



**BOLDLY**

**ACCELERATING**

**STUDENT**



**POTENTIAL**

---

**AS WE  
REFLECT  
ON THE  
PAST YEAR, I  
FIND MYSELF  
OVERWHELMED  
WITH PRIDE  
AND GRATITUDE  
FOR WHAT WE  
HAVE ACHIEVED  
TOGETHER.**



Our journey at shift\_ed is not just about transforming education; it's about boldly accelerating student potential, igniting the dreams of countless students, and creating a future where every learner can truly thrive and find their path to a meaningful and sustainable career.

In a world that is changing at an unprecedented pace, our commitment to innovation and excellence in education has never been more crucial. This year, we have laid the groundwork for remarkable growth and expansion by establishing new partnerships that extend our capacity to amplify impact. We are ensuring that education becomes a bridge to opportunity, equity and success for all learners, regardless of their backgrounds. Together, we have turned gaps and challenges into opportunities, and demonstrated the incredible power of community collaboration.

As we look to the future, we are filled with hope and ambition. We envision a landscape where our strategies and programs touch even more lives, fostering an inclusive and responsive learning environment for all students, particularly those with the greatest need. Our strategic investments in technology and evidenced-based programs will ensure that we remain at the forefront of educational advancement.

So I urge you: Let's embrace this moment together. Let's challenge the status quo and push forward with bold ideas. Let us expand and align our resources and work together to create transformative change that reshapes the trajectory of social mobility in our community and empowers every individual to achieve their fullest potential. Together, we can create even more meaningful change and build a brighter future for children, the workforce and communities.

Thank you for your unwavering dedication, passion and belief in our mission. The journey ahead is bright and I am genuinely excited to see what we can achieve together. With your continued support, the possibilities are limitless.

With hope and determination,

Wendy Potat,  
President and Chief  
Executive Officer, shift\_ed



As co-chairs of the Board of Directors for shift\_ed, we are truly honored to connect with you through this annual report. Inspired by the vision and leadership of our president and CEO, and the dedication of an unbelievably committed team, we share in the excitement about the strides we've made and the path that lies ahead.

Together we've transformed challenges into stepping stones, laying a robust foundation for growth and expansion. The commitment to fostering innovation in education is palpable, and we are thrilled to support initiatives that uplift every student and strengthen possibilities for them in our workforce and beyond.

We want to take a moment to thank those who have already contributed their time, resources and passion. Your generosity is the lifeblood of our mission, enabling us to make a real difference in the lives of students and families. Your support empowers us to adapt and grow, ensuring that quality education remains accessible to all.

Partnerships are essential in building a network of support that ensures the long-term sustainability of our initiatives. The relationships we've forged with educators, businesses, organizations and communities are vital to our mission. These collaborations not only enhance our work but also create a ripple effect of positive change.

Looking to the future, we are invigorated by the possibilities that lie ahead. As we embrace new technologies and approaches, we remain steadfast in our dedication to equity and inclusivity in education. We believe that every student deserves the opportunity to shine, and together we can make that vision a reality.

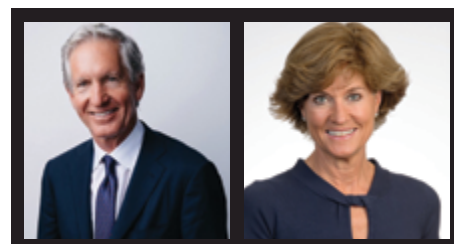
To those who have yet to join us, we invite you to be part of this transformative journey. Your involvement — whether through financial support, volunteerism or advocacy — will amplify our impact and help us reach even more students. Every contribution, no matter the size, plays a critical role in pushing our mission forward.

Thank you for being a vital part of our community. Together, let's continue to push boundaries, inspire change and create a brighter future.

With gratitude and optimism,

(left) Bobby Long  
(right) Louise Brady  
Co-Chairs, Board of Directors

# THIS PAST YEAR HAS SHOWCASED THE INCREDIBLE POWER OF COLLABORATION AND ALIGNMENT.



## MISSION

shift\_ed boldly accelerates student potential.

## VISION

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

## 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

Building 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.

## 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

And distribute agency to students and families.

# WE ARE CHANGING THE TRAJECTORY OF STUDENTS AND STRENGTHENING WORKFORCE PIPELINES BY:

- Sharing best-practices to implement a Classroom-to-Career Success model which supports students at every stage in the education continuum.
- Leveraging data to clearly understand educational disparities and workforce gaps.
- Identifying and walking with students with the greatest need to ensure they get individualized supports and pathways for success.
- Identifying and implementing nationally recognized, evidence-based programs/models with the greatest potential to strengthen outcomes across the education continuum.
- Convening partners, businesses, funders and community to strategically collaborate to transform educational outcomes.



## ELEMENTARY SCHOOL

Strengthening transitions into kindergarten and increasing third-grade reading proficiency.

PAGE 08 ▶



## MIDDLE SCHOOL

Identifying student strengths and abilities to align opportunities that increase educational pathways and success in the workforce.

PAGE 10 ▶



## HIGH SCHOOL

Graduating highly prepared student leaders that are college- or career-ready.

PAGE 12 ▶



## HIGHER EDUCATION

Supporting students so they are graduating with a 4-year degree, 2-year degree, or certification and can achieve family-sustaining wage careers focused on economic mobility.

PAGE 14 ▶

# ELEMENTARY SCHOOL

STRENGTHENING TRANSITIONS INTO KINDERGARTEN AND INCREASING THIRD-GRADE READING PROFICIENCY.



### Kindergarten Resource Fairs

Focusing on a smooth transition to kindergarten, shift\_ed hosts annual Kindergarten Resource Fairs for students and families making the leap from Pre-K to kindergarten or directly from family/friend/neighbor care to kindergarten. A quality transition to kindergarten brings lifelong benefits to children and sets the tone for their educational experience for many years to come. The following activities are available during community wide events:

- Application for kindergarten
- School transportation
- Immunizations
- Dental check
- Hearing/vision screenings
- Physicals
- After-school programs
- School nutrition resources



### HELPS 1:1

Helping Early Literacy with Practice Strategies (HELPS), developed and owned by Helping Education, is an evidence-based program designed to improve literacy outcomes by strengthening a student's oral reading fluency— a foundational element of reading proficiency. This key factor plays a critical role in increasing the percentage of students who meet proficiency standards as “college- and career-ready” by the end of third grade.



**The kids really do get excited to participate with the HELPS tutors. The one-on-one time with tutors is really helpful because for those 15-20 minutes, it's all about them. They are the superstars.**

- GCS, Curriculum Facilitator

Many thanks to these Partner Organizations that have helped make these amazing programs available:

- City of Greensboro (Parks/Recreation Department)
- City of High Point
- Greensboro Police Department (Community Connectors Department)
- Guilford County Schools
- Helping Education
- Ready for School Ready for Life



# 829

children and parents attended Greensboro and High Point Resource Fairs

# 151

students served by 30 tutors through the HELPS Tutoring Program

# 3,474

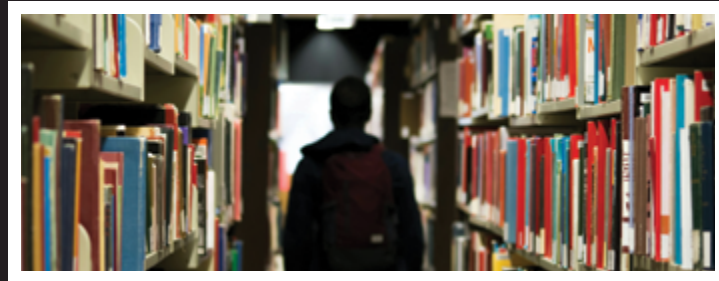
HELPS tutoring sessions completed in academic year 2023-2024 at nine elementary schools

# 95%

of students improved their reading scores over the course of the school year



# MIDDLE



IDENTIFYING STUDENT STRENGTHS AND ABILITIES TO ALIGN OPPORTUNITIES THAT INCREASE EDUCATIONAL PATHWAYS AND SUCCESS IN THE WORKFORCE.



# SCHOOL

### YouScience Career Discovery

This skills aptitude assessment connects a student's natural talents with a wide range of real-world careers, careers many of these students would not otherwise be exposed to. While skills gaps exist in our community, YouScience assessments align students' strengths, informing them about the educational pathways necessary to obtain careers that speak to their individual aptitude and interests.

### your\_path Career Accelerator

shift\_ed's your\_path career accelerator platform brings even more career exposure opportunities to students. This platform takes the YouScience Aptitude Assessment further by allowing students to virtually engage with industry professionals in each of the 16 career clusters across 5 career pathways with a focus on local industries with workforce needs.

### World of Work (WoW)

With the mission of exposing the most students to the most career opportunities, shift\_ed partners with Guilford County School's CTE Department to organize the World of Work event, bringing together a variety of industries in a trade-show-like atmosphere. Students build upon their YouScience Assessment to match aptitudes with industries in which their talents are naturally aligned.



I want to be a business owner and YouScience helped me to further want to pursue that goal. YouScience has a way of showing us what we can do without limitations.

- Claire, 7th Grade



### Mobile Innovation Lab

By way of an upfitted bus complete with real-world STEAM equipment, shift\_ed provides an innovative approach to collaborative, hands-on, minds-on learning aligned with district classroom curriculum. Learning through the mobile innovation labs allows students to experience unique STEAM learning opportunities like laser cutters, 3D printers, CNC Routers, and more. STEAM-related jobs are the jobs of the future.

Many thanks to these Partner Organizations that have helped make these amazing programs available:

- YouScience Brightpath
- Guilford County Schools (CTE Department)
- The Forge Greensboro



# 43

featured employers participated in World of Work career showcase

# 2,500+

student touchpoints at Mobile Innovation Lab events

# 929

8th grade students participated in World of Work

# 8,000+

7th- and 10th-graders completed the YouScience Career Discovery Assessment in academic year 2023-2024

# HIGH

## GRADUATING HIGHLY PREPARED STUDENT LEADERS THAT ARE COLLEGE- OR CAREER-READY.

### Sponsors for Educational Opportunity (SEO) Scholars

SEO Scholars is a free, eight-year college access program (academic remediation, high-school completion, access to college) that offers mentoring and support to get under-served high school students to and through college. Scholars enrolled in the program receive the equivalent of 2.5 years of additional English and 1.5 years of additional math instruction in an effort to close the academic and opportunity gaps, allowing students to graduate high school with the skills necessary to tackle college with confidence.

### 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 to be considered for meaningful tuition assistance. shift\_ed is providing FREE SAT and ACT courses open to students



# SCHOOL

at all 28 district high schools in both the spring and fall semesters.

### FAFSA Preparation Workshop

Understanding and accessing free federal dollars for college tuition begins with the completion of the FAFSA or Free Application for Federal Student Aid. For many parents, students and guardians this application can be intimidating, confusing, and stressful. Our staff work with high schools across the district to host free FAFSA workshops where trained staff and volunteers can assist families as they fill out the FAFSA in real-time from their schools' computer lab.

### CACRAO College Fair

shift\_ed, in collaboration with GCS Counseling and College Foundation of North Carolina (CFNC), aims to familiarize students with various colleges and universities through the CACRAO College Fair. This event provides a platform for numerous institutions to showcase their



**I want to be a crime scene investigator for the FBI. My dream school is Stanford. This program is going to help me get to where I need to be. I'm going to hold my head up and be proud.**

- Rei, 11th Grade

unique offerings. Additionally, families can attend financial aid sessions, gaining valuable insights into the financial aspects of higher education.

### HBCU College Fair

To further our goal of exposing students to colleges and universities, shift\_ed hosts an Historically Black Colleges and Universities (HBCU) College Fair in partnership with GCS Counseling, CFNC, and Mt.

Zion Baptist Church. HBCUs from within North Carolina and beyond gather to highlight their unique opportunities.

### College Readiness Programming

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.

### 1:1 Financial Aid Counseling

Under the guidance of our dedicated college admissions team, shift\_ed helps students connect with campuses, communicate with admissions officers and receive personalized assistance. They also get

one-on-one counseling and support in applying for scholarships and financial aid so that, regardless of family income level, scholars can attend the best match to which they are accepted.

### Many thanks to these Partner Organizations that have helped make these amazing programs available:

- A+ Test Prep
- Carolinas Association of Collegiate Registrars and Admissions Officers (CACRAO)
- College Foundation of North Carolina (CFNC)
- Guilford County Schools Counseling
- Mount Zion Baptist Church Greensboro
- North Carolina State Education Assistance Authority (NCSEAA)
- SEO Scholars USA



# 55

scholars were admitted into the SEO Scholars class of 2027, representing 15 Guilford County high schools

# 64%

of SEO Scholars in the class of 2027 will be first generation college students

# 8,900+

student touchpoints supported by Higher Education Access in 2023-2024



# HIGHER



**SUPPORTING STUDENTS SO THEY ARE GRADUATING CAREER-READY WITH A 4-YEAR DEGREE, 2-YEAR DEGREE, OR CERTIFICATION SO THEY CAN ACHIEVE FAMILY-SUSTAINING WAGE CAREERS FOCUSED ON ECONOMIC MOBILITY.**

# EDUCATION

health services, career services, tutoring centers, recreational services, child services, health services, etc. In partnership with several local colleges and universities, shift\_ed has agreements with financial aid departments to provide federal work-study positions for undergraduate students. shift\_ed has work-study jobs available in literacy tutoring, mathematics tutoring and middle school CTE programming.



**If it wasn't for the shift\_ed scholarship I don't know if I would have gone to college at all. I want to make an impact on the world: I want to make myself proud.**

- Tegan, Guilford College

### Career Exploration and Networking

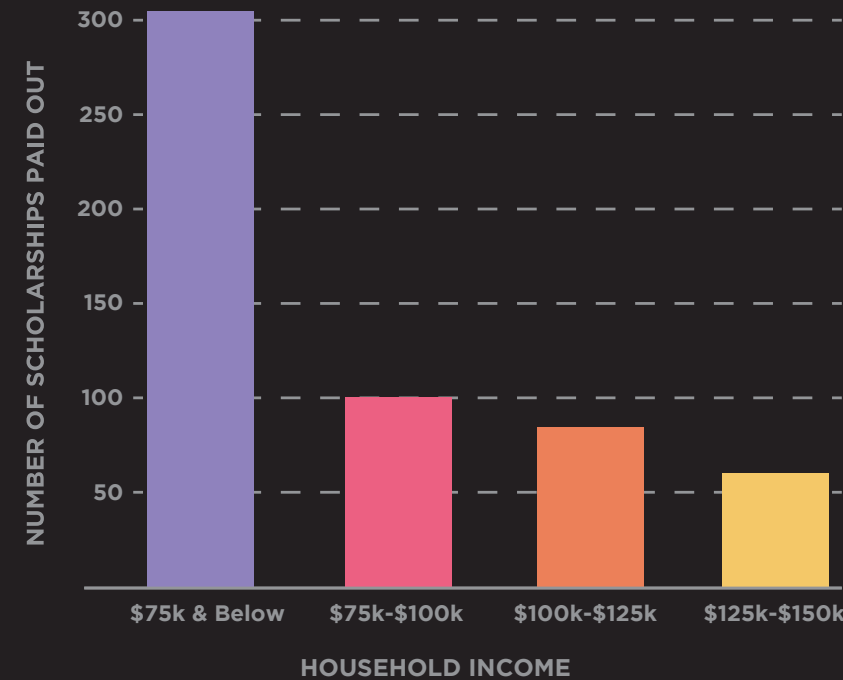
shift\_ed Scholars work with the shift\_ed team to explore multiple career paths based on personal preferences and academic aptitude. The process is ongoing, dynamic, and fully utilizes the wealth of resources from shift\_ed's network of current Scholars, alumni and friends.

### shift\_ed Alumni Association

shift\_ed alumni have access to career management and skill-building training platforms, webinars, in-person events, executive resume writing and professional headshots. shift\_ed provides coaching, cultural experiences, board service, job opportunities, access to industry experts, support for entrepreneurs and more.



**\$1.5M IN SCHOLARSHIPS AWARDED ANNUALLY TO THE FAMILIES WHO NEED THEM MOST**



### Cisco Networking Academy

Designed to prepare students for Cisco Certification and other industry-recognized certification exams, shift\_ed provides an eight-week course designed to prepare students for the Manpower Certification Exam. These certifications are highly valued by employers globally, as they demonstrate exceptional skills relevant to many industries including health care, manufacturing, retail, financial, education and more. If students complete the course, shift\_ed provides a free voucher to sit for the exam.

### Many thanks to these Partner Organizations that have helped make these amazing programs available:

- Action Greensboro
- Cisco Systems
- Durham Technical Community College
- Forsyth Technical Community College
- Greensboro College
- Guilford College
- Guilford Technical Community College
- High Point University
- Manpower Group
- Mount Zion Baptist Church High Point
- NCWorks
- Salem College
- Synergy
- Wake Forest University

# 546

shift\_ed Scholars received financial support to their higher education 2023-2024

# 784

bachelor degrees cumulatively earned by shift\_ed Scholars as of spring 2024



# 151

associate degrees cumulatively earned by shift\_ed Scholars as of spring 2024

# \$2.5B

in total work-life earning potential for shift\_ed Scholars





**\$1,000,000+**

Cisco System, Inc.  
High Point University

**\$100,000-\$999,999**

Alyce Warden  
The Community Foundation  
of Greater Greensboro  
The Edward M. Armfield, Sr.  
Foundation  
High Point Community  
Foundation  
Kathryn & Bobby Long  
Toyota USA Foundation  
Truist Bank  
The Winston-Salem Foundation

**\$50,000-\$99,999**

Guilford County

**\$10,000-\$49,999**

David & Claudia Babb Reich  
Family Foundation  
Lincoln Financial Group  
Louise & Jim Brady

**\$5,000-\$9,999**

Alice & Gary Moore  
Bank of America Charitable  
Foundation  
Education Strategy Group  
The Mary Lynn Richardson Fund

**\$1,000-\$4,999**

City Help of the Triad  
Cone Health Foundation  
Crossnore Communities for  
Children  
Ashley & Kearns Davis  
Diversified Trust  
Alan & Pamela Duncan  
Guilford College  
Junction 311 LLC  
Kiwanis Boys and Girls Inc.  
Rhett Mabry  
Phillips Foundation  
Jerri Linn Phillips

Teresa & Stephen Russell  
Turning Point Litigation  
UNC Admissions  
Volvo Financial Services  
Well Spring Retirement  
Community

**\$250-\$999**

Angela Carter  
Communities In Schools of  
High Point  
Dorothy & Robert Peters  
Guilford Education Alliance  
Ivan Canada  
Jennifer Woodward  
Katheryn & Otis Northington  
Kontoor Brands  
Lori Gilchrist  
Lori Pittman  
Mega Mission Ministries  
Megan Keenan  
Melinda Paul  
Nathaniel Davis III  
Robert Woodruff  
Victoria Brooks

**\$249 and Below**

Amanda Mehl  
Amanda Rosemann  
Angela Easterday  
Ann Busby  
Ashley Dennis  
Big Brothers Big Sisters of  
the Central Piedmont  
Brent Forsythe  
Brian Burns  
Chad Volk  
Chartarra Joyner  
Chris Huntley  
Cyril Jefferson  
Dabney & Walker Sanders  
David Miller  
The Earl & Kitty Congdon  
Family Foundation  
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Eloise Hassell, Esq.  
Emily Earle

Emma Hughes  
Gabby Warren  
Guilford Technical  
Community College  
Haley Wilson  
Hannah Mould  
Jack Macauley  
Jakki Cross-Davis  
Jeri Whitfield  
John Englar  
Joyce Gorham-Worsley  
Kaki Zell  
Kate Lubrano  
Kathy Leonard  
Kesa Jessup  
Malishai Woodbury  
Mary Jamis  
Meka Sales  
Nicholas Tribble  
Nicole McGregor  
Pamela Anglin  
Preston Roseboro  
Rachel Sayre  
Raymond Nelson  
Renee Pfeifer  
Robert Buckanavage  
Sabine Myers  
Scott Ennis  
Shana Heilbron  
Stephanie Jude  
Stephen Robey  
TaJuana Jackson  
Vadaire James  
Viveca Wingfield  
Walton Ray  
Wayne Young  
Wendy Poteat  
Zach Armstrong

**In-Kind**

D-Up  
Greensboro College  
Guilford College  
NC A&T State University

# THANK YOU TO OUR PROGRAMMING PARTNERS FOR HELPING TO BOLDLY ACCELERATE STUDENT POTENTIAL.

A+ Test Prep  
 Action Greensboro  
 Carolina College Advising Corps  
 Carolinas Association of Collegiate Registrars and Admissions Officers (CACRAO)  
 Cisco Systems  
 City of Greensboro  
 City of High Point  
 College Foundation of North Carolina (CFNC)  
 Durham Technical Community College  
 Forsyth Technical Community College  
 Greensboro College  
 Greensboro Police Department  
 Guilford Apprenticeship Partners  
 Guilford College  
 Guilford County  
 Guilford County Schools

Guilford County Schools - Better Together  
 Guilford County Schools - Career and Technical Education (CTE)  
 Guilford County Schools Counseling  
 Guilford Education Alliance  
 Guilford Nonprofit Consortium  
 Guilford Parent Academy  
 Guilford Technical Community College  
 Helping Education  
 High Point University  
 Manpower Group  
 Mobile Makerspace  
 Mount Zion Baptist Church Greensboro  
 Mount Zion Baptist Church High Point  
 myFutureNC

NCWorks  
 North Carolina Agricultural and Technical State University  
 North Carolina State Education Assistance Authority  
 North Carolina State University  
 Ready for School, Ready for Life  
 Salem College  
 SEO Scholars USA  
 Synergy  
 The Forge  
 Wake Forest University  
 Winston-Salem/Forsyth County Schools  
 Winston-Salem State University - Gear Up  
 YouScience Brightpath

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*Partner*  
 Piedmont Capital Partners

**Louise Brady, Co-Chair**  
*Partner*  
 Piedmont Capital Partners

**Steve Russell, Vice Chair**  
*Partner*  
 Turning Point Litigation

**Lauren Mitchell, Secretary**  
*Director of Marketing and Communications*  
 Business High Point

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

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**Wendy Poteat**  
*President & Chief Executive Officer, shift\_ed*

**Asanta Roberts**  
*Security Solutions Engineer, Cisco*

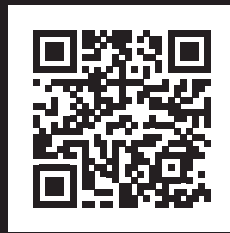
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**shift\_ed™**



**BE PART OF THE MISSION**

**Boldly Accelerate Student Potential**