



shift^{led}

ANNUAL REPORT 2022-23

MESSAGE FROM THE PRESIDENT & CHIEF EXECUTIVE OFFICER

As I embark on year five of my tenure as president & CEO of shift_ed, all I can say is, "Finally!" The 2022-23 academic year was one in which many of the goals set for the organization came to fruition and new partnerships were forged. Today, I can proudly say that shift_ed is on a trajectory to accomplish all we have imagined and more.

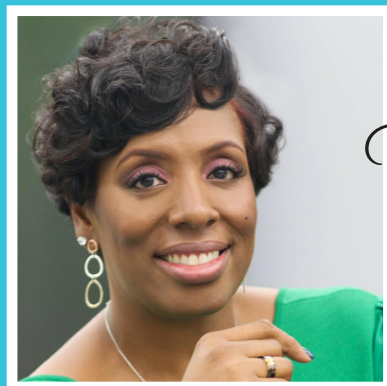
This year, we launched our partnership with the national SEO Scholars organization - becoming the first hybrid pilot location for the program that has changed the trajectory of students' lives in New York and San Francisco for decades. When our board Co-Chair Bobby Long brought this program to me in 2022, I knew it would mean great things for our students. And it has.

Our education continuum has gained national attention this year, giving our leadership team the opportunity to travel across the country to share about our work, learn from the most innovative minds in education and build partnerships that are going to multiply our impact in the years to come.

What we're hearing from our growing list of donors and partners is that together, our continuum has the power to fill workforce gaps and bring opportunity to historically under-resourced communities.

As we prepare for another year of tremendous growth, our eyes are set on expansion. We have built a proof point here in Guilford County that can be scaled to other communities across North Carolina, and we plan to do just that.

As you read through the pages of this report, I want you to know that none of our success would be possible without you - our supporters. Whether you have been with us since day one or are just hearing about us, whether you donated \$5 to a Facebook fundraiser or are part of a philanthropic organization that is providing much-needed capital for our growth... thank you.



Wendy Poteat

Wendy Poteat
President & Chief Executive Officer

FROM OUR BOARD CO-CHAIRS

In the business world, we hear a lot about the talent gap, the notion that the students coming out of our educational system don't possess the skills required to succeed in today's workforce. Since becoming involved in shift_ed, one thing has become abundantly clear to us: We don't have a talent gap. We have an exposure gap.

shift_ed's education continuum is the answer to closing that gap. We are helping students from under-resourced families gain a strong academic foundation, explore the career opportunities that capitalize on their natural aptitudes and access the education or training they need to succeed in their chosen field.

This model has the power to transform communities and enrich our region's economy. That's why we're so excited about the opportunity to expand the organization's impact beyond Guilford County. We hope you'll join us in supporting this exciting venture.

A handwritten signature in black ink that reads "Bobby Long & Louise Brady". The signature is fluid and cursive, with a large, stylized "B" and "L".

Bobby Long & Louise Brady
Co-Chairs, Board of Directors

FROM OUR PAST BOARD CHAIR

When my time as board chair drew to an end this summer, I left the shift_ed office with my crystal gavel and the knowledge that this organization is on the rise.

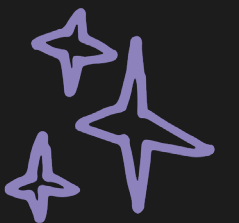
I have had a front-row seat to the many iterations of shift_ed over the years, each one better than the next. It has been a pleasure to see the impact of our work on Guilford County Schools' students, from elementary school all the way to college graduation. I'm proud that we have continuously innovated to ensure that the families who need the most support are at the center of our work.

Don't worry, I'm not going anywhere! I'll be on the board for another year and you'll still see me at committee meetings. And there's one place you'll always be able to find me - reading with my beloved nephews Owen and Jack.

A handwritten signature in black ink that reads "Alice Moore". The signature is cursive and elegant, with a prominent "A" and "M".

Alice Moore
Chair, Board of Directors

MESSAGE FROM THE BOARD CHAIRS



OUR MISSION IS TO

BOLDLY ACCELERATE STUDENT POTENTIAL



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.

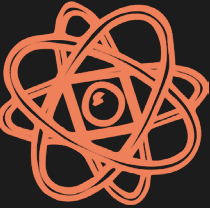
AGILITY responding to critical mission-aligned needs with a commitment to do things differently when necessary.



THE EDUCATION CONTINUUM



a pathway to success
from classroom to career



ELEMENTARY SCHOOL

Focus: Academics

- HELPS Tutoring
- Pre-K Resource Transition Fair
- Active Reading Literacy Drive

MIDDLE SCHOOL

Focus: Career and Technical Education

- YouScience Career Assessment
- Mobile Innovation Lab
- Entrepreneur-I-Am
- your_path Career Accelerator

HIGH SCHOOL

Focus: College and Career Readiness

- SEO Scholars
- One-on-One Postsecondary Consultations
- SAT/ACT Prep Classes
- FAFSA Workshops
- College Readiness Programming
- your_path Career Accelerator

HIGHER EDUCATION

Focus: Education and Workforce Pathways

- shift_ed Scholarships
- Campus and Community Resources
- Career Exploration and Networking
- shift_ed Alumni Association
- Cisco Networking Academy



ELEMENTARY SCHOOL



Our elementary programming focuses on getting students prepared and ready for the rest of their academic journey. For many of the students in our community, especially after the COVID-19 pandemic, this means a need for support focused on literacy and reading skills - the foundation for learning.

Helping Early Literacy 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 by the end of third grade.

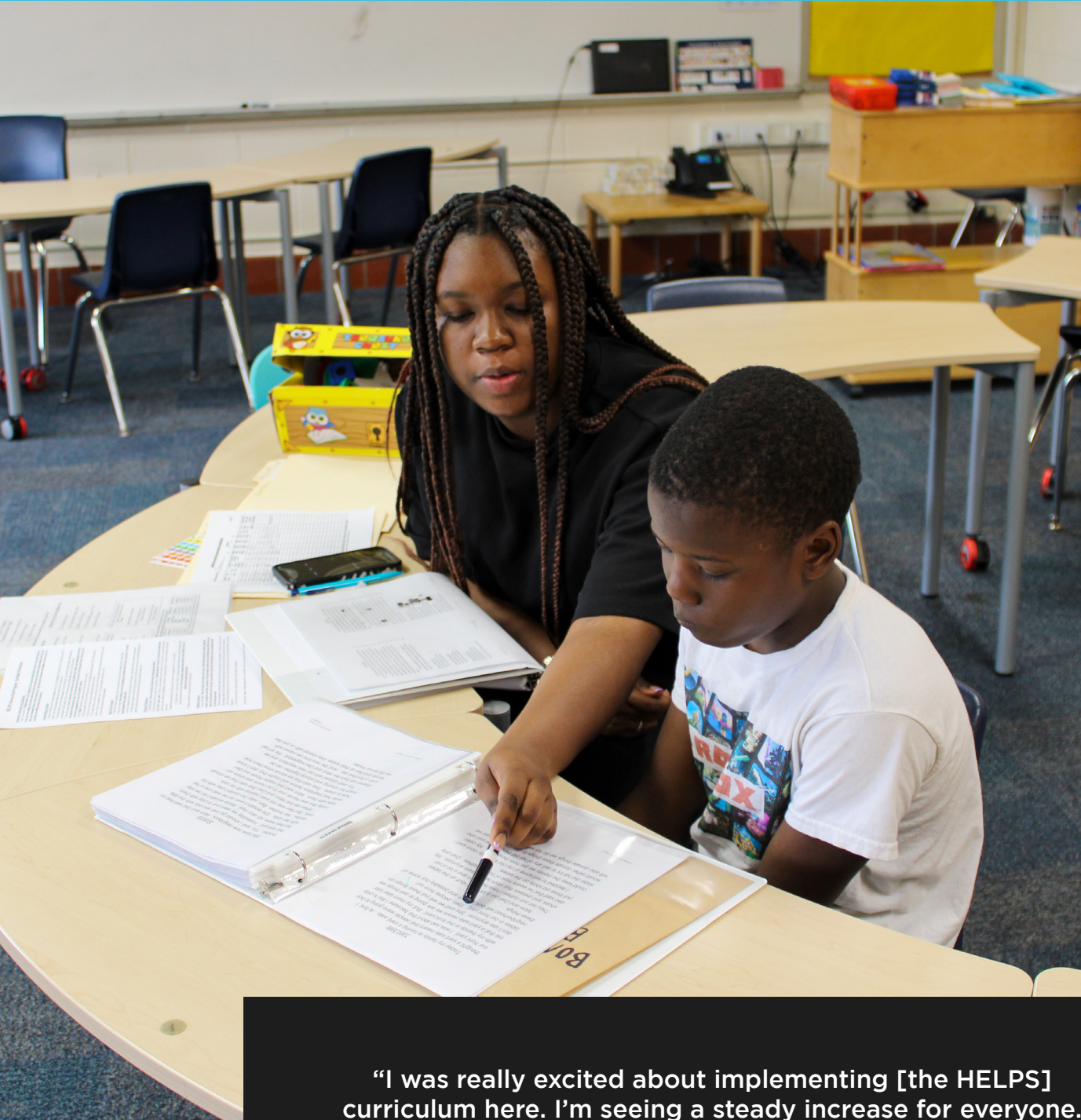
Among students who participated in HELPS during the 2022-23 school year:



1,747
HELPS tutoring sessions



86%
improved their oral reading fluency

58%
exceeded expected growth



“I was really excited about implementing [the HELPS] curriculum here. I’m seeing a steady increase for everyone. When we’re trying to build fluent readers, it’s not just how well you’re able to read the text. We also incorporate pacing, emotion, expression. I think the one-on-one attention with the tutor is really helpful because for that 10 or 15 minutes it’s all about them - they’re the superstar.”

Meredith Whitt
Curriculum Facilitator
Lindley Elementary School



MIDDLE SCHOOL

YouScience Aptitude & Career Discovery Assessment

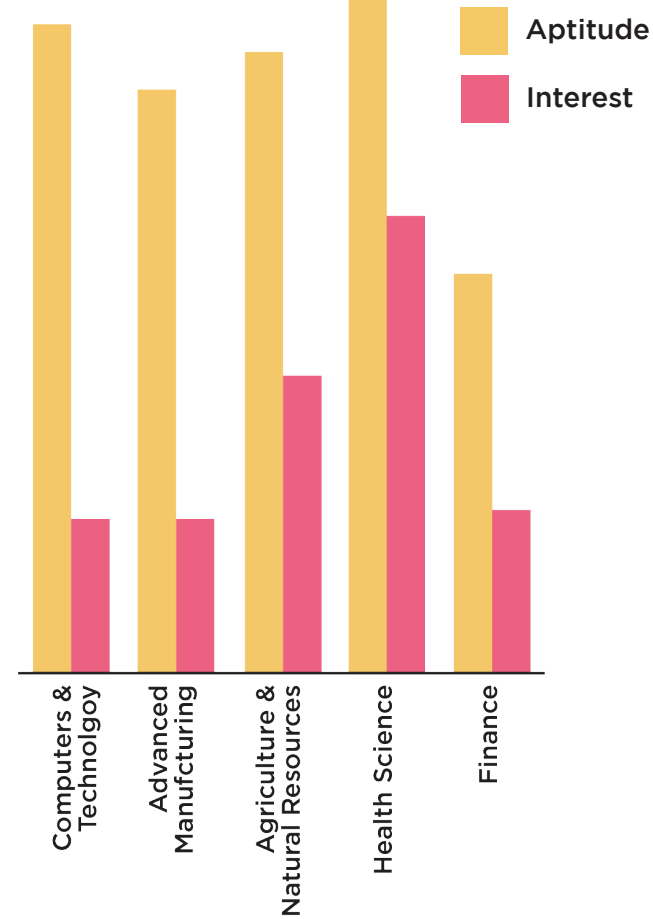
Students cannot dream to do a job they don't even know exists. The YouScience Aptitude & Career Discovery Assessment - which we administer to every student in seventh and tenth grades - is a series of puzzles and brain games that helps students discover where their interests and aptitudes intersect.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

10,702
middle and high school
students took the assessment



The Exposure Gap

Based on national-level data from YouScience



Discover Your WoW (World of Work) 3.0

Our team collaborated with Guilford County Schools' Career and Technical Education department to host a career fair at the Greensboro Coliseum in November 2022. Students from across the district mingled with professionals from 30 CTE-related industries.



Mobile Innovation Lab

In June 2022, we launched the much-anticipated Mobile Innovation Lab. Our makerspace-on-wheels debuted with a six-week program at High Point's D-UP youth center. Students got hands-on experience with science, technology, engineering, arts and mathematics (STEAM) concepts and created their own light-up plushie.

The curriculum was developed by Forge Greensboro in accordance with the North Carolina Standard Course of Study requirements for middle school students.

The Mobile Innovation Lab is made possible in part thanks to Thomas Built Buses, which saw the potential in this project and donated the chassis in 2020. Using grant funding, we engaged Carolina Thomas in Greensboro to upfit the bus to be used as a mobile classroom.



“Bringing the tech to the schools, to organizations and ultimately to families prevents students from falling through the cracks and allows them to acquire the skills that are relevant to today’s practical jobs.”

Jakki Davis
Executive Director, D-UP

HIGH SCHOOL

College Planning Series

In partnership with organizations like A+ Test Prep, the College Foundation of North Carolina, North Carolina State Education Assistance Authority, Guilford Parent Academy and the Guilford County Schools Counseling Department, our high school team hosts workshops to help guide students through their postsecondary planning process. Topics include college application basics, SAT/ACT prep, financial aid workshops and more.

One-on-One Postsecondary Consultations

Since the path to success looks different for each student and family, we offer free, one-on-one consultations to assist students in developing a plan for life after high school. From applying to colleges or certification programs to figuring out how to pay for them, we can connect students with the resources to make their dreams a reality.

Cisco Summer Experience in Tech

We partnered with Cisco, Forsyth Technical Community College and Manpower Group to offer a virtual summer learning experience that taught skills in networking and cybersecurity. Geared toward high school graduates and college-age students, the program concluded with students who completed at least one pathway receiving a voucher for a Certiport certification test facilitated by Forsyth Tech and paid for by shift_ed.



ALL 27

public high schools

3,644

students & parents served

shift_{ed} SEO Scholars



YEAR 1

48 students in the Class of 2026

shift_ed piloted the first hybrid, online and in-person, SEO Scholars program in the nation. With other in-person sites based in New York and San Francisco, shift_ed is bringing this nationally recognized program to our community. The first class of ninth graders was recruited in the fall semester and began the program in the spring semester.

SEO Scholars is a free, eight-year academic program that gets public high school students to and through college - with a 90% college graduation rate. SEO Scholars are committed to their personal growth, building successful futures and creating a more equitable society for generations to come.



“Since [my daughter Beatrice] was in fifth grade, she was saying that she will study law at Harvard.

As a single mom with two children, you can imagine how hard it is to support big dreams like this. I don't have enough words to express my gratitude for what you are doing!”

CLAUDIA SIMU

Mother of SEO Scholar Beatrice Simu (pictured left)

Our New Scholarship Model

shift_ed’s new scholarship model launched in the 2023-24 school year. In line with our core value of equity, this model provides grants and scholarship dollars to the families that need them most.

Now, more than 80% of dollars go to Guilford County Schools families that make \$75,000 and below, and more than 40% of the total awards will be given to families making under \$40,000 (as reported on the Free Application for Federal Student Aid).

Scholars who receive the maximum Pell Grant award are eligible for annual Armfield Acceleration Grants of \$1,250, an increase of \$900 from previous years. Our acceleration grants were renamed to honor the Edward M. Armfield, Sr. Foundation, which pledged \$2.5 million over five years to support our most under-resourced students.

“We are excited to support students on their path to college and career, and to do so as one of the growing number of partners of shift_ed.

The Armfield Acceleration Grants will help to eliminate barriers to college access for Guilford County Schools’ graduates, ensuring more students will not only get to attend college, but will be able to persist to degree completion.”

Mindy Oakley
Executive Director



\$6.1 MILLION

in scholarships awarded from 2018-2023



2,322

students received scholarships from 2018-2023

NC Public Model

Income (as reported on the FAFSA)	Tuition Balance Award (after Pell, state and institutional aid)
\$40,000 and below	Full Pell recipients will receive \$1,250 Armfield Acceleration Grant
\$40,001 - \$75,000	Tuition balance up to \$3,375
\$75,001 - \$100,000	Tuition balance up to \$1,350
\$100,001 - \$125,000	Tuition balance up to \$675
\$125,001 - \$150,000	Tuition balance up to \$450

Private School Model

(partner institutions only)

Income (as reported on the FAFSA)	Tuition Balance Award (after Pell, state and institutional aid)
\$40,000 and below	Full tuition paid by institution
\$40,001 - \$75,000	Full tuition paid by institution
\$75,001 - \$100,000	Tuition award up to \$3,000
\$100,001 - \$125,000	Tuition award up to \$2,000
\$125,001 - \$150,000	Tuition award up to \$1,000

**Scholarship payouts will be capped at \$1.5 million annually with priority given to students based on completed registration date.*

Officers

Alice Moore, Chair
Community Volunteer

Dr. Larry Czarda, Vice Chair
President, Greensboro College

Mildred O. Poole, Secretary
First Donor and Community Volunteer

Chartarra Joyner, Treasurer
Assistant Vice Chancellor of Budget and Planning,
NC A&T State University

Directors

Louise Brady,
Partner, Piedmont Capital Partners

Nathaniel “Trey” Davis,
Assistant City Manager, City of
Greensboro

Jakki Davis,
Founder and CEO, D-UP

Alan Duncan,
NC State Board of Education

John Englar,
Former Burlington Industries
Executive

Michael Halford,
County Manager, Guilford County

Cyril Jefferson,
Principal Consultant, Change
Often and High Point City
Councilman

Jason Jones,
Assistant County Manager,
Guilford County

Willie Kea,
Senior Process Engineer,
Luxfer Gas Cylinders

William Laney,
Financial Advisor, Pinnacle Bank

Paul Lessard,
President, High Point Community
Foundation

Bobby Long,
Partner, Piedmont Capital Partners

Lauren Mitchell,
Director of Marketing &
Communications, Business High
Point

Mindy Oakley,
Executive Director, Edward M.
Armfield, Sr. Foundation

Dr. Whitney Oakley,
Superintendent, Guilford
County Schools

Courtney Benfield,
Senior Vice President, Triad
Market Manager, Bank of America

Robert Pompey Jr.,
Vice Chancellor for Business and
Finance, NC A&T State University

Wendy Poteat,
President & CEO, shift_ed

Dominick Robinson,
Chief Student Services Officer,
Guilford County Schools

Steve Russell,
Partner, Turningpoint Litigation

Walker Sanders,
President, Community Foundation
of Greater Greensboro

Penny Simmons,
Director of Global People and
Development, Ralph Lauren Corp.

Dawn Spencer,
Program Coordinator, Guilford
Education Alliance

Officers

Bobby Long, Co-Chair
Partner, Piedmont Capital Partners

Steve Russell, Vice Chair
Partner, Turning Point Litigation

Lauren Mitchell, Secretary
Director of Marketing & Communications,
Business High Point

Louise Brady, Co-Chair
Partner, Piedmont Capital Partners

Chartarra Joyner, Treasurer
Assistant Vice Chancellor of Budget and Planning,
NC A&T State University

Directors

Courtney Benfield,
Senior Vice President, Triad
Market Manager, Bank of
America

Julia Burge
Director of External
Communications,
Kontoor Brands

Nathaniel “Trey” Davis,
Assistant City Manager,
City of Greensboro

Jakki Davis,
Founder and CEO, D-UP

John Englar,
Former Burlington Industries
Executive

Michael Halford,
County Manager, Guilford County

Cyril Jefferson,
Principal Consultant,
Change Often and High Point
City Councilman

Jason Jones,
Assistant County Manager,
Guilford County

Michael Jones,
Director of Health Services,
Well-Spring

Cathy Knowles,
Vice President, Development
& Donor Engagement,
Community Foundation of
Greater Greensboro

Jaymi LaGuardia
Director of Marketing and
Communications, High Point
Community Foundation

Paul Lessard,
President, High Point
Community Foundation

Alice Moore,
Community Volunteer

Dr. Whitney Oakley,
Superintendent, Guilford
County Schools

Wendy Poteat,
President & CEO, shift_ed

Walker Sanders,
President, Community
Foundation of Greater
Greensboro

Dawn Spencer,
Program Coordinator, Guilford
Education Alliance

Dr. Kimberly Steinke
Interim Chief, Exceptional
Children and Student Services,
Guilford County Schools



Staff

Wendy Poteat,
President & CEO

TaJuana Jackson,
Executive Assistant & Office
Manager

Amanda Rosemann,
Chief Impact Officer

Elizabeth Paul,
Vice President of Donor Impact

Brandi Kennedy,
Director of Student Outreach and
Postsecondary Access

Holly West-Pauley,
Director of Communications
& Marketing

Chris Huntley,
Manager of Primary
School Programs

Kaitlyn Faili,
Manager of Database &
Data Analytics

Amanda Mehl,
Manager of Elementary School
Programs

Mya Walker,
Manager of High School Programs

Carrington LeGrande,
SEO Scholars Recruitment and 9th
Grade Advisor

Rafael Ibarra-Orozco,
SEO Scholars Recruitment and 9th
Grade Advisor

Heidi Liles,
10th Grade SEO Scholars Advisor

Kat Glover,
Communications & Marketing
Specialist

Kenji Johnson,
Mobile Innovation Lab
Associate

Gemma Herrera,
Postsecondary Outreach
Coordinator

THANK YOU, 2022-23 DONORS



\$1,000,000+

Anonymous
Cisco

\$100,000-\$999,999

The Edward M. Armfield, Sr. Foundation
Guilford County Schools
High Point University
Kathryn & Bobby Long
Phillips Foundation
Say Yes to Education
Sponsors for Educational Opportunity
Walton Family Foundation-ESG Pathways
Alyce Warden
Z. Smith Reynolds Foundation

\$50,000-\$99,999

The Community Foundation of Greater Greensboro

\$10,000-\$49,999

Louise & Jim Brady
Pam & Alan Duncan
Alice & Gary Moore
High Point Community Foundation

\$5,000-\$9,999

Bank of America Foundation
Linda & John Englar

Candy & Bill Fenn
Jim Morgan

\$1,000-\$4,999

Anonymous
Betty Jane F&P Williams Family Foundation
City of Greensboro
Cone Health Foundation
David & Claudia Reich Family Fund
Mr. & Mrs. Kearns Davis
Diversified Trust
Duke Energy Carolinas, LLC
Duncan Family Endowment for Guilford County Schools
Mr. & Mrs. Michael J. Fisher
Granville Capital
Kiwanis Boys and Girls Inc.
Mr. and Mrs. Rhett Mabry
Jerri Linn Phillips
Pinnacle Bank
Teresa & Steve Russell
Mr. & Mrs. R. David Sprinkle
Turning Point Litigation
United Way of Greater Greensboro
Robert Parker Williams, Jr.
The Winston-Salem Foundation

\$250-\$999

Banks Burke
Jakki & Corbin Davis
Trey Davis

Camille England
Bethany Fields
Maurice "Mo" Green
Guilford College
Jennifer C. Hall
Rosemary Plybon Kenerly
Katheryn & Otis Northington
Mr. & Mrs. Robert Peters
Wendy Poteat
Amanda Rosemann & Dan Baughn

\$249 & below

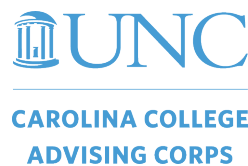
Heather Adams
Pam Anglin
Joseph Blosser
Laura Burton
Pamela Cash
Dr. Sharon Contreras
Dr. Lawrence Czarda
Abby Duncan
LaDaniel Gatling
Joyce Gorham-Worsley
Patricia Heilbron
Shana Heilbron
Mr. & Mrs. Orel Henry
Thomas Hockman
Chris Huntley
Vadaire James
Chartarra Joyner
Cathy Knowles
Kim Lemons
Kathy & Neal Leonard

Laura Melvin
Lauren Mitchell
Derek Mobley
Ashley Nassar Weeks
Toni Nelson
Megan Oglesby
Elizabeth Paul
Melinda & Vincent E. Paul
Karyn Pleasant
Mary Plybon
Jennifer Reavis
Michelle Schneider
Mark Seagle
Alan Sherouse
Tim Spinks
Dr. Frank K. Thomas
Effie D. Varitimidis
Tamara Vaughan
Ruben Watson
Holly West-Pauley

In-Kind Sponsors

7 Cinematics
Greensboro College
Guilford College
Guilford Technical Community College
High Point University
Party of 5 Eventz
Rosemary Plybon Kenerly

OUR PROGRAMMING PARTNERS



shift_ed

125 S. Elm St., Suite 500, Greensboro, NC 27401

(336) 814-2233 info@shift-ed.org

shift-ed.org

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

