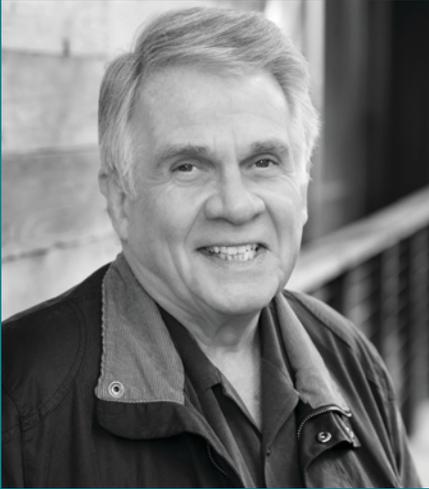




2022 Annual Report

LETTER FROM THE PRESIDENT & CEO



Dear Friend,

As schools continue to struggle with the trauma and other consequences of COVID-19, never has it been more important to provide students with educational experiences that engage, challenge, and care for them. ConnectED is privileged to work with communities dedicated to providing students with college and career pathways that increase their sense of belonging and put them on a path to succeed in postsecondary education, work, and civic life.

In our 2022 Annual Report, we highlight three initiatives that reflect this dedication. The first is **Benson Polytechnic High School** in Portland, Oregon. One of Portland's oldest high schools, Benson is well on its way to modernize career and technical education and create demand for college and career pathways for all high school students throughout the district.

The second is **Adams 14**—a district about 20 minutes northeast of Denver. In a district in which nearly 90 percent of students are Hispanic and 75 percent of students are economically disadvantaged, Adams 14 is transforming Adams City High School to provide all incoming 9th graders with a choice of four career academies. Adding a ninth-grade cohort in each of the next three years, the Adams City High School will offer “wall-to-wall” academies by fall 2026.

Third, with major support from The Bill & Melinda Gates Foundation, ConnectED is coaching math teachers in middle school and ninth grade to use the **Illustrative Mathematics** curriculum to increase students' proficiency in math — especially English Learners. Math remains the primary gatekeeper that prevents students from a successful transition between high school and college. ConnectED cannot deliver on its promise to prepare young people for college and career success without working with schools to improve how students perform in math.

Please join ConnectED and support our efforts to ensure every young person is on an exciting educational path to thrive in college, career, and life.

Gratefully,
Gary Hoachlander, Ph. D
President & CEO

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Photos in this report courtesy of San Diego Unified, Sacramento City Unified, Oakland Unified and Detroit Public School Districts

2022 Board Members

Jeffrey Fisher
(Board Chair)
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Farella Braun + Martel, LLP

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ConnectED

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Executive Vice President of Commercial Strategy
My Code Media

Marques McCammon
President
Karma Automotive

Butch Trusty
Partner
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AT A GLANCE

Goals

The 2022 Annual Report spotlights initiatives that advanced three of the goals outlined in ConnectED's 2021–24 strategic plan:

- Support college and career pathways through pathway development.
- Grow new community partnerships.
- Develop tools to improve curriculum and instruction in pathways.

Mission

We help develop integrated, college and career pathways so that all students, especially those furthest from opportunity, are prepared for success.

Our Work

We help to advance key **United Nations Sustainable Development Goals**.

- Quality Education
- Decent Work and Economic Growth
- Reduced Inequalities

Why We Are Different

ConnectED meets teachers, families, and communities where they are. We do not endorse a one-size-fits-all approach with communities. Instead, we come alongside districts to understand their needs and to support their vision for change. To ensure college and career pathways are high quality, we promote a set of principles such as:

- Increase student equity and access;
- Build district-wide support;
- Design communities of practice that plan, implement and reflect together;
- Develop pathways to opportunity with postsecondary and employer partners.

These principles result in systemic changes and school districts that prepare students for college, career and community.

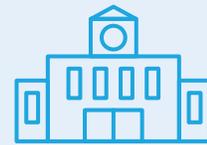
Impact



Over the past 15 years, we worked in **14 states** to serve:



More than **40** school districts



Over **300** high schools



More than **1000** pathways



More than **85,000** students graduating from high schools ready for college and career



ISSUE

For decades, Career and Technical Education programs (CTE programs) were designed as alternative education paths for high school students who did not intend to attend college.

SOLUTION

ConnectED and Benson Tech are in partnership to modernize CTE programs and prepare students for a full array of postsecondary options after high school.

PARTICIPATING DISTRICTS

Portland Public Schools, Oregon

Support Pathways Development through Targeted Services

Benson Polytechnic High School Takes Career and Technical Education to the Next Level

Background

Benson Polytechnic High School (Benson Tech) is a technical education school in Portland Public Schools and is one of the most diverse high schools in Oregon. Benson Tech's mission is to "integrate hands-on career technical education and core academics today for the innovations of tomorrow."

ConnectED Services

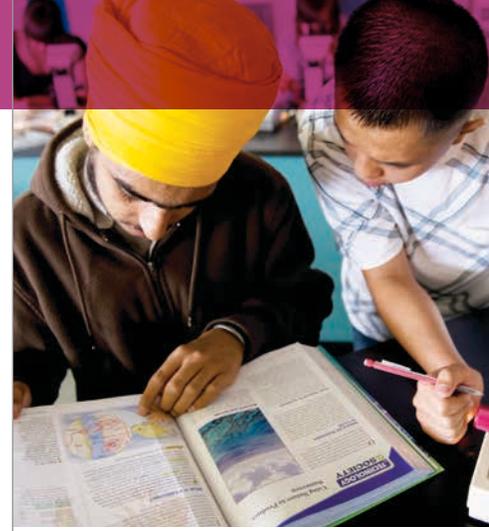
ConnectED delivered multiple services to help Benson Tech modernize its Career and Technical Education programs, including:

- Guidance to refine a three-year implementation plan that improved coordination across multiple stakeholders (e.g., teachers, school leaders, postsecondary partners and employers) and define the criteria for high-quality pathways.
- Technical support to help teachers and school leaders monitor and improve pathway implementation.
- Support to create a master schedule to make pathways accessible for more students.
- Facilitation of a comprehensive listening campaign to identify priorities and next steps for high school transformation.

Early Outcomes

- ✓ Teachers implemented two new industry themed pathways: Communication Design and Health Sciences. Students enrolled during fall 2022.
- ✓ A third Industry and Engineering Technology design team worked on the planning phase at a Pathway Design Institute in summer 2022.
- ✓ Teachers and school leaders received over 100 service hours of professional development to help improve classroom instruction and pathway development – including coaching to support students' sense of personal belonging.
- ✓ Teachers and school leaders used feedback from the listening campaign to improve the design of CTE. As a result, Benson Tech developed more flexible schedules for students to participate in hands-on projects and work-based learning experiences such as student internships.

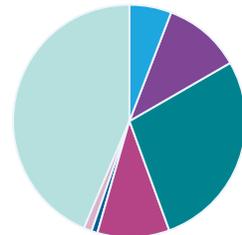
To learn more about our partnership with Portland Public Schools, [click here!](https://connectednational.org/learn/key-resources/pathway) The Essential Elements can be found in the Pathway Framework located at: <https://connectednational.org/learn/key-resources/pathway>



PORTLAND PUBLIC SCHOOLS

Race / Ethnicity

The school enrolled 895 students comprised of the following demographics:



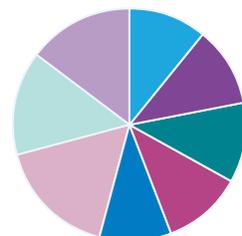
- Asian: 6%
- Black: 11%
- Hispanic: 28%
- Multiple: 10%
- Native American: <1%
- Pacific Islander: <1%
- White: 44%

Free- or Reduced-Lunch: >95%

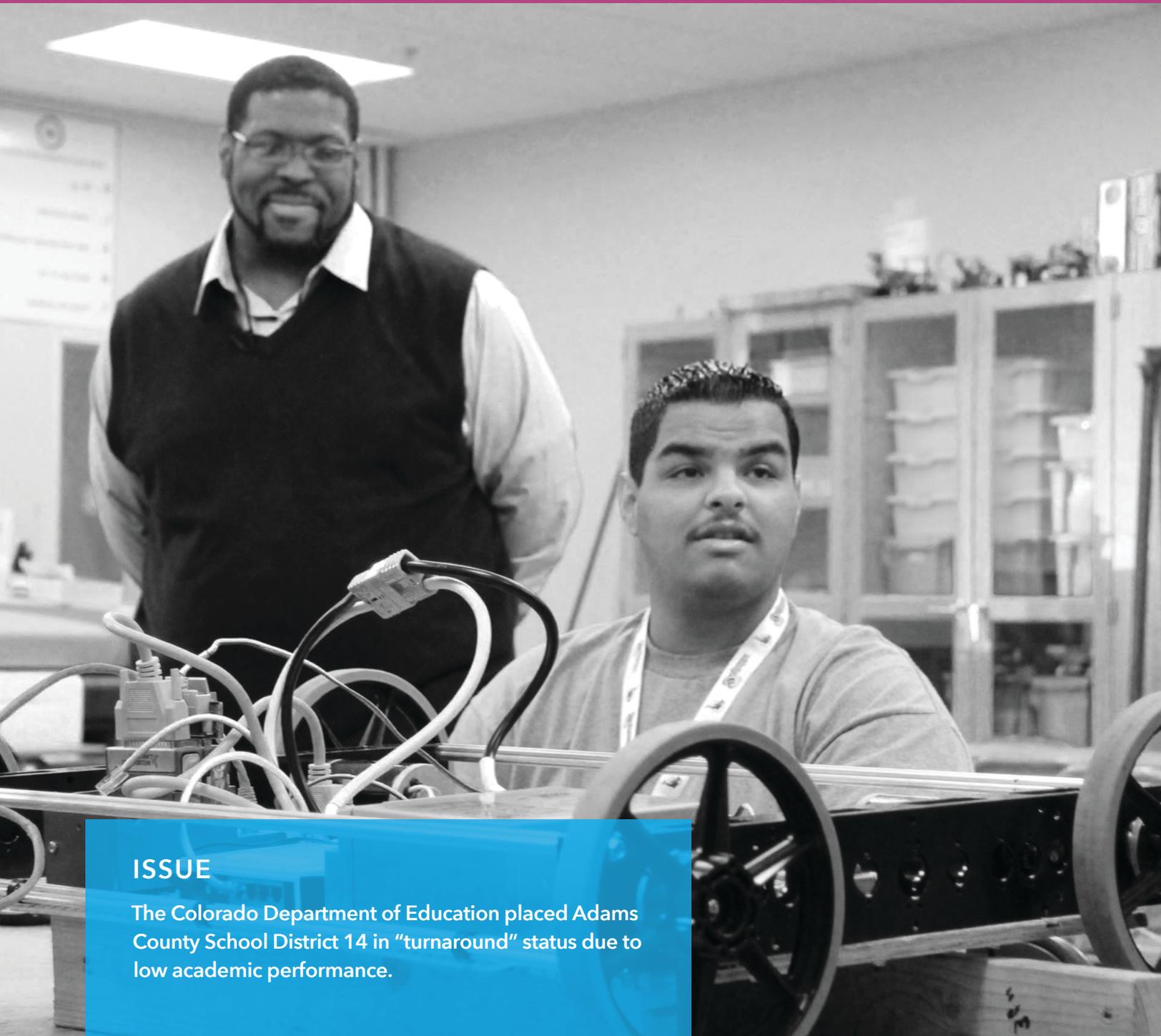
Source: Oregon Department of Education 2021 At-A-Glance Profile for Benson Polytechnic High School

Participants

ConnectED held eight listening campaign sessions with the following stakeholder stakeholders:



- Grade 9 Students: 11.1%
- Grade 10 Students: 11.1%
- Grade 11 Students: 11.1%
- Grade 12 Students: 11.1%
- Faculty: 10%
- Parents: 16.7%
- Alumni: 14.4%
- Business & Industry: 14.5%



ISSUE

The Colorado Department of Education placed Adams County School District 14 in “turnaround” status due to low academic performance.

SOLUTION

Adams 14 reached out to ConnectED to design and implement four “wall-to-wall” career academies at Adams City High. With our help, the district developed district-wide turnaround strategy to dramatically improve student learning outcomes.

PARTICIPATING DISTRICTS

Adams County School District 14,
Commerce City, Colorado

Grow New Community Partnerships

Adams 14 Adopts College and Career Academies as a Turnaround Strategy

Background

In Colorado, schools and districts that receive Priority Improvement or Turnaround ratings for more than five years must appear before the Colorado State Board of Education. Thereafter, the board must identify a course of action to improve student achievement.

Under Superintendent Karla Loria's leadership, Adams 14 reached out to ConnectED to develop a district-wide turnaround strategy that would dramatically improve students' academic achievement. After a year of planning, the coming school year is poised to begin with the first 9th grade cohort. Thereafter, the district will add cohorts each year until there are wall-to-wall academies.

ConnectED Services

During the first year of the partnership, ConnectED provided:

- A readiness assessment to identify strengths and challenges in the district that affect the implementation of high-quality academies.
- Guidance to create a Graduate Profile that outlines the college and career-readiness knowledge and skills for high school graduates.
- Technical support to identify the academy themes and ensure all four academies are accessible for all students – especially English Learners.

Early Outcomes

- ✓ A Community Advisory Group with student, parent, educator, postsecondary education, and employer representation was established.
- ✓ A Graduate Profile approved by the Adams 14 Board of Education.
- ✓ 1,418 students in grades 6–12 completed an interest inventory survey to help determine academy themes.
- ✓ All four academies completed pathway design implementation plans that outline a four-year program of study.
- ✓ Students were recruited to enroll the academies, which are scheduled to begin for 9th graders in fall 2023.

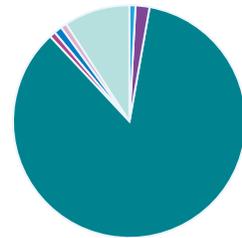
To learn more about our services to support Adams 14, [please get in touch!](#) For a closer review of ConnectED's Development Phases, go to <https://connectednational.org/learn/services/phases-of-work>



ADAMS COUNTY SCHOOL DISTRICT 14

Race / Ethnicity

During the 2021–22 school year, the school district enrolled 6,066 students comprised of the following demographics:



- Asian: <1%
- Black: 2%
- Hispanic: 87.2%
- Multiple: <1%
- Native American: <1%
- Pacific Islander: <1%
- White: 9.2%

77.2% Free- or Reduced-Lunch

Source:

- <https://adams14.net/about/adams-14-demographic-data>
- <https://www.cde.state.co.us/communications/factsheet14accountabilityhistory>

Graduate Profile Characteristics

The Adams 14 Board of Education adopted the following Graduate Profile goals to help high school students prepare for college and career success upon graduation:

- Career Prepared
- Civic and Global Contributor
- Communicator
- Creative and Innovative
- Collaborator
- Critical Thinker



ISSUE

Success in mathematics remains a significant barrier for students' success in college and career. The failure to obtain a postsecondary credential or degree is costly for young people – especially for young people who are historically underrepresented in higher education.

SOLUTION

ConnectED launched partnerships with four districts to implement the Illustrative Mathematics curriculum. ConnectED provided targeted services to improve students' proficiency in middle school math, algebra I in 9th grade, and subsequent high school math courses.

PARTICIPATING DISTRICTS

Oakland Unified School District
Colton Joint Unified School District
San Diego Unified School District
West Contra Costa Unified District
(All in California)

Develop Tools to Improve Curriculum and Instruction

Illustrative Mathematics Removes Barriers to College Entry for Students

What is Illustrative Mathematics?

Illustrative Mathematics is a problem-based curriculum that helps teachers engage students in real-world contexts to think critically and solve problems in mathematics. While Illustrative Mathematics is in the public domain and free for all schools, teachers require professional support to ensure the curriculum is effectively taught.

Spotlight on Oakland Unified School District

Illustrative Mathematics builds upon the Oakland Unified School District's implementation of Linked Learning pathways as it integrates problem-based math instruction within the context of a pathways approach. Along with Envision Learning Partners, ConnectED delivered professional learning services for teachers using a video tool called RewindED, which helped teachers observe and strengthen their own instruction and improve student engagement in mathematics. In total, the support for educators helped around 2,800 9th graders succeed in Algebra I.

Additional Sites

In Colton Joint Unified, San Diego Unified, and West Contra Costa Unified, ConnectED worked with partners to scale the implementation of Illustrative Mathematics including efforts to support changes in teacher's instructional practices. In total, ConnectED provided over 1000 hours of services to help districts implement student-centered math instruction within college and career pathways.

Early Progress

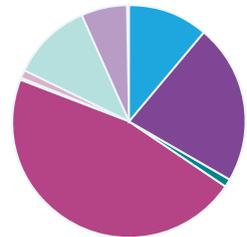
- ✓ We developed and implemented Rewind ED and related video club protocols.
- ✓ ConnectED created professional development resources to support the use of Illustrative Mathematics.
- ✓ We helped participating districts implement practice frameworks that can improve student achievement in math.

To learn more about our services to support Illustrative Mathematics, **please get in touch!** For a closer review of ConnectED's Development Phases, go to <https://connectednational.org/learn/services/phases-of-work>



OAKLAND UNIFIED SCHOOL DISTRICT

Race / Ethnicity

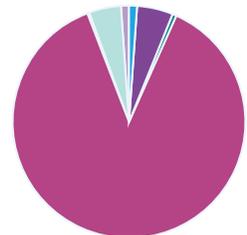


Free- or Reduced-Lunch: 75.7%

Source: caschooldashboard.org/reports/0161259000000/2021

COLTON JOINT UNIFIED SCHOOL DISTRICT

Race / Ethnicity



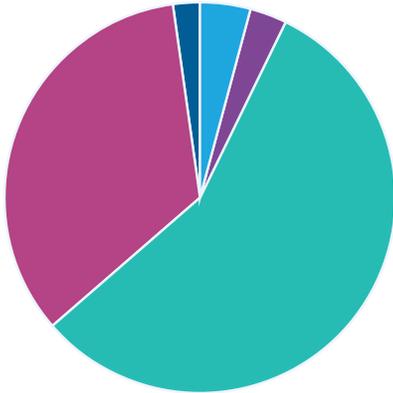
Free- or Reduced-Lunch: 66.3%

Source: caschooldashboard.org/reports/3667686000000/2021

Experiential Site Visits Snapshot

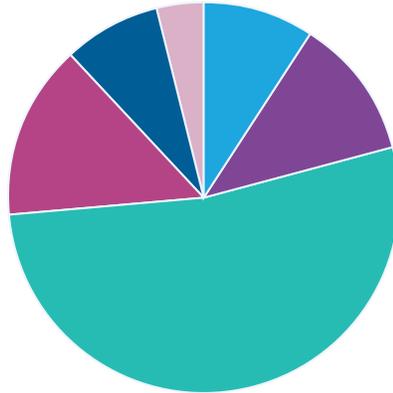
In 2022, ConnectED continued to provide opportunities for educators nationwide to see the work up close. We hosted Experiential Site Visits in two districts: Porterville Unified and San Diego Unified.

San Diego (California)



Total Participants: 94

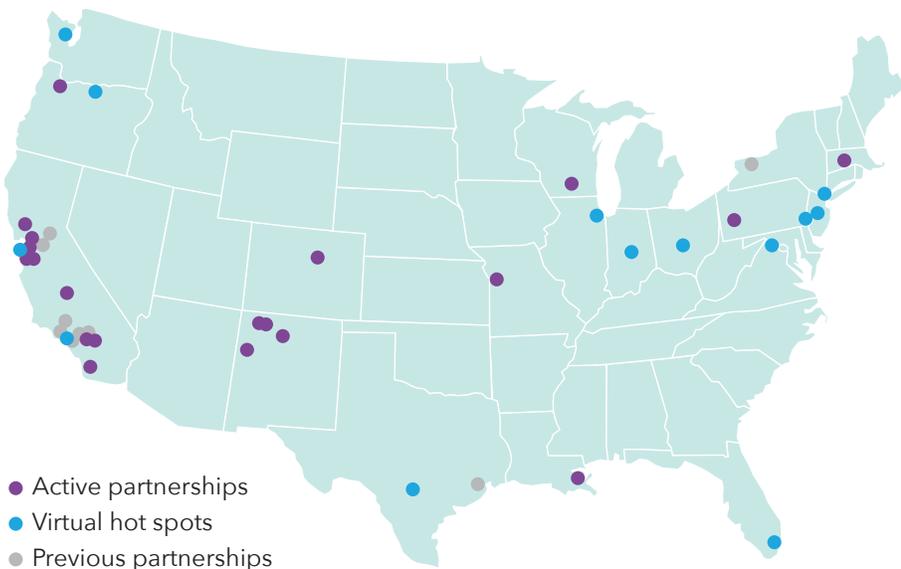
Porterville (California)



Total Participants: 76

Focus on Services

In addition to our current partnerships, ConnectED continues to see increases in virtual users. There are several new regions or “virtual hotspots” around the country where there is high traffic visitation to ConnectED’s website.



Participant Survey Feedback:

“As a first-year teacher, this was very informative on how other schools are being run and what pathways can be created for students. I’m excited to see the future of high schools.”

“Thank you to ConnectED and the participating schools. It was a wonderful learning experience and (gave us) ideas to bring back to build our pathways in our school.”

Champions of ConnectED

Philanthropic Supporters

ConnectED’s supporters are critical partners in our work. Thanks to the support of **foundations** and individual donors, we continue to change the status in public education so that students become more inspired and equipped to make their potential exponential!

Contributing Foundations in 2022:

- Barr Foundation**
- Bill & Melinda Gates Foundation**
- Carnegie Corporation**
- Walter & Elise Haas Fund**
- LANL Foundation**
- Thornburg Foundation**

ConnectED Team

Staff members in 2022:

Executive Leadership Team

- Gary Hoachlander**
President & CEO
- Daphannie Stephens**
Chief Program Officer
- Jason Quiara**
Chief Strategy and Partnerships Officer
- Maggie Williams**
Chief Financial Officer
- JD Hoyer**
Special Advisor to ConnectED

Administrative Team

- Michelle Berrios**
Senior Event Planner/ IT Administrator
- Joseph Hendry**
Administrator IT/ Management/ Operations
- Elizabeth Mendez**
Office Manager
- Deana Penales**
Accountant

Program Team

- Rob Atterbury**
Director, District and Regional Support
- Kiera Brodsky-Chase**
Director, Instructional Design and Research
- Vinci Daro**
Associate Director, Instructional Design and Research
- Ben Crosby**
Director, Technology and Media
- Julie Koenke**
Director, District and Regional Support
- Jennifer Lutzenberger Phillips**
Director, Learning, Teaching, and Pathway Development
- Shierra Merto**
Director, Finance and Contracts
- Pier Sun Ho**
Associate Director, Learning, Teaching and Pathway Development
- Tamyra Walker**
Associate Director, Instructional Design and Research

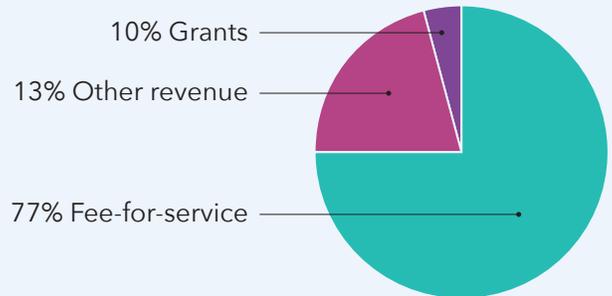
Financial Overview

Annual Income & Expenses

Revenue	\$3,307,828
Expenses	\$4,738,266
Change in Net Assets	\$1,480,438

*Deficit reflects expenses earned revenue received from multi-year commitment (Gate Foundation) booked in prior year.

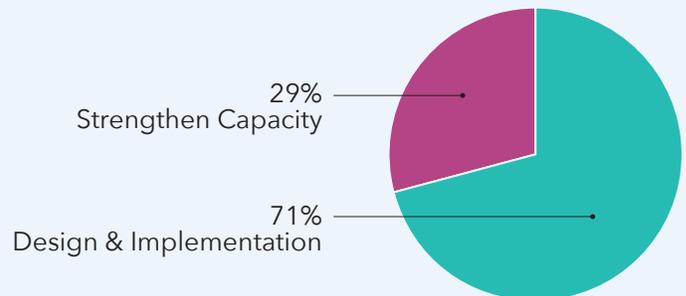
Annual Revenue



Service Categories Program Expenses

Design & Implement Pathways	\$2,273,715
Strengthen Instructional Capacity	\$934,832

Services Categories – Program Expenses



Your new and continued support is appreciated. [You can give here!](#)

ConnectED: The National Center for College & Career

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(510) 849-4945

info@connectednational.org
www.connectednational.org

Interested in our Support Services? Contact Us!