

# 2018 Annual Report

Celebrating  
20 Years of MIND



**MIND**  
RESEARCH INSTITUTE





## From Our Leadership

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In 2018, we celebrated the 20th anniversary of MIND Research Institute. Looking back over the past two decades of our work to transform education, we were continually inspired by the passion and dedication of our colleagues, allies and our partners like you. Together, we have empowered so many young minds across the country. As we look ahead, we continue to build on the foundation of the past toward a future where all students are mathematically equipped to solve the world's most challenging problems.

Thank you for being part of our past, our present and our future!

**Brett Woudenberg**

Chief Executive Officer  
MIND Research Institute

**Matthew Peterson, Ph.D.**

Co-founder and Chief Research & Development Officer  
MIND Research Institute

Ensuring that all students are mathematically equipped to  
solve the world's most challenging problems.

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## Showcasing Our Mission and Our Partners

The newly redesigned [mindresearch.org](http://mindresearch.org) website was launched in May, and it is the embodiment of our values, our mission, and the power of our partnerships. The website provides a deeper look into our approach to transforming education, as well as the research and social impact efforts behind everything we do. It also showcases the people who drive MIND's mission, and the partners and allies who are helping us empower more students across the country every day.

Explore the new website >> [www.mindresearch.org](http://www.mindresearch.org)



# Voices of MIND

We created a podcast and an educator perspective series to highlight the opinions of trusted sources who inspire people with innovative ideas in the fields of math, education and beyond. We also continued to expand our own thought leadership with several speaking engagements across the country.

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## Our First Podcast

Listen now >>

<http://bit.ly/anthony-kim>

Our First Podcast - February 2018 saw the launch of our flagship podcast, “Inside Our MIND”. In each episode, we take a look at issues and challenges facing education that we are working to address through research, technology and strategic initiatives. Our April episode featured the CEO of Education Elements Anthony Kim, sharing his thoughts about how schools and districts must change from an organizational standpoint in order to have a truly successful personalized learning model.



## Educator Perspectives

Read more on the MIND blog >>

<http://bit.ly/wendy-kerr>

In this new blog series, we interviewed teachers and administrators across the country who were engaging, motivating and challenging their students in unique ways. In one installment, Dr. Wendy Kerr discussed with us how ST Math helped Live Oak Elementary in Fallbrook, California build a culture of personalized learning.



## Speaking Engagements

See Brandon Smith’s Ignite session on using storytelling to connect games, math and history on our YouTube page >>

<http://bit.ly/reimagining-storytelling>

Lead Mathematician Brandon Smith, and Co-founder and Chief Research & Development Officer Matthew Peterson, Ph.D, spoke at the ISTE (International Society for Technology in Education) conference and expo in June.

# Growing Future STEM Leaders with ST Math

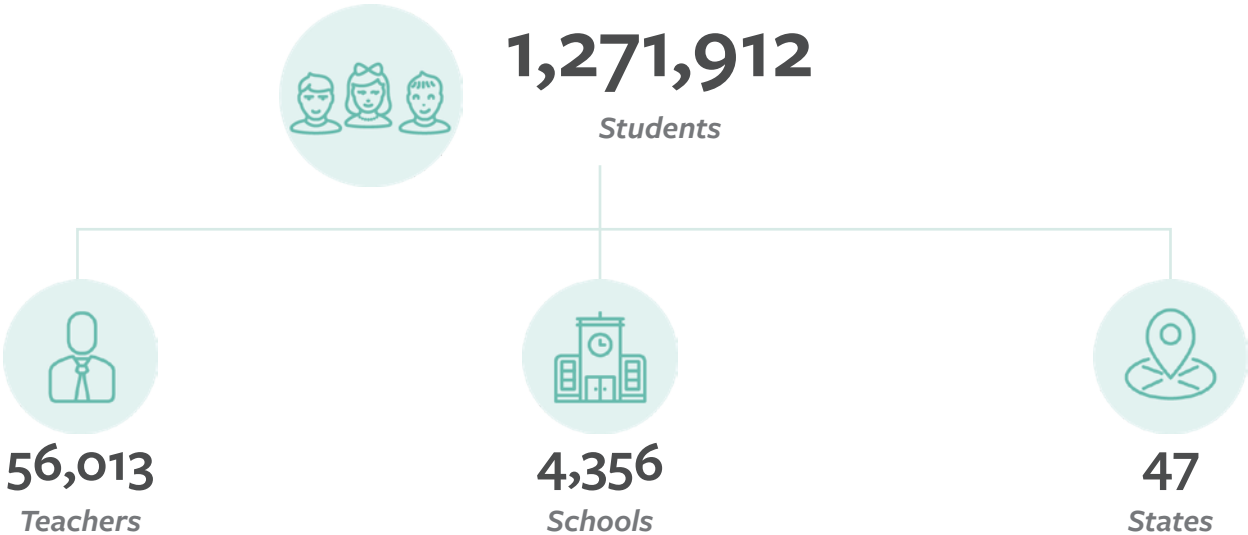


Students in schools across 47 states continue to find success through the visual instructional approach of ST Math. Through our ongoing Profiles in Success series, we visit our partner schools to see the power of ST Math in action and hear from educators and administrators just how the program is changing the way their students learn.

ST Math School  
Grants Totaled

**\$4,719,300**

Through the continued support of our partners, more students than ever are now transforming their learning with ST Math.





# ST Math Awards

It was an award-winning year for ST Math! Our visual instruction program was recognized for its ability to build a deep conceptual understanding of math, and for engaging students with game-based learning.

**//CODiE//**  
**2018 SIIA CODiE FINALIST**

2018 Best Game-Based  
Curriculum Solution

THE EDTECH  
AWARDS



COOL TOOL  
FINALIST 2018

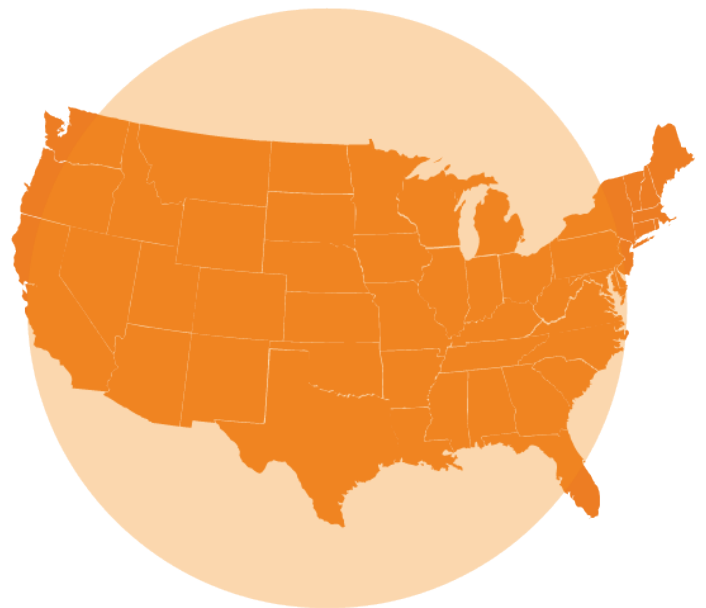
2018 Math Solution

**//CODiE//**  
**2018 SIIA CODiE WINNER**

2018 Best Mathematics  
Instructional Solution

## Nationwide Impact

This year, third-party independent research firm WestEd conducted a nationwide study of ST Math that was the largest of its kind to evaluate an edtech program. Researchers used an innovative method to normalize school performance across state lines, evaluating how a school ranked on their standardized math test performance within their state before and after adopting ST Math. The study found schools that consistently used ST Math outgrew similar schools by 14 percentile points in statewide ranking.



# Educator Resources

Last year we launched the all-new ST Math website, and over the past twelve months we've added a tremendous collection of tools for educators, administrators and parents.

## STMath Central

### ST Math Central

<http://bit.ly/stmath-central-blog>

A new learning hub for ST Math users! ST Math Central provides reports, self-guided online courses, professional development, online community support and other resources.

### Resources Page

<http://bit.ly/math-rigor>

A single place for multiple resources that comprehensively cover core topics in math education. This year, we addressed math rigor and personalized learning.



### Parent Resources

<http://bit.ly/parent-math-resources>

A page that provides resources for parents to help their children with math, both in and outside of the ST Math program.







## Building a Community of Problem Solvers

Through public-private partnerships, we brought the excitement of math to youth, families and communities both in and out of the classroom.

# JiJi Culture

ST Math students love JiJi! Throughout the year, students showed us just how deeply ST Math and “JiJi culture” were embedded in their schools.



## Students Choose Math for Christmas

A yearly tradition of mine as Database Analytics Manager at MIND Research Institute is discovering how many students log into ST Math throughout Christmas day. These students are choosing to learn math—even when school is not in session. This year on Christmas day, 14,921 unique students logged in a total of 27,306 times.



## Jiji Day 2018

What’s JiJi Day? JiJi Day is a special day at the end of April, when students across the country celebrate math and engage in activities that promote growth mindset.

JiJi, the penguin mascot in ST Math, encourages students to persevere through challenges, to love learning, and experience the thrill of success.

# National K-12 Game-a-thon

Students thought critically and creatively to design their own math games in our annual K-12 Game-a-thon. When it came time to announce our winners, we called on community members to take part in the judging process.



“Happy to be a judge for MIND Research Institute’s national K-12 Game-a-thon. It’s a great example of an event that supports young game makers who are designing games that solve mathematical problems.”

— @BlockStory1 , 2018 Game-a-thon Judge



# Partnering for Greater Impact



Providing Energy.  
Improving Lives.

Brazosport Independent School District serves students who speak over 20 languages and have a high mobility rate. When they were offered a grant for ST Math from Phillips 66, which employs many of the families in the area, Brazosport ISD embraced the opportunity. In just three years of implementation, the shift in math culture has been so profound that one campus went from being identified as at-risk by the state to earning the district's top 3rd grade math scores.



In June, Cisco invited us to be part of their Global Problem Solvers Makerspace at the annual ISTE conference and expo.



Verizon Innovative Learning provides free technology, free internet access, and hands-on learning experiences to help give under-resourced students the education they deserve. Their efforts to bring devices and effective educational content into classrooms have helped ensure that more of our partner schools are equipped to get the most out of our ST Math program.



In December, MIND was selected as a member of the Fall 2017 Ignite cohort at NewSchools Venture Fund. As part of this cohort, MIND delved into the student gameplay in grades Pre-K-1 of its visual instructional program, ST Math. The goal was to report insights for Pre-K-1 students that ST Math quizzes already provide in grades 2 and up.



One8 Foundation and Mass STEM Hub partnered to develop an implementation plan and grant program to expand ST Math in Massachusetts. It enabled 54 schools to implement the program for 3 years, starting this school year.



In April, PwC invited us to join them at the the 5th USA Science & Engineering Festival Expo in Washington D.C. Over 350K+ attendees celebrated science at the Expo and engaged in activities with some of the biggest names in STEM.



Last fall, we experienced a season full of STEM events with Rockwell Automation. As we prepared for two Family Math Nights and the 2017 Automation Fair event, Rockwell Automation invited our CEO, Brett Woudenberg, to weigh in with his thoughts on the future of the STEM workforce.

## In the Media



**38,500**

social media followers  
(25% growth from previous year)



**36%**

increase in blog views  
(from previous year)

[blog.mindresearch.org/blog](http://blog.mindresearch.org/blog)



**22,000**

blog views in record month



**41%**

increase in unique web  
visitors  
(from previous year)



**22,561**

media mentions  
(social media, blogs, press)

Connect with us on:



@JiJiMath



@MIND\_Research



MIND Research Institute



# Our Partners

Thank you to our partners for another successful year.

## \$3 MILLION AND UP

Cisco Foundation  
One8 Foundation  
Phillips 66  
PwC US  
Samueli Foundation  
Verizon

## \$1 MILLION AND UP

Croul Family Foundation  
Emulex Corporation  
Hyundai Motor America  
Jim and Sheila Peterson  
Microsemi  
Paul and Margo Folino  
The Boeing Company  
The Horowitz Group  
UC Irvine  
Chevron

## \$500,000 AND UP

Abbott Medical Optics  
Bank of America  
Capital Group  
Children & Families Commission of Orange County  
Dennis and Carol Troesh  
Fluor Corporation  
Helping Us Help Ourselves Foundation  
Janet & James “Walkie” Ray  
John and Sherry Phelan  
John Deere Foundation  
Michael and Susan Dell Foundation  
OneWest Bank/CIT Bank  
Pacific Life Insurance : Pacific Life Foundation  
Podlich Family Fund  
Rockwell Automation  
Ted and Janice Smith  
The Argyros Foundation  
The Hoag Foundation

The Seaver Institute  
The Whitman-Harsh Family Foundation  
Toyota USA Foundation  
Ueberroth Family Foundation  
William E Bloomfield, Jr.  
Windsong Trust

## \$250,000 AND UP

Albert and Bettie Sacchi Foundation  
APS Foundation, Inc.  
Arconic Foundation  
Fred Taylor  
Gerard Family Trust  
KDK-Harman Foundation  
Leonetti/O’Connell Foundation  
Macy’s Foundation  
Marion Knott  
Marjorie Rawlins  
Mathew and Sydni Peterson  
Ralph and Else Stern  
Segerstrom Foundation  
The Matthew and Roberta Jenkins Family Foundation  
University of Phoenix Foundation  
Wells Fargo Foundation  
Xerox

## \$100,000 AND UP

American Honda Foundation  
Arnold and Mabel Beckman Foundation  
Brady Education Foundation  
Beall Family Foundation  
California Community Foundation  
Carol and Budge Collins  
CME Group Foundation  
DIRECTV  
Donald P. and Dodo Kennedy  
Dwight Stuart Youth Fund  
Dynamax International Trading Co., Ltd  
Edwards Lifescience  
Ella Fitzgerald Charitable Foundation  
Ford Motor Company  
Hastings/Quillin Fund  
Hot Topic Foundation  
Houston Endowment

Jim and Vivian McCluney  
Kris and Linda Elftmann  
Marc Levin  
Michelle Rohe  
NAMM  
Napa Valley Vintners  
Norris Foundation  
O.L. Halsell Foundation  
RGK Foundation  
Rose Hills Foundation  
S.L. Gimbel Foundation  
SAP America, Inc.  
Southern California Edison  
Southern California Gas Company  
State Farm Insurance - Southern California  
Stephen and Sally Herrick  
Steven and Amy Litchfield  
Symantec Corporation  
Taco Bell - YUM! Brands, Inc. : Taco Bell Foundation  
The Ahmanson Foundation  
The Annenberg Foundation  
The Carol and James Collins Foundation  
The Cummins Foundation  
The Green Foundation  
The Kling Family Foundation  
Tim and Jean Weiss  
Troy Group  
U.S. Bank : US Bank - Southern California  
United Way of Greater Los Angeles  
W.M. Keck Foundation

## \$50,000 AND UP

Big Shoulders Fund  
Bruce and Karen Cahill  
Conexant Systems, Inc.  
Dick and Mary Allen  
Donald and Constance Sperling Foundation  
Emil and Maureen Brolick  
Eric and Connie Boden  
Experian Americas  
Falcon Investment Group  
Fariborz and Azam Maseeh  
Five Point Communities Management, Inc.  
Gilbert and Jacki Cisneros  
Google AdWords  
Henry and Elizabeth Segerstrom  
Henry Guenther Foundation  
Herbert Lucas  
ITC Holdings Corp.  
J.P.Morgan Chase  
John and Constance Chambers

John R. and Elizabeth Stahr  
Mara W Breech Foundation  
McMaster-Carr Supply Company  
Mike and Janice Lowther  
Mike S. and Ellie Gordon  
Miller Environmental, Inc.  
Northrop Grumman Foundation  
Peggy and Robert Sprague  
Pitney Bowes Foundation  
Robert E. and Linda F. Yellin  
Roth Family Foundation  
Steinmetz Foundation  
Tarsadia Foundation  
The Dito Devcar Foundation  
The Grammy Foundation  
The Roripaugh Family Foundation  
The Sutton Family Charitable Fund  
United Way for Southeastern Michigan  
Viejas Entertainment & Productions  
WHH Foundation

## \$25,000 AND UP

Adams Legacy Foundation  
AFCEA - Southern California  
AT&T Foundation  
Benjamin Du  
Citigroup - Southern California  
Clearlight Partners, LLC  
Cox Communications Inc.  
Crevier Classic Cars / Crevier Sales & Leasing  
David and Darrellyn H. Melilli  
David Mark and Sandy Stone  
First American Corporation  
George Hoag Family Foundation  
Herb and Carol Amster Philanthropic Fund  
IBM Corporation - Southern California  
IMC Chicago Charitable Foundation  
James and Catherine Emmi  
James and Suzanne Mellor  
KPMG  
Larry and Dee Higby  
Leo M. Shortino Family Foundation  
Long Beach Community Foundation  
Mike and Sheila Lefkowitz  
National Society of Black Engineers  
NEC Foundation of America  
Opus Bank : Opus Community Foundation  
Orange County Community Foundation  
Otis and Joann Healy  
Pacific General Ventures  
Quartics  
Richard L. and Ginny Linting

Ronald McDonald House Charities  
 Rowena Yarek Schaber  
 SchoolsFirst Federal Credit Union  
 Technology for Kids Foundation  
 The Allergan Foundation  
 The Eisner Foundation  
 The Guardian Life Insurance Company of America  
 The Lookout Foundation, Inc.  
 Tim Molnar, CFP  
 TransCanada  
 Walt Disney Company  
 Western Digital Corporation  
 Yum! Brands Foundation, Inc.

## \$10,000 AND UP

Ann W McDonald  
 Atlanta Partners  
 Barbara Roberts  
 Bill and Linda Kreidler  
 Bruce Chapman  
 Chicago Mercantile Exchange  
 Commercial Bank of California  
 Community Bank  
 Crane Foundation, Inc.  
 Damien M Jordan  
 Dan S. and Sharon Whelan  
 Dancing Tides Foundation  
 Davis Guggenheim and Elisabeth Shue  
 DaVita Total Renal Care, Inc.  
 Deborah Lima  
 Depository Trust & Clearing Corporation  
 Donald and Carol Murray Family Trust  
 Douglas and Lynn Freeman  
 Dwight Decker  
 Edward and Helen Shanbrom Family Fund  
 Edwin Fuller  
 Erik and Kari Brandi  
 Frank William Lynch  
 Freeport-McMoRan Copper & Gold Foundation  
 Gibson, Dunn & Crutcher  
 Glen and Dorothy Stillwell Charitable Trust  
 Greg Njoes  
 Hitachi, LTD  
 I-Rise Foundation  
 James P. Hagstrom and Cynthia O'Neill  
 James W. and Gail Daniels  
 Jane Fugishige Yada  
 John and Kerry Holtrust  
 John and Tashia Morgridge  
 John Bishop and Barbara Nieto  
 Kirkland & Ellis Foundation  
 Latham and Watkins LLP - Costa Mesa

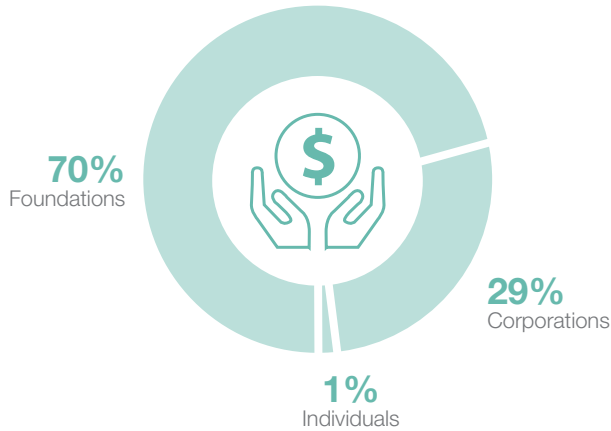
Legacy Ladies, Inc.  
 Liz Merage  
 Marian and Garth Bergeson  
 Mark Bodner  
 Martha Newkirk  
 Mike Ray  
 Morgridge Family Foundation  
 National Defense Industry Association  
 Network for Good  
 New Century Financial Corporation  
 Orange County Business Journal  
 Orange County United Way  
 Overdeck Family Foundation  
 Patricia Dempster  
 PNC Foundation and Charitable Trust  
 Professional Media Group  
 RF Nano Corporation  
 Richard and Susan Bridgford  
 Rick Smetanka : Haskell & White LLP  
 Robert and Connie Ihrke  
 Robert and Dallas Celecia  
 Robert E. and Julie Romney  
 Rockwell Collins  
 Rolf Uitzetter  
 Sam Goldstein  
 Soka University of America  
 Sooch Foundation  
 Staples Inc.  
 Stephen and Kathy Peterson  
 The Draper Foundation  
 The Fieldstone Company  
 The Itri Family Foundation  
 The Merage Foundation  
 The Pacific Endowment  
 The William C. Bannerman Foundation  
 Thomas E. and Gerda Sparks  
 Tiger Woods Foundation  
 Tony and Ginger Allen  
 Toshiba America : Toshiba America Electronics Co.  
 Toshiba America : Toshiba America Foundation  
 United Health Foundation  
 United Technologies Matching Gifts Program  
 Walmart Foundation  
 William and Pam Lawless  
 Zeiss Optics Corporation

**Note: List reflects cumulative giving as of June 30, 2018**

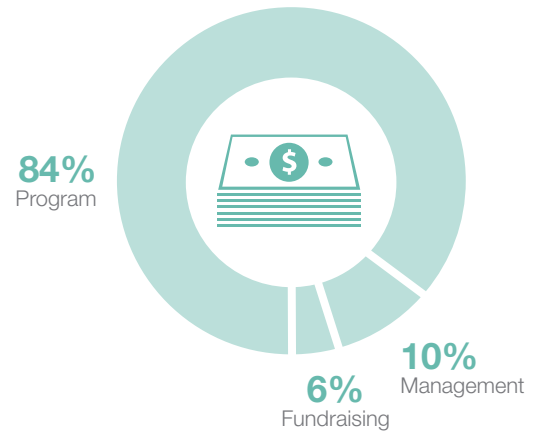


# Financials

## FY 2018 Funding by Donor



## FY 2018 Expenses



	FY 2018	FY 2017
<b>SUPPORT AND REVENUES</b>		
Contributions	\$ 8,220,214	\$ 5,681,259
In-kind revenues	176,386	220,262
<b>TOTAL FUNDRAISING AND PHILANTHROPY</b>	<b>\$ 8,396,600</b>	<b>\$ 5,901,521</b>
.....		
Program fees – schools	22,400,528	20,654,846
<b>TOTAL SUPPORT AND REVENUES</b>	<b>\$ 30,797,128</b>	<b>\$ 26,555,161</b>
.....		
<b>EXPENSES</b>		
Program	23,073,174	25,756,419
Management	2,770,134	2,074,470
Fundraising	1,726,069	1,312,816
<b>TOTAL EXPENSES</b>	<b>\$ 27,569,377</b>	<b>\$ 29,143,705</b>
.....		
<b>INCREASE IN NET ASSETS</b>	<b>2,919,052</b>	<b>(2,588,544)</b>
<b>BEGINNING NET ASSETS (DEFICIT)</b>	<b>(1,660,482)</b>	<b>928,062</b>
.....		
<b>NET ASSETS, ENDING</b>	<b>\$1,258,570</b>	<b>(\$1,660,482)</b>

MIND Research Institute's fiscal year 2018 financial statements were audited by Grant Thornton LLP, certified public accountants. For a complete copy of the 2018 Audited Financial Statements, please visit <https://www.mindresearch.org/financials>.

# Board of Directors

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## John Phelan

Chairman  
MIND Research Institute;  
Executive Vice President  
Capital Research and Management  
Company (Capital Group Companies)

## Brett Woudenberg

Chief Executive Officer  
MIND Research Institute

## Matthew Peterson, Ph.D.

Co-founder &  
Chief Research & Development Officer  
MIND Research Institute

## Mark Bodner, Ph.D.

Co-founder &  
Research Scientist  
MIND Research Institute

## Andrew R. Coulson

Chief Data Science Officer  
MIND Research Institute

## Chuck Amos

Chief Executive Officer  
GuideK12

## Mary deWysocki

Senior Director of Corporate Affairs  
Cisco Systems, Inc.

## Ed Fuller

President & Founding Partner  
Laguna Strategic Advisors

## Donald E. Garcia

Founder  
Pinnacle Consulting Group

## Lawrence Higby

Ret. Vice Chairman and Advisor  
Apria Healthcare, Inc.

## David Horowitz

Chairman  
Horowitz Management, Inc.

## Roberta Jenkins

Vice President  
Matthew and Roberta Jenkins Family Foundation

## Claudia Kreisle

Director of Philanthropy  
Phillips 66

## Mike Lefkowitz

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The Semel Group

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MaxLinear, Inc.

## Jim McCluney

Ret. Executive Chairman of the Board  
Emulex Corp.

## Daryl G. Pelc

Ret. Vice President  
Engineering & Product Support, Global Services & Support  
Boeing Defense, Space & Security

## Ted Smith

Ret. Founder & Chairman  
FileNet (Retired)

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## IN MEMORIAM

### Gordon Shaw, Ph.D.

Co-founder, Chairman Emeritus & Institute Scientist  
MIND Research Institute;  
Professor Emeritus, Physics  
University of California, Irvine

**Note:** List reflects Board of Directors as of June 30, 2018



MIND's had an incredible year of forwarding its mission.  
ST Math now reaches more students than ever before  
and we're continuing to find ways to empower  
the next generation of problem solvers.  
Thank you for your support as we continue  
to expand our reach to more students,  
teachers, schools and communities.



[mindresearch.org](http://mindresearch.org)