



GOOROS

Social Impact Report

Bringing Better Education to Life
2019

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Introduction

Gooroo's impact rests on the shoulders of our tutors/mentors and our Personal Learning Consultants - all supported by the core Gooroo staff. The team makes it possible for students and parents to thrive by making regular academic planning & guidance easily accessible. This level of accessibility is made possible by how Gooroo approaches the need in education proactively and preventatively to ensure that more students have the tools they need to successfully navigate their learning journey.

The purpose of this report is to display the gaps in necessary services that currently exist for students, parents, special needs students, and disadvantaged students. Gooroo's current product/service offerings and future programs are taking the system head-on to create a healthy ecosystem for learning.

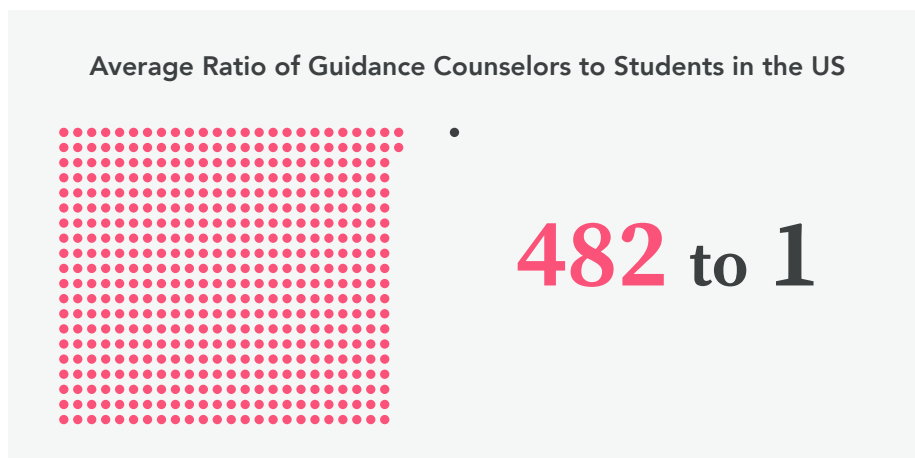
Emotional & Mental Health Concerns



The emotional & mental effects of increasing academic pressure on students, not only affect the students themselves, but parents as well. This decreases levels of personal confidence at an overwhelming rate, which causes academic performance to plummet.

First, to address students, lack of consistent support creates increasingly high rates of missed classes, drop outs, and even mental illness.

The recommended student to guidance counselor ratio in the US is 250:1, the latest numbers show that the real ratio average is 482:1. Students have difficulty scheduling time with their counselor and even more students aren't aware that talking to a guidance counselor is a great source of support that is available to them.

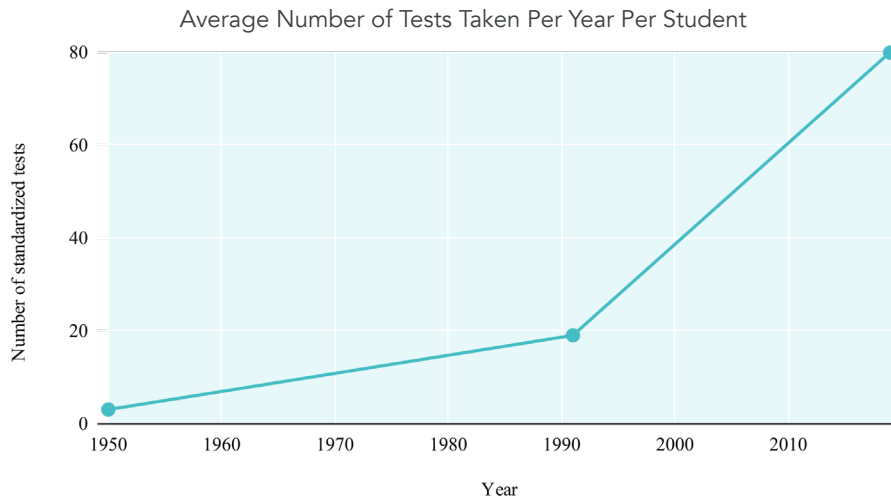


National Center for Education Statistics

Outside of guidance counselors, who are meant to help students plan their entire academic careers, teachers are overwhelmed with the sheer amount of students (a staggering 160 students) that they see every day in their classrooms. Their reach only goes as far as the classroom.

At home, parents are often the only stable source of guidance that are readily available to students. Parents, being overly focused on their own child's success, can create unwarranted pressure on their children and themselves. This leads to friction from both parties. Students are afraid of disappointing their parents and are not open about what the reality of their academic situation may be. Often, parents are many decades removed from the formal education system, and what worked for them may no longer be a potential route to success.

Drastic Increase In Standardized Testing Taken By US K-12 Students



James D. Kirylo, professor at USC, in his 2017 article *"What if we skipped over standardized test season?"*

Removed parents result in students not having anyone to turn to and increases the anxiety of both the parent and the student. Having no clear path, without someone as a confidant/source of guidance, students fall behind and close their own doors. In most situations, what students really need is a step by step plan drawn out for their specific needs, with someone to hold them accountable. An organized process that encourages the student at every stage of their academic career creates invaluable confidence that ultimately decides the difference between personal success and failure.

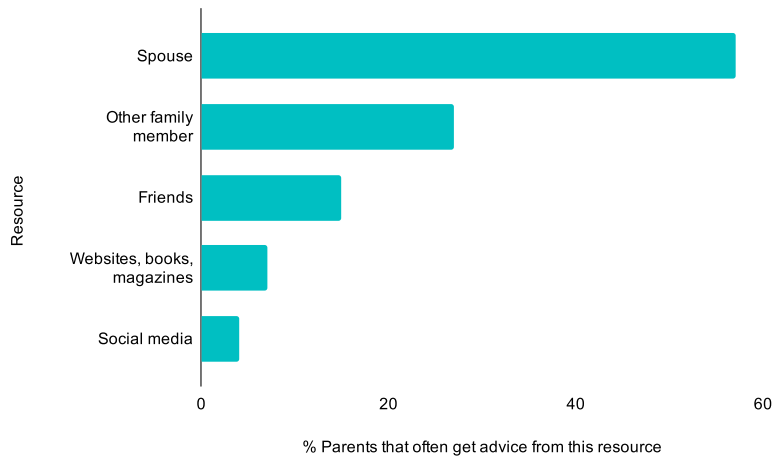


At the National Institute of Education, professors Lazar Stankov, Suzanne Morony, and Lee Yim Ping have found that students who think they are skilled in math tend to perform well on math tests.

Study by Lazar Stankov, Suzanne Morony, and Lee Yim Ping at National Institute of Education

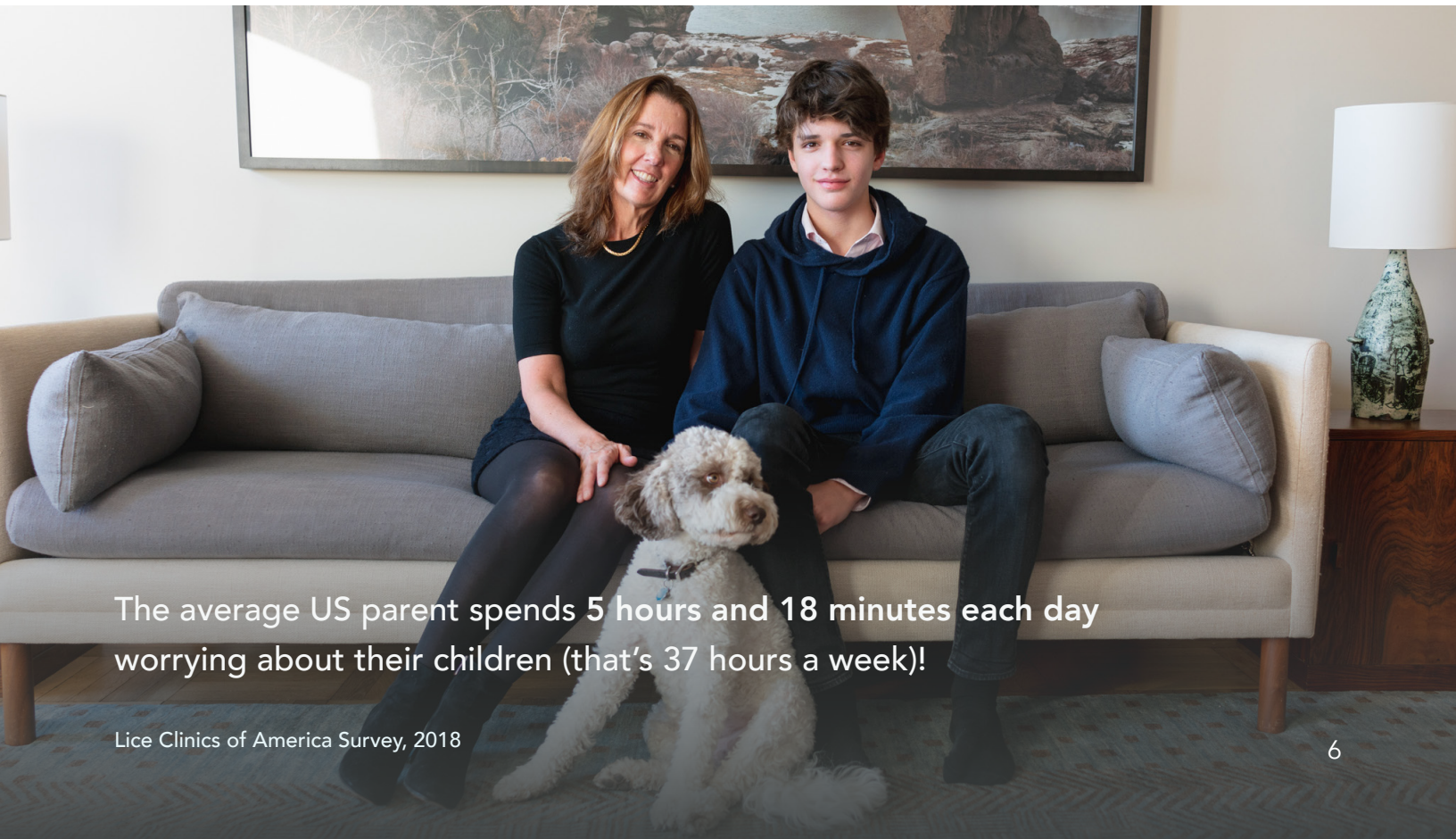
On the other side of the equation, parents also struggle with not having anyone to turn to. Schools can only help so much and parents are often frustrated about what to do next. Parents have a pivotal role in making sure that their children are taking the right steps to be prepared for every stage of their path through school. It is a symbiotic relationship in which, without proper guidance for parents, students ultimately suffer in overall performance.

Resources US Parents Often Turn To for Parenting Advice



Pew Research survey of parents with children under 18, 2015


Parents often rely on their friends/neighbors for the latest updates and to learn what they have done along the way to keep their respective children "on track". This creates a cycle of bad information and unreliable guidance.



The average US parent spends 5 hours and 18 minutes each day worrying about their children (that's 37 hours a week)!

Lice Clinics of America Survey, 2018

Comparison Between Current Available Resources & Benefits of Having a Tutor/Mentor



Inserting a tutor/mentor to a student's educational journey closely emulates having an organized guidance counselor, a helpful teacher, and a knowledgeable parent - all in one. A student-mentor relationship offers the opportunity for parents & students to receive realistic feedback, while also providing proven ways to improve their grades and their confidence. The educational world that tutoring/mentoring creates is one in which every student has the opportunity to reach their full potential. The data is overwhelming in regards to the positive influence that tutoring and mentorship can have on a student and their family.

- 1 Like a guidance counselor, a tutor/mentor can create a safe space for students to share what they are thinking.**

Students are sometimes concerned with what they share with guidance counselors because they are associated with the school they attend and have a direct effect on what is happening in their classes. Tutors/mentors can be objective about what would be the best course of action based on grades, previous success in subject material, and realistic application options when students are applying to middle school, high school, and university. Tutors/mentors are also more accessible and are often only focused on a few students, compared to 482:1 for guidance counselors. This close attention results in much higher success rates in school. Gooroo's Personal Learning Consultants provide more accessible value to students and are often more available.

THE IMPACT OF MENTORING AND TUTORING ON EDUCATION

On School Absenteeism

Students who meet regularly with their mentors are **52% less likely** than their peers to skip a day of school and **37% less likely** to skip a class.

On College Enrollment

Young adults who face an opportunity gap but have a mentor are **55% more likely** to be enrolled in college than those who did not have a mentor. **48%** of students with mentors improved their grades.



Mentored youth maintain better attitudes toward school.

Kennelly & Monrad, 2007; public/private ventures study of Big Brothers and Big Sisters; Thurlow, Sinclair & Johnson, 2002; The Mentoring Effect, 2014; The Role of Risk, 2013; The Commonwealth Fund's survey, McLearn, Colasanto, and Schoen, 1998

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As teachers themselves, tutors/mentors offer academic support that is directly related to the material.


Improved grades and confidence in the material affects all areas of a student's life, such as their overall social and mental well-being. Teachers have limited reach in an individual student's life when it is most important to pay close attention, therefore, an educated & supportive tutor/mentor's undivided support is vital to student progress. The budget for teacher training is also quite low compared to the constant updates that tutors receive with training programs and access to the parents.



The most common feedback that Gooroo receives from families is that their student has a newfound confidence in the material that they are learning, translating into better grades in their classes.

3 Similarly to a good parent, a good tutor/mentor truly cares about the student.

The role of a tutor/mentor also tends to morph into a liaison position between the student and the parent. Sometimes students cannot properly explain how their school system works and what they might need to succeed to their parents. Conversely, parents often have a problem communicating what the student might need to do to prepare for their future. Great tutors/mentors are a valuable third party that can become a part of each step of the student's future. Tutors/mentors are objective members of the parent-student relationship that can help parents set realistic goals.



Sarah F., a top math Gooroo, found out one of her students, Lisa, had an upcoming figure skating recital. So, she blocked out her schedule to attend, and even brought flowers! Sarah embodies care in and out of sessions by listening to her students, providing support, and staying updated when new events happen.

How Families Are Impacted by Tutors/Mentors



Parents & students often succeed by hearing the sobering truth about what decisions might help them most, whether it be choosing the right university or even the right level of vigor for their course load.

For example, a good tutor/mentor can suggest that a student take a slightly slower paced class based on the previous experiences of the student, which can often increase GPA and confidence in the subject material. This is a wise decision - even though it would technically be a "lower level" class, the student can learn the material and get top grades versus taking a difficult class, not learning properly because of the pace, and eventually performing poorly or even failing. Alternatively, Gooroo tutors/mentors and Personal Learning Consultants, that are provided by the Gooroo team, can challenge the student to stay in the same class and supply with the tools necessary to do so.

Outside of academic trouble, the increasing rates of mental health issues among students is pervasive. There is a direct correlation between learning and having a healthy outlook on life when students feel too much pressure for the sake of "success". Tutors/mentors have been proven to be able to set them on the best path, while keeping parents in the loop.

The National Center for Education Statistics has reported that there are 10 million students in the US who need professional help for their mental health issues, partially due to student anxiety and stress from schools - and these are only the reported cases. Furthermore, only 40% of students with emotional, behavioral, and mental health disorders graduate from high school. Students are giving up classwork entirely, self-harming, and are even contemplating suicide from the undue pressure of their schools, parents, and (in the worst case scenario) themselves. The competitive landscape creates a culture that breaks down confidence in a student that may actually only be a step away from performing well.

In the US, mentorship metrics have shown that the rates of students missing class, becoming bullies, dropping out, committing crimes, etc. are all connected to having a positive & educated tutor/mentor.

THE IMPACT OF MENTORING AND TUTORING ON DAILY LIFE & BEHAVIOR

On Substance and Alcohol Use

Youth who meet regularly with their mentors are **46% less likely** than their peers to start using illegal drugs and **27% less likely** to start drinking.

On Extracurricular Activities

Young adults who face an opportunity gap but have a mentor are **81% more likely** to participate regularly in sports or extracurricular activities than those who do not.



Mentored youth tend to trust their parents more and communicate better with them.



Mentored youth saw reduced depression symptoms (almost 1 in 4 youth reported worrisome levels of these symptoms at baseline.)

Public/private ventures study of Big Brothers and Big Sisters; The Mentoring Effect, 2014; The Role of Risk, 2013

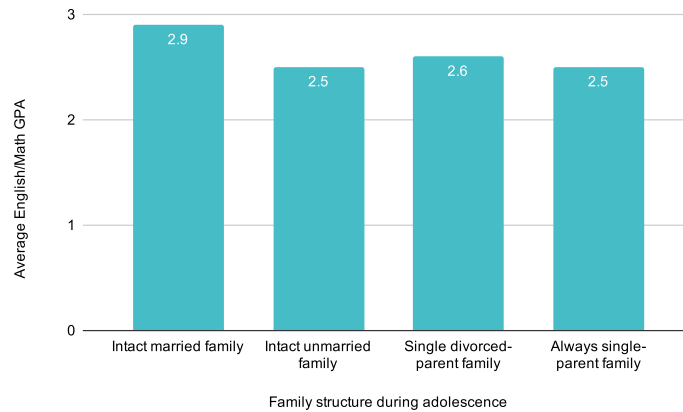
Single/Separated Parent Families

Single parents and divorced couples already have a huge set of challenges facing them and when considering education for their children, they always want the best. There are only so many hours available to them during the day, therefore (with single/separated parents in mind) Gooroo's services make progress management, scheduling, and payment an easy process through our platform. These services make physically going to a brick & mortar learning center an extra chore.

Gooroo has noticed that children with separated parents often suffer from lack of open communication within the family. Gooroo's Personal Learning Consultants manage the conversation and help alleviate the added stress and disconnection among all parties. Gooroo students can experience the life changing value of being able to focus on their academic career, while having all of their loved ones on the same page.

Most importantly, through this process, Gooroo makes their child's confidence soar.

English/Math GPA for Adolescent Students in Different Family Structures

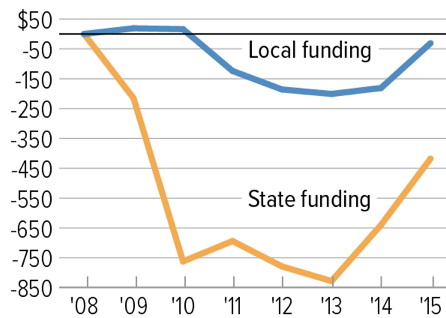


National Longitudinal Study of Adolescent Health

Systemic Issues - Government Resources for Schools

Government spending in the US hovers around 4% of the annual budget, and that has not changed for years. Schools are not receiving the attention they need, so they are not able to afford after school time for teachers to run programs or even to simply offer more of their time to students. The limited time slots as well as the overwhelmingly bad average student to guidance counselor ratio cannot be improved due to lack of funding and improperly placed resources.

US K-12 Change In Funding Per Student 2008-15 (Inflation-adjusted)



*Excludes Hawaii and Indiana due to lack of data
 CBPP analysis of US Census Bureau, "Public Education Finances: 2015"

Special Needs For Special Needs Students

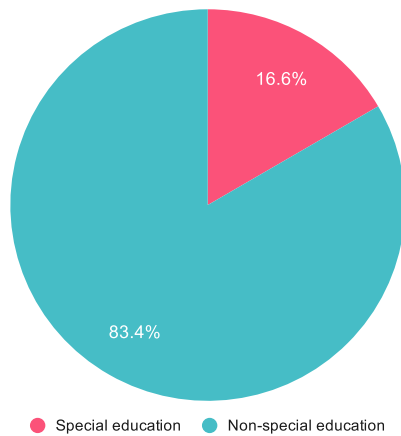


Shockingly, there are a disproportionate amount of programs designed to support special needs students. Schools often only meet the required standard of special needs support.

Only 13% of all public schools in the US receive the recommended amount of funding for special needs students. With proper support, the on time graduation rate for special needs students is over 90%, but without the same level of support, those rates drop to below 65%.

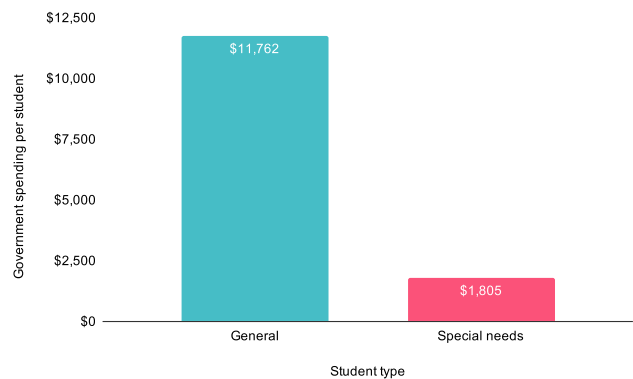
Within the designated 13 categories of special needs by IDEA (Individuals with Disabilities Education Act), Schools are, in fact, offering less funding and opportunities to students with special needs, who many would argue need it the most.

US Education Department 2019 Spending



Education Department Budget History Table: FY 1980—FY 2019 President's Budget

Federal Spending Per Student Type



United States Census Bureau, 2016 Public Elementary-Secondary Education Finance Data

Even more disappointingly, after getting into a four year university, only a third of students with special needs students graduate within 8 years.



Students with special needs deserve more educational support and resources that meet their needs

Tutors who already have the proper training to work with students who need extra support are already thriving on the Gooroo platform. Having knowledge of all of the resources available, such as after school programming, asking for the right teachers at school, and knowing what options are available in their community is even more crucial for students with special needs.

Parents with disabled children have limited options on where they can receive support.

Many parents with special needs students turn to homeschooling, but risk isolating themselves and their children. With support from the schools and Gooroo's support in their homes, they receive the right support and guidance to thrive.

In addition, software and digital programming are huge influences on continued learning at home. With the support of Gooroo's tutors and programs, online learning can become a meaningful way to absorb information and help with specific needs that cannot be addressed in school alone.



Students with special needs have unprecedented access to learning materials through technology and software

Financial Need

Finally, there are students with financial need that cannot afford market-rate tutoring that often need this help the most. Some of these students come from struggling middle class families, some come from single-parent households, some come from families who live below the poverty line who receive government benefits. Others even come from homeless families.

In September 2019, there were

22,083 

homeless children sleeping each night in the NYC shelter system

Families make up more than two-thirds of the homeless population.

National Center for Education Statistics

New York students from different neighborhoods experience a gap in educational opportunities and resources, tied directly to the wealth of the residents.

“ In Rochester, just over half of all students graduated on time last year. And in Hempstead, just 37 percent of students graduated on time in 2017...In the state’s wealthier districts, the picture was starkly different. Almost 95 percent of students in districts with a high level of resources graduated on time.

“Graduation Rate Made Little Progress, State Says”, New York Times, 2018, data from the New York State Education Department

Gooroo addresses and will continue to address the educational needs of students with financial needs, as the company strives to achieve its vision of unlocking every student's potential. We plan to do this in 3 main ways: giving away access to educational resources and in-person workshops, providing free tutoring through high school volunteer tutors, and providing free access to training for tutors.

Free Gooroo Resources



In the realm of educational resources, we plan on working with schools and nonprofits to provide students free access to our STEM video-based learning app for elementary and middle schoolers through our nonprofit, Gooroo Gives Back. We will also hold in-person workshops and online webinars on high-demand topics and subjects that will be free to students in need. Additionally, our blog content and whitepapers will remain free for all. In the past, we've created free tutoring programs for middle schoolers by high schoolers looking to earn volunteer hours for school requirements or otherwise. This program was highly successful and helpful for both students in need and for the volunteer tutors, and we will continue to run more programs like this one, as it's a proven way to provide free tutoring and mentorship to those that need it the most. Finally, we plan on providing free training to tutors in high-demand topics and subjects, and these trainings will also be open to non-Gooroo tutors and teachers (via schools and nonprofits) that work with students in need, with the purpose of building their skill sets and enabling them to better help students that can't afford traditional market-rate tutors and after-school courses.



Gooroo's ability to provide highly qualified [volunteer] instructors to meet the needs of our SHSAT prep program at four district schools has been invaluable to us.

Travis Young, Program Manager at the Department of Education

**Family & community impact are the
main driving forces behind every
tutor/mentor, feature, product, and
service we implement.**

GOOROO

