



GenerationNation

2014-15 IMPACT REPORT

Today's students will become the leaders of our schools, communities, businesses, and nation. What, and how, they learn now matters. Charlotte's students need to understand how their governments and communities work, about the key issues, and how and why they can aspire to make a difference. Current events, education trends, and learning opportunity gaps make that task more difficult - and more important than ever.

Through GenerationNation, a new generation of leaders prepares for college, career, and civic life.

- **Grow as confident citizens and leaders** who can read and analyze information, communicate, think critically, collaborate, solve problems and make decisions.
- **Build civic literacy**, understanding how their governments and communities work – and the leadership skills and know-how to make a difference.
- **Gain essential knowledge and learning opportunities** for academic success including graduation requirements Civics & Economics and American History, linking to STEM, reading, writing, and the arts.

GET INVOLVED

Thanks to the community's support, nearly 1 million Charlotte students have built civic literacy knowledge and skills through GenerationNation programs. Launched in 1992 as an annual mock election event, GenerationNation was named Kids Voting until late 2011.

Over the past 5 years, GenerationNation has worked with educators and other community stakeholders to launch new programming to educate and engage young citizens and leaders 365 days a year. The first phase of GenerationNation's expanded work has targeted high school students. Future strategies will expand opportunities for K-8 students, program alumni, and teachers.

We can't educate and engage a new generation of citizens and leaders without you! Please contact GenerationNation to **CONNECT** your school or organization, **VOLUNTEER** time and talents, and **INVEST** financial or inkind resources

Contact GenerationNation

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PROGRAM OF WORK

GenerationNation reaches thousands of students annually. Smart, fun programs connect classroom learning with hands-on experiences to build civic literacy and leadership from an early age and narrow learning opportunity gaps.

- K-12 civic literacy resources, tools, and teacher leadership and support
- Charlotte-Mecklenburg Youth Council
- Kids Voting
- Youth Leadership Charlotte-Mecklenburg
- Other civic literacy and leadership initiatives

GenerationNation's learning opportunities include educational sessions, dialogues, service-learning, field trips, and other hands-on experiences. Students regularly interact with public officials and civic leaders, engage in local government, learn about and apply knowledge to solve community issues, and meet and collaborate with youth from other schools and backgrounds.

Learning opportunities enable students to interact with and discuss issues with community leaders, learn about and apply knowledge to solve community issues, and meet and collaborate with youth from other schools and backgrounds, while building skills and knowledge for college, career, and civic life. Students increase knowledge and interests about government, civic issues, public policy, news/current events, voting, and volunteering, and skills and behaviors such as leadership, decision-making, collaboration, analysis, communications, public speaking, confidence, and more.



Alumni make an impact Program alumni remain active in GenerationNation, volunteering their time and sharing their perspectives with a new generation. Former students use the knowledge, interests, and skills they gained through GenerationNation to be informed, engaged citizens and leaders in college, career, and civic life.



REAL-WORLD LEARNING OPPORTUNITIES

Students explore the community, learn about careers, build leadership, develop professional skills, interact with leaders, and take part in other hands-on activities.

- Discuss issues with public officials
- Find out how and why a city grows
- Write news headlines
- See how local government works
- Deliberate policy in a mock council meeting
- Create and deliver a team presentation
- Read and prioritize a budget
- Build civic leadership and interests
- Analyze a speech and speaker's skills
- Cast an informed vote
- Learn needs of other schools and neighborhoods
- Plan a city
- Collaborate with different kinds of people
- Pitch an economic plan for the city
- Learn legislative process in Raleigh
- See where, how people do their jobs
- Run a voting booth
- Negotiate a deal
- Share solutions with civic leaders
- Interview a business leader
- Explore different parts of the city
- Follow and understand news
- Learn law through a mock trial
- Get leadership lessons from leaders
- Write a news report on civic issues and events
- Be an active citizen
- and more!

GenerationNation directly engages students in hands-on experiences to narrow learning opportunity gaps and build civic literacy and leadership knowledge, interests, and skills.

- 50,000 local students participated in 2014-15 activities, with 180,000 participating in 2012-15 (including presidential election programs)
- In 2014-15, GenerationNation offered students 15,000 contact hours of civic education, leadership, and service-learning
- 100% of students learned about and directly engaged in local government and civic issues



A NEW GENERATION GETS READY TO LEAD

Over the past 3 years, GenerationNation has worked with educators and other community stakeholders to launch new programming to educate and engage young citizens and leaders 365 days a year.

The first phase of GenerationNation's expanded work has targeted high school students through programs including the Charlotte-Mecklenburg Youth Council, launched in 2013, and Youth Leadership Charlotte-Mecklenburg, launched in 2015. Future strategies will also target K-8 students, program alumni, and new teachers.

GenerationNation's youth programs enable high school students to:

- Learn about local government, civic issues
- Meaningfully engage in policy & decision-making
- Highlight civic issues important to youth
- Create a communitywide network of informed, engaged youth leaders
- Serve as a resource for community leaders.
- Learn about and apply knowledge to solve community issues
- Build important skills, behaviors, knowledge, and interests for college, career, and civic life

Building a leadership pipeline



Grades 9-10 learn about community, issues, leadership



High school student advisory board for city, county, and CMS



Leaders through college, career, civic life

GenerationNation youth programs include the Charlotte-Mecklenburg Youth Council and Youth Leadership Charlotte-Mecklenburg

- 100+ youth in 2014-15
- 38 high schools
- 3,000 hours invested in learning opportunities

As a result of their involvement, participants are likely than peers to demonstrate civic leadership, civic engagement, and civic/news literacy.

- Serve in group leadership role (88% vs. 5%)
- Vote (90% vs. 22%)
- Volunteer (69% vs 28%)
- Understand how government works (90% vs. 45%)
- Regularly consume/understand news (100% vs. 70%)

Compared with data from CIRCLE, Pew Research, and NC Civic Index



KIDS READ, THINK, DECIDE, AND VOTE

Students proudly show off their “I Voted” stickers after experiencing democracy, elections, and voting through GenerationNation’s Kids Voting activity. They prepared for voting by studying the candidates, learning about the levels of government and offices on the ballot, analyzing the issues, and making decisions. Then, they cast their own votes in the student election. High school students ran kid voting booths, serving the community while learning and leading.

At schools, libraries, and polling places across Mecklenburg County, over 50,000 students participated in the activity. GenerationNation’s program is the largest community-based mock election in the country.



IN THE CLASSROOM: K-12 CIVIC LITERACY

GenerationNation joined educators and civic education leaders from across the country at the New Civics Practitioners Conference, hosted by Chicago's Mikva Challenge. Ten Charlotte-Mecklenburg Schools educators attended the conference with GenerationNation to share best practices and the story of Charlotte's success in innovative civic education.

New civics uses innovative techniques and real-world experiences to teach students how their governments and communities work, about the key issues, and how citizens and leaders collaborate to solve issues - and give a new generation the know-how and opportunity to make a difference as they prepare for and move forward in college, career, and civic life.

Thanks to a long-time partnership with Charlotte-Mecklenburg Schools and the area's non-public schools, GenerationNation reaches teachers and classrooms across the community. Users of the GenerationNation Civic Learning Center include teachers from across NC and the US.

GenerationNation helps K-12 teachers to easily and effectively integrate civic literacy across the curriculum.

- 170+ public and nonpublic schools, including 94% of CMS schools
- 100+ lessons and tools for civic/news literacy and other 21st century skills
- Essential knowledge for academic success including graduation requirements Civics & Economics and American History.
- Aligned to core subjects, grade level, and state/national standards

Teachers additionally benefit from increased resources, leadership and professional development opportunities, and peer learning networks

COMMUNITY SUPPORT

GenerationNation programming is made possible through the partnership, collaboration, and generous support of the community.

Partners and allies include City of Charlotte, Mecklenburg County, Charlotte-Mecklenburg Schools, non-public schools, foundations, businesses, leadership programs, youth programs, and a variety of other organizations.

Over 5 years more than \$500,000 has been invested to support and build capacity for GenerationNation's expanded programs and growth. At least 90% of expenditures are dedicated to mission-focused programs that positively impact thousands of Charlotte-Mecklenburg students and educators annually.

Funding sources include grants and contributions, sponsorships, individual gifts, and in-kind donations. *GenerationNation is not funded by the United Way or Arts & Science Council.*

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GenerationNation Volunteers help to engage students in learning opportunities, preparing them for college, career, & civic life

Total volunteer hours = 3,675 +
Value = \$84,783

Value of volunteer time 2015: Bureau of Labor Statistics

Thanks for engaging with our youth this year!

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