



# AT&T supports the Sustainable Development Goals



## SDG 4 • *Ensure inclusive and quality education for all and promote lifelong learning*

AT&T is driving innovation in education to promote student success in school and beyond through our signature philanthropic initiative, **AT&T Aspire**, and through our international program **ESCUELA+**. We are leveraging technology, relationships and social innovation to help all students make their biggest dreams a reality.

## II. ESCUELA+

Through our DIRECTV Latin America (DTVLA) technologies-products-services, we are working to positively impacting education while bridging the digital gap in the most remote and vulnerable communities in Latin America.

Our ESCUELA+ program continues to offer some of the most advanced and complete TV education programming deployed in schools.

As a catalyst for positive change in primary and secondary education, ESCUELA+ leaders work in collaboration with private companies, government departments of education and other stakeholders to positively transform the classroom experience. The program combines deployment of: DIRECTV technology; third-party educational content and support materials; innovative audio/visual classroom teaching methodology; specialized customer

service; and ongoing communication and engagement.

By year-end 2018, ESCUELA+ had incorporated its 9<sup>th</sup> country (Brazil) and reached 9,356 schools. Approximately 80% of the participating schools are rural, which also makes the program one of the most active in bridging the digital divide. Since the start of the program, we have:

- Reached more than 2 million students;
- Trained more than 16,500 teachers;
- Created more than 500 teaching support materials;
- Logged 1,100 workshop hours; and
- Launched a dedicated ESCUELA+ channel to broadcast original, partner and ministry of education content.



As part of our ESCUELA+ network, DIRECTV also contributed to the building of a [Sustainable School in Argentina](#) in 2018, a unique project serving the community of Mar Chiquita in Buenos Aires Province.

In addition to ESCUELA+, AT&T supported several other Latin America projects, including:

- An awareness campaign in Mexico to encourage the responsible use of technology and prevent cyberbullying, serving up to 13,000 students.
- A project in Chile to support innovative robotics and STEAM (Science, Technology, Engineering, the Arts and Mathematics) programs in 3 rural schools serving 250 students and teachers in Tucuman Province in the Andes, a highly vulnerable population.
- A technology boot camp in Mexico to provide job-oriented educational training and opportunities to more than 100 underprivileged young women in Mexico City and Guadalajara.
- The creation and development of online courses and an online platform for teachers in Argentina that promotes literacy in children growing up in poverty who, although they attend school, have not learned how to read and write.

### **High-Tech and leading-edge program deliverables:**

- Digital satellite technology reach
- Digital-Video-Recorder (DVR) equipment technology - Enabling teacher's complete control of educational content
- Broadband internet (in areas where available)
- Tables with custom built ESCUELA+ App
- Specific A/V educational content (some available exclusively through ESCUELA+)
- Institutional methodology and training
- Pedagogical support material for teachers and students
- 0800 Customer Service line with ESCUELA+ CSR trained representatives
- Own ESCUELA+ broadcast channel

### **High-Touch focused and approach:**

- **The Key Relationship Dynamic:** The program's main focus is to positively impact education by enriching the teacher-student relationship in the classroom.



- **The Teacher's Professional Needs:** The training is designed to strengthen teachers confidence in technology, knowledge in methodology, and creative thinking through:
  - Gentle introduction of technology components into the classroom setting
  - Alleviation of "fear-of-technology" learning curve
  - Transform the 1.0 teacher/4.0 student dynamic from negative to positive
  - Alignment of A/V content for grade level requirements
  - In unison with Ministries of Education academic demands and standards
- **The Human Factor:** The program aims to comprehend and service teacher's human needs in order to improve classroom performance.
  - Mobilize support of hundreds of volunteers
  - Dedicated service of CSR Agents
  - Production of ready-to-use pedagogical materials aligned with subject and grade level



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### I. AT&T Aspire

At AT&T, we are using the power of our network to build a better tomorrow. Through the AT&T Aspire initiative, we help provide access to the education and training people need to get and keep good jobs. Our employees also mentor students across the country to help them discover their career passions and potential. In 2018, we celebrated Aspire’s 10-year anniversary and our commitment to invest more than \$500 million in education-centric programs. Our efforts continue to focus on innovating education, supporting organizations that help students succeed and powering career development.

#### **We aspire to:**

- Remove barriers to academic success and career growth, and help all students

– regardless of age, gender or income—make their biggest dreams a reality.

- Spark innovation and empower students, educators and caregivers to utilize new technologies for personal, career and community growth.
- Build a viable, creative and adaptive workforce that is prepared to face the changing needs of employers and customers.
- Support organizations and solutions that offer a socially innovative approach to improving teaching, learning and workforce development.
- Create innovative products and services that can impact teaching and learning.



## Innovating Education:

Technology can help make it easier for everyone – regardless of age, gender, income or geography – to learn anytime, anywhere. Through AT&T Aspire, we’re investing in tools to spark and scale new learning innovation.

The AT&T Aspire Accelerator’s mission is to support innovations that have the potential to help every student achieve a bright, successful future – exponentially and at scale. In 2018, the 4th class of the Aspire Accelerator featured 8 innovative education-tech startups chosen to receive a financial investment from AT&T as well as mentorship and access to expert services from AT&T and others. Across the 4 Accelerator classes to date, our 27 participants have reached more than 22.6 million students and attracted more than \$35 million in additional funding. For further information, visit the Aspire Accelerator website.

## Supporting Programs that Support Students:

AT&T Aspire seeks to support organizations with proven strategies that help students succeed. AT&T is proud to be a lead supporter of the GradNation campaign and to work with many successful education organizations across the country, meeting the unique needs of students in their communities.

In 2018, to celebrate a [decade of AT&T Aspire](#), we awarded \$9.25 million to 10 organizations across the country that help underserved students stay in school and prepare for their next step in life.

We also collaborate with several organizations to support our employee mentoring program. These organizations facilitate both in-person and online mentoring across the world. Another focus of AT&T support is organizations that help underrepresented students develop computer science and coding skills.

## Powering Careers:

To keep up with the speed of innovation and equip a workforce for the future, AT&T invests in several education and job training programs. Examples of our support include the following:

- **Udacity:** To prepare more people with the skills needed for high-demand tech jobs that require technological expertise, we work with education-technology leader Udacity on Nanodegree programs: online educational pathways to industry-relevant skills. Nanodegree courses are online, self-paced and taught by leaders in tech with personalized coaches. To date, 3,000



AT&T employees have earned a Nanodegree credential.

- **Georgia Tech:** AT&T also collaborates with Georgia Tech and Udacity to offer an online Master of Science degree in computer science. The degree can be earned completely through the massive open online course (MOOC) format and is supported by a multimillion-dollar AT&T contribution to fund the program. To date, the program has produced more than 1,300 graduates, including more than 90 AT&T employees.
- **Year Up:** We contributed more than \$1.2 million over the past 3 years to Year Up to enhance and expand its program offerings, including through a new site launch in Dallas-Fort Worth. With the support of our CEO Randall Stephenson, we have committed to hosting 200 interns annually through Year Up by 2022 as we seek to build an alternative career pathway into our company.
- **Per Scholas:** In 2018, AT&T contributed \$300,000 to Per Scholas in support of its in-person and web-based training programs that serve more than 1,000 low-income, unemployed/underemployed individuals, including a new collaborative initiative with General Assembly (GA) to reach high school students.
- **CodeBridge:** AT&T was a founding funder of CodeBridge, a collaboration with GA, which prepares its graduates for mid-skill IT and web development positions. CodeBridge has now expanded into Atlanta and Dallas.
- **Genesys Works:** AT&T has invested \$6.5 million in Genesys Works since 2012 to help provide more underserved high school students with hands-on work experience and career training. Genesys Works offers students intensive professional and technical skills development, career coaching and a paid, year-long internship at companies such as AT&T.
- **Warner Bros. (WB) Access to Action:** Launched in 2017, WB Access to Action was created to provide Warner Bros. Production Assistant (PA) jobs to emerging talent who have not traditionally had pathways into the entertainment industry, fostering diversity throughout our workforce. In 2018, we expanded the program to offer positions in feature films and postproduction and were able to place 34 PAs on WB television and feature productions.
- **HBO Inspires Youth:** The HBO Inspires Youth program utilizes the power of personal mentorship through employee engagement mentor programs in New York and Los Angeles. The 1-to-1 mentorship program is for at-risk high school students and focuses on awakening youth to their unique gifts, power and purpose by developing a rapport with employees who share their experiences – career paths, personal journeys and lessons learned – to help inspire the next generation of storytellers.
- **HBO & Cinemax Community Impact:** Through the HBO & Cinemax Community Impact program, launched in 2016, HBO works with local film offices and community partners to identify diverse and underrepresented individuals for Production Assistant (PA) training. The PA training program exists on nearly all HBO original productions where participants are hired as full-time PA trainees.



- **The Sundance Momentum Fellowship:** The Sundance Momentum Fellowship, launched in 2019, is a year-long program for emerging writers, directors and producers from underrepresented communities. The Fellowship includes professional mentorship, coaching, an artist sustainability grant, travel grants to the Sundance Film Festival and individually tailored year-round support.
- **Hollywood CPR:** A longtime WB partner, Hollywood CPR provides vocational training in skills required for crafts and technical positions in the entertainment industry. This year, we provided a grant to support capacity building for the organization while continuing to host educational and career readiness exposure for Hollywood CPR students at our studio.
- **Project Involve:** Turner is the lead sponsor of Project Involve, a program that offers up-and-coming film professionals from underrepresented communities the opportunity to hone skills and gain the industry access necessary to succeed as working artists.

### **Improving education is a critical commitment for AT&T because:**

- As an integrated media and communications company, all our employees – whether customer service representatives, field technicians, managers or those in any other role – must have the skills they need to thrive.
- As technology advancements including automation and artificial intelligence rapidly alter the workplace, employers must focus on “hard” employee skills such as coding and data analytics. At the same time, they can’t ignore the critical “soft” skills technology can’t replace, including critical thinking, collaboration, leadership and effective decision-making.

### **Our commitment to education makes sense for our business:**

- Mobile technologies have the potential to fundamentally alter education and AT&T is poised to help drive this change.
- By utilizing AT&T’s unique assets and building upon our deep connections within education and ed-tech, we can enhance teaching strategies and empower student success.
- AT&T has built long-lasting relationships with technology companies to create solutions that meet the changing needs of the education community. We are bringing new education initiatives to scale across geographic and constituent communities.
- AT&T’s diverse range of solutions, products and programs are designed to sustain a lifetime of learning – and inspire the student in us all. Our employees are committed to serving the communities where they live and work.



## Results

We measure the success of AT&T Aspire investments by tracking positive results as well as the number of students impacted. For example, for a portion of our Aspire programs, we work with third-party researcher Westat to track specific student learning outcomes and the resulting social impact. Findings from the rigorous evaluation show that students in Aspire programs had better school attendance and higher GPAs when compared to a non-participating cohort with similar backgrounds. This results in an estimated lifelong social benefit of \$50.2 million to \$128.6 million in greater lifetime income and taxes for Aspire students moving to be on track or staying on track to graduate.

In addition to our own goals, AT&T has adopted 2 national targets as our own. We will invest resources, develop initiatives and collaborate with stakeholders to help:

- Increase the U.S. high school graduation rate to 90%, as measured and reported in the annual [Building a Grad Nation report](#), and
- Close the skills gap by increasing the number of Americans with high-quality postsecondary credentials to 60% by 2025, as measured and reported by the [Lumina Foundation](#).

When AT&T helped support the launch of the GradNation campaign in 2010, the high school graduation rate was 74.9% for the class of 2008.<sup>3</sup> For the class of 2017, the national graduation rate reached an all-time high of 84.6%.<sup>5</sup>

Despite all our efforts, significant challenges and graduation gaps persist between students of different races, ethnicities, income levels and special needs. Our work continues to center on innovating education, supporting organizations that help students succeed and powering career development.

See our [Community Engagement](#) issue brief to learn more.