreneurs' market-disrupting technologies to life — to host our first-ever Aspire hackathon. Since the initial Aspire hackathon, we have hosted three Aspire hackathons in cities across the country.
- AT&T teamed up with Genesys Works, a Houston-based nonprofit, to expand a proven program that gives high school seniors at risk of dropping out of school the opportunity to work and thrive in a

corporate environment and succeed in college and careers.

- GameDesk, a Los Angeles-based nonprofit that aims to revolutionize learning, is teaming up with AT&T to make its learning tools and technologies widely available to parents, students and educators. The organization reaches students in new and exciting ways by embedding academic content and assessment into fun and interactive digital games and simulations, merging academics and entertainment.

Some of the organizations we work with include:

- Alliance for Excellent Education
- America's Promise Alliance
- Big Brothers Big Sisters of America
- Boys & Girls Clubs of America
- Civic Enterprises
- Communities in Schools
- Data Quality Campaign
- GameDesk
- Genesys Works
- Girl Scouts of the USA
- Jobs for America's Graduates
- Junior Achievement USA
- Roadtrip Nation.org

Through Aspire, AT&T and the AT&T Foundation will continue to work together with educators, parents, organizations and government to be a catalyst for change on the high school dropout crisis issue.

To learn more about our AT&T Aspire initiative, visit www.att.com/aspire, and see our [Aspire By the Numbers](#) handout.