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**2020-2021
Resiliency Report in the face of a Pandemic**

June 15, 2021

Organizational Info:

Urban Ed, Inc.
2041 Martin Luther King Jr. Ave., SE
Suite M-2
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Note our new mailing address:

P.O. Box 15398
Washington, DC 20003

Contact: Roxanne J. Williams, President

Email/Phone: rwilliams@urbaned.org / 202-610-2344o

Period covered: 04/01/20 – 5/31/21

Purpose: To support the continued work of Urban Ed during the pandemic as well as support the organization to grow & expand its STEM Acad work with more career pathways in IT, more certification courses and more blended learning options to include both classroom and online courses of study.

Current Organizational Budget: \$674,906

June 15, 2021

Roxanne J. Williams, President
Urban Ed, Inc.

Progress and what was happening during the pandemic @UrbanEd?!?

When the pandemic hit, Urban Ed was going into the 4th year of its enhanced career pathways approach.

Despite the COVID-19 pandemic, Urban Ed continued the implementation of its 4-year plan operating remotely throughout the medical emergency. The organization was able to quickly shift its workforce & career delivery model to exclusively be virtual and online. The organization also saw an increase in need & demand by those that lost their jobs or was faced with reduced hours. Urban Ed also saw an increase in requests from corporate volunteers. Given that, Urban Ed has devised expanded strategies for an additional 3 years of implementation. During this pandemic many of our youth have also fallen further behind as they had limited access to technology to do their schoolwork, be engaged in STEM, or simply lost motivation.

Urban Ed continued to keep pace with its program enhancements & growth and as part of its expanded approach rolled out 6 career pathways instead of 5, adding a digital transformation component to keep aligned with industry trends that got pushed forward due to the pandemic. Urban Ed added 8 more courses that got approved by the Office of the State Superintendent for Education, Higher Education Licensure Commission in Nov 2020 bringing the organization's total approved courses to 26 up from 15 last year and up from just 2 three years ago. Urban Ed's specific programmatic results are attached as a one-page summary.

- **Priority → Partnerships**

During the pandemic, Urban Ed maintained its many key corporate relationships and developed 6 new ones to add value to its delivery model. These global partnerships brought mentors, field experts, funding, and value-added training resources to the table. These new corporate partners included:

- 🔓 Crown Castle (corporate partner, access) – **new partner**
- 🔓 eSimplicity (mentor & corporate partner) – **new partner**

Educational partners:

uCertify, uDemy
Cisco, CompTIA
AWS, Microsoft, Google
PearsonVue
Salesforce, Tableau

Corporate partners:

Crown Castle corporation
SThree Plc /Computer Futures
eSimplicity corporation
Synack corporation

Government partners:

DC Dept of Employment Services
DC Workforce Investment Council
DC Public Schools

Social services/counseling partner:

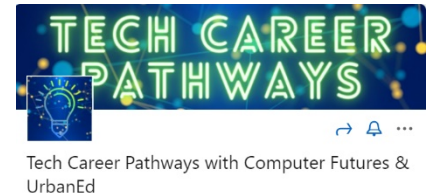
Family Medical & Counseling Services

Financial literacy/wellness partner:

Lifecents

- 🔗 OpenEdg (educational partner, computer programming) – **new partner**
- 🔗 Synack (mentor & employer partner) – **new partner**
- 🔗 SThree PLC (mentor & employer partner) – **new partner**
- 🔗 Tableau (educational partner, big data/data science) – **new partner**

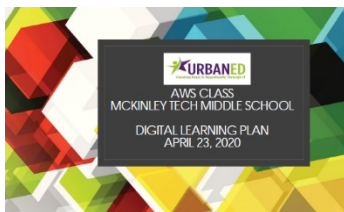
The new corporate partnerships helped Urban Ed engage over 30 new expert volunteers to support Urban Ed’s virtual training and study groups with our students. It is also building a new private LinkedIn community for Urban Ed’s students and other corporate “C-level” executives to interact & exchange as well as help our students build a corporate network of connections.



- 🔗 See clips from [Urban Ed’s virtual professional development week](#) with its new corporate partners that engaged students and corporate leaders in a wealth of activities from mock interviewing, to hands-on learning, to networking throughout the span of an entire week.

- **Priority → Middle & high school curriculum enhancement**

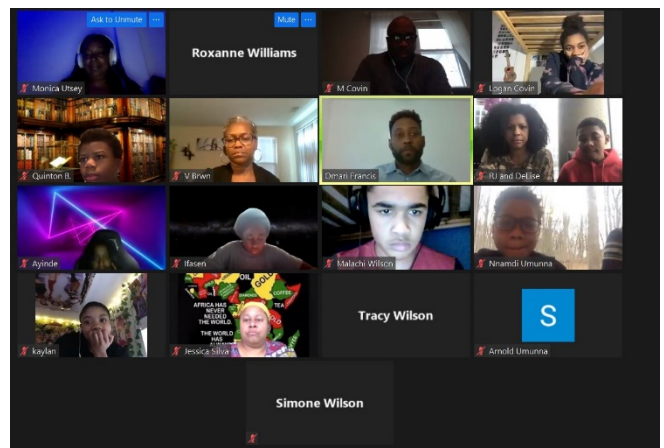
Urban Ed’s work within the middle schools was cut short due to the pandemic, however, the organization



still implemented a very interactive digital learning plan with the youth to continue to learn cloud computing.

The organization also bridged new relationships with Ballou High School’s Career Academies to support their new STEM education. Urban Ed served on virtual information & career panels and supported the school’s instructional team with global exam testing.

Urban Ed also started a new program with 14 homeschoolers teaching them CompTIA’s global IT Fundamentals certification coursework. The sessions are being held 3 times a week and will span a total of



18 weeks. As of the date of this report, the youth have completed the course content and are now engaging in the final stage of the program with global exam cram & prep. Urban Ed held an outdoor program completion celebration with the youth & parents on Jun 12. [See clips from the youth event here.](#)

- **Priority → Lil Bitties expansion**

Urban Ed was not able to expand its program for the K-2 children due to the pandemic. Instead the organization focused on the virtual shift of its IT training for the young adults and youth. New strategies are being developed on ways to maintain the youth-to-youth mentoring component, combining a hybrid format, and doing virtual field trips along with socially safe physical activities.

- **Priority → TechResolve**

TechResolve is the for-profit small business focused on the high-growth IT sector. Urban Ed’s leadership has been working with JP Morgan Chase associates internationally on the analysis, market positioning and competitive feasibility of this small



business venture. During the month of May 2021, we reconsidered and reevaluated our capabilities statement with a core of volunteers from SAP Concur through the Pyxera Global capacity building social sabbatical program. TechResolve confirmed its original business plan intentions and the leadership is moving forward with its costs proposals, bid pricing, staffing needs, and adopting a GSA schedule. We have also drafted our application for third-party affirmation as a women-owned small & disadvantaged business to take advantage of these government certifications. We renewed our Certified Business

TechResolve, Inc.		
Costs Summary		
	Base Year	
Direct Labor	\$575,443.94	
Fringe on Direct Labor @ 29.5%	\$169,792.72	29.5%
Subtotal	\$745,236.66	
Overhead on DL & Fringe @ 13.9%	\$103,568.94	13.9%
Other Direct Costs	\$0.00	
Subtotal	\$848,805.60	
G&A on Labor and ODCs @ 10.2%	\$86,708.00	10.2%
Subtotal	\$935,513.60	
Fee @ 5%	\$46,775.68	5.0%
Total Price	\$982,289.28	
Monthly Price	\$81,857.44	

Enterprise (CBE) certification with DC government and our HUBZone designated with the US Small Business Administration (SBA).

During the coming year, we will continue to build the capacity of this small business in the ward 8 community that will (1) create jobs for ward 8 residents that are needed more than ever given the

forthcoming permanent impact of COVID-19; (2) be a vehicle for employment for the harder to place such as the returning citizen and single parents who are suffering a loss of public benefits; and (3) eventually be an important cash flow stream for Urban Ed.

What did success look like over the past year of the pandemic?

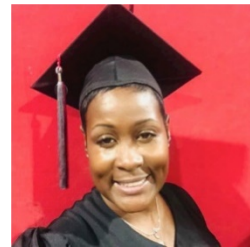
“Urban Ed is an institution of sanctuary, and redemption. Urban Ed is for the people, it helped me become visible to the IT job market and provide me with a sense of professional growth. It is programs like Urban



Ed that make our community productive, create opportunities for people and most importantly decrease incarceration and recidivism. I thank Urban Ed for allowing me to be a part of the program and giving me hope to pursue my goals.” – IbraheemM, AWS

Cloud Practitioner & AWS Solutions Architect certified, recently placed in his first IT job @\$50,000 per year with benefits.

“I am very thankful for UrbanEd! Because of the training I received from them, I've landed my first entry-level job!! In the time of the COVID-19 pandemic where many are struggling to make ends meet, I am gainfully employed! I make it my duty to spread the word to others so they may have the same opportunity. THANK YOU URBANED!! I AM ON MY WAY TO A SUCCESSFUL FUTURE IN CYBERSECURITY!” – DakeiaW, CCENT



completion and Security+ certified & placed with Leidos @\$62,000 per year with benefits. Within 8 months of her first placement, she received a promotion as an Information Systems Security Manager within the Defense Information Systems Agency (DISA HQ) earning \$106,000!

"During COVID, Urban Ed provided an opportunity to me that I do not believe I could have received anywhere else. Thankfully, Ms. Browne and Ms. Williams did not assume that my failure to complete the

essay on time or not taking the necessary steps to be present for the orientation were signs that I was not serious about or did not have the capacity to be successful in this program. There was no judgement as I explained the reasons these missteps occurred. They did not brush me aside, annoyed with all my questions, oversights, and mistakes. From my first interaction with Urban Ed I was treated with patience, kindness, understanding and generosity.

With the support of Ms. Browne, Ms. Williams, Mr. Timothy, and the Urban Ed program, I have been given



the resources, support and opportunity to learn and enter the IT field, to begin a new career that will allow me to provide for my family and will allow me to achieve many of my personal and professional goals. Since beginning this program in early May, I have earned my IT Fundamentals Certification, A+ Certification, AWS Cloud

Practitioner Certification, and I plan to take the exam for my AWS Solutions Architect Certification by months end (July 2021). These accomplishments could not have been possible without the wonderful people and amazing programs provided by Urban Ed." – OmariF.

Omari came to Urban Ed unemployed, filling the void as an Uber driver, and concerned about his health and his family due to the pandemic. He was seeking a career change from community/youth development and into IT. Because of his background, Urban Ed has hired him as a full-time employee to balance his unique skillset of community with his new skillsets in technology.

Our innovation that kept us relevant & strong!

Now more than ever, the underemployed, unemployed, low-educated and inexperienced need to reskill themselves, upskill themselves and reposition themselves for longevity. Urban Ed has been and will continue to be at the forefront of career pathways, corporate mentoring, & an overall comprehensive approach. So, what truly made and continues to make Urban Ed different & innovative:

- using STEM training to address the “whole family” working with children, youth, and adults.

- bringing 21st century vocational education in tech back to low-income middle & high schools.
- taking on the needs of the children of the young/adults we serve by using technology to bring the children to grade level.
- specifically addressing the needs of employers for credentialed persons in a variety of in-demand, high-growth occupations.
- multiple career pathways with 26 high end technical course opportunities that includes advanced verticals for drastically increasing marketability & competitiveness of low-income people.
- bringing corporate level resources to communities such as LinkedIn private communities for networking/learning, specialized workshops & webinars, and virtual networking opportunities with high level people from major corporations.
- changing the model for corporate volunteerism by bridging technical corporate employees to support, mentor, and guide low-income people toward a sustainable career in IT & engineering.
- deliberate partnerships where we advocate for corporations to look in unconventional places for a diverse & inclusive pool of talent.

Thanks to funders like **Crown Castle, JP Morgan Chase, Microsoft and SThree Plc**, Urban Ed continued its programming and maintained its staffing and location throughout the pandemic. Urban Ed also received some specific COVID-19 funding through the **SBA paycheck protection program** and from the **Community Foundation**.

Also extremely important as the pandemic developed, was the investment from Crown Castle that enabled Urban Ed to provide stipends to students. Crown’s investment was already slated pre-COVID; however as the pandemic disrupted many of our student’s ability to keep food on the table, Crown Castle



gave us the ability to provide nearly \$60,000 in financial support to 20 of our students & their families at a time of drastic needs. These funds “were golden” to the students as the pandemic added so much stress to their lives due to lost work, family members getting the disease, and their inability to pay the bills.

What concerns did we face or are facing?

Hands down over the past year, the COVID-19 pandemic has been the biggest challenge we have faced, but not so much for Urban Ed, rather moreso for those we serve. The many pre-existing community ills are now being exacerbated. Many of our students that were working minimum wage jobs in retail and hospitality found themselves with majorly reduced hours or no income at all with no return to work in sight. With schools closed many could not and still cannot work because of the lack of childcare. With DC government essentially shutting down & the agencies now trying to regroup and return services to families after a year, the processing of public benefits continues to be slow creating ongoing hardship.

Access to technology also created barriers as families did not have functioning computers or laptops and/or had limited access to Wi-fi or hotspots.

Urban Ed continues to work on and is deliberate about the financial stability of the organization, continuing to focus on corporate giving, individual donors, and cash flow stability. During the past year, we worked with volunteers from Verizon to begin to plan out what virtual fundraising events would look like. We were also awarded capacity building support through the Community Foundation to work with Catchafire. Their volunteers also helped us with virtual event planning as well as supporting one of our students on the rebuild & update of our website. While we had originally began recruitment for our first ever development director in April 2020, the plan was halted to preserve funding during the pandemic. Despite this, however, Urban Ed has received two multi-year grants from JP Morgan Chase and Microsoft totaling a \$700,000 investment over the next 2-3 years. Urban Ed has also worked with 20Degrees, a valuable resource of experts through the Catalogue for Philanthropy, on a full financial resiliency plan. 20Degrees has helped us shape long-term plans to continuously monitor our financial ratios, our financial models at any given time, and our value propositions. Urban Ed was also granted another 4 years into the Catalogue for Philanthropy for our excellence!

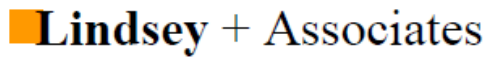


Outcomes Summary

<u>Cumulatives Mar 2020 thru May 2021</u>		
applicants	221	
did not complete process	72	33%
interviewed	122	55%
enrolled that interviewed	97	80%
enrolled, not starting program	10	10%
started, dropped	15	17%
completed training to date	50	69%
obtained certification/credential that completed	46	92%
working that completed	36	72%
starting wage range	\$41,600 - \$108,000	
	\$ 20	\$ 52
still very active	52	
moderately active	<u>11</u>	
	63	
<u>Pathways breakdown-current period</u>		
ITE A+	44	45%
CCENT/CCNA	13	13%
AWS	22	23%
Network+	7	7%
Security+	11	11%
Salesforce	<u>3</u>	3%
	97	
<u>Enrollment demographics</u>		
Male	56	58%
Female	<u>41</u>	42%
	97	
Black	92	95%
Latinx	3	3%
White	<u>2</u>	2%
	97	

Latest Audit

Fiscal Year end 2020, available upon request. Email donations@urbaned.org or call us at 202.610.2344 to request a copy.



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INDEPENDENT AUDITOR'S REPORT

Board of Directors
Urban Ed, Inc.
2041 Martin Luther King Jr. Ave., SE Suite M-2
Washington, DC 20020

Report on Financial Statements

We have audited the accompanying financial statements of Urban Ed, Inc. (the "Organization"), a nonprofit Organization, which comprise the statement of financial position as of September 30, 2020, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.