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 Chelsea campus
• runs rigorous out-of-school time STEAM programs at our Chelsea campus
• trains teachers nationwide in developer softwares 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.
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%.
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 The City University of New York, the largest urban university system in the country, to establish Gaming Pathways. NYC’s digital economy is critical to the city’s tech and creative communities. We will design and pilot an undergraduate game design course that will provide more students accessible and affordable STEAM pathways, propelling new generations to high paying jobs as innovators, creative thinkers, and entrepreneurs.

“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
HOW WE DO IT

HARD SKILLS
Coding and Computer Science
Project Management
Programming languages
Digital Arts and Design

WORKFORCE READINESS
AP Exam and SAT Prep
Financial Aid and College Prep
Mentorships
Internships

SOFT SKILLS
Interpersonal growth
Critical Thinking
Collaboration, Leadership
Self-efficacy

OUR IMPACT

9084100

% ACHIEVE SIGNIFICANT GAINS—200 POINTS OR MORE—ON THEIR SATS

% PASS THE AP COMP SCI PRINCIPLES EXAM (NATIONAL AVERAGE 70%, NEW YORK 40%)

% SIA STUDENTS MATRICULATE AT COLLEGE

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

$6M

SIA STUDENTS HAVE EARNED SCHOLARSHIPS TOTALING $6 MILLION

We are a force multiplier.
THANK YOU