



AT&T – Connect to Good

Public Affairs Council

October 19, 2016



AT&T Aspire

[AT&T Aspire](#) is our \$350 million commitment launched in 2008 to drive innovation in education and promote student success in school and beyond. Our goals are to invest resources, develop initiatives and collaborate with stakeholders:

- to increase the U.S. high school graduation rate to **90% by 2020**, and
- to close the skills gap, by increasing the number of Americans with high-quality, post-secondary degrees or credentials to **60% by 2025**.

Through [AT&T Aspire](#), we are...

✓ *Investing in innovative solutions*

✓ *Engaging our employees through student mentoring*

✓ *Employing technology and capabilities that are unique to AT&T*



The 2014 Shift

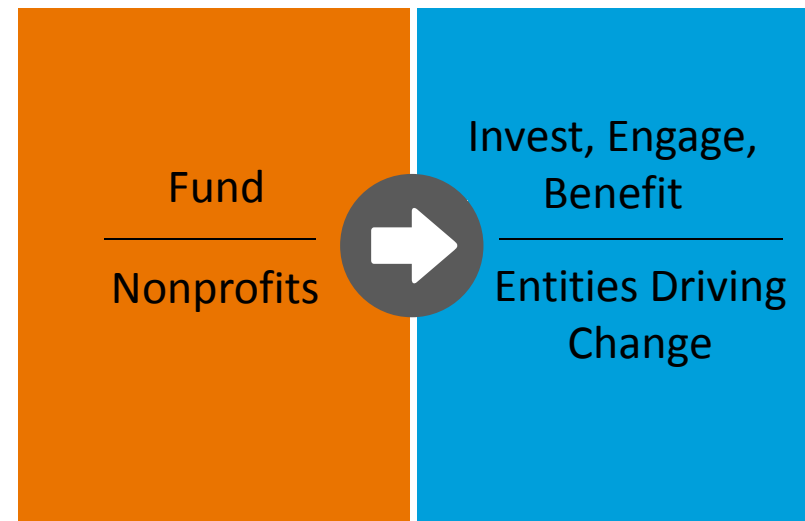
Corporate Social Investment

We set a goal in 2014 to move from “funder to doer” by integrating and leveraging multiple company assets to drive societal change.

Philosophy of measuring good



Company model of engagement

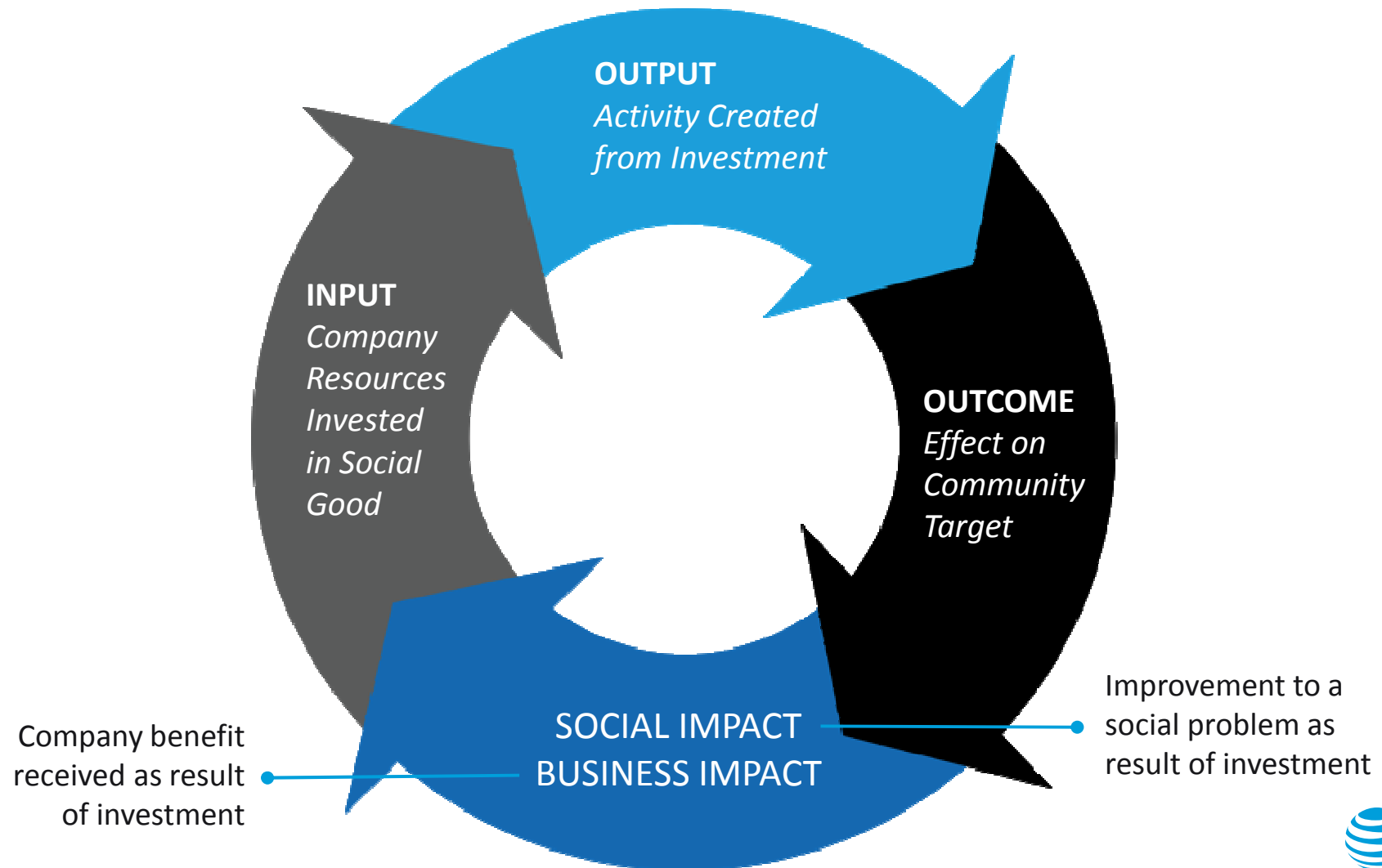


*Learning from the best of
Venture Capital and Foundry*



Driving Strategic Philanthropy Impact

Moving from giving dollars to solving problems



AT&T Aspire Impact Area

Supporting Students



Powering Careers

Accelerating Learning

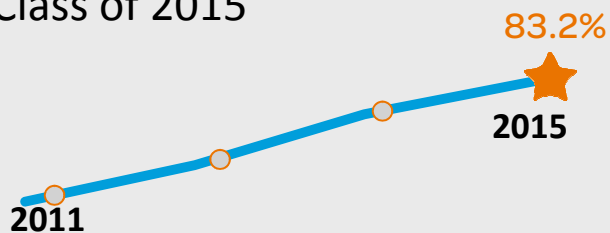


Supporting Students: National Graduation Rates

While increasing the grad rate, the nation is off pace to reach its goal of 90% on-time graduation rate by 2020.

The Good News

The nation's on-time high school graduation rate hit a **record high of 83.2%** for the Class of 2015



The Challenge

Despite significant increases, the nation continues to suffer from severe graduation gaps affecting **students of color, students from low-income families, students with disabilities and English-language learners**

What it means for AT&T

Our focus is on programs with proven results, serving students most at-risk for dropping out of high school, and ensuring they are ready to compete in the job market of today and tomorrow.



Supporting Students: Aspire Competitive Funding

Evaluation 2014-2015 school year

- > **1,113** applications
- > **20** independent reviewers
- > **\$6.2** million investment
- > Comparison set requirement
- > Regression analysis

OUTPUT

- **30 Programs in 84 Districts**
- **14,540 At-Risk Students**

OUTCOME

- Attendance ↑
- GPA ↔
- On-Track Indicators* ↑

SOCIAL IMPACT

- **\$269M – \$857M** lifetime earnings increase
- **Social ROI: 4245%**



Supporting Students: Making Connections Through Technology

Through [Aspire Mentoring Academy](#), our employees have provided more than 160,000 students with 1 million hours of mentoring.

We're teaming up with organizations like [ICouldBe](#), as well as [We Teach Science](#) and [Nepris](#) to ensure that more employees can help inspire and unleash potential in students no matter where the students or employees are located.



"I come from a family [where] no one has gone to college. I feel like I've broken the cycle."

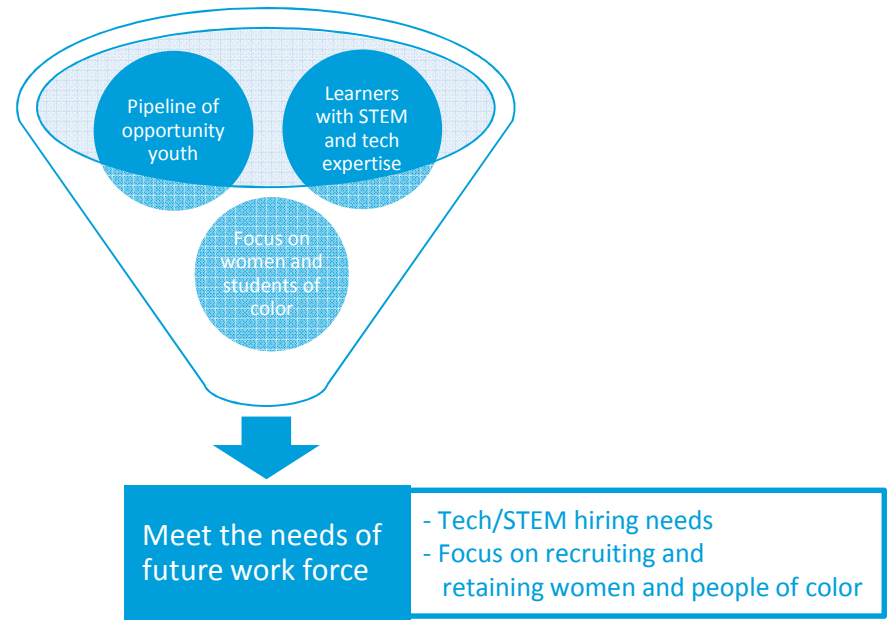
– Tim, Aspire Mentee from Houston, TX



Powering Careers: Aspire Talent Pipeline

The tech industry needs a capable and diverse pipeline of employees to fuel 21st century jobs, but the need is currently outpacing supply.

- By 2020 there is likely to be a shortage of approximately 40 million high-skilled workers and 45 million medium-skilled workers.
- AT&T is one of the largest employers in the country, hiring about 29,000 employees externally each year.
- Almost $\frac{3}{4}$ of our recent student hires – including interns – begin their career in a technology centric area, including IT, Labs, Network Engineering/Ops, and Technology Sales.



Through AT&T Aspire, we provide and support opportunities to foster skills that will meet the needs of the future workforce. Together we can open up non-traditional pathways to AT&T internships and jobs for qualified candidates from Aspire programs.



Powering Careers: Nanodegree Program

We know that technology is part of the solution. It can fundamentally improve learning.

- Our Nanodegree program, developed with Udacity, uses technology to provide quality, affordable training in skills needed by today's most innovative businesses.
- More than 11,000 students and employees are earning Nanodegree certifications.
- We're providing 1,200 scholarships for underserved students and up to 100 paid internships for high-performing graduates.



Accelerating Learning

Technology is fundamentally changing education by removing barriers so that everyone – [regardless of age, gender, income or zip code](#) – has the opportunity to make their dreams a reality. AT&T is helping drive this change by developing programs and tools for anytime, anywhere learning.

For example, we're collaborating with [Momentous Institute](#) to test the best ed-tech solutions including:

- Social emotional health apps
- LTE services
- Curated digital curriculum

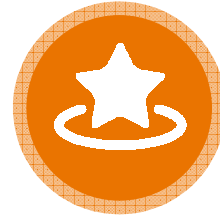


Accelerating Learning: 2016 AT&T Aspire Accelerator Class



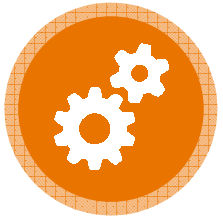
Aspire Funding

\$100,000 investment plus
\$25,000 to cover program costs



National Platform

Be a part of the broader
AT&T Aspire initiative



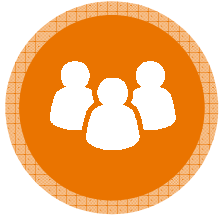
Customized Program

Access to experts and services



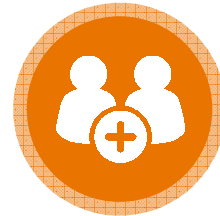
Flexible Location

Relocation not required



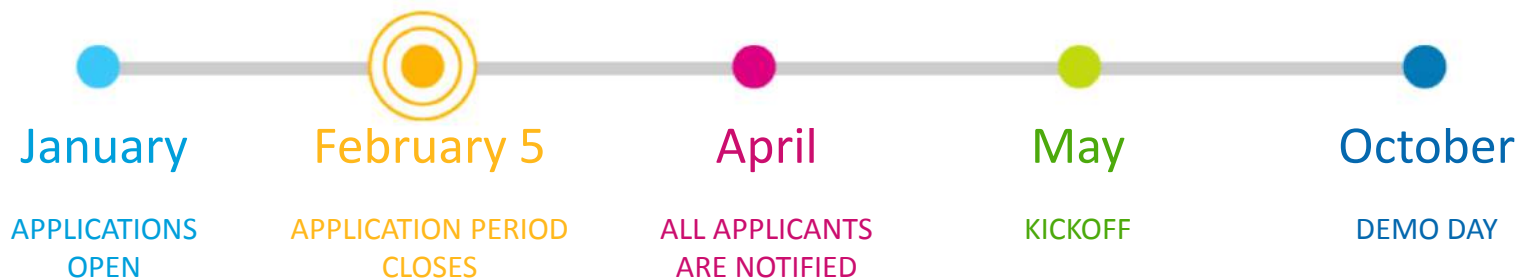
Mentorship

Connect with leaders
in business and ed-tech space



Collaborators

Benefit from supporting
organizations, companies,
and communities



Accelerating Learning: 2016 AT&T Aspire Accelerator Class



Bitsbox (Boulder, Colo.) – Monthly subscription to coding projects that teach grade-schoolers to program apps



Cogent Education (Athens, Ga.) – This interactive case study software has students acting like scientists, learning science concepts and honing problem solving skills



CommonLit (501(c)3 / Washington, D.C.) – A free digital platform that helps teachers find and plan engaging lessons and track student progress in reading



Couragion (Denver, Colo.) – An engaging app that exposes students to STEM careers using videos, games and self-reflection quizzes



TalkingPoints (501(c)3 / San Francisco, Calif.) – A multilingual texting platform that connects teachers, families and students via mobile technology



The Graide Network (Chicago, Ill.) – An online platform connecting teachers with on-demand teaching assistants to grade and provide thorough feedback on student work



Momentum

We set a goal in 2014 to move from “funder to doer,” and we’ve since seen significant returns on our social innovation investments. These proof points give us the motivation to grow this segment of the portfolio.

Aspire Mentoring Academy

1 million

hours of mentoring provided

More than
160,000 students supported

Employees & mentees engaged in

336 cities

43 states

Aspire Accelerator

Inaugural class launched with

5 EdTech companies

2 million

students impacted

200,000

teachers supported

AT&T/Udacity Nanodegrees

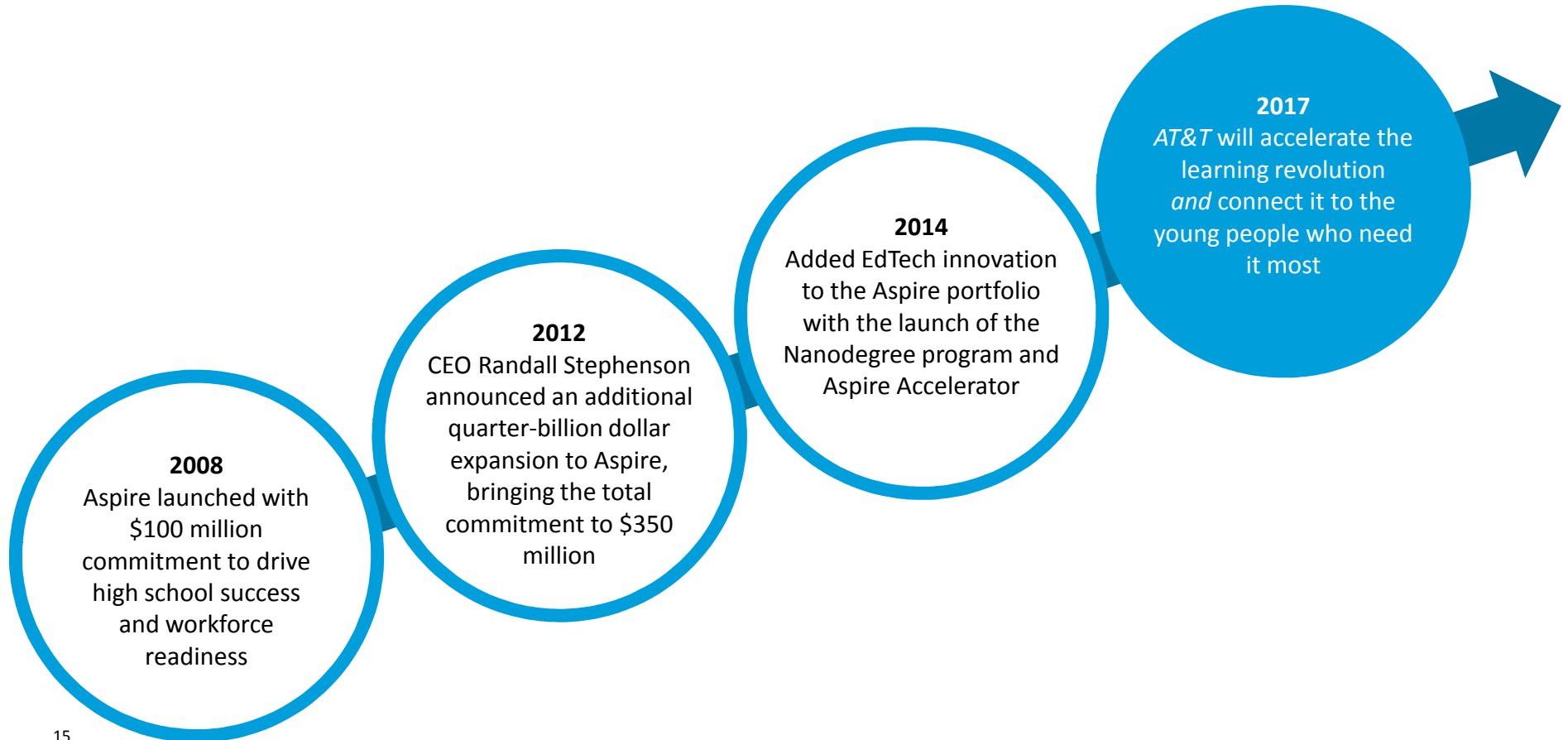
AT&T is offering up to
100 internships to Nanodegree credential graduates

More than **11,000** learners have enrolled in the Nanodegree program including more than **1,000** employees

AT&T and Udacity are providing
1,200 scholarships



Evolution of Aspire





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[#ATTImpact](https://twitter.com/ConnectToGood)