

# ANNUAL REPORT

January 2016–December 2017



**URBAN TECH**  
THE NATIONAL URBAN  
TECHNOLOGY CENTER



**TRANSFORMING LIVES  
THROUGH THE POWER OF TECHNOLOGY**

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# Our Mission

The National Urban Technology Center (Urban Tech) is a not-for-profit educational corporation founded in 1995 to close the digital divide in low income, underserved communities. Over the past 23 years, Urban Tech has established high-tech computer centers and vocational training to prepare community members of all ages for employment and entrepreneurial opportunities in the emerging 21st century markets driven by technology and telecommunications.

In schools across the country that use Urban Tech's curriculum for digital literacy, students demonstrate improvements in social and emotional learning, academic skills, workforce development and leadership. Teachers are trained to create solutions that recognize students' value to society, regardless of social background and to provide an educational experience that celebrates diversity.

Urban Tech's two flagship curricula, the Youth Leadership Academy (YLA) and Dignity for All (DFA), use technology to transform the classroom into a personalized, interactive learning environment that celebrates students' personal experiences, ideas and dreams while building relationship skills necessary for safe and supportive communities.

Our standards-based curricula change the game in education through the use of digital storytelling, critical thinking, and social and emotional learning. Our programs adapt to the needs of all students and prepare them for 21st century technology careers, while supporting teachers and parents to improve education holistically.

We are proud of our achievement and see challenges in the future that require even greater focus on building technologically-skilled, empathic and self-sustainable communities in the next 25 years. We thank you for your continued commitment to this important mission.



# Letter From the President



Today, technology touches every part of our lives. Home computers, laptops, tablets and mobile phones are ever-present assistants that serve us every day. Each year, there are more and more young people using technology to communicate and tell their stories: according to the latest Pew Research Center survey, 95% of teens report having access to a smartphone. With regard to social media, 85% of teens use YouTube, 72% use Instagram, and 69% use Snapchat.

To reach more kids where they are spending their time, Urban Tech will continue to innovate the digital programs

for social and emotional learning (SEL), both in and outside of school, to encourage youth to become better students and leaders in their communities.

Urban Tech's Youth Leadership Academy (YLA) is a high-impact, web-based program that uses both instructor-led and self-paced modes of learning. It includes a carefully designed mix of group activities, games, structured exercises, and access to a well-selected online resource library for academic improvement, healthy living, financial literacy, and college and career preparation. YLA is scaled for distribution to schools and afterschool programs; it

can be accessed 24/7 in libraries, Boys and Girls Clubs of America, faith-based organizations, and at home using an assigned login and secure password to a private account.

This year, we announced the results of three years of research in neurobiology with regard to its potential of improving social and emotional behavior, and proudly launched Dignity for All (DFA), a whole-school bullying prevention curriculum. DFA defines what bullying is, explains the role empathy plays in preventing bullying incidents, and gives students and teachers the tools they need to create a safe and supportive school environment.

We appreciate and rely on the support of our board members and donors to help us grow and expand YLA and DFA to schools and afterschool programs nationwide, and to give teachers, students and parents the neurobiological tools to build social and emotional skills in reflection, empathy and teamwork for students' success in school and in life. We look forward to engaging school populations in the critical years ahead, to encourage their enthusiasm and inspire new values and expectations for dignity for all students, regardless of social and economic background. We believe that getting a good education is a civil right.

**PATRICIA BRANSFORD, MBA**  
*Founder and President*

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Urban Tech adheres to the highest pedagogical standards and principles in compliance with state and federal policies, including the U.S. Department of Education National Technology Plan, the National Assessment for Educational Progress and Universal Design for Learning (UDL).

# Letter from the Board Chair



According to a study in 2013 by the Organization for Economic Cooperation and Development (OECD), youth and adults in the United States are far behind in proficiency areas such as literacy, mathematics, and problem solving in technology-rich environments. The study

found that the United States ranked:

- Fourth to last in literacy
- Second to last in basic mathematics
- Among the last in average adult problem solving proficiency

And every day, 160,000 students skip school to avoid being bullied.

Our goal is to train students, teachers and parents as knowledgeable bystanders who are able to intervene to prevent bullying incidents and establish safe and supportive school environments for emotional growth and academic performance.

Although globalization and advances in technology have increased the capacity of our educational systems to prepare youth and adult learners for success in school, career, and life, we continue to see signs that we are not closing the gap fast enough. High school and university dropout rates have increased and the gap between the “haves” and “have nots” continues to widen.

Meanwhile, forecasts by the Center for Education and the Workforce suggest that if the economy maintains, then 2019 will hold more opportunities for educated workers than ever before. For example:

- US economy will create 46.8 million job openings — 13.8 million new jobs and 33 million “replacement jobs”.
- Nearly two-thirds of these 46.8 million jobs — almost 63 percent — will require workers with at least some college education.
- About 33 percent will require a Bachelor’s degree or better, while another 30 percent will require some college or a two-year Associates degree.

The vast majority of these jobs will also require high levels of analytic, critical thinking, technology and communications skills. Numerous studies and national surveys point to social emotional learning (SEL) as critical to student success in each of these areas and teachers across America believe that SEL is critical to student success in school, work and life. We must work together to assure that SEL skills are integrated in academic curricula and become the linchpin of school environments.

I sincerely thank you for your continued support of Urban Tech’s mission. Your contributions and thought leadership have given us the means to promote a model of learning powered by technology.

KATHY BRANSFORD  
*Board Chair*

“When I took the Urban Tech class, I learned that learning is to expand your mind and to grow as a person. I learned persistence and how to meet difficult challenges. Urban Tech helped me to grow as a person. Since experiencing the Urban Tech courses and learning from their great team, I have gone from fair grades to always being on the honor roll.”

KRYSTAL SUAZO

YLA & CYBER CAMP ALUMNA



# Safe and Supportive Schools

According to the National Center for Education Statistics, about 21% of students ages 12-18 experienced bullying during the 2015 school year. According to DoSomething.org, over 3.2 million students are victims of bullying each year. One in four teachers see nothing wrong with bullying, and will only intervene 4% of the time. We need bullying prevention education in every school so that each community member understands what bullying is and how it can be stopped.

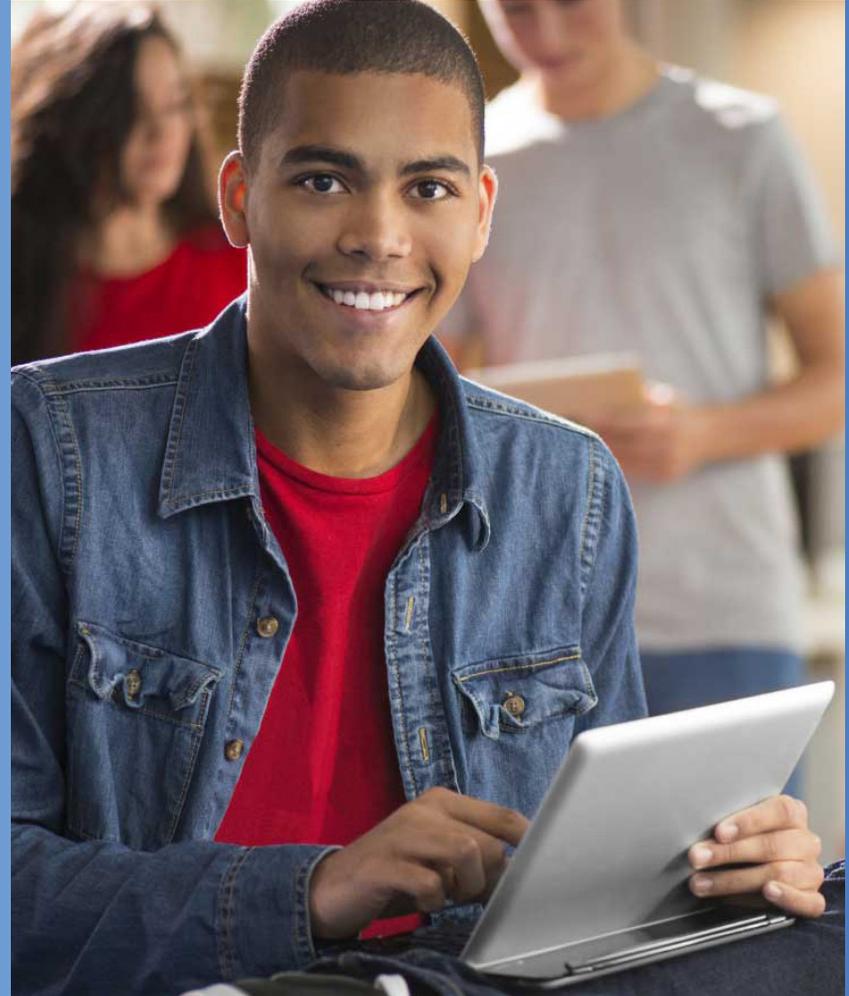
Urban Tech has spent the past three years developing Dignity For All (DFA) to put a stop to the bullying epidemic that is sweeping our state and our country. The comprehensive curriculum is built on the primary goal of increasing the number of upstanders – those who stand up for victims of bullying – to prevent bullying incidents. Studies indicate that 59% of the time, bullying will stop within 10 seconds if a witness intercedes. DFA uses Urban Tech's ACID Test to teach students the four characteristics of bullying – aggressive, continuous, imbalance in power, and deliberate – and to help them stand up for themselves and their peers.



Classes embark on three Quests, each of which has its own guiding principle. Quest 1 provides background knowledge on what bullying is and elaborates on the different forms it can take. Quest 2 relates that knowledge to the importance of empathy and reflection to change attitudes. Quest 3 inspires students to create classroom value statements, practice behavioral skills that support those values, and use restorative inquiry to create a safe and supportive environment.

# A Vision for the Future

Technology can offer unprecedented opportunity by opening doors to career advancement in new markets built on innovative software, social media, artificial intelligence, and augmented reality. We believe it is our job to ensure that schools in under-resourced communities are able to provide their students with the digital literacy skills necessary to succeed in these markets. More technological innovation means greater access to underserved communities across the nation, and further empowers our students for success.



# 2016–2017 in Review

## 21st Century College and Career Readiness Skills

### ACADEMIC AND CONTENT KNOWLEDGE

- Proficiency in English and language arts, literacy, mathematics, science and social sciences and capacity to process, retain and apply content knowledge
- Digital and technological savvy; understanding what resources are available for use, and when

### COGNITIVE AND HIGHER-ORDER THINKING STRATEGIES

- Independence in formulating hypotheses, critical thinking, problem solving and reasoning
- Ability to identify, analyze and evaluate differing or conflicting viewpoints

### SOCIAL AND EMOTIONAL INTELLIGENCE

- Strong sense of self-awareness and self-management
- Social awareness; culturally sensitive system of values, beliefs and attitudes

### COLLEGE AND CAREER PREPAREDNESS

- Academic programming/sequencing for college-level coursework
- Exploration of tools for navigating roadmaps to higher education and career options, as well as financial support opportunities

### EMPLOYABILITY AND LIFE SKILLS

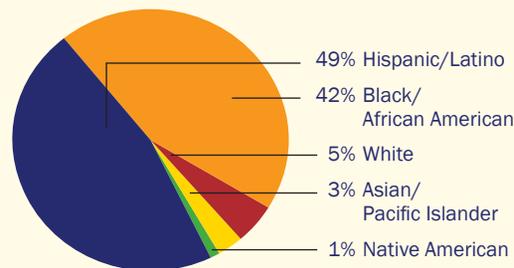
- Self-directed lifelong learners capable of ownership and accountability
- Ability to adapt communication toward a specific audience, task and/or purpose

-Source: Partnership for 21st Century

Powered by technology, Urban Tech is helping to reshape the learning experience. We provide cutting-edge curricula that nurture leadership, critical thinking, problem solving, social and emotional learning, pro-social behaviors, team building, creativity, healthy habits, digital literacy and financial literacy. We help to develop and nurture those life and competitiveness skills necessary for success in a 21st century, global economy.

To ensure that our programs are implemented with the highest quality of instruction, Urban Tech works in partnership with schools, afterschool programs, community-based organizations, faith-based institutions and youth development centers. About 90% of Urban Tech's clients are Black and Latino; their families' per capita income is at or slightly above the poverty level.

## URBAN TECH STUDENT DEMOGRAPHICS



In January 2016 – December 2017, Urban Tech reached even greater milestones, helping students, educators, families and communities achieve their goals:

- Served 12,200 students through:

The Youth Leadership Academy® (YLA), which is implemented in 25 NYC Schools across 11 Community School Districts; and in 66 schools and afterschool programs in 23 states and the District of Columbia.

The Financial Education Network (FEN), implemented in 7 community based organizations (CBOs) in 5 states.

The VITA Financial Empowerment Program, implemented in Orange County, New York.

- Implemented Dignity for All (DFA), a whole-school bullying prevention program rooted in neuroscience and geared toward middle school audiences. DFA defines what bullying is, explains the role empathy plays in preventing bullying incidents, and helps students, teachers and parents create safe and supportive school environments.
- Implemented the Community Schools Initiative (CSI) for providing comprehensive Attendance Improvement and Dropout Prevention (AIDP) services and selected by the United Way of New York City and the New York City Department of Education (NYCDOE)

# 2016–2017 in Review

as a preferred CSI provider. Department of Education (NYCDOE) as a preferred CSI provider.

- Expanded its Digital Literacy Program to include a “Filmmaking and Video Production Intensive” for middle school students. The program, successfully piloted in the summer 2015, was designed with the following learning goals:

To learn the terminology and process of video production and filmmaking.

To develop collaborative skills by working in teams.

To learn how to use a variety of tools to create and edit digital video and films.

To develop an appreciation for video production and filmmaking as a STEM (Science, Technology, Engineering, and Math) area of study.

To learn the importance of and how to use 21st century technology to tell impactful stories.

- Developed a new research-based Bullying Prevention Program in compliance with the state’s Dignity for All Students Act (DASA).
- Refined YLA to conform to a standards-based, English and language arts curriculum.
- Successfully designed, developed and piloted the Urban Tech Financial Education

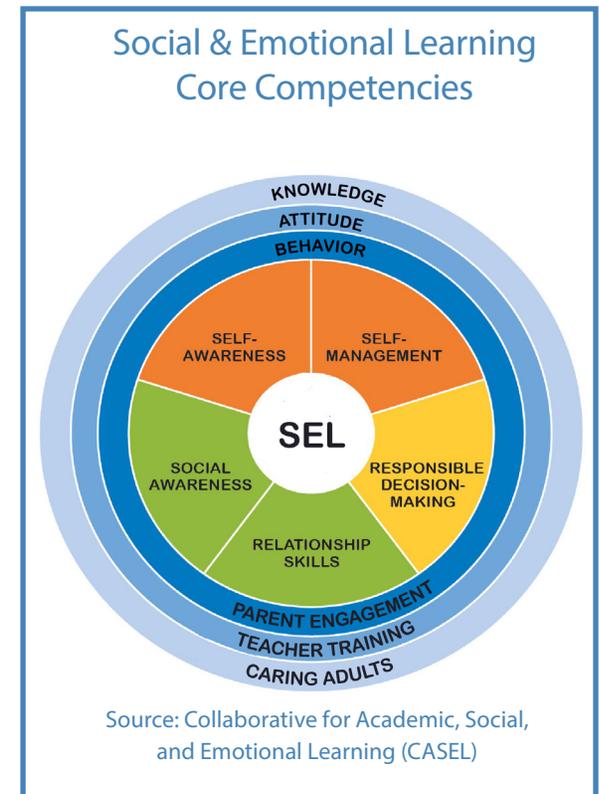
Network (FEN), an online learning portal for providing comprehensive, online financial education and training utilizing Wells Fargo’s Hands on Banking® curriculum and Urban Tech’s Youth Leadership Academy® “Budgets and Banking” curriculum. The pilot was borne out of the documented urgent, critical need for improved financial education in the United States. The pilot was enormously successful. In collaboration with seven exemplary community partners, we achieved the following results:

Nearly 2,000 youth, young adults and seniors received online financial education and coaching and attained certification.

Through the FEN, participants were excited by the opportunity for a self-paced, self-driven educational experience accessed at their own convenience.

The FEN utilized social media and “Meet-Ups” to encourage and motivate student collaboration and learning. Based on survey responses, this was a favorite program feature.

- Selected by the Yonkers (New York) Public Schools and the Black United Fund of New York (BUFNY) to implement a digital literacy program for middle school students to study coding, video production, and robotics and to develop an understanding of STEM (Science, Technology, Engineering, Math) careers and requirements.



Source: Collaborative for Academic, Social, and Emotional Learning (CASEL)

# Urban Tech Partners 2016–2017

Since 1995, Urban Tech has built a network of 750 computer training centers, 200 youth development programs and 150 financial literacy programs. It has reached 25,000 students in 100 schools and over 750,000 people in 45 states, the District of Columbia, the US Virgin Islands, and Singapore, Asia.

Urban Tech's programs reach schools, parents, youth and families across the U.S. and in Singapore, Asia.

Urban Tech is proud to acknowledge the following schools and community partners:

## ARIZONA

San Louis  
San Louis Middle School  
Southwest Junior High School

## ARKANSAS

Jacksonville  
DreamArkansas.org  
Little Rock  
Covenant Keepers Charter School

## CALIFORNIA

Lancaster  
AV Champions Inc.  
Paradise  
Achieve Charter School

## CONNECTICUT

New Haven  
New Light High School

## DISTRICT OF COLUMBIA

Washington  
Lydia's House

## FLORIDA

Fort Myers  
Source of Light & Hope Development Center  
Panama City  
LEAD Coalition of Bay County, Inc.

Saint Augustine  
Saint Augustine Youth Services

## GEORGIA

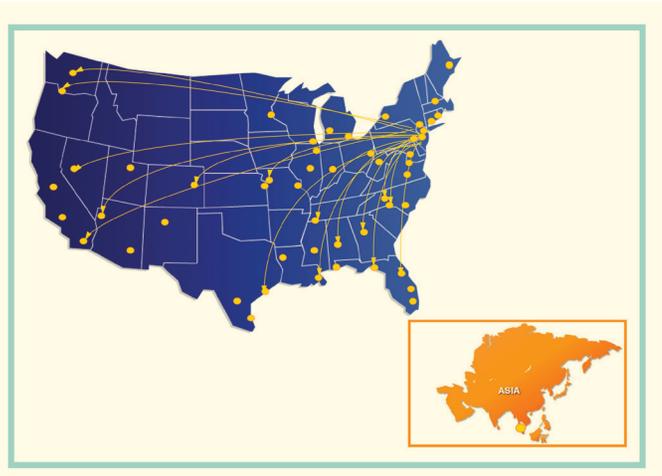
Augusta  
Boys & Girls Clubs of the CSRA  
Atlanta  
Urban League of Greater Atlanta

## ILLINOIS

Assumption  
Kemmerer Village Central A&M  
Calumet  
Thornton Fractional Center for Academics and Technology  
Thornton Fractional North High School  
Lansing  
Thornton Fractional South High School  
Mattoon  
LifeLinks Mental Health  
Monee  
Monee Education Center  
Normal  
Hammitt Junior/Senior High School  
Rockford  
Flinn Middle School

## LOUISIANA

LaPlace  
Louisiana Ambassadors



# Urban Tech Partners 2016–2017 (continued)

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Ignite Flint Four Square Church

## MINNESOTA

### Minneapolis

Hospitality House Youth Development

## MISSOURI

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Family Facets, Inc.

## NEVADA

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## NEW JERSEY

### Paterson

Paterson School District

## NEW YORK

### Hicksville

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### New York City

#### *The Bronx*

Save Our Streets South Bronx

South Bronx Academy for Applied Media

#### *Brooklyn*

Aspirations Diploma Plus High School

M.S. 354 The School of Integrated Learning

P.S. 056 Lewis H. Latimer

#### *Manhattan*

Council of School Supervisors and  
Administrators (CSA)

### Harvey Milk High School

#### *Queens*

August Martin High School

Catherine & Count Basie Middle School 72

Civic Leadership Academy

Corona Arts & Sciences Academy

I.S. 237

I.S. 250 The Robert F. Kennedy Community  
Middle School

J.H.S. 074 Nathaniel Hawthorne

J.H.S. 185 Edward Bleeker

J.H.S. 226 Virgil I. Grissom

P.S. 043

Preparatory Academy for Writers: A College  
Board School

Queens School of Inquiry

Queens United Middle School

SONYC/Parsons Beacon Community School

The Child Center of NY

Waterside School For Leadership

YABC/Flushing High School

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## NORTH DAKOTA

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Underwood Public School

## OHIO

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Success Academy Milford High School

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Devine ISD

### Garland

The Bowtie Boys, Inc.

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LEAD Houston

## UTAH

### Salt Lake City

East High School

## VIRGINIA

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### Manassas

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## Celebrity Voices



From left to right: John Starks, 2011 Community Service Honoree; Star Jones, 2013 Award Presenter; Blair Underwood, 2012 Humanitarian; Ms. Patti LaBelle, 2010 Community Service Honoree; Hannah Bronfman 2017 Visionary; Annette Bening, Humanitarian; Hill Harper, 2014 Humanitarian; Louis Gossett Jr., 2014 Award Presenter; Maurice DuBois, 2012 Public Service Honoree

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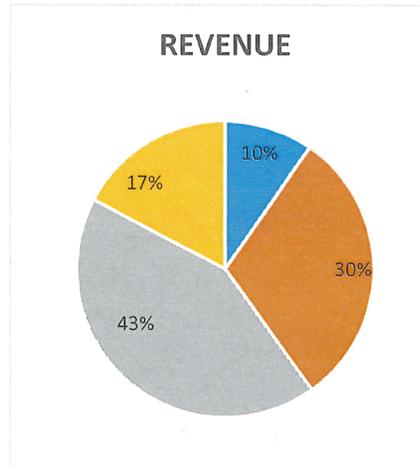
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# 2016 Financial Report

## STATEMENT OF ACTIVITIES FOR YEAR ENDED DECEMBER 31, 2016

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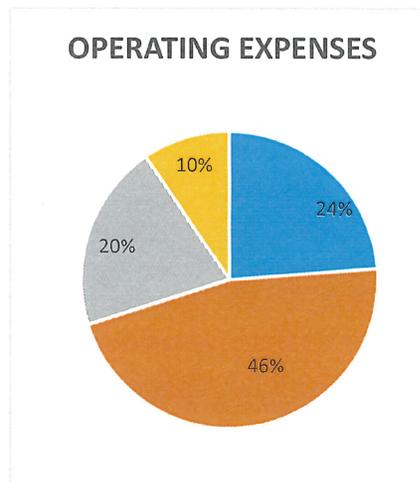
|                                  |                  |
|----------------------------------|------------------|
| Program Services                 | \$56,401         |
| Private Contributions and Grants | \$177,519        |
| Special Event Income             | \$249,431        |
| Other Income                     | \$100,902        |
| <b>Total Revenue</b>             | <b>\$584,253</b> |



10% Program Services  
30% Private Contribution & Grants  
43% Special Event Income  
17% Other Income

### OPERATING EXPENSES

|                                  |                  |
|----------------------------------|------------------|
| <b>Program Services:</b>         |                  |
| Customized Work                  | \$105,311        |
| Youth Leadership Academy® (YLA)  | \$204,898        |
| <b>Total Program Services</b>    | <b>\$310,209</b> |
| <b>Supporting Services:</b>      |                  |
| Management and General           | \$90,307         |
| Fundraising                      | \$42,137         |
| <b>Total Supporting Services</b> | <b>\$132,444</b> |
| <b>TOTAL EXPENSES</b>            | <b>\$442,653</b> |



24% Customized Work  
46% Youth Leadership Academy (YLA)  
20% Management and General  
10% Fundraising

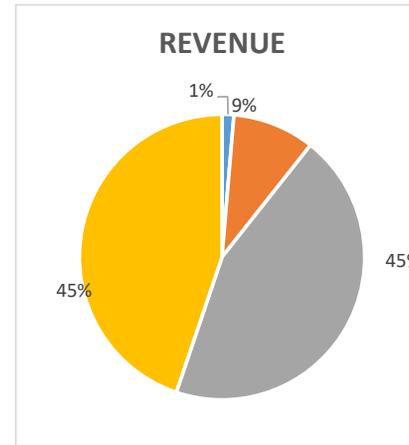
|                              |             |
|------------------------------|-------------|
| NET ASSETS—beginning of year | (\$433,408) |
| NET ASSETS— end of year      | (\$281,245) |

# 2017 Financial Report

## STATEMENT OF ACTIVITIES FOR YEAR ENDED DECEMBER 31, 2017

### PUBLIC AND PRIVATE SUPPORT AND REVENUES

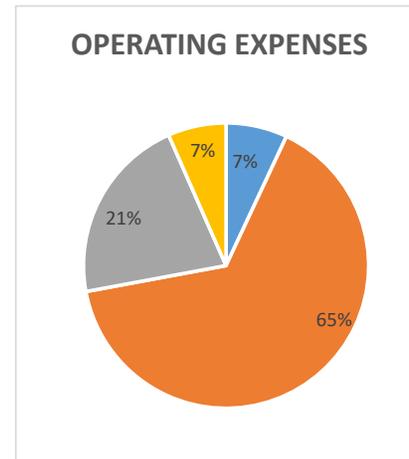
|                                  |                  |
|----------------------------------|------------------|
| Program Services                 | \$8,956          |
| Private Contributions and Grants | \$62,325         |
| Special Event Income             | \$298,055        |
| Other Income                     | \$299,800        |
| <b>Total Revenue</b>             | <b>\$669,136</b> |



1% Program Services  
 9% Private Contribution & Grants  
 45% Special Event Income  
 45% Other Income

### OPERATING EXPENSES

|                                  |                  |
|----------------------------------|------------------|
| <b>Program Services:</b>         |                  |
| Customized Work                  | \$43,815         |
| Youth Leadership Academy® (YLA)  | \$409,619        |
| <b>Total Program Services</b>    | <b>\$453,434</b> |
| <b>Supporting Services:</b>      |                  |
| Management and General           | \$134,062        |
| Fundraising                      | \$41,532         |
| <b>Total Supporting Services</b> | <b>\$175,594</b> |
| <b>TOTAL EXPENSES</b>            | <b>\$629,028</b> |



7% Customized Work  
 65% Youth Leadership Academy (YLA)  
 21% Management and General  
 7% Fundraising

|                              |             |
|------------------------------|-------------|
| NET ASSETS—beginning of year | (\$278,432) |
| NET ASSETS— end of year      | (\$193,610) |

# Education & Technology Advisory Committee

The Urban Tech Education & Technology Advisory Committee (ETAC) was established in 2003 as an advisory panel to the Urban Tech staff. The EAC is comprised of leading policy experts and practitioners who share an interest in the development of programs for high-needs communities and youth and the success of Urban Tech's innovative technology training, professional development, financial education and youth development programs. Members of the advisory group bring a collective knowledge base from diverse backgrounds in educational technology, teaching, youth development, curriculum development, psychiatry, psychology, evaluation, professional development and organizational behavior.

**Cassandra Bransford, MSW, PhD**

Associate Professor, Binghamton University Department of Social Work; Director, Applied Clinical Research

**Valentino D. Carlotti**

Senior Partner, Goldman, Sachs & Co.

**Dawn Hankin Cliette**

Director, Hospital Contracting, MagnaCare

**Johnetta Betsch Cole, PhD**

Director of African Art, Smithsonian National Museum of African American History and Culture; President-Emerita, Spellman College and Bennett College

**Toni G. Fay**

TGF Associates

**James P. Comer, MD**

Maurice Falk Professor of Child Psychiatry, Yale University Child Study Center; Creator, Comer School Development Program

**Harold P. Freeman, MD**

President and Founder of the Ralph Lauren Center for Cancer Care and Prevention; Founder, Harold P. Freeman Patient Navigation Institute

**Sanjeanetta Harris**

Board of Directors, EmblemHealth

**Jessica Isaacs**

President - The AJI Group

**Shirley Ann Jackson**

President, Rensselaer Polytechnic Institute

**Vernon E Jordan Jr., Esq.**

Senior Counsel, Akin Gump; Past President & CEO, National Urban League

**Fern Kahn, CMSW**

Dean Emerita, Division of Continuing Education, Bank Street College of Education

**Reatha Clark King, PhD**

Chairman, National Association of Corporate Directors (NACD); former president and board chair, General Mills Foundation; former vice president, General Mills

**Carlotta G. Miles, MD**

Child Psychiatrist.

**Hugh B. Price, Esq.**

John L. Weinberg/Goldman Sachs Visiting Professor of Public and International Affairs, Woodrow Wilson School, Princeton University; Former Expert, Brookings Institution; Past President & CEO, National Urban League

**John Starks**

NBA All-Star, New York Knicks; founder and president, John Starks Foundation

**Jennifer White**

JBW Associates – Curriculum & Multimedia Producer

# 2016-2017 Urban Tech Signature Programs





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