



EAST
INITIATIVE

ANNUAL REPORT

2021-2022

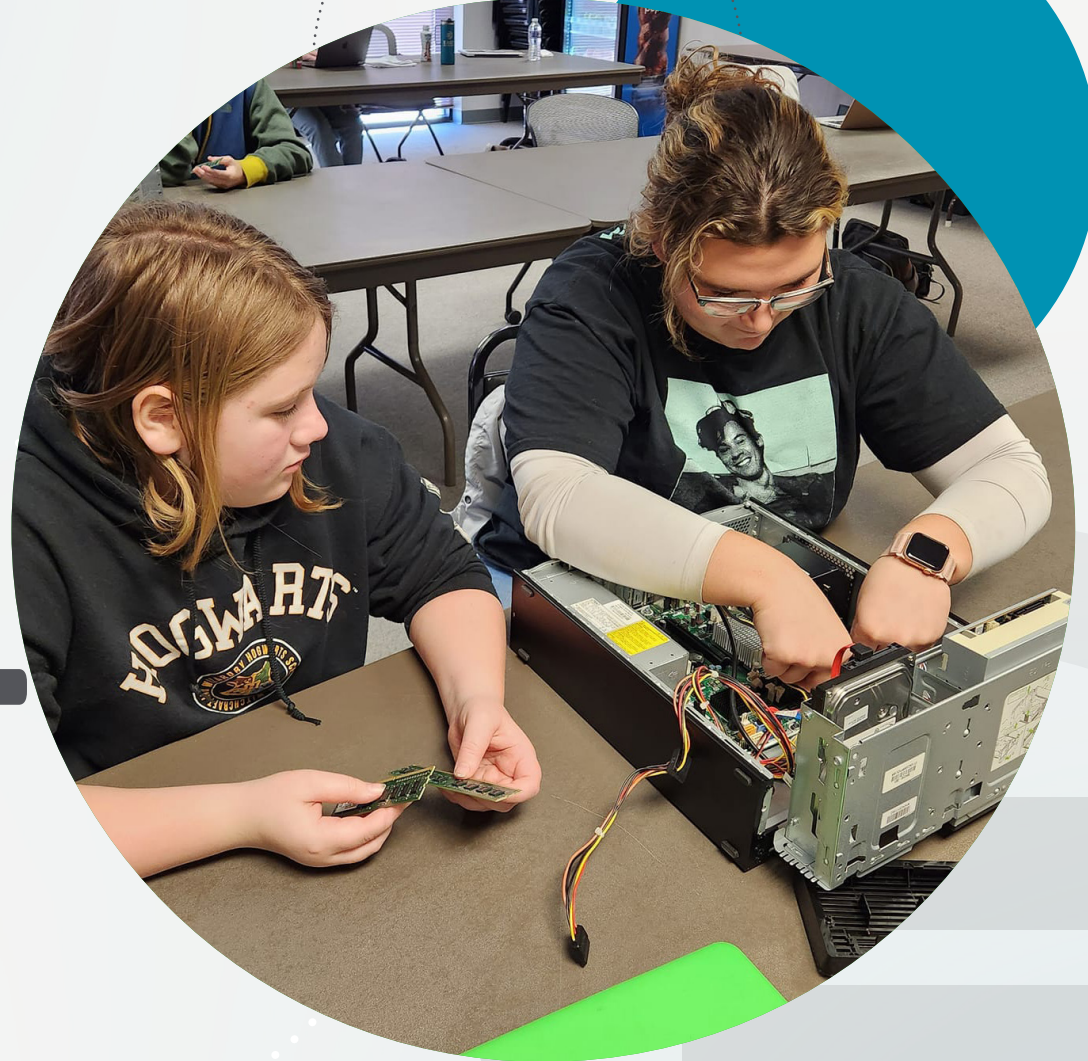


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A NOTE FROM OUR PRESIDENT & CEO



“ EAST is empowering learners to leave their fingerprints on their communities through revolutionary projects and solving some of the everyday problems they see. ”

I've heard it said that life is an exercise in screaming to the stars, "I exist!" That sounds a tad dire to me. Yes, most of us want to leave our mark on the world, but we don't have to want to—we all do, no matter our intent. We leave fingerprints in the lives of those around us, in the work we do to make the world a better place, and in the things we knew we should do but put down and left unattended. I challenge you to consider: "What impact am I having on the world right now?"

EAST is empowering learners to leave their fingerprints on their communities through revolutionary projects and solving some of the everyday problems they see. These are projects born from a sense of fairness, like an elementary classroom's drive to help a student overcome some of the obstacles they face because of a disability. Some projects are born out of a want to grow a community's reach on the internet and to preserve a way of life in their small town before it is lost to memory.

Sometimes projects revolve around legends like Johnny Cash. Often, projects begin with students seeing a simple need and then taking the first steps to solve it. Some are bigger than others. Some have an impact that can't be measured in statistics or an annual report. But they all leave their mark, their fingerprints.

Our staff remains driven to lead the revolutionary charge outlined in our vision statement: to transform the educational experience so innovative thinkers can drive

positive change for their communities and the world. As a result, we continue to empower learners in 257 programs in 4 states who are critically thinking—seeing things in ways no one else does, committed to doing the hard things that lead to actual change. Leaving fingerprints. Fingerprints that say, "I helped." This report allows our staff to reflect on the incredible work happening every day around them.

As you read through this report, try to imagine all the fingerprints left along the way since those first EAST students said, "Let us try to solve that..." in the mid-1990s. Now look ahead and imagine the impact that they will continue to have.

EAST students don't need to shout to be noticed. They only need to reach out and move the universe.



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.

EAST's 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

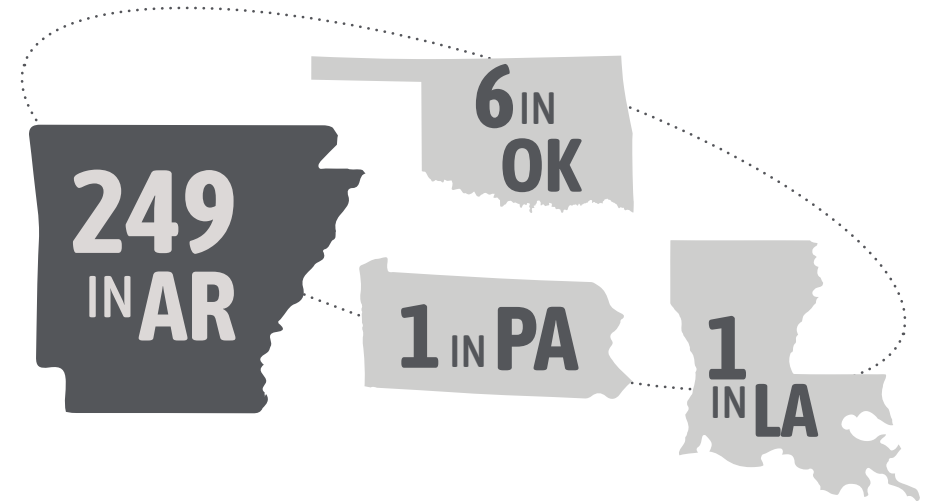
We commit to building relationships, sustaining a nurturing culture, and being present for each other and our community.



EAST Initiative is driven by its **24 employees.**

They are the dreamers and the doers behind the curtain.

EAST is represented in **257 total schools** across **4 states.**



EAST SNAPSHOT

Check out the numbers to see how EAST is transforming the educational experience for tens of thousands of students every year.

[Get Started](#)

EDUCATION: PROFESSIONAL DEVELOPMENT

Schools returned to in-person learning in the 2021-2022 school year, allowing EAST staff to expand our investment in EAST students and facilitators by continuing site visits and restarting live training while continuing our hybrid efforts.

286

total educators trained

through several of our professional development programs including:

EAST is committed to creating quality Professional Learning Communities (PLCs) for our educators. Twenty EAST facilitators are members of the Facilitator Advisory Board. Statewide FAB members meet regularly to discuss best practices for EAST classrooms so they can then share with fellow educators.

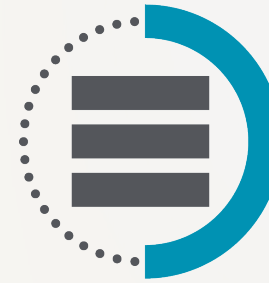


More than 40 EAST facilitators participated in the Wellington Engagement Index PLC. WEI empowers educators to use data analysis and reflection to better identify strengths and weaknesses within their EAST classrooms.



100% of EAST facilitators found the WEI PLC significantly beneficial, while 81.7% of administrators found their stakeholder training significantly beneficial.

EDUCATION: LETS PREPARE FOR THE FUTURE



EAST[®]
EDUCATION
UNLEASHED

Thanks to a grant from NSF EPSCoR, EAST was able to host several professional development sessions over the course of the year for all Arkansas educators that focus on technologies like 3D printing and coding via Pi-Top machines. The cherry on top? Every educator that completed the training received the technology they worked with, completely free of charge, to take back to their classrooms.



52 educators participated in LETS training sessions and received FREE technology for their classrooms.

EAST SCHOLARSHIPS

EXPANDING ACCESS TO SCHOLARSHIPS FOR EAST STUDENTS

EAST partnered with the Women's Foundation of Arkansas, the Arkansas Community Foundation and the University of Central Arkansas to give tens of thousands of dollars in scholarships to EAST students. In the 2021-2022 school year, 13 EAST students were awarded scholarships that are offered exclusively to them.

These students were celebrated during the first-ever EAST Scholarship Luncheon held at the Arkansas Governor's Mansion.



Dr. Mary Lowe Good Legacy Scholarship Recipient:

- *Jadyn Whisnant, North Little Rock High School*



EAST Student Scholarship Recipients:

- *Grayson Seibert, Armored High School*



- *Heath Williams, Farmington High School*



UCA EAST Program Scholarship Recipients:

- *Maddock Davis, Mt. Vernon-Enola High School*
- *Kyle Urban, Har-Ber High School*
- *Collin Joseph, Founders Classical Academy of West Little Rock*
- *Matthew Porter, Arkadelphia High School*

Carolyn Mann Memorial Scholarship:

- *Gracelyn Bruner, Greene County Tech High School*
- *Aerial Haney, Lakeside High School*
- *Emily Fletcher, Mountain View High School*
- *Charlie Hall, Dumas High School*
- *Laura Mosley, Russellville High School*
- *Matthew Porter, Arkadelphia High School*

STUDENT TRAINING

This year, students returned to EAST HQ and satellite locations for live training sessions — but continued to benefit from on-demand content that rose in popularity during the pandemic.



BY THE NUMBERS

56 # OF LIVE (IN-PERSON & VIRTUAL) TRAINING SESSIONS

88 # OF HOURS OF ON-DEMAND CONTENT AVAILABLE

6,249 # OF STUDENTS TRAINED



EAST CONFERENCE

We returned to an in-person EAST Conference event in March 2022, as more than 2,000 students, educators and exhibitors joined us to celebrate the accomplishments of EAST students across the nation. Thanks to our partnership with JUNO, we were able to provide a hybrid virtual option to programs unable to attend due to hesitations regarding the pandemic.

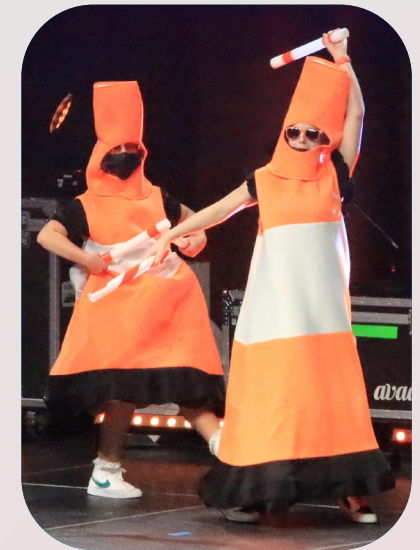
#EASTcon22 had
2,621
participants



& **35**
exhibitors & sponsors



& **105,000**
social media
impressions



FOUNDER'S AWARD WINNERS

The Founder's Award is the highest honor an EAST program can receive within the network. Three programs were honored with the award in 2022. These programs embody EAST's three cornerstones: Project Sophistication and Innovation, Community and Collaboration, and Student Growth and Engagement.



Buffalo Island Central High School
Monette, AR



Cross County High School
Cherry Valley, AR



Nettleton STEAM School
Jonesboro, AR

Project Spotlight: Luti's Learning Board

EAST students at Westwood Elementary School in Springdale, AR created a Braille communication board for a fellow student named Luti who is blind and mute. This board helps Luti communicate with her teachers and classmates.



SERVICE

EAST programs solve problems within their communities every school year by using technology and their fearless, innovative minds. Here are a few examples of how EAST students served community partners in the previous school year.

Johnny Cash Boyhood Home Virtual Tour

EAST students at Rivercrest High School in Wilson, AR used 360-degree cameras to capture every inch of the Johnny Cash Boyhood Home in Dyess, AR., and created an interactive virtual tour so anyone can explore the historic house regardless of where they are worldwide.

EAST at Rivercrest High School



EAST at Benton High School



Amazon Rainforest VR Experience

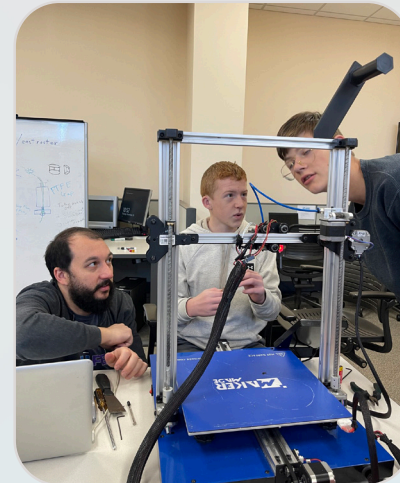
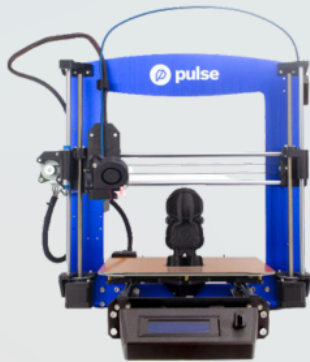
EAST students at Benton High School in Benton, AR developed a Virtual Reality experience that allows the user to explore an area of the Amazon Rainforest while being taught about different animals and plants in the biome.

TECHNOLOGY

When a new EAST program is installed, they are equipped with a plethora of STEM technology, enabling students to create and innovate beyond what they had previously thought possible.

Programs that began in the 2021-2022 school year received access to hardware and software such as:

- Canon XA40 Video Cameras
- BlackMagic Mini ATEM Pro switchers
- Nikon DSLR Cameras
- NAS Storage Server
- Lenovo ThinkPad Computers
- Matterhacker 3D Printing Bundle
- Wide Format Vinyl Cutter
- Raspberry Pi-Top Bundle
- Adobe Creative Cloud



DEVELOPMENT AT EAST

Girls Doing Good Grant:

The Women's Foundation of Arkansas awarded EAST with a \$10,000 grant that will be used to host exclusive marquee student training sessions for female EAST students. These student training sessions will provide girls with hands-on experience and inspiration from powerful women in several different fields.



Visit supportEAST.org to learn more.

EAST Alumni Association:



While the Friends of EAST is great for helping those interested in the cause to stay in touch, we have been working on a way to keep EAST alumni involved with our mission — even after graduation. So we've launched the brand new EAST Alumni Association, which will provide an exclusive insider look at what we're doing and will host events to help for these alums to stay connected.



**Become a part of the
Alumni Association
today!**

The EAST Network of Change Agents would not be possible without the **support of great sponsors.**

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EAST COMMUNICATIONS

More people have interacted with EAST on social media than ever before, raising our reach and engagement numbers to new heights.

Keep up with us on social media! We post new, exclusive content daily.
Let's connect!



Facebook



- 347,855 Impressions
- 32,465 Total Engagement
- 197 New Page Likes

Instagram



- 135,800 Impressions
- 54,430 Story Impressions
- 172 New Followers



EQ is EAST's magazine that is produced four times per year. It features student achievements, projects, community impact, educators, alumni, tech tips, and much more.

Read the latest issue at EASTlink.me/EQ



FINANCIAL RESULTS

Statement of Financial Position

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Assets	June 30, 2022	June 30, 2021
Cash	\$ 3,270,333	\$ 3,480,392
Cash - Capital Reserve	\$ 376,750	\$ 326,750
Accounts Receivable	\$ 3,082	\$ 69,038
Prepaid Expenses	\$ 85,394	\$ 155,658
Fixed Assets, Net	\$ 2,237,568	\$ 2,233,099
Other Assets	\$ 22,940	\$ 30,146
Total Assets	\$ 5,996,067	\$ 6,295,083

Liabilities & Net Assets	June 30, 2022	June 30, 2021
Current Liabilities	\$ 1,441,034	\$ 1,549,541
Long-Term Debt	\$ 614,764	\$ 732,834
Total Liabilities	\$ 2,055,798	\$ 2,282,375

Unrestricted Net Assets	\$ 3,940,269	\$ 4,012,708
Total Net Assets	\$ 3,940,269	\$ 4,012,708

Total Liabilities & Net Assets	\$ 5,996,067	\$ 6,295,083
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See our complete [audited financial statements](#) for additional information.



Program Services **91%**

Administration **3%**

Fundraising **6%**

Revenues & Other Support

	June 30, 2022	June 30, 2021
Grants		
State of Arkansas D of E	\$ 2,941,400	\$ 2,302,391
Other	\$ 36,669	\$ 112,121
	\$ 2,978,069	\$ 2,414,512
Program Service Fees	\$ 456,630	\$ 306,449
Contributions	\$ 88,761	\$ 44,625
In-Kind Revenue	\$ 11,312	\$ 843
Other Revenue	\$ 24,132	\$ 32,663
Total Revenue & Other Support	\$ 3,558,904	\$ 2,799,092

Expenses	June 30, 2022	June 30, 2021
Program Services	\$ 3,302,729	\$ 1,963,750
Management & Administration	\$ 119,963	\$ 546,069
Development & Fundraising	\$ 208,651	\$ 120,221
Total Expenses	\$ 3,631,343	\$ 2,630,040

Change In Net Assets	(\$ 72,439)	\$ 169,052
Net Assets, Beginning of Year	\$ 4,012,708	\$ 3,843,656
Net Assets, End of Year	\$ 3,940,269	\$ 4,012,708

BOARD OF DIRECTORS



CHAIRPERSON

John A. Riggs, IV
Owner
Red Head Farm, LLC



VICE-CHAIRPERSON

Brent Staley
President
Staley Electric



SECRETARY

Melanie VanZandt Bradford
Grants & Special Projects Coordinator
The AR Department of Education

CHAIR, RECRUITMENT COMMITTEE

Jason W. Everett
Agency Owner
Everett Agencies of Liberty National

CHAIR, DEVELOPMENT COMMITTEE

Mildred J. Franco
Executive Director
The Generator, an Innovation Hub powered by Go Forward Pine Bluff

CHAIR, FINANCE & AUDIT COMMITTEE

Brent Staley
President
Staley Electric

PREVIOUS CHAIRPERSON

Dale Johnson
Senior Vice President
Advanced Commercial Banking Division
Retired, FIS

Mitch Bettis
Owner/President
Arkansas Business Publishing Group

John G. Chamberlin
Owner
Chamberlin Research

Brad Chilcote
Vice President
WD&D Architects

Sarah Anne Daigle
Technology Consultant
Currant Technology Group

Dr. Dean R. Kahler
Vice Provost for Strategic Enrollment Management
University of Idaho

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

Dr. Jim Rollins
President
Northwest Technical Institute

Pam Sullivan (resigned Dec. 20)
Vice President, Services Practice Executive
FIS

Victoria Washington
President
Vision IT Consultants

Karen Eoff (resigned Jan. 21)
Director
Southeast Arkansas Education Service Cooperative

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

EX-OFFICIO

Matt Dozier
President & CEO
EAST Initiative

EAST is education accelerated by service & technology.



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INITIATIVE

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