urban arts

New York // North Carolina // Nationwide
2022 Game On
“At Urban Arts, we are committed to helping Title 1 public school students explore their creativity and harness technology to defy the odds and define their future. We have an unprecedented opportunity to create pathways for our talented students to both flourish in their education and personal passions as well as creating a more diverse and equitable economy for lifelong success.”

—Philip Courtney, CEO of Urban Arts

Urban Arts and its School of Interactive Arts (SIA) inspire high school students from low-income communities to access their creativity and harness technology, generating lifelong success through personal growth, exceptional educations, and state-of-the-art careers.

Urban Arts
• operates in-school and after-school STEAM programs on location at Title 1 schools
• runs virtual cohorts for students on Discord
• pilots intensive summer camps at our Flatiron Learning Hub
• runs rigorous out-of-school time STEAM programs at our Flatiron Learning Hub
• trains teachers nationwide in developer software and innovative pedagogical practices
• designs curricula—and DOE research—in the computer sciences
• offers AP exam and SAT prep, financial aid and college prep,
• as well as internship and mentorship placements.

Urban Arts is 30 years old, and we’ve served over 250,000 students across 150 schools.

Over
250,000
lives
changed.
OUR STUDENTS

90% LOW-INCOME HOUSEHOLDS
92% STUDENTS OF COLOR
50% IDENTIFY AS FEMALE
10% GENDER NON-CONFORMING
100% CAPABLE. TALENTED. MOTIVATED.

WHY WE DO IT

RACIAL DIVERSITY IN TECH AND ENTERTAINMENT

- 69% White
- 14% Asian
- 8% Hispanic
- 7% Black

LEADERSHIP DIVERSITY IN TECH AND ENTERTAINMENT

- 83% White
- 12% Asian
- 3% Hispanic
- 3% Black

The gender gap in computing is getting worse. In 1995, 37% of computer scientists were women. Today, it’s only 24%.
“This is where the rubber meets the road when we talk diversity in tech. Our students are at the top of the upcoming generation of hires and our partners make sure they have a career home. Come join the evolution!”
—Genevieve King, Director of Philanthropy at Urban Arts

WE’RE IMPATIENT OPTIMISTS.

And we are full STEAM ahead.

In our 30th year, you’ll see Urban Arts develop and assay Game On, a national curriculum for the Advanced Placement Computer Science Principles (AP CSP) course. In rural and urban Title I high schools in North Carolina and Brooklyn, this research is funded by a $4 Million Education, Innovation, and Research (EIR) Grant from the U.S. Department of Education.

Discover Urban Arts center stage on AT&T’s Achievery, a global platform to be used by educators, parents, and caregivers to engage K-12 students and make online learning more effective.

Urban Arts is also working with NYC Mayor Eric Adams and The City University of New York, the largest urban university system in the country, to establish Gaming Pathways. NYC’s $2B digital economy is critical to the city’s tech and creative communities. We’re designing and piloting the first 4-year, public-option digital game design degree to provide under-represented students accessible STEAM pathways, to graduate them without debt, and to propel new generations into high-paying and meaningful jobs as innovators, creative thinkers, and entrepreneurs.
We serve students grades 6-12, using game design as a vehicle to teach core learning skills.

**CREATIVE SKILLS**
- Storytelling
- Illustration
- Motion Design, Animation
- Sound + Music Production

**ACADEMIC SKILLS**
- Computer Science
- Project Management
- Programming languages
- AP + SAT Prep

**COLLEGE + CAREER READINESS**
- Financial Aid + College Prep
- Mentorships
- Internships
- Modern Apprenticeships

**SOFTWARE SKILLS**
- Interpersonal growth
- Critical Thinking
- Collaboration + Leadership
- Self-efficacy

**OUR IMPACT**

<table>
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<tr>
<th>% Achieve Significant Gains—200+ Points—on their SATs</th>
<th>% Pass the APCOMP SCI Principles Exam 74% COVID-19 Year / 80% Our Normal Average New York State 40%</th>
<th>% SIA Advanced Students Matriculate at College</th>
</tr>
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<tbody>
<tr>
<td>90</td>
<td>74</td>
<td>100</td>
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AND SCORED

- **2X (!) 2021 Generation Google Scholarships**
- For Women in Gaming

$10M

SIA Advanced Students have earned scholarships totaling $7 million in the last 5 years

We are a force multiplier.
WHERE WE WORK

NEW YORK CITY

SCHOOL PARTNERSHIPS We embed our team of skilled Teaching Artists within New York City public schools to leverage the power of creative coding. Our activities help students master core subjects such as Social Studies, ELL, Math, and Science. Students gain access to new technologies while building essential skills that propel them towards graduation and post-secondary success.

OUT OF SCHOOL TIME At our state-of-the-art Learning Lab, we prepare high school students for post-secondary studies and future careers through a rigorous game design program, establishing high-level programming, animation, sound design, and narrative writing skills. Students build original games that demonstrate their mastery with industry-standard tools like the Unity Game Engine.

POSTCREDITS Our ever growing community of alumni participate in PostCredits which provides vital resources to help them succeed both in college and in the early stages of their professional careers. Alumni gain connections to—and mentorships with—key industry players and build essential skills to succeed in job interviews, resume writing, networking.

GAMING PATHWAYS We are reprogramming the post-secondary ecosystem for students who want a career in game design and interactive media in their own backyard. In partnership with City College of New York (CUNY) and the Mayor’s Office of Media and Entertainment (MoME), we are collaborating on the design and launch of the first 4-year public-option digital games degree. Graduate without debt and shape a diverse talent pipeline to well-paying jobs in our local $1.3 Billion sector. Initially launching in Upper Manhattan, this is real-time economic mobility.

STUDENTS SERVED 7,000

NATIONALLY

Through partnerships with federal and city governments as well as global corporations, we are expanding our services to a national audience. Over the next year, our curricula will be delivered through three key strategies reaching across the United States.

GAME ON We are working with Unity to author a new game-design based curriculum to help students master and pass the Advanced Placement Computer Science Principles exam. We will support teachers in New York City and across rural parts of North Carolina to implement this curriculum within their classrooms, offering students innovative ways of engaging the field of computer science.

STUDENTS SERVED 2,500

EPIC We are partnering with Epic Games to lead 150 secondary educators through the Unreal Secondary Educator Accelerator. This accelerator prepares teachers to seamlessly integrate the Unreal Engine into their computer science classrooms, equipping students with the knowledge and tools necessary to create entire digital worlds with their fingertips.

STUDENTS SERVED 3,500

ACHIEVERY We are partnering with AT&T to bring our unique approach to 1 Million students across the country. As an exclusive content producer on AT&T’s new educational platform, The Achievery, we are producing a series of educational videos designed to spark creativity and help master core subjects through accessible digital tools.

STUDENTS SERVED UP TO 1M
our alumni, going places

Urban Arts invests in the long-term success of its graduates through our continuing community and upskilling program PostCredits. Currently serving over 100 alumni, our list grows exponentially each year. Through career exploration, networking events, internships and mentorships, Urban Arts is the genesis of the diverse talent pipeline between corporations and their next hires. Our recent alumni are attending the following colleges:
our partners

Unity T2 NBCUniversal Microsoft SONY
SONOS at&t Bad Robot CapitalOne Adobe
Niantic Roku Paramount EPIC Games NYC
MetLife Foundation COX Deloitte Hasbro Bank of the West
Jefferies Department of Public Works Fisher Brothers Paley Center for Media
HEARST WILLIAM R. KENAN, JR. CHARITABLE TRUST

If you are potential corporate partner or individual, please contact at Genevieve King at genevieve@urbanarts.org
If you are a foundation or government entity, please contact Alexandra Guglielminetti at alexandrag@urbanarts.org
THANK YOU

Follow us and make a difference.

urbanarts.org
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Genevieve King
Director of Philanthropy
Philip Courtney
Chief Executive Officer

QUARANTINE STILL FROM THEIR GAME “JUST ANOTHER DAY”
BY BRANDON COVARRUBIAS AND TANVEER EFTY