

# shift\_ed

ANNUAL REPORT 2021-22



# MESSAGE FROM THE PRESIDENT & CHIEF EXECUTIVE OFFICER

Three years went by in a flash, and yet it feels like a lifetime has passed since I took the job as President and CEO. The board challenged me to turn around this organization. They wanted to see support services in our schools, equity addressed in our scholarship model and trust in the brand rebuilt in our community. My family challenged me too. I will never forget my son saying, "Mom, with this job, you can help my friends."

Today, I am proud to tell you that as shift\_ed, we are doing all those things and more. shift\_ed offers support for students in elementary, middle, high school and college. Our new scholarship model will ensure the majority of our awards go to students and families who need the most with a deliberate focus on opportunities for our students within local and in-state postsecondary institutions.

Our new name, mission, vision and values better define who we are and how we work with stakeholders. We strive to change the lives of young people and propel our community into the future.

We took bold action to tip the scales in the direction of equity. Our students deserve to see the abundant opportunities ahead of them. They deserve varied and diverse educational and workforce pathways knowing and believing that anything is possible and that they can reach their goals.

The pages that follow detail our successes and where challenges still exist. I ask you to look at the numbers but let the people behind them speak to you. Every statistic represents a student, a family and our whole community. We are making an impact.

As we put the final touches on this annual report, my son is finishing his last fall semester of high school. He and his friends will be starting jobs and going off to school, and shift\_ed helped them along their way. We have a lot more students to help and with your support we will boldly accelerate the potential for each of them.



*Wendy Poteat*

Wendy Poteat  
President & Chief Executive Officer

Owen and Jack are probably my favorite thing to talk about. My almost four-year-old nephews love snacks, playing games and reading books. Brown Bear, Brown Bear and Mother Goose are the current favorites. Both their parents work full-time, and they are lucky to go to a high-quality child care center thanks to a buy one/get one deal. They will be ready for kindergarten when the time comes.

Not every child has the same start, and many will need extra support when they go to school. Tutoring, exposure to careers and college prep are some of the services shift\_ed will offer the boys and their friends. We see excellence in every student, and we know each path to success looks different. With community collaboration and a commitment to accommodate individual needs, shift\_ed helps scholars navigate those roads and find opportunities they may not have known even existed.

I am incredibly proud of the work we are doing; shift\_ed services are life-changing. It's important to the students and families who see opportunities expanding ahead of them. It's important for our graduates, many of whom will face a far smaller burden when paying for postsecondary credentials. It's important for the future of our community; a highly educated workforce means growth and prosperity that is far-reaching.

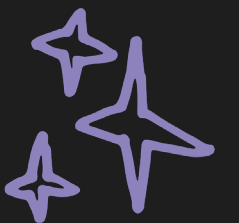
As I look back at all shift\_ed has accomplished over the past year, I am emotional. We are making an impact, and we can do more. The board and staff are leading the way toward equity in education. Our community is starting to take notice that in order to implement real change, we must be bold. Join us and accelerate the impact on Guilford County Schools students and graduates.



*Alice Moore*

Alice Moore  
Chair, Board of Directors

# MESSAGE FROM THE BOARD CHAIR



OUR MISSION  
IS TO

# BOLDLY ACCELERATE STUDENT POTENTIAL



## MISSION, VISION, VALUES



### VISION

shift\_ed will transform communities through diverse educational and workforce pathways.

### EQUITY STATEMENT

Putting equity into action requires a reflection on where we have been, where we are currently and where we want to be in the future. What equity requires is intentionality around:

**INCREASING TRANSPARENCY**  
regarding access to learning opportunities.

**INVESTING OUR RESOURCES**  
to expand access to supports, job pathways and mobility for those with the greatest need.

**ENSURING REPRESENTATION**  
aligns with our community's diversity.

**ELEVATING VOICES**  
considering new ways to elevate voices and distribute agency to students and families.

### OUR VALUES

**OPPORTUNITY**  
providing exposure to possibilities and creating diverse pathways for students to find success in the workforce and in life.

**EQUITY IN ACTION**  
intentionally eliminating barriers and providing individualized support for students with the greatest need.

**BOLD COLLABORATION**  
strong partnerships, shared language, shared metrics, shared impact and outcomes.

**EXCELLENCE**  
believing in each person's capacity for greatness.

**AGILITY**  
responding to critical mission-aligned needs with a commitment to do things differently when necessary.



# INTRODUCING THE EDUCATION CONTINUUM



The Education Continuum is representative of and aligns with students' (and their families') educational pathways. Along the continuum, stages of support are offered to meet the developmental and socio-emotional needs of students, which will in turn develop the skills they need for success in school, the workforce and life.

The strengthening of support services and partnerships within the Education Continuum will lead to transformational outcomes for students, families, school districts, the workforce and communities. By leveraging the assets of the community, reducing redundancies of services and streamlining data to identify gaps and show impact, the continuum is able to help students receive the exact supports they need to be successful in and transition through their educational journeys and into the workforce.

As an organization that currently provides support for students from classroom to career, shift\_ed will:

**Lead** in providing student support, convening organizations that serve students and stewarding data to facilitate awareness and impact.

**Partner** strategically with key education entities such as Guilford County Schools; Ready for School, Ready for Life; postsecondary institutions; and economic development efforts.

**Connect** students and families with other non-education specific supports such as healthcare, mental health services, before/after-school care, social services, family services and faith-based institutions that are important for wellness and success.



## Elementary

Our elementary programming focuses on reading - the foundation for learning. In kindergarten through third grade, children are learning to read; after third grade, students are reading to learn.

[Learn more on page 8 »](#)



## Middle

The bridge from school to workforce starts here, with career exploration programs that get students thinking about their future goals and what it will take to achieve them.

[Learn more on page 9 »](#)

## High

Serving all 28 public high schools in Guilford County, we provide supports to help students discover and prepare for a promising future - from college prep to identifying vocational and direct-to-work opportunities.

[Learn more on page 10 »](#)

## Higher Education

We're committed to helping scholars stay on track to a certificate or degree. We offer scholarships and continued connection, so students have more success in college and accelerate their career opportunities.


[Learn more on page 12 »](#)




## Helping Early Learners with Practice Strategies (HELPS)

HELPS is an evidence-based program for grades 2-5 designed to improve students' reading fluency, a key factor in increasing the percentage of students who meet proficiency standards as "College and Career Ready" by the end of third grade.

Among students who participated in HELPS during the 2021-22 school year:

 **89%** became more confident in their reading ability

 **61%** exceeded expected growth in reading fluency

## Community Virtual Tutoring

Federal Work Study Students, community volunteers and Guilford County Schools' Service-Learning Students work one-on-one with students in kindergarten through eighth grade up to two hours a week. In addition to the HELPS program, virtual tutoring and homework help is available for grades K-5 and professional tutors work on math remediation and tutoring with students in grades 6-8.

**4,751** hours of tutoring provided



## YouScience Career Assessment

Students cannot dream to do a job they don't even know exists. The YouScience Career Assessment is a series of puzzles and brain games that helps students discover where their interests and aptitudes intersect. Using 50 years of scientific proof and proprietary algorithms, the YouScience software shows students the careers and educational pathways that leverage their natural strengths.



## Entrepreneur I Am Experience

Through this program, eighth grade students have the opportunity to create a product or service and then pitch it Shark Tank-style to local professionals. The Entrepreneur I Am experience challenges students to think creatively and strategically while building confidence and gaining valuable work experience.



"In the world of education and workforce development, we hear a lot about a 'skills gap' or 'talent gap' for jobs in our community.

The data shows, our students don't have a talent gap, we have an exposure gap."

*Amanda Rosemann  
Chief Impact Officer*

# HIGH SCHOOL

## One-on-One Postsecondary Consultations

Under the guidance of our dedicated Postsecondary Access Team, students are able to connect with campuses, communicate with admissions officers and receive personalized assistance. They also receive one-on-one counseling and support in applying for scholarships and financial aid so that, regardless of family income level, our scholars can attend the school that is the best fit for them.

## First Generation College Ambassador Program

In collaboration with Guilford County Schools, the First Gen program gives additional support to college-bound high school students. Supports include goal setting, talent development and identifying strengths. Students have assistance with college applications, scholarships, financial aid and transitioning from high school to college.

## College Planning Series

Scholars attend a series of workshops before the beginning of their first year of college. Topics include adjustment to college life, homesickness, health issues, time management, course selection, relationship-building with professors and effective study strategies.

## SAT/ACT Prep Classes

While some colleges and universities are moving away from mandatory SAT/ACT scores being submitted with applications, many scholarships still require or encourage students to submit their scores in order to be considered for meaningful tuition assistance. We provide a free SAT and ACT course open to students at all 28 GCS high schools in both the spring and fall semesters.

## Cisco Summer Immersion Program

This eight-week program for ninth-11th graders provides mentoring, one-on-one professional coaching, career planning and advice from Cisco professionals.

## SEO Scholars New in 2022-23!

SEO Scholars promotes equity by closing the academic and opportunity gap for motivated young people, setting the standard for academics, mentorship, community, positive peer pressure and a powerful, lifelong network. Beginning in ninth grade our free, eight-year, academic program successfully educates and mentors underserved public high school students to and through college — with a 90% college graduation rate.



2,696  
students served



ALL 28  
public high schools



“Tuition alone was way out of the range of what I could pay. The scholarship really made it easier to see that maybe I could still be a student here despite my financial challenges.”

**KEONNA ELLIOTT, HIGH POINT UNIVERSITY**

Early Middle College at GTCC Greensboro '22

**Scholarships**

shift\_ed is proud to partner with every North Carolina public college and university and more than 100 private institutions around the country to offer scholarships to Guilford County Schools graduates. Last-dollar tuition scholarships offer students the opportunity to attain a certificate or degree with less worry about accruing significant debt.

For students whose tuition is already covered by the Federal Pell Grant program, we offer Opportunity Grants to help pay for expenses outside of tuition including room and board or books.

**More than money**

We regularly convene scholar panels to offer perspective and tips on navigating college life, time management, study skills, major selection, campus involvement opportunities and much more.

Our professional staff also counsels scholars and offers tools that empower them to use available campus and community resources and apply their certificate attainment or degree to the workforce.



**\$1,144,442**

scholarships awarded in 2021-22 school year

**742**

students receiving awards in 2021-22

**\$43.5 MILLION**

total scholarship impact in organization history

# THANK YOU, DONORS

## Individuals

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WE NEED YOUR HELP TO  
**BOLDLY ACCELERATE  
STUDENT POTENTIAL**



[shift-ed.org/donations](https://shift-ed.org/donations)

**shift\_ed**

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