

OUR
GOAL
90%
HIGH SCHOOL GRADUATION RATE
BY 2020

OUR COMMUNITIES

34 stations are working with 980+ community partners across America to improve youth outcomes.

OUR IMPACT

Focused content, engagement and resources are helping communities keep youth on the path to graduation.

AS A RESULT OF WORKING WITH AMERICAN GRADUATE



55% of stations have received awards and public recognition.



Organizations have seen 760 new volunteers and 227 new donations.



6,000+ American Graduate Champions have been celebrated.



WE ARE MAKING A DIFFERENCE.



ENGAGED COMMUNITY

HELPING COMMUNITIES UNDERSTAND THE IMPORTANCE

VIEWER & LISTENER STATS

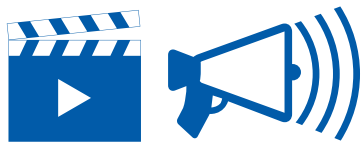
79% of viewers and listeners are aware of the challenges that prevent students from graduating.

68% understand the broader impacts of not graduating and how they can get involved to support youth in their community.

87% believe young people are the greatest resource in their community.

88% believe Public Media plays an essential role in their communities

Viewers of our content are aware of and understand the challenges and solutions associated with increasing the graduation rate to 90%.



ALIGNED ASSETS

TELLING THE STORIES IN COMPELLING & INSPIRING WAYS



8,000+ HOURS

American Graduate content broadcast



~7 MILLION WEB VIEWS

2 million of which were education resources



46,012 LIKES
5,800 SHARES
5,276 POSTS



5,966 RETWEETS
13,382 TWEETS
4,168 FOLLOWERS

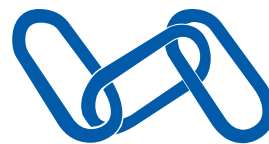


335,000 COMMUNITY MEMBERS ENGAGED

2,600

EVENTS & COMMUNITY CONVENINGS

Through relevant content and services, stations are engaging citizens on air, online and in the community.

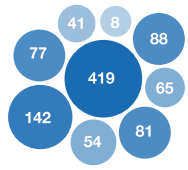


CONNECTED PARTNERS

COLLABORATING WITH COMMUNITY PARTNERS & LEADERS NATIONWIDE



980+ PARTNERS ENGAGED across 9 sectors



65% of mentoring organizations say AmGrad helped achieve their goals.



79% of stations have been invited on boards and advisory groups.

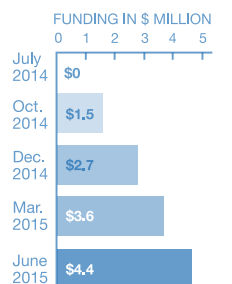
41% of partners have reported an impact as a result of participating in American Graduate.



SUSTAINED WORK

DEVELOPING OUR ABILITY TO ADDRESS COMPLEX ISSUES

~\$400,000 Raised per month, July '14 - May '15
\$4,479,682 Funds raised beyond CPB funding
98 New funding sources for AmGrad



7.9% INCREASE in cross-departmental collaboration since September. - from 3.8 to 4.1 out of 5 -



15% INCREASE in frequency and quality of communication with community partners. - from 4.0 to 4.6 out of 5 -



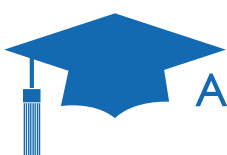
11.1% INCREASE in ability and support for implementing change. - from 3.6 to 4.0 out of 5 -



61% of stations have hired new AmGrad staff since July, 2014.



American Graduate provides opportunities for stations to: attract and diversify funding streams; and to obtain new skills through training and resources around evaluation, marketing, production, and community engagement.



American GRADUATE
Let's make it happen



Corporation for Public Broadcasting