



ANNUAL REPORT

2020-2021



TABLE OF CONTENTS

.....

1 A Note From Our President & CEO

2 A Year In Review

4 **Education**

7 **Accelerated**

9 2021 EAST Founder's Award

10 **Service**

11 **Technology**

12 Development

13 Sponsors

15 Communications

16 Financial Results

17 Board of Directors

A NOTE FROM OUR PRESIDENT & CEO

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“ Our vision is to transform the educational experience so innovative thinkers can drive positive change for their future, community, and world. ”

The primary purpose of education is to prepare the learner to thrive in the world and prepare for their future. At EAST, we believe that all learners can build that future in the present. The 2020-2021 school year showed us that we had been preparing for the world that we found ourselves in all along.

When the rest of education was scrambling to “pivot”, EAST students were already driving their own learning. They never stopped serving others, the needs just became more apparent. The demand for connected collaboration was met with tools that they had been using the whole time they had been in EAST. In short, they were practicing emergency preparedness before anyone knew what the emergency might be.

In 20-21, EAST didn't have to reconnect. We just strengthened the connections. When face-to-face training was not an option, EAST expanded online training and grew our outreach by 400%. The 2021 EAST Conference was as expansive and innovative as ever—it just moved from one central location to hundreds of smaller ones interacting through five different online channels. Our facilitators kept in constant contact with each other and their support team and, through it all, we demonstrated how the online world allows for a different kind of communication, but one that was more necessary than we could have guessed.

This doesn't mean that personal connections are stronger apart. I know that I value togetherness more than ever. We need to be able to collaborate closely wherever we find ourselves, AND we

need to treasure the ability to be together in the real world. We need to be better at BOTH. Educators have long understood that to really serve their students, they should make sure that each one of them is provided with unique learning opportunities—because students are individuals just like the rest of us. Unique and individual, that's EAST—always has been.

The preparation we did created the ability to continue to grow and serve in the strangest school year in memory. Now we look to what's next: solving problems, providing opportunities to learn and grow, these are constant. Our vision is to transform the educational experience so innovative thinkers can drive positive change for their future, community, and world. The 2020-2021 school year proved we are on the right track. Now it's time to expand our reach, dream bigger dreams, and stay true to our cause. The future is counting on us.



A YEAR IN REVIEW

○ The EAST Vision

Communities are strengthened through service and technology.

○ The EAST Mission

EAST provides all learners the opportunity to have relevant, individualized, life-changing educational experiences.

○ 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

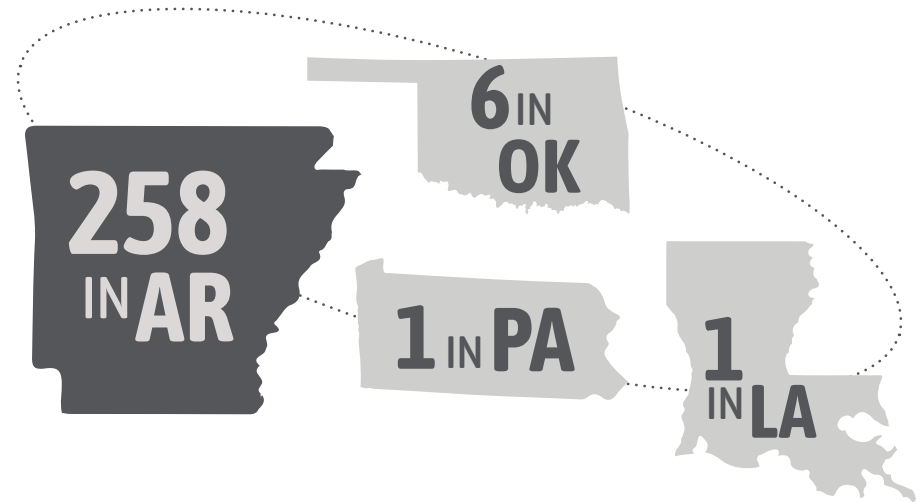
We commit to building relationships, sustaining a nurturing culture, and being present for each other and our community.



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

They are the dreamers and the doers behind the curtain.

EAST is represented in
266 total schools across
4 states.



The Growth Toolkit

is available for those interested in bringing EAST to their learning environment.

[Get Started](#)

EDUCATION

We learned just how many shapes and sizes classrooms come in during the pandemic. The EAST staff worked hard to ensure that we continued to provide quality EAST experiences, despite what was going on in the world. For many, EAST is an escape. It's a happy place.

460

total educators trained
in these areas:

- **Education Unleashed**
- **Phase Training**
- **Admin & Stakeholder Training**
- **EAST Seminar**

Phase Training

was held entirely virtually
this year for the first time
in EAST history.



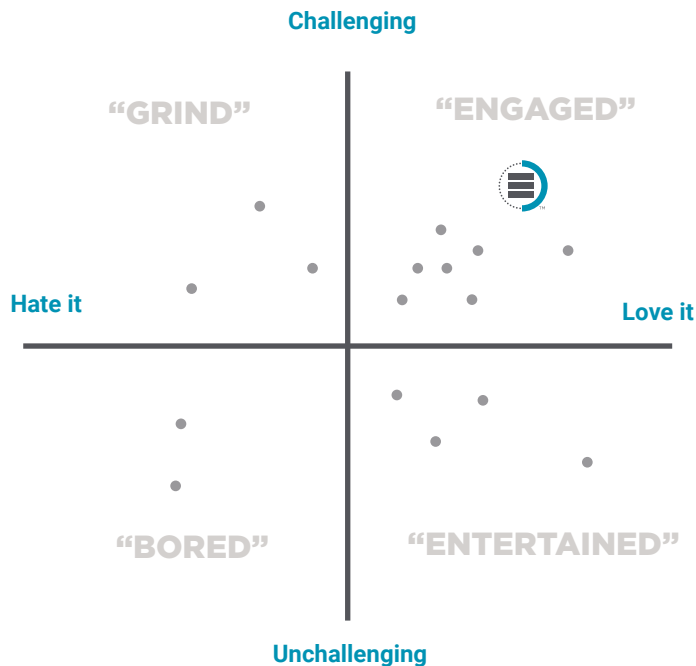
"Phase 2020 was pivoted to an all-virtual training utilizing the web-based platform Adobe Connect. EAST staff hosted live interactive training on the platform that facilitators could access from any device. In Phase 2021 we took a hybrid approach and used the EAST adopted LMS, TalentLMS, and provided in-person training at EAST. Content on the LMS was created by staff and facilitators could access content on-demand. For each use case, our Facilitators were able to get the interactive, engaging training they needed to become successful facilitators."

-Alicia Humbard, Director of Program Services

THE WELLINGTON ENGAGEMENT INDEX



Using the Engagement Index tool, EAST students have been able to share how they feel about their EAST classes with facilitators. Their input is represented by the placement of a dot on an X-Y axis representing their level of “love” and “challenge.” To date, we are seeing that students are ***as challenged by EAST as they are math and they love it as much as PE.***



“This tool provides timely data reflecting the student experience and a professional learning community (PLC) has been created among those facilitators administering the tool. Fueled by PLC discussions, facilitators have shared ideas that are propelling student reflection, voice, ownership, and growth in their EAST experience. And, facilitators are growing personally and professionally through this experience as well! We look forward to continuing to grow the use of this tool and our PLC in the coming year!”

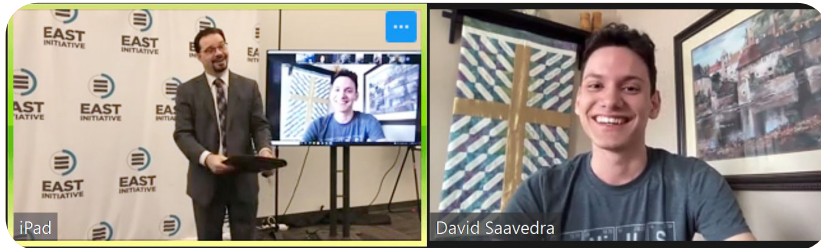
-Rinda Hall, Program Coordinator for Site Support

To learn more about The Wellington Initiative, visit wellington.org.

SCHOLARSHIPS FOR EAST STUDENTS

EAST[®] STUDENT SCHOLARSHIP

The EAST staff and Board of Directors led the way in establishing funding for the **EAST Student Scholarship**.



The inaugural scholarship was presented to
○ **David Saavedra,**
Clinton High School graduate.

The **Dr. Mary Lowe Good Legacy Scholarship** made possible by the Women's Foundation of Arkansas is awarded to a female EAST student.



Dr. Mary Lowe Good



\$1,000 was awarded to
○ **Ella Layton,**
Valley View High School graduate.



EAST supports continuing education through scholarships and the opportunities are growing.

ACCELERATED

The EAST mission has been accelerated by virtual innovation over the past year.



Play the video to learn more!



Parent Support Program

Thanks to a generous grant from the Walton Family Foundation, we were able to create a brand new **Parent Support Program** through Education Unleashed.

This program allows parents to build the foundation necessary to successfully support their student with online learning, while connecting to an organization that can support them long after training. This program provides a series of training sessions for parents of online learners in areas such as: Google Applications Basics, Virtual Platform Basics, Computer Fundamentals and Basic Research.

Student Training went
100% Virtual
providing training for over
5,000
EAST Students



"Pivoting to training students via Zoom gave us a unique opportunity to bring EAST training to them wherever they are. We followed that up with an on-demand video library so students can advance their skills whenever they want! In doing so, EAST has more than doubled students impacted by student training."

-Melissa Clemons, Student Training Coordinator

EAST CONFERENCE

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The theme for #EASTcon21 was EAST Homecoming, and it could not have been more fitting. We spent the year focused on getting back to our roots, fostering connections with students and facilitators no matter where they were.



#EASTcon21 was
100% Virtual with
~5,000
participants



& **30+**
educational
breakout
sessions.



FOUNDER'S AWARD WINNERS

The Founder's Award, named in honor of EAST's founder, Tim Stephenson, is the most notable of all EAST conference awards given. This year, three schools have been inducted into the Founder's circle for extraordinary accomplishments in each of the core principle areas of EAST.



Mountain Home Career Academies



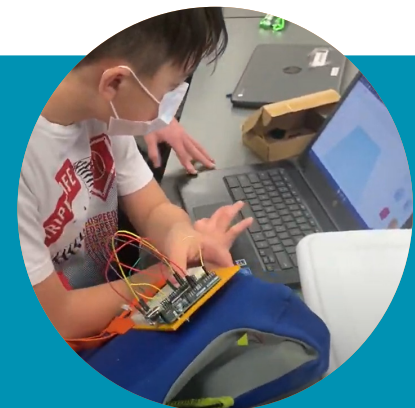
Harrisburg Middle School



Sonora Middle School

Project Spotlight

Sonora Middle School reacted to the rise in carbon monoxide emissions coming out of older boats that began frequenting lakes and rivers in their area. When students learned that a community member was hospitalized for carbon monoxide poisoning after spending time on a local lake, they began building and coding a wearable carbon monoxide detector that is designed to attach to life jackets. This detector creates sounds when carbon monoxide levels reach harmful amounts, signaling for the wearer to leave the water.

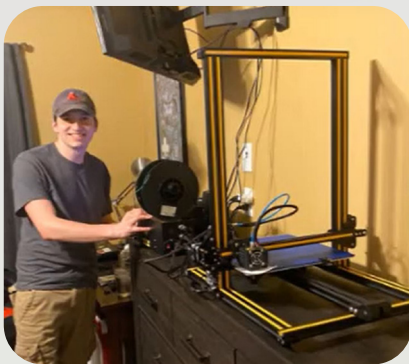


SERVICE

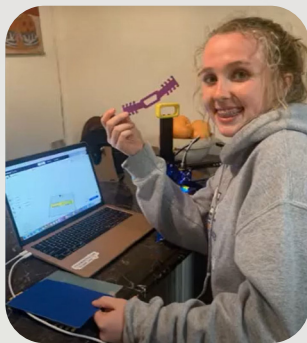
Due to the the pandemic, opportunities to safely serve communities fell. Despite this, EAST students, facilitators, and community partners continued to seek out ways to serve.

When the pandemic took students out of schools

and forced lockdowns across the country, Monette Manor, a retirement home in Monette, Arkansas, reached out to EAST at Buffalo Island Central High School to help with COVID safety. Four EAST students were able to bring home 3D printers and created over 300 mask extenders for the elderly and frontline workers to wear.



EAST at Buffalo Island Central High School



EAST at Helen Tyson Middle School

Meanwhile at Helen Tyson Middle School,

students took advantage of empty school buildings by creating new sensory walks at the Springdale Pre-K Center. The sensory walk was created for children who are mentally anxious or those who have gone through trauma, giving them an outlet to escape and do various activities along the walk.

TECHNOLOGY

We live in a world that thrives on technology. During the pandemic, the necessity for technology increased both in and out of the brick and mortar classroom.

“Let’s prepare for the future.”

EAST was awarded a grant from Arkansas NSF EPSCoR which allowed us to implement the *LETS: Prepare for the Future* program. Over the course of the grant, we will reach 448 teachers throughout Arkansas who will learn how to use emerging technology and practice integrating the technology into their classrooms, inspire the next generation of leaders, and prepare tomorrow’s workforce to thrive in the new economy.



This program provided
28 classrooms
with a **3D Printer**
and another
28 classrooms
with a **Pi-Top.**



With over **70 virtual trainings**

EAST trained over 5,000 students on industry grade technology and interpersonal skills needed to be successful in the job market.

Popular training sessions include:

- ☐ Photography With A Smart Phone
- ☐ Learn to 3D Print & Troubleshoot On Any 3D Printer!
- ☐ VR in Unreal Engine

DEVELOPMENT AT EAST

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Every student, project, and accomplishment profiled in this report was made possible by supporters of EAST. This support enables EAST to expand the number of students served and increase the services and training opportunities offered. Highlights include:



EAST Day of Giving was April 22, 2021.
We met 130.8% of our goal thanks to generous supporters. Donations helped fund:

- EAST program resource grants that provide supplies and equipment
- Specialized training for students from industry leaders
- Professional development for educators at EAST Seminar
- EAST Student Scholarship
- EAST Greatest Need to help wherever needed most

Visit supportEAST.org to learn more.



170
members joined
the newly formed
Friends of EAST
volunteer group in 2021.



EAST received a
\$135,000 grant
from the Walton Family Foundation
to assist **parents & guardians of virtual learners.**

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

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DIVISION OF ELEMENTARY
& SECONDARY EDUCATION



#EAST25 & INSPIRING FRIENDS OF EAST

Last year, EAST celebrated a quarter-century of innovation through STEM and community service, so our Marketing and Communications team led the charge in creating “EAST 25” — a year-long celebration that brought together students, facilitators, staff, and Friends of EAST, among others.

The EAST Communications team broadcasted an online **trivia game** called **“Are you smarter than an EAST Student?”** on Facebook live **each month** throughout the school year.



We capped off the year with a virtual live event in December, including video features from EAST programs and hosted by EAST alumni where several door prizes were donated by generous donors! Members of the EAST Network nominated Outstanding EAST alumni, facilitators, students, & community partners to be recognized with “Inspiring Friends of EAST” awards. The virtual live event also highlighted EAST programs and their projects as they wished a happy 25th birthday to EAST!



EAST COMMUNICATIONS

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Every student, project, and accomplishment profiled in this report was made possible by supporters of EAST. We rely on the strength of the EAST community to fund scholarships, student training sessions, and other projects.

Sign up for EAST's
free newsletter
The EAST Insight
by visiting news.EASTLink/EASTinsight

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

Let's connect!



Read the latest issue at EASTlink.me/EQ

EQ is EAST's magazine that is produced 4 times per year. It features student achievements, projects, community impact, educators, alumni, tech tips, and much more.



FINANCIAL RESULTS

Statement of Financial Position

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Assets

	June 30, 2021	June 30, 2020
Cash	\$3,480,392	\$3,562,791
Cash - Capital Reserve	\$326,750	\$276,750
Accounts Receivable	\$69,038	\$49,677
Prepaid Expenses	\$155,658	\$124,603
Fixed Assets, Net	\$2,233,099	\$2,243,301
Other Assets	\$30,146	\$18,756
Total Assets	\$6,295,083	\$6,275,878

Liabilities & Net Assets

	June 30, 2021	June 30, 2020
Current Liabilities	\$1,549,541	\$1,606,601
Long-Term Debt	\$732,834	\$825,621
Total Liabilities	\$2,282,375	\$2,432,222

Unrestricted Net Assets	\$4,012,708	\$3,843,656
Total Net Assets	\$4,012,708	\$3,843,656

Total Liabilities & Net Assets	\$6,295,083	6,275,878
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Program Services **75%**

Administration **21%**

Fundraising **4%**

Revenues & Other Support

	June 30, 2021	June 30, 2020
State of Arkansas Department of Education:		
Appropriations	\$1,856,585	\$1,913,929
Grants	\$445,806	\$415,362
	\$ 2,302,391	\$2,329,291

Contracts	\$161,099	\$143,752
Event Revenue	\$145,350	\$170,327
In-Kind Revenue	\$843	\$13,355
Other Revenue	\$189,409	\$584,704
Total Revenue & Other Support	\$2,799,092	\$3,241,429

Expenses

	June 30, 2021	June 30, 2020
Program Services	\$1,963,750	\$2,144,860
Management & Administration	\$546,069	\$444,704
Development & Fundraising	\$120,221	\$97,787
Total Expenses	\$ 2,630,040	\$2,687,351

Change In Net Assets	\$169,052	\$554,078
Net Assets, Beginning of Year	\$3,843,656	\$3,289,578
Net Assets, End of Year	\$4,012,708	\$3,843,656

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

BOARD OF DIRECTORS

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VICE-CHAIRPERSON
Brent Staley
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Staley Electric



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Melanie VanZandt Bradford
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FIS

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

EX-OFFICIO
Matt Dozier
President & CEO
EAST Initiative



"Before joining EAST, I was shy and didn't go out of my way very often. My experiences have also given me leadership, time management, technology, & presenting skills. I would not be who I am today without my involvement in EAST."

- **Ella Layton**, EAST Alum & Recipient of the
Dr. Mary Lowe Good Legacy Scholarship

EAST is education accelerated by service & technology.



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