GET SCHOoled
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 visits per month
- 100,000+ Social media following
- 550,000 E-mail database
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.getschooled.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.
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
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.

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

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

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

Goals:
- Connect Get Schooled’s audience with a college experience
- Increase knowledge about the benefits of an HBCU
DJ KHALED KEYS TO SUCCESS

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:

**Goals:**

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

- **500,000** Page views
- **15,000** Badge Completions
- **250M** 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
**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

**Get Schooled Detroit Community 2017-18:**

- 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
- 30M Points Earned (lifetime)
- 524 Store Purchases
- 13,065 Text Exchanges
- 24 Grad Cords Earned
STATE-WIDE CAMPAIGNS/CALIFORNIA

WHO:

54 high schools across California
87,025 students; 1/3 actively engaged

WHAT:

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

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

3. 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
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
Get Schooled helped my seniors so much. They loved the texting. For all underclassmen 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.