

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 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.

**Over
250,000
lives
changed.**

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

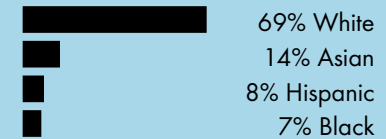
% GENDER NON-CONFORMING

100

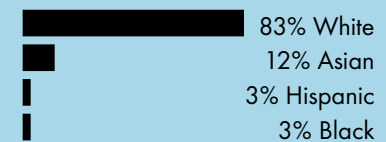
% CAPABLE. TALENTED. MOTIVATED.

WHY WE DO IT

**RACIAL DIVERSITY
IN TECH AND
ENTERTAINMENT**



**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
Student, 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 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.

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

90

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

84

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

100

% SIA STUDENTS MATRICULATE AT COLLEGE

\$6M

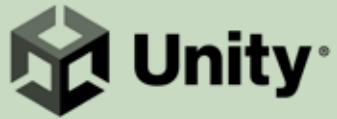
SIA STUDENTS HAVE EARNED
SCHOLARSHIPS TOTALING \$6 MILLION

AND SCORED

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

We are a force multiplier.

our partners



NBCUniversal



SONY



Deloitte.

Sotheby's

WELLS FARGO

Jefferies



HEARST



urban arts

THANK YOU

urbanarts.org
[@urbanarts](https://twitter.com/urbanarts)
Genevieve King
Director of Philanthropy
Philip Courtney
Chief Executive Officer