



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, **international program ESCUELA+** and our signature philanthropic initiative, **AT&T Aspire**. We are leveraging technology, relationships and social innovation to help all students make their biggest dreams a reality.

I. ESCUELA+

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

Since 2007, DTVLA has been aggressively engaged in the development, advancement, and improvement of what today has confidently become the most complete and advanced A/V-TV Education program in existence. This private solution program works in close partnership with local public sector providing much more than state of the art digital technology. It also applies leading edge A/V teaching methodologies via the continuous training of teachers who service mainly the rural schools in Latin America (80% of schools serviced are in rural sector by virtue of extensive satellite footprint).

Finally, this achievement has been possible through the collaboration and commitment of world class content partners including: Discovery en la Escuela, National Geographic and Fundación Torneos.

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 (Channel 804 on DTVLA platform)

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 sincerely and vigorously 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

ESCUELA+ Achievements:

- +6,000 schools serviced in 8 countries
- +16K teachers received direct training (full impact +65K with peer-to-peer training)
- +850K students benefited
- Over 129K hours of content delivered
- +500 pedagogical materials produced
- +2,000 hours of face-to-face training (in 2016 alone + 70,000km traveled by ESCUELA+ trainers)



Our commitment to education makes sense for our international business:

- Our historic and continuous business investment in developing markets in Latin America is matched by our focused commitment to develop education in those markets.
- Our digital satellite technology is elegant, advanced and extensive, covering nearly the entire Latin American continent.
- Our technology does not discriminate, enabling us to provide access to information to both urban, rural and extreme-rural communities throughout the region.
- Our position as a leader enables us to inspire and engage committed partners to join our “better together” vision to continuously improve our impact in education.
- Our unique assets, experience, and knowledge enhance teaching strategies, improve participation and performance and drive student success.
- We are bringing new education initiatives to scale across extensive geographic and constituent communities.
- Our diverse range of solutions, products and programs are designed to sustain a lifetime of learning – and inspire the student in us all.
- Our employees in Latin America are committed and passionate to serving their communities.



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II. AT&T Aspire

At AT&T, we are using the power of our network to build a better tomorrow. By investing in new tools and solutions that leverage our unique technologies and capabilities, AT&T enables personalized and mobilized learning for students of all ages and backgrounds. We provide and support opportunities to foster skills that will meet the needs of the future workforce. We connect AT&T employees with students to mentor and help them discover their passions and potential.

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.



Our key focuses are:

Our focus on education is demonstrated by our employees' commitment and our philanthropic dollars. Through Aspire, we have passed the \$250 million mark on our plan to invest \$350 million in education between 2008-2017. Our key focuses are:

Mobilizing Learning: Technology is fundamentally altering education by removing barriers so that all – regardless of age, gender, income or location – can have the opportunity to make their dreams a reality.

- We are collaborating with schools like the Momentous Institute bringing new opportunities to students, teachers and administrators by enhancing connectivity and putting tablets in the hands of every student and teacher. (Momentous)

Powering Career Skills: The tech industry needs a capable and diverse pipeline of employees to fuel 21st century jobs, but the need is currently outpacing supply. To power the global economy, we need to bridge the skills gap and build a diverse talent pipeline for the jobs of today and the future. (GA Tech, Udacity/Nanodegree Program, Roadtrip Nation, Genesys Works)

- By 2020, around the world, there is likely to be a shortage of approximately 40 million high-skilled workers and 45 million medium-skill workers¹.
- We have made it our goal to invest resources, develop initiatives and collaborate with stakeholders to close the skills gap, by increasing the number of Americans with high-quality, post-secondary degrees or credentials to 60%.

Making Connections: When mentors connect to young people, both are changed for the better. AT&T Aspire seeks to improve educational attainment by connecting young people with mentoring by AT&T employees.

- Quality mentoring can take many forms. Through innovative programs and technology, a mentor and mentee can be in different cities making it easier for everyone to get involved. Technology also enables one mentor to teach and advise a whole group of students that may lead to longer term relationships.
- Through our collaboration with Teach For All and Enseña por Mexico, we are expanding educational opportunity for students in Mexico and across Latin America. The partnership collaboration helps Enseña por Mexico to deepen its impact, while at the same time inspire

¹ http://www.mckinsey.com/insights/employment_and_growth/the_world_at_work



and engage AT&T employees in Mexico to get involved and become advocates of educational equity.

Supporting What Works: AT&T Aspire has been a force for change in corporate philanthropy, and we're proud of the program's accomplishments.

- The United States has exceeded an 80 percent on-time graduation rate and is on track to meet the Grad Nation Campaign goal of a 90 percent graduation rate by 2020².

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

- The tech industry needs a capable and diverse pipeline of employees to fuel 21st century jobs. Today, the need is outpacing their availability.
- AT&T is one of the largest employers in the United States– in 2014, we hired about 29,000 employees – education is the best investment we can make to ensure our new hires start day one with the skills they need.
- Aspire also helps foster an educated customer base; it's our customers who power the devices and technologies that unleash full human potential.

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.
- Through Aspire Mentoring Academy, AT&T employees connect with students to help them discover their career passions and potential.

² <http://gradnation.org/report/2015-building-grad-nation-report>