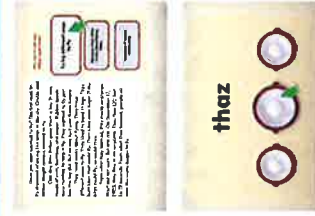


UPSTART: An At-Home School Readiness Program

UPSTART

United, Preparing Students Today
for A Rewarding Tomorrow

 Waterford Institute™



UPSTART: The Pilot

- UPSTART was established by the Utah Legislature as a five-year pilot to address Utah's kindergarten preparedness problem. Because legislators were not sure it would work, or if families would even be interested in the program, they set up the pilot with strong reporting requirements and an even stronger external evaluation component.
- The Utah State Office of Education oversaw an RFP process, and the non-profit Waterford Institute was selected to administer the program.
- Based on successful results, UPSTART is now in its sixth year, and during the 2014 Legislative Session, lawmakers approved an additional \$3 million appropriation.
- In Year 6, 5,090 children are state-funded.
- 940 are federally funded.



About UPSTART: The Program

- UPSTART is an at-home school-readiness program that uses Waterford Institute's award-winning software.
- Preschool-age children receive an individualized reading, math, and science curriculum with an emphasis on reading.
- UPSTART forms a partnership with parents and caregivers to ensure all children obtain the education necessary for success in school.
- Computers and internet are provided if the home does not have them.

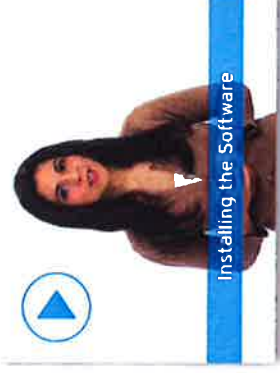


UPSTART's Unique User Support

UPSTART's dual-language support organization maintains frequent proactive contact through

- Written materials
- In-person and online training
- E-mails providing support and ideas for offline activities that parents can do to help prepare their children for school
- Coaching phone calls

This support system forms a partnership with parents to ensure children get the most from the program's learning opportunities.

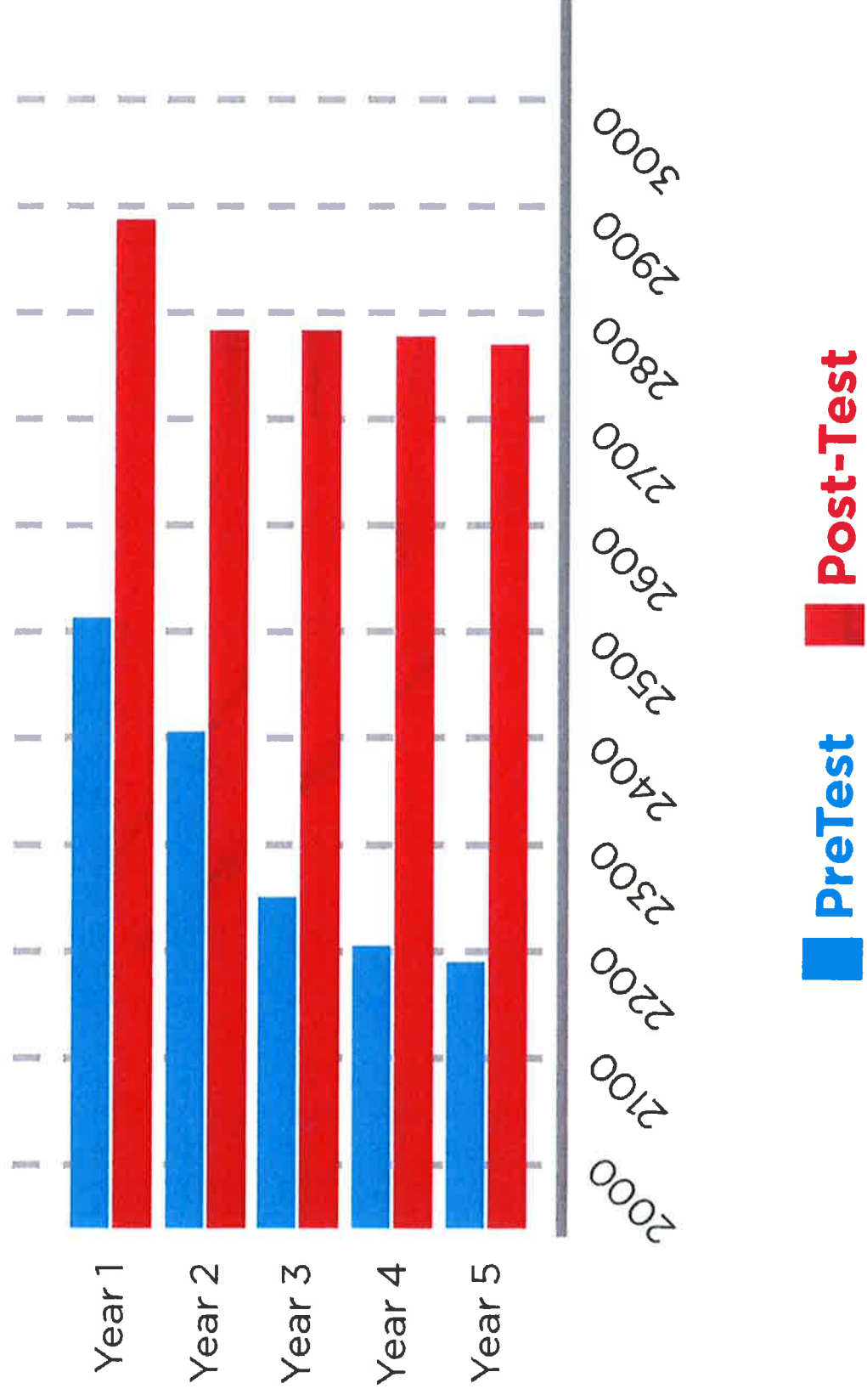


Results—Usage

- Consistent usage is key to each UPSTART child's success.
- UPSTART aims for 75 minutes of weekly usage: 15 minutes a day, five days a week. The daily usage requirement is less than 1% of a child's day and much less than the American Academy of Pediatrics' recommendation of no more than two hours a day of screen time.
- Weekly average usage for Year 5 was 105 minutes.



WACS Reading Score Gains Years 1-5



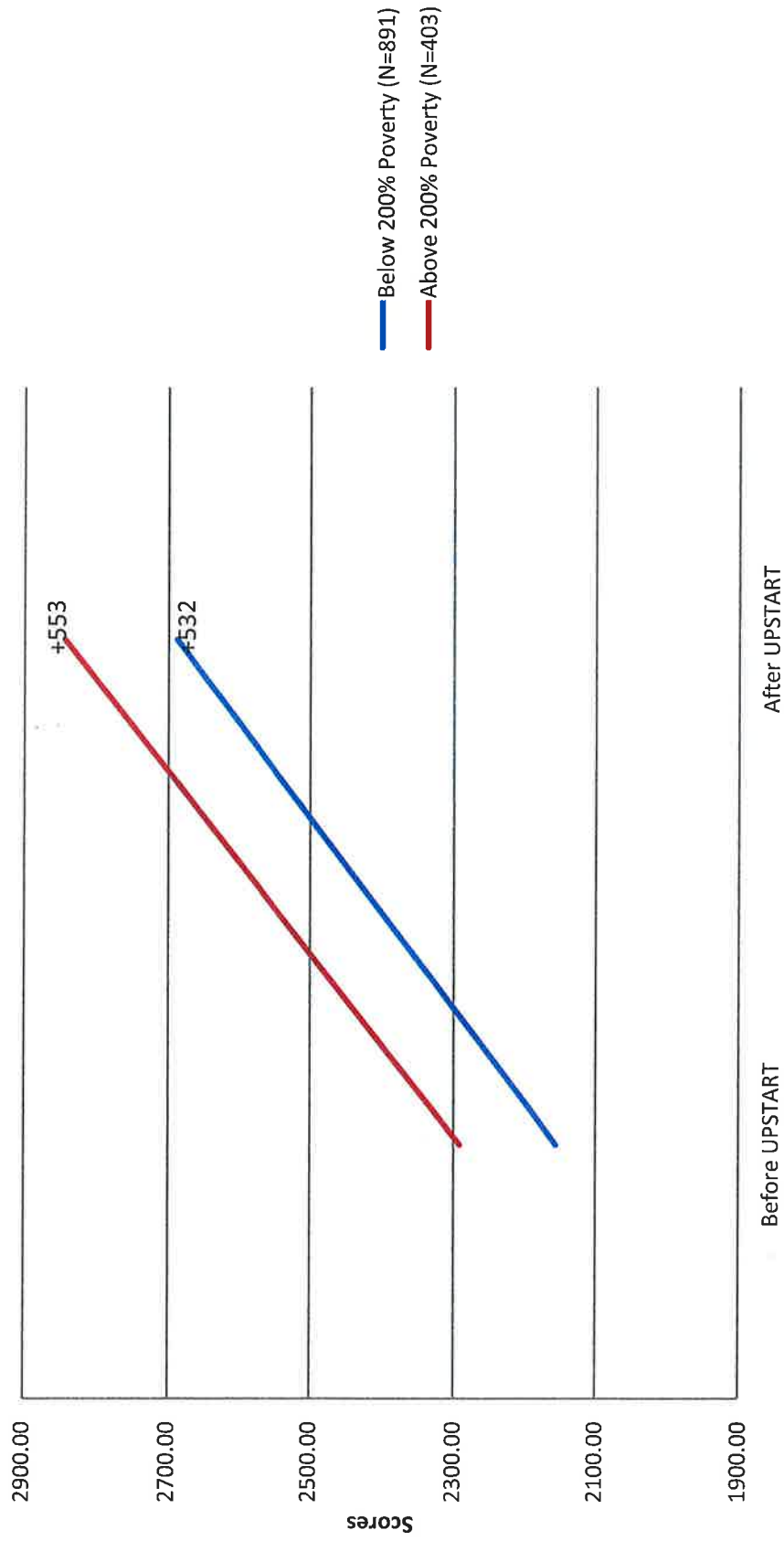
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Results by Income Level

WACS Reading Score Gains Grouped by SES



What Parents Are Saying

5,500

Parents and caregivers voluntarily completed program evaluations

99.3%

Felt UPSTART helped prepare their child for kindergarten

99.8%

Said participating in UPSTART was beneficial

99.4%

would recommend the program to family and friends

98.6%

felt the content was appropriate for their child's age

98.2%

felt that the children enjoyed the software

San Juan County School District: 220 4-Year- Olds in 7,500 Square Miles



What Utah Has in Common with Idaho and Other States

- We love our children and want them to succeed in learning and life.
- We know children need to come to school better prepared than they are today and ready to learn.
- We agree that family and home life are key components in a child's learning success.
- We have significant geographical challenges leaving children in rural areas and small districts without access to some key programmatic opportunities.

