

Impact Report

2019 - 2020

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Our Story

OUR MISSION

While serving on then-Governor Gregoire's Commission on African American Affairs, iUrban Teen's founder, Deena Pierott, was inspired to think of ways to bridge the opportunity gap for male youth of color. Shortly thereafter, Deena was invited to a Chief Information Officer (CIO) forum in Portland. When she walked into a room full of white men in tech as the only woman and the only person of color, she had an "ah-ha" moment. "If I can expose young Black men and other underrepresented teens to that proverbial room and those in it, the opportunity gap might begin to close," she later explained. Six months after the CIO meeting, some of the men in that room helped launch iUrban Teen's first event at WSU-Vancouver.

Nine years later, iUrban Teen has reached thousands of youth in Vancouver and has expanded to Seattle, Los Angeles, Dallas, and Houston.

OUR PURPOSE

iUrban Teen's programming is built on the belief that Black and brown youth need to see themselves represented in STEAM professionals in order to visualize such a career for themselves. iUrban draws on a vast network of diverse educators and role models, mentors, and curriculum developers to create culturally relevant and strengths-based programs that spark youths' interest, develop their talent, and encourage their resilience. In the pre-Covid era, sixty (60) percent of our teachers and those who interacted with youth were BIPOC.

"I always tell my students that they are brilliant, because they are. Many of them just need someone to help light that spark."

Deena Pierott
Founder of iUrban Teen

Our Strategy

iUrban's three pillars are the foundation for our entire strategy. We believe that for youth to succeed, you first need to engage them; engagement opens doors to learning.

We start this process with what we call **iEngage**. We do this via all-day tech immersion events where teens discover what's new in the amazing world of technology, gain leadership skills, and exposure to exciting companies. The program ignites teens' interest in STEM+Arts and builds a sense of possibilities in students who may not otherwise be aware of these career options.

The next step in our process is our **iLearn** modules, which include our training programs and camps. These are learning excursions that continue their learning and engagement for STEM+Arts opportunities and deepen their leadership skills.

Our final pillar is **iSucceed**. This last part of the process cements the skills and knowledge students have learned with mentoring and internship opportunities in STEM+Arts rich environments. The goal is to empower them with the ability to help creatively shape their world.

PILLARS	PROJECTS	
iEngage	<ul style="list-style-type: none">• STEM Summits• STEM Tours• Parent Engagement	<ul style="list-style-type: none">• Increase awareness and knowledge of local, regional and global technology trends and issues.
iLearn	<ul style="list-style-type: none">• iSpeak, iCode, iDigital, iMap, iWrite, iLaunch, iTrades, iPitch• AND MORE	<ul style="list-style-type: none">• Get youth excited about secondary education and a success path.
iSucceed	<ul style="list-style-type: none">• Mentoring & Internships• Scholarships• College Readiness• Career Readiness	<ul style="list-style-type: none">• Create personal development plans in an interactive environment.

Our Students

51%

Boys

49%

Girls

49%

African-American or
African

31%

Hispanic-Latinx

10%

Pacific Islander or
Native American

3%

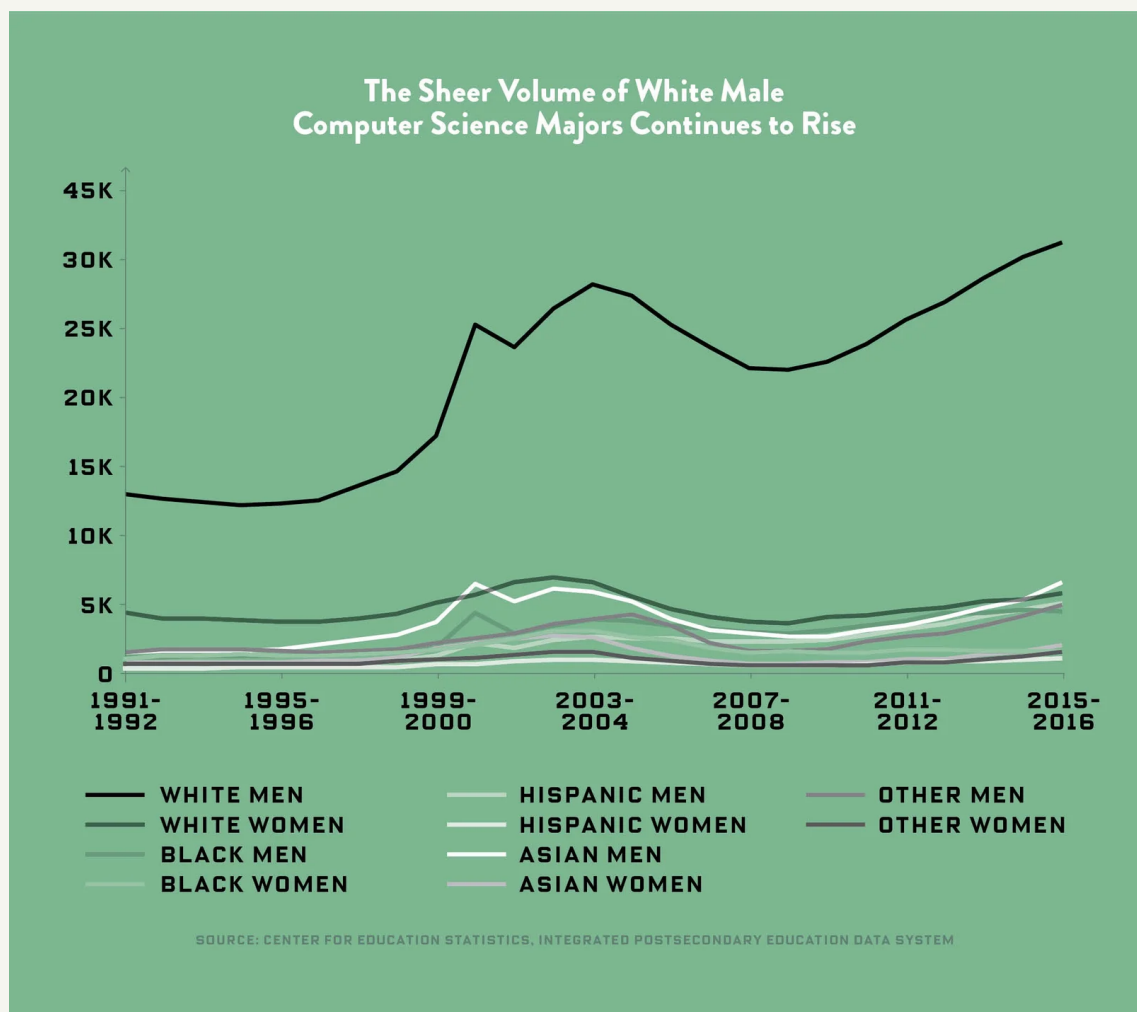
Youth with Disabilities

35%

Youth with Disabilities

BIPOC IN STEM

Or the lack thereof is exemplified by this Wired article from 2018. The numbers below show the startling difference between the populations that gravitate towards computer science, a single area of study in the greater STEM occupations available.



[HTTPS://WWW.WIRED.COM/STORY/COMPUTER-SCIENCE-GRADUATES-DIVERSITY/](https://www.wired.com/story/computer-science-graduates-diversity/)

89%

of students are
free/reduced lunch
recepipients

9,236 Youth Served

As of DECEMBER 2020



iSpeak

public Speaking Club that teaches communication & leadership skills

iCode

teaches the basics of coding, design & technology

iMap

teaches research projects that include GIS Mapping and Machine Learning

iDesign

teaches the foundation of design thinking for solving real-world problems, sympathetically

iWrite

teaches the basics of Creative, Technical, and Screenwriting and students write for the iUrban Teen Newsletter

iCivic

trains students to utilize their political & community power for change

iBuild

exposes teens to careers in Advanced Manufacturing and Supply Chain Management

iSpy

provides three-tier sessions on cybersecurity

iPitch

teaches entrepreneurialism, how to conceptualize, develop & pitch business ideas

iTrades

exposes teens to careers in skilled trades, ie, Electrical, Welding, Carpentry, Plumbing

OUR PROGRAMS

BREAKOUT PROGRAM:

Mindstream

224

Total Courses Offered

98

New Courses

468

Students Registered

38

Weeks of classes over 9 +
months

Mindstream started during the Coronavirus Pandemic, as a way of supplementing the educational opportunities of our students. Once the pandemic was in full force, the work that we had already begun became a vital lifeline for parents looking for more academic enrichment for their children. As of December 2020, we have complete 9 rounds of 4-week courses, with our most recent round lasting 7 weeks, we have offered 224 total courses, with almost 500 students participating.

OUR 2020 Highlights

EVEN IN THE MIDST OF A GLOBAL PANDEMIC

\$2000

Awarded twelve \$2,000 college scholarships to students in Oregon and Washington

iWrite

Launched iWrite program.
Youth acquired skills in creative & technical writing

iMap

Launched our **iMAP Health Research Project** with GIS Mapping and Machine Learning

3rd Annual

Held our **3rd Annual iPitch competition** with eight student teams and company matches

468

Launched MindStream eLearning.
Over 468 students from the U.S., Tanzania, and the UK participated

iCivics

Launched iCivics, a civics engagement campaign focused on voters registration

iUrban U

Launched iUrban University, college prep planning for students and parents

120 Teens

STEMoWeen Summit with **four** concurrent **workshops** and product ideation sessions with **120 Teens**

Forbes

Featured in Forbes Magazine.
[Read here.](#)

Our Success

RECOGNITION

We've been recognized across industries and institutions for our continued work.



Champions of Change
WINNING the FUTURE ACROSS AMERICA



Rockefeller
Foundation

Innovation for the
Next 100 Years



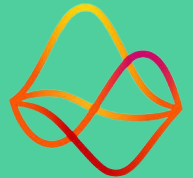
Read more:

- [iUrban in Forbes](#)
- [iUrban in NPR](#)

A key part of the iUrbanTeen strategy is engaging our local community through the city-specific Advisory Councils. The individuals on the Council represent their respective companies and encourage them to support our programs with STEM tours, mentorship, financial funding, program volunteers, and much more.

We are grateful for this unwavering support.

ADVISORY COUNCIL ORGANIZATIONS



avanade



Microsoft



Portland General
Electric



JLL



Bonneville
POWER ADMINISTRATION



MULTNOMAH
COUNTY



Our Future

2021, YEAR OF EXPANSION

2021 will be another busy year for iUrban Teen as we launch new programs and head to the Big Apple for a city launch in Harlem! We look forward to partnering with old friends and new contacts to expose students to the world of engineer and gaming.

We're pursuing funding opportunities to fuel our endeavors, motivate our students, and be creative in our approaches. As we expand to new geographies, we continue to evolve our offerings to fit our diverse teens' needs.

We hope you can continue to be a part of this fulfilling journey.

coming in 2021

iGame

teaches students the basics
of game design and coding

iEngineer

Harlem, NYC

City Program Launch
Spring 2021

iFinance

iUrban University

Florida

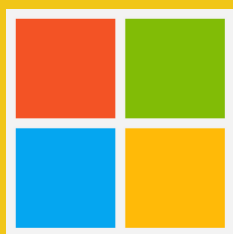
State-wide Program Launch
with Florida Memorial Univ.
& other HBCUs

Our Gratitude

We couldn't do any of this work without you. We've had the support of many parents, educators, companies, and individuals, *just like you.*

At iUrban, we recognize that it takes an entire village to set our students on a promising path. We'd like to highlight our major donors:

MAJOR DONORS



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON



Singer Family C&E Foundation
foundry10



Stephen Nigro
Family Trust