

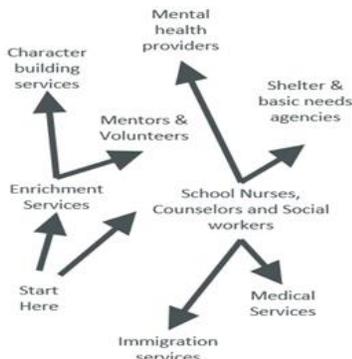
VISION: We envision a world where no child falls through the cracks and has the village of district and community resources needed to succeed in school and beyond.

MISSION: Our mission is to ensure every student receives the right resources at the right time in order to succeed in school and beyond.

MEET EMILY: Imagine our student Emily, who started off the year doing well. Her grades are generally A's and B's with an occasional C. Her attendance is solid with perhaps a tardy day every other month. Like many students, she may have talkative spells and gets in trouble for distracting students in class, but otherwise, her behavior is fine. One day, her mother loses her job because of arriving late one day from car trouble. Eventually, Emily and her mother are evicted from their apartment and are left finding shelter in their car. This stress has led Emily to begin missing class, acting out in class, and, of course, slipping in her grades. Luckily, a teacher notices this change and reaches out to a counselor to find supports for her. Unfortunately, the counselor only had a few outdated business cards for housing service providers and could connect Emily with some temporary bags of food, but otherwise, the communication on how Emily was doing with her counselor was inconsistent and eventually fell off. Where was Emily to go to find more comprehensive care? The trauma was mentally stressing, housing was still unaddressed, and the food support was running out.



THE PROBLEM:



Lack of Early-Warning Mechanisms and Pathways for Support - “Who do we serve and are we providing the right services?”: Students and parents don’t have a way to reach out if they need support. The status quo has care coordinators directing attention toward students solely based off anecdotal evidence and personal relationships.

Lack of Clarity on Resources Available – “We do not know what we have”: We have accepted the status quo of a lack of transparency where we do not know what services we have to work with, who is in them, and what outcomes are they creating for students’ academic outcomes such as chronic absenteeism.

Program Rich & System Poor - “What is the impact of these programs?”: Programs to address mental health, obesity, or mentoring abound, but there is no unifying system to help these operate harmoniously together. There needs to be a way to see how a collection of services are impacting a student’s academic outcomes. Service providers and campus staff alike, instead, work in silos, duplicating work, spreading themselves too thinly, stunting the impact they strive to make. They are overwhelmed by having either no data or having to access multiple sources of data to get a full picture of the student and use labor-intensive tools like static spreadsheets, notes, and directories. This creates wasted time, energy, and money in areas that are working far too inefficiently to serve the students that need us the most.

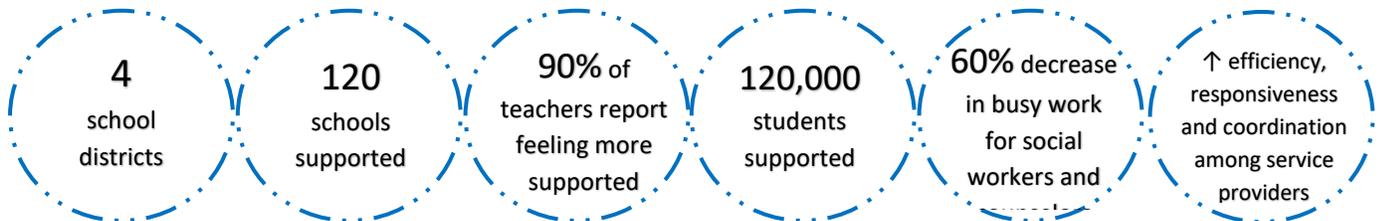


OUR PROGRAMS: *Comprehensive Multi-Tiered System of Support - PurpleSENSE:*

PurpleSENSE is an online cloud-based platform that catches students like Emily by identifying, connecting, and monitoring her using attendance, behavior, and coursework data. This includes any referrals that are sent in by Emily’s teachers, service providers, or other campus-based staff when data itself shows an incomplete picture. As a closed-loop system, the work flow uses data to prompt action for support staff. We can see Emily from beginning to end in getting the comprehensive and evolving support she needs to be successful in school and beyond. Interventions occur every day for students but the sheer volume of students with their unique needs is too overwhelming to handle. PurpleSENSE is able to show what is the result of connecting Emily to the housing, nutritional, and mental health resources she needs to get back on track. Negative data is still good data! PurpleSENSE allows for this iteration of services to best suit Emily’s needs.

Resource Mapping by Campus: We need to know which campuses have what resources. Our dynamic map will allow you to pinpoint and see clearly, the number and types of services that exist on each campus so that families and school leaders can easily see what gaps exist and make more informed decisions on how to serve their students best. Emily’s village is now part of the solution and can choose from up-to-date services and resources that are close in proximity and high quality.

IMPACT:



MEET YAMILETH: Our student Yamileth was on track towards an Ivy League education. Her grades were excellent and her attendance is solid. However, Yamileth could have easily suffered in silence. Being a star student, no one suspected that she was actually homeless. Luckily, through the power of relationships, a support staff member notices Yamileth’s dirty clothes, reaches out and learns that she is struggling with housing. Immediately through the PurpleSENSE platform, Yamileth was hooked into housing supports. After speaking with her, she said had it not been for the help, she would have dropped out and certainly not have attended her dream school, Columbia University.

MEET 6th GRADE: Social media has taken the attention of grade school students by storm. It can be a powerful tool to uplift as well as tear down. The latter was such the case at one of our schools where girls across the 6th grade on this campus were all being flagged for behavior concerns. PurpleSENSE caught this trend and also helped campus leadership identify that it was a problem specifically across the 6th grade. Turns out, the students were bullying each other through social media platforms which prompted strong mentoring services to come in and address how the students related to each other. We now see behavioral infractions reduce significantly on this campus.