

GET SCHOOLED

GET SCHOOLED OVERVIEW



Get Schooled was founded six years ago through a partnership with Viacom and the Bill & Melinda Gates Foundation. Our mission is to empower and engage young people and to give them the tools and inspiration to get the education they need to succeed. We use our digital platform, gamification and a recipe we call 'sizzle and substance' to inspire and engage students.

In 2017, Fast Company named Get Schooled a “Most Innovative Company” in its Gaming category.

GET SCHOOLED COMMUNITY

838,000
Registered students

75,000
Text conversations per
month

2,000+
Partner schools

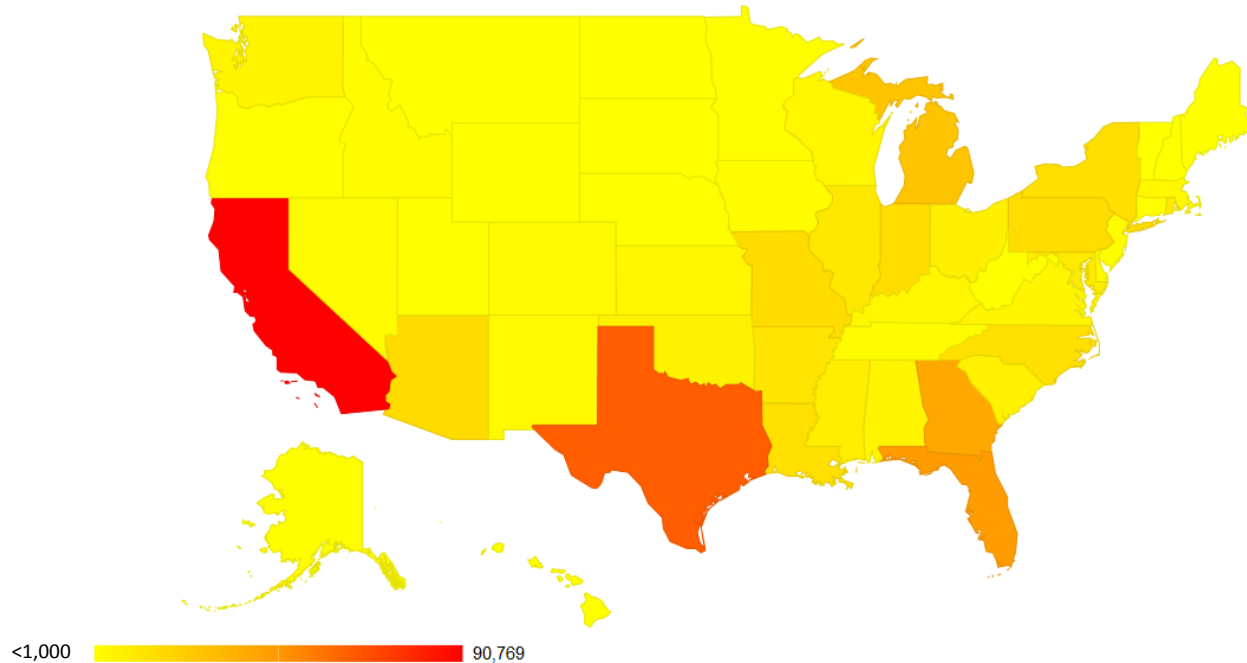
275,000
web vists per month

100,000+
Social media following

550,000
E-mail database

TOP STATES / SCHOOLS

During the 2017-18 school year, Get Schooled was active in every state in the nation, there are some states and cities where Get Schooled has a high concentration of students. These include:



SNAPSHOT OF OUR STUDENTS

WHO THEY ARE

Average Age
17

48% Male
52% Female

20% African American

40% Latino

28% Caucasian

12% Asian

WHAT THEY DO

...on average students have visited GS 6 times during the school year...

....about 90% included a researched how to prepare/ apply to college

....about 50% included a visit to the GS Reward Store

HOW THEY STAY CONNECTED

85% regularly receive e-mails from Get Schooled

About 40% engage with Get Schooled via text

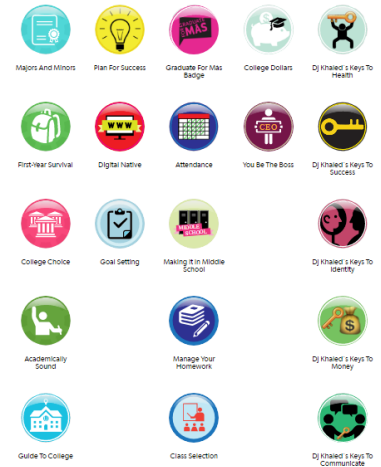
DIGITAL BADGES

Goals:

- Increase understanding around key areas of content
- Incentivize completion using gamification strategies

Launched in the fall of 2015, digital badges on www.getsschooled.com have grown to be the most popular content on our platform.

With nearly 400,000 badges completed, students have delved into topics ranging from financial literacy to goal setting



COLLEGE TEXTLINE

Goals:

- Connect Get Schooled's audience with guidance experts
- Inspire students to pursue college
- Support students as they apply for financial aid

Students can text in any question they have about the college admissions process, including apply for, paying and enrolling in college.

- Top questions are about scholarships, general questions about the FAFSA, and questions about specific family situations
- More than 2/3 of students say that the textline was key in helping them access financial aid



NUDGES AND SUPPORT

Goals:

- Guide students through key milestones along the path through high school
- Personalize support and nudges based on where the student is along the journey

Get Schooled has teamed up with the University of Southern California to develop a **college journey** designed to nudge high school graduation and enrollment. Each college journey is state specific and maps out state financial aid and college application deadlines.

Get Schooled: Have you heard of the California College Promise? If you apply for it, you can attend a CA community college without paying any enrollment fees.

Student: Really? I want to go to LA Trade and Tech but have been worried about the cost

Get Schooled: Awesome! The Promise waives all CA community college enrollment fees + makes it almost free. Apply here: [*link to application*](#)

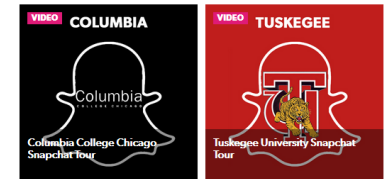
HBCU COLLEGE SNAPCHAT TOUR

Goals:

- Connect Get Schooled's audience with a college experience
- Increase knowledge about the benefits of an HBCU

Get Schooled and BET joined together to create a week-long set of HBCU college tours on Snapchat. One in five African American high school students have never been to a college campus; these tours were designed to close the gap.

- Close to 400,000 students viewed the tours during the period
- **The tour was covered in Essence, Black Enterprise and Mashable**



This campaign earned a 2017 Cynopsis Social Good Award for Digital Marketing

DJ KHALED KEYS TO SUCCESS

Goals:

- Connect students with knowledge about the soft skills critical to future success
- Engage students with Khaled branded content to inform and inspire

DJ Khaled and Get Schooled teamed up to create Get Schooled's Khaled Keys to Success, digital badges that students earn to encourage them to explore soft skills to college and career success. The campaign has posted:

500,000

Page views

15,000

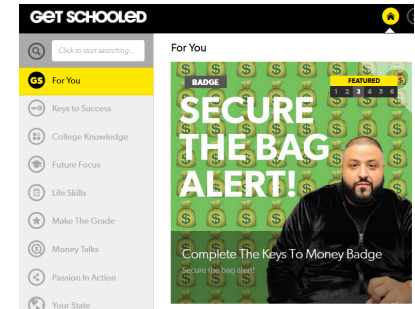
Badge Completions

250 M

Earned Media Impressions

100M

Media Impressions



This campaign earned the 2017 Shorty Awards for Social Good campaign

SCHOOL-BASED CAMPAIGNS / CELEBRITY PRINCIPALS

Goals:

- Use the influence of a celebrity appearance to drive desired outcomes and behaviors
- Recognize schools and students for their achievements – esp those not used to recognition



Nick Cannon, High School for Fashion Industries, NYC celebrating a 13% increase in college applications



Kendrick Lamar & James Harden, Bethel High School, Alaska celebrating turnaround from dropout factory to 80% college going



Big Sean, Bates Academy, Detroit celebrating an 11% increase in attendance

DISTRICT-WIDE CAMPAIGNS/DETROIT

Get Schooled Detroit Community 2017-18:

GOALS

- Improve college knowledge among Detroit High School students
- Strengthen SAT/ACT preparation
- Increase the number of seniors who qualify and apply for the Detroit Promise

7,523

Registered students

100

Registered Educators

5,737

Digital badges completed (lifetime)

15,000+

Visits to Get Schooled/Detroit

250,000+

Page Views of Detroit-related content

13,065

Text Exchanges

30M

Points Earned (lifetime)

524

Store Purchases

24

Grad Cords Earned

STATE-WIDE CAMPAIGNS/CALIFORNIA

WHO:



54

high schools across
California



87,025

students;
1/3 actively engaged

WHAT:

Used gamification strategies to improve college preparation and access; measured actual impact using a Random Control Trial

1



Real-time strategy game played by individual students to instruct them on the key steps required to apply to college

2



A school-wide game where students earn points for their school by learning about college and completing a FAFSA

IMPACT:

- Significantly improved FAFSA application rates
- Significantly increased students' college-going self efficacy
- Found a positive relationship between gameplay and students' knowledge of the college application process

FAFSA/CA Dream Act application rates increased more in treatment schools

	FAFSA/CA Dream Act Application Rates		
	2015	2017	Change
Control Schools	68%	70%	+2%
Treatment Schools	65%	72%	+7%*

* Significant; $p = 0.023$

IMPACT ON STUDENTS & SCHOOLS

Together we are impacting young people at scale like few other non-profits. In a survey of students who are part of the Get Schooled community, we asked how being a part of Get Schooled has impacted them.

90%

Encouraged me to make college a goal

85%

Presented opportunities for me I didn't know were possible



84%

Gave me more confidence in what my future could be

89%

Helped me understand the importance of setting goals

Get Schooled offers tips and information you didn't know before

It made me realize I should work even harder for where I want to be in life

EDUCATOR IMPACT

*Get Schooled helped my seniors so much. **They loved the texting.** For all underclassman they were happy to be part of the challenge and was excited to know that it was not just for seniors. This prepared the eleventh graders for next year and what to expect so this helped them as well to get a jump start.*

I am happy to say that Get Schooled has helped me with making creating a college going culture at my school.

I believe that exposure is everything, and I can't be the only one talking to them about college. The information presented is definitely invaluable and there is more of a buzz about college now.

Being able to interact with the whole school on an educational level far as college was amazing. They did not just see this as a lecture being told to them but it was competition involved with friends and games. This made students ask me questions more and reach out to me for help.