

EST . 1992

ACCESS CREATIVITY > HARNESS TECHNOLOGY > LIFELONG SUCCESS

JOIN THE EVOLUTION

# 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



## OUR MISSION

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

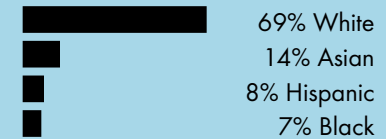
% GENDER NON-CONFORMING

100

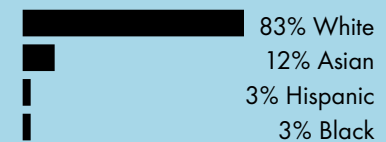
% CAPABLE. TALENTED. MOTIVATED.

**WHY WE DO IT**

**RACIAL DIVERSITY  
IN TECH AND  
ENTERTAINMENT**



**LEADERSHIP  
DIVERSITY IN  
TECH AND  
ENTERTAINMENT**



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



**GENEVA HEYWARD**  
SIA Alumnus,  
NYU Grad and  
Urban Arts Board  
Member since 2020

## **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.

**HOW WE DO IT**

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

**SOFT SKILLS**

Interpersonal growth  
Critical Thinking  
Collaboration + Leadership  
Self-efficacy

**OUR IMPACT**

90

% ACHIEVE SIGNIFICANT GAINS—  
200+ POINTS—ON THEIR SATS

74

% PASS THE APCOMP SCI PRINCIPLES EXAM  
74% COVID-19 YEAR / 80% OUR NORMAL AVERAGE  
NEW YORK STATE 40%

80

100

% SIA ADVANCED STUDENTS  
MATRICULATE AT COLLEGE

\$10M

SIA ADVANCED STUDENTS HAVE EARNED SCHOLARSHIPS  
TOTALING \$7 MILLION IN THE LAST 5 YEARS

AND SCORED  
2X (!) 2021 GENERATION GOOGLE SCHOLARSHIPS  
FOR WOMEN IN GAMING

**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 \\$1.3Billion sector](#). Initially launching in Upper Manhattan, this is real-time economic mobility.

**STUDENTS SERVED** **7,000**

URBAN ARTS



### 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:

Urban Arts support extends beyond the acceptance letter with a robust college persistence program.

Logos of colleges attended by alumni:

- Stanford University
- LCAD (Laguna College of Art-Design)
- USC University of Southern California
- Columbia College Chicago
- The University of Chicago
- Drexel University
- WPI (Worcester Polytechnic Institute)
- Fairfield University
- RISD (Rhode Island School of Design)
- Rutgers The State University of New Jersey
- Marymount University
- Vanderbilt University
- Columbia University
- UAlbany (University at Albany)
- RIT (Rochester Institute of Technology)
- NYU (New York University)
- The Cooper Union
- Hofstra University
- FIT (Fashion Institute of Technology)
- CUNY (The City University of New York)
- Bmcc (Borough of Manhattan Community College)
- Baruch College
- Hunter (The City University of New York)

# our partners



NBCUniversal



SONY



NIANTIC

ROKU



Deloitte.



Jefferies



THE PALEY CENTER FOR MEDIA



HEARST

WILLIAM R. KENAN, JR. CHARITABLE TRUST





# urban arts THANK YOU

Follow us and  
make a difference.



[urbanarts.org](http://urbanarts.org)

[@urbanarts](https://www.instagram.com/urbanarts)

[Genevieve King](#)

Director of Philanthropy

[Philip Courtney](#)

Chief Executive Officer

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