

EAST is a K-12 community service based elective where students solve real community challenges through technology, collaboration, and service.

100+

student training  
classes & education  
sessions



22,000+

students  
served annually



43,000

self-reported hours of  
Community Service were  
completed by EAST  
students last year



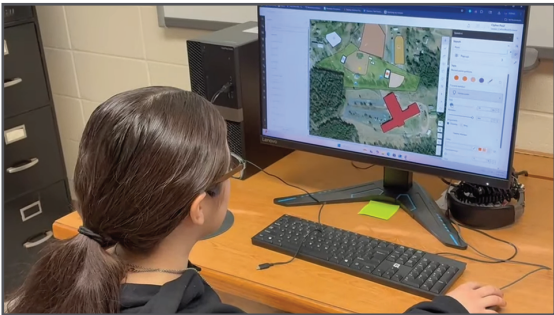
\$3+ million

estimated total economic  
impact realized through  
volunteer hours by community  
partners and students



Leading in Career & Technical Education

- EAST is committed to fostering the next generation of industry professionals by aligning with the Arkansas Department of Education's CTE Pathways.
- EAST: Data in Action — This course introduces students to data analysis by using software like ArcGIS in conjunction with their EAST projects, satisfying the required course credit for Computer Science.
    - 39 educators earned Applied Data Analytics Endorsements during the 2025-26 school year
    - 175 students completed EAST: Data in Action in 2025-26
  - EASTcode — This course fulfills the middle school coding block requirement. Students build Python-based tools to brainstorm, test, and evaluate solutions.



Tech Used in EAST

- Animation, CAD, Solid Modeling, Visualization
- Audio/Music Composition, Editing & Production
- Software Development
- Graphic Design
- GIS Software, GPS Hardware
- Peripherals & Printers
- Photogrammetry
- Programming, Coding, Web Development
- Video, Photography, 360 Action Camera
- Workstations & Mobile Devices



Student Training

Industry professionals led over 60 in-person Student Training classes in:

- 3D Printing - Troubleshooting & CAD Fundamentals
- Animation - Virtual Reality & Unreal Engine
- Design/Development - iOS & Android with MIT App Inventor
- Geospatial - Drone 101, Laser Scanning, ArcGIS
- Digital Media - Adobe Photoshop, Illustrator, InDesign
- Career Readiness - Public Speaking, Project Management



EAST Events

- EAST Conference**
- Hot Springs, AR
  - March 16 - 18, 2027
- EAST Seminar**
- Jonesboro, AR
  - July 13 - 15, 2027
- Boundless Gala**
- Location TBA
  - Fall 2027



Conference 2027 logo by Jude Woodruff from Valley View High School

The EAST MISSION

To provide an environment that fosters relevant, individualized life-changing experiences through service and technology.

Professional Learning Communities in EAST

EAST continues to invest in its network of educators by partnering with The Wellington Initiative, delivering a powerful PLC driven by real data collected throughout the course of the school year. Participating EAST facilitators gather anonymous feedback from students who detail levels of engagement and challenge experienced in the classroom.

By using this data and discussing it with fellow teachers, those in the EAST PLC are empowered to



implement meaningful changes in how they teach and facilitate student learning and are reinforced with new ideas and deep discussions with their peers.

"I found needs in year one that my students were able to express through the data collection, and I'm using those to make adjustments going into next year." Darlene McCoy, EAST facilitator at Berryville Middle School said. **"I believe that the changes will be beneficial to future students because it's backed by real data. As a teacher, I've never had that before."**



Aligning with State Standards

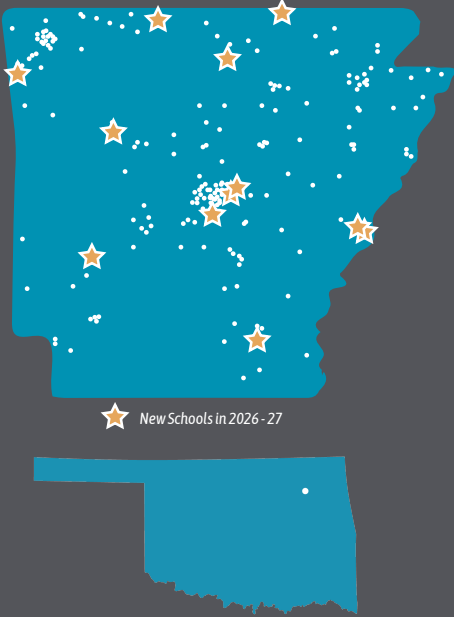
As Arkansas academic standards continue to evolve, EAST is investing in creating a structured framework to support these standards while preserving the flexibility of the EAST model.

Learning in EAST may look different depending on location and grade levels, but the overall objective remains the same: facilitating student growth. This year, EAST introduced a K-12 Pacing Playbook which doesn't tell facilitators how to teach, but provides a big picture outlook on the primary skills EAST students should learn and aligns those skills with defined connection points to Arkansas State Standards and ATLAS assessment priorities.

These tools strengthen EAST's alignment with the learning objectives schools are tasked with accomplishing, providing real support to bolster academic success while still equipping students with skills they will take with them beyond the classroom.

|      |                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                            |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| K-2  | <ul style="list-style-type: none"><li>Explore relatable, real-world problems</li><li>Share ideas and create solutions together</li></ul>                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"><li>Learn through doing, talking, drawing, and building</li><li>Students learn as active participants, not just listeners</li></ul>                                                                                                                                                                                                                      |
|      | <ul style="list-style-type: none"><li>Investigate real-world issues that matter to their school or community</li><li>Design creative, technology-based solutions</li></ul>                                                                                                                                                                                                                       | <ul style="list-style-type: none"><li>Communicate through speaking, writing, visuals and presentations</li><li>Reflect on learning</li></ul>                                                                                                                                                                                                                                               |
| 3-6  | <ul style="list-style-type: none"><li>Investigate community issues through research, inquiry, and critical thinking</li><li>Manage projects with greater independence</li><li>Collaborate across different perspectives and ideas</li></ul>                                                                                                                                                      | <ul style="list-style-type: none"><li>Communicate professionally with varied audiences</li><li>Reflect on growth, impact and areas for improvement</li><li>Engage in purposeful, service-oriented work</li></ul>                                                                                                                                                                           |
| 7-8  | <ul style="list-style-type: none"><li>Investigate complex community and global challenges through research, inquiry, and stakeholder engagement</li><li>Independently manage long-term projects and collaborative workflows</li><li>Lead teams, communicate professionally, and navigate real-world responsibilities</li><li>Apply ethical reasoning and data-informed decision-making</li></ul> | <ul style="list-style-type: none"><li>Use emerging technology, innovation, and design thinking to develop sustainable solutions</li><li>Collaborate with community partners, organizations, and authentic audiences</li><li>Connect personal growth, leadership, and future pathways to college, career and community</li><li>Produce purposeful, professional and relevant work</li></ul> |
| 9-12 |                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                            |

EAST BY THE NUMBERS



- 225 programs in two states
- 337,000+ students served since 1995
- \$100,000 in technology distributed to educators
- 4,000+ professional development hours delivered annually
- 3,000+ EAST Conference attendees annually
- 50 student breakout and networking sessions at EAST Conference
- \$100,000+ in EAST exclusive scholarships awarded annually
- Get Connected scan the QR code and help us build the future, one student at a time

