



ANNUAL REPORT

2022- 2023

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WHAT WE BELIEVE

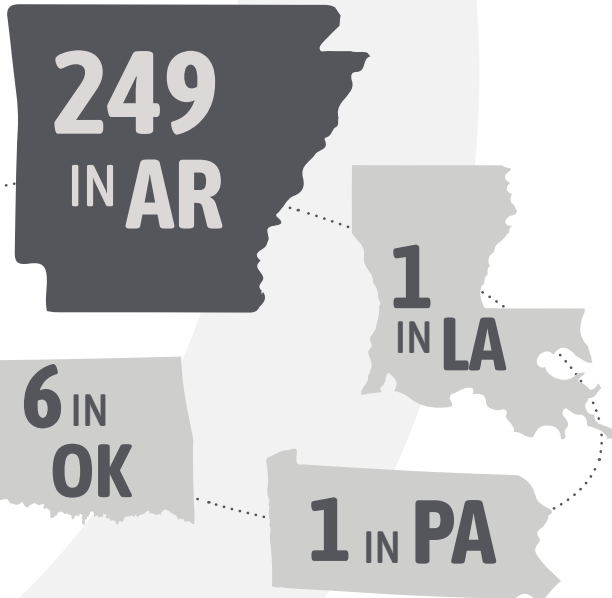
- **The EAST Mission**
EAST provides all learners the opportunity to have relevant, individualized, life-changing educational experiences.
- **The EAST Vision**
Communities are strengthened through service and technology.
- **EAST's Stance On Diversity, Equity, & Inclusion**
EAST believes in the innate capacity of every person to learn, grow, and add value to their communities. EAST welcomes and respects everyone and rejects discrimination based on ethnicity, gender, sexual orientation, religious affiliation, country of origin, need for physical accommodation, socioeconomic status, or the like. We will create and maintain an environment that respects diverse traditions, heritages, and experiences.

CORE VALUES

- **Authenticity**
We depend on each other to be genuine and conduct ourselves in an open and honest manner.
- **Innovation**
We approach challenges as opportunities to provide solutions & experiences that are transformative.
- **Collaboration**
We unite to deliver powerful results and foster growth. We value each voice and give space for everyone to demonstrate their diverse skills & experiences.
- **Dedication**
We choose to leverage our grit and passion to support our teammates and our mission
- **Service**
We commit to building relationships, sustaining a nurturing culture, and being present for each other and our community.

ABOUT EAST

- **257 EAST Programs**
within four states currently offer revolutionary educational experiences in their schools.



- **25 Staff Members**
equip our students and educators with the resources and support to succeed.

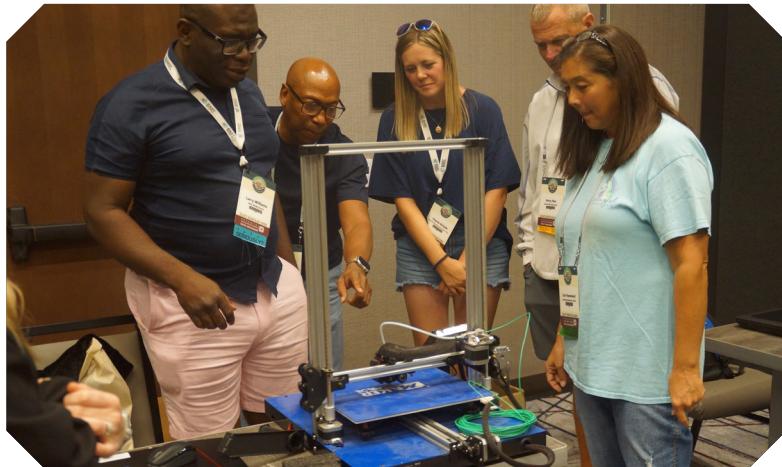


EDUCATION PROFESSIONAL DEVELOPMENT

EAST facilitators experience professional development opportunities led by nationally distinguished educators each year at EAST Seminar and during our new facilitator Phase Training.

○ **286**
Total Educators Trained

This includes all 22-23 EAST Facilitators plus non-facilitators via Education Unleashed.



In addition to our standard professional development sessions, a grant from NSF EPSCoR funds our Education Unleashed program which offers hands-on training to all Arkansas educators, with some even taking new tech back to their school free of charge.

○ **29**
3D Printers Provided

○ **10**
3 pi-top 4 Foundation Kits Provided

EAST SCHOLARSHIPS

Thanks to the EAST Board of Directors and partnering universities, EAST students qualify for several exclusive scholarships that propel their education to the next level. We honored this year's recipients at the 2023 EAST Scholarship Luncheon.



SCHOLARSHIP RECIPIENTS

- **EAST Student Scholarship**
 - Susie Moysh, Lonoke High School
 - Gavin Wallace, Magnet Cove High School
- **Dr. Mary Lowe Good Legacy Scholarship**
 - Ambar Orozco, Buffalo Island Central High School
- **UCA EAST Program Scholarship**
 - Spencer Climer, North Little Rock High School
 - Chloe-Belle Grantham, DeWitt High School
 - Grant Kemp, DeWitt High School
 - Khloi Turner, Dardanelle High School
- **Carolyn Mann EAST Initiative Scholarship**
 - Julieauna Barriere, North Little Rock High School
 - Mason Ford, Lonoke High School
 - Juan Castro, Russellville High School
 - Hannah Hughes, North Little Rock High School
 - Carlos Ramirez, Russellville High School
- **UA - Little Rock EAST Scholars Scholarship**
 - Cody Amato, Lonoke High School
 - David Ordaz, Little Rock Central High School

STUDENT TRAINING

EAST students have exclusive access to hands-on classes led by STEM professionals through our Student Training program. With several options across in-person and virtual training sessions, there's no limit to what an EAST student can learn.

○ **14,900
Training Hours
Earned**

○ **7,164
Students
Trained**

○ **90
Hours of On-Demand
Content Produced**



SESSIONS INCLUDE:

○ **Geospatial:**
Drone 101, Laser Scanning & ArcGIS

○ **3D Printing:**
Troubleshooting & CAD Fundamentals

○ **Animation:**
VR & Unreal Engine

○ **Design/Development:**
iOS & Android w/MIT App Inventor

○ **Soft Skills:**
Project Management & Public Speaking

○ **Photography & 2D Design:**
Capture & Edit, Adobe Illustrator

EAST CONFERENCE

- **2,600**
Number of Attendees
- **40**
Exhibitors & Sponsors
- **30**
Educational Breakout Sessions
- **79,000**
Social Media Impressions



FOUNDER'S AWARD WINNERS

The Founder's Award is the pinnacle achievement for an EAST program. It honors select programs that facilitated substantial change in their communities by combining technology with their students' desire to learn. Congratulations to the 2023 EAST Founder's Award winning programs!

Warren High School



Sonora Middle School



Northeast Tech - Claremore



EAST PROJECT COMPETITION WINNER

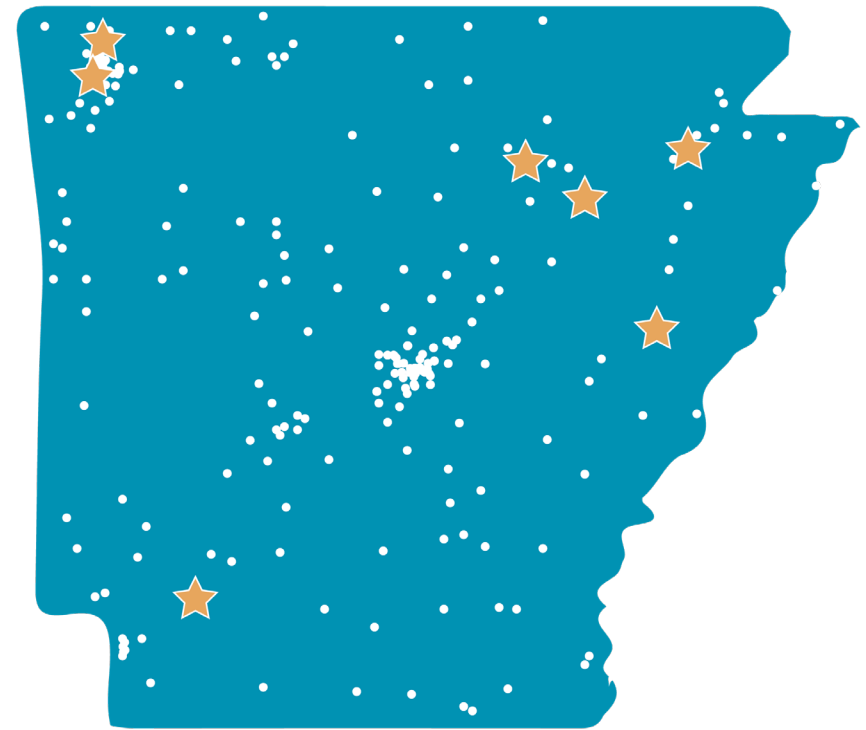
Photogrammetry in War Eagle Caverns -
Sonora Elementary School



GROWING EAST

Thirteen new EAST Programs were created for the 2023-2024 school year

- **Arkansas Arts Academy Elementary/Middle School**
- **Booker T Washington Elementary School**
- **Eureka Springs Middle School**
- **Mabelvale Elementary School**
- **Maumelle Charter Middle School**
- **Melbourne Elementary School**
- **Melbourne High School**
- **Mills Middle School**
- **Norfolk High School**
- **Stephens Elementary School**
- **Vilonia Middle School**



★ = New Schools in 2023-2024

INTERESTED IN BRINGING EAST TO YOUR SCHOOL? CONTACT GROWTH@EASTSTAFF.ORG

TECHNOLOGY & INNOVATION

New EAST programs receive thousands of dollars in new technology, ranging from professional audio/video equipment to 3D printers and more. Some of the equipment and technology installed at program schools this year included:

- **Microsoft HoloLens 2**
- **Canon XA60 Cameras**
- **Blackmagic ATEM Mini Pro**
- **Nikon Z50 Mirrorless Camera Kit**
- **Zoom H8 Handy Recorder**
- **HP Color LaserJet Printer**
- **NAS with over 4TB storage**
- **MatterHackers 3D Printer Bundle - Bambu Lab X1 Carbon**
- **Vinyl Cutter**
- **Akai Professional MPK Mini MK3 25-Key USB MIDI Controller**
- **XP-PEN Artist15.6 Inch Drawing Pen Display Graphics Monitor**
- **pi-top Complete CS and Robotics**
- **Raspberry Pi Model 4**



DEVELOPMENT & FUNDRAISING

IMPAC Endowment

EAST applied for and was awarded a three-year grant of \$20,000 each year from the IMPAC Endowment (through the Arkansas Community Foundation) to provide technology training and professional development to EAST facilitators throughout Arkansas during the annual EAST Seminar training. EAST provided 39 unique breakout sessions, covering topics from AI to VR, to 215 EAST facilitators who received 3,560 hours of professional development over three days at the 2023 Seminar. This event was made possible by the invaluable support of the grant.



Heart of Arkansas United Way

Heart of Arkansas United Way awarded EAST with a \$5,000 grant to provide innovative educational programming, technological tools, training, and support to students and teachers in EAST elective classrooms. Funding from this grant will be used to provide program evaluation support through the Wellington Engagement Index for EAST school programs in Pulaski, Lonoke, and Saline counties.



EAST Alumni Association

EAST continues to keep students involved with our mission - even after graduation - through the EAST Alumni Association. The EAST Alumni Association is a membership program that provides exciting benefits and opportunities for former EAST students. The association provides a platform for former EAST students to network, share experiences, and collaborate on projects. It also plays a crucial role in supporting the EAST Initiative by providing opportunities to mentor and offer expertise to current students. The association is instrumental in fostering a sense of community and continuity among EAST alumni, ensuring that the values and skills learned in the program continue to be applied in their professional and personal lives.



SPONSORS & SUPPORTERS

EAST Initiative's work wouldn't be possible without the support of our partners:

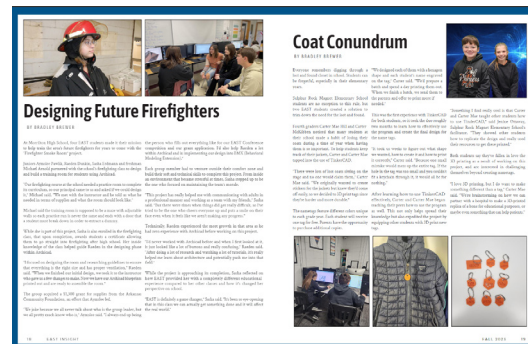
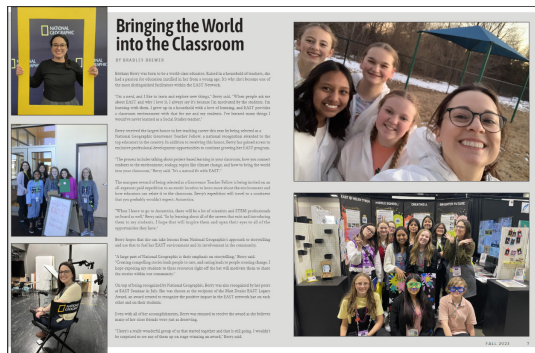


Heart of Arkansas
United Way

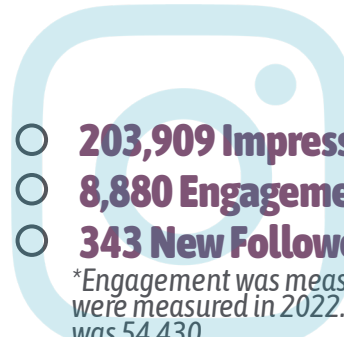


EAST COMMUNICATIONS

EAST Insight is EAST's new twice-yearly publication that covers everything EAST does as an organization and features the accomplishments of our students and educators.



- 462,240 Impressions vs 347,855 Impressions (2022)
- 43,776 Engagement vs 32,465 Engagements
- 329 New Page Likes vs 197 New Page Likes

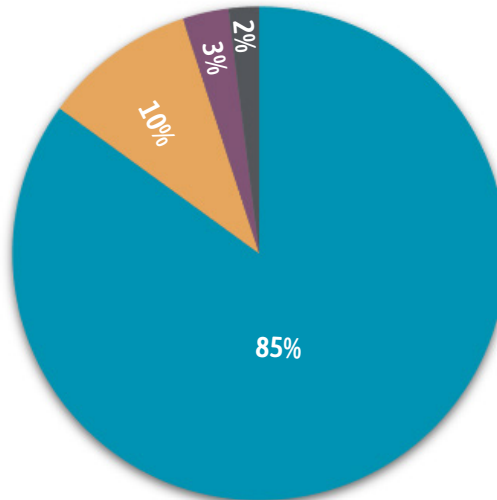


- 203,909 Impressions vs 135,800 Impressions
 - 8,880 Engagement*
 - 343 New Followers vs 172 New Followers
- *Engagement was measured in 2023 whereas story impressions were measured in 2022. That story impressions number in 2022 was 54,430

FINANCIAL RESULTS

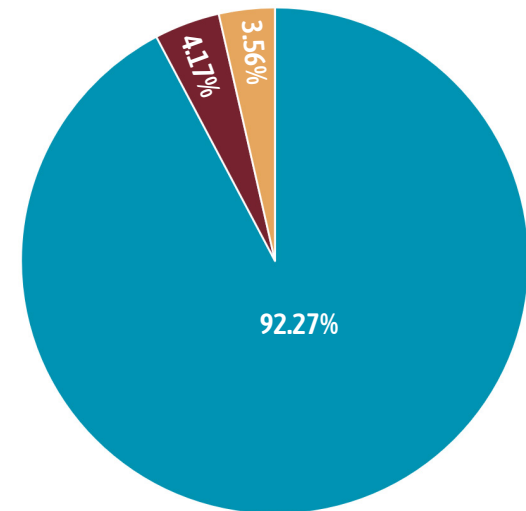
See our complete [audited financial statements](#) for additional information.

Revenues & Other Support



- State Department of Education
- Program Service Fees
- Contributions
- Investment & Other Income

Expenses



- Program Services
- Development & Fundraising
- Management & Administration

BOARD OF DIRECTORS



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Mildred Franco
Project Manager
Arkansas Blue Cross Blue Shield



VICE-CHAIRPERSON

Jason Everett
Agency Owner
Everett Agencies of Liberty National



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Melanie VanZandt Bradford
Retired

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President, Vision IT Consultants

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Chad Brown
Account Manager, Palo Alto Networks

Leland Kurfess
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Julie C. Robbins
Senior Director of Planning, MHP/Team SI

Abby Sims
Founder & President, idestini

Dr. Charlotte Williams
Professor and Director, Community Philanthropy
Clinton School Center on Community Philanthropy

EX-OFFICIO

Matt Dozier
President & CEO, EAST Initiative



Matt Dozier
EAST CEO & President

LETTER FROM CEO

We are delighted to present to you this year's Annual Report which chronicles some of the remarkable journeys embarked upon by EAST during the 2024-2023 school year. Our organization remains steadfast and committed to our mission to provide unique, student-driven learning opportunities. These unique learning opportunities have been transforming educational journeys into extraordinary adventures filled with discovery, growth and community impact.

Over the last year, EAST has continued to empower students by equipping them with the skills and resources necessary to navigate problems they may encounter in their communities and in their schools. EAST encourages students to take ownership of their learning through self-directed projects. They often involve community partnerships and engagement, which leads to a greater reach into diverse communities and helps foster stronger connections between the school, local businesses and other organizations.

Data confirms what we already know – EAST students are more engaged and more excited about learning. In a survey of more than 3,400 students across 42 schools, data showed that the EAST experience is %22 more engaging than other core courses. This survey was conducted through a tool called the Wellington Engagement Index (WEI). Created by educators, WEI was designed to measure student engagement, and to give administrators and teachers opportunities for reflection as they challenge students to solve real problems in their communities. During the 23-22 school year, EAST programs:

- Collaborated with 1,285 community partners for more than 17,990 volunteer hours;
- Realized an estimated economic impact statewide of more than 461,620\$ dollars through those volunteer hours;
- And trained more than 7,610 students through 110 unique training opportunities both online and in-person.

Investing in EAST Initiative programs represents an investment in the future, providing students with the tools and experiences they need to thrive in high school and beyond while fostering community engagement, innovation, and greater curiosity in technology. We invite you to join on us on this journey and to learn how EAST has empowered student learning for thousands of students for almost 30 years.

EAST is education accelerated by service & technology.



EAST[®]
INITIATIVE

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