Annual Report 2019

Advancing the Mission
2019 was a year of great momentum for MIND Research Institute. We announced ST Math Chats, a new ST Math feature, launched our MathMINDs Games, and so much more. We also found new and creative ways to recognize the tremendous work of our colleagues, allies, and partners like you. Looking back, we are immensely proud of the foundation we’ve built and the partnerships we’ve forged. It’s the feedback, advice, and challenges our partners present to us that keep us moving toward a future where we can mathematically equip all students to solve the world’s most challenging problems.

Thank you for your continued support, and cheers to what’s ahead!

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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Advancing the Impact of ST Math

This year brought a new ST Math feature, ST Math Chats! ST Math Chats are 25-30 minute lessons that utilize 1:1 or 2:1 technology to create an interactive learning and sharing experience. Using a Play-Discuss-Apply model, these lessons designate time for students to play an ST Math game, participate in whole class discussion, and apply what they’ve learned to a math problem that concludes the lesson.

Read what teachers are saying about ST Math Chats » blog.mindresearch.org/blog/teachers-st-math-chats
ST Math School Grants Totaled $3,859,472

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

1,285,037 Students

55,049 Teachers

5,042 Schools

48 States

Request info about ST Math School Grants Program at grants@mindresearch.org
ST Math Awards

We’re proud to have won the following awards this year, and credit our success to the strong partnerships we have with our schools and donors.

A Unique, Patented Approach

This June, the U.S. Patent Office issued to MIND a patent that covers the core of how ST Math games function. U.S. Patent No. 10,304,346 protects the system and method for training with virtual manipulatives. It includes the use of spatial-temporal (ST) reasoning to interact with on-screen objects following mathematical rules, informative feedback showing why solutions work or not, difficulty ramps, and error tolerance. This is the ninth and latest addition to MIND’s portfolio of design and utility patents.
This year, we refined our resource offerings to comprehensively cover core topics in math education, adding new content on deep conceptual understanding and student engagement.

Educator Resources

We added to our collection of tools for educators, administrators and parents. We also created a place for everyone to tour and play ST Math games!

Empowering Educators
stmath.com/resources

This year, we refined our resource offerings to comprehensively cover core topics in math education, adding new content on deep conceptual understanding and student engagement.

Play Page
stmath.com/play

Here you can play sample puzzles from ST Math after watching guided video tours.

ST Math Community
www.facebook.com/groups/stmath

A place to learn and grow together! Members can share ideas, win prizes, and connect with other ST Math educators across the country.
Spotlight on Our Speakers

The new Thought Leaders & Speakers page on mindresearch.org launched in April. Here, you can get to know MIND’s current featured speakers and what they have to say around mathematics, neuroscience, education, research, and learning.

Explore new Speakers page » www.mindresearch.org/speakers
Advancing MIND’s Voice

We continued highlighting the voices of our educators, partners, and colleagues. Dozens more podcasts, educator perspectives, and speaking engagements brought the work being done by MIND to audiences across the nation.

Podcasts

Twelve new episodes of the “Inside Our MIND” podcast were published in 2019. Each episode looks at issues and challenges facing education that MIND is working to address through research, technology, and strategic initiatives.

Listen in on this episode featuring Karin Wu, MIND’s Executive Vice President/Executive Director of Social Impact. Karin shares the story of what brought her to MIND, the organization’s mission, and how our partners help us pursue that mission.

“*The students would say things to the principal on the playground like ‘I know JiJi is all about math, but JiJi wants us to never give up and figure out the problem.’ They were not only carrying that over to other content areas, but to behavioral and social areas, and that meant just as much as the quantitative results.*”

-Kim Anthony, *How to Bring Edtech into a District Successfully*

Speaker Engagements

We traveled to San Diego, Washington, D.C., and so many places in between to connect with education thought leaders from across the globe. We also had the privilege of sharing our own thoughts on the state of math education.

Global Math Week - San Jose, California
CAMT - Houston, Texas
ESEA - Kansas City, Missouri
ASU+GSV Summit - San Diego, California
NCSM and NCTM - San Diego, California
AERA and NCME - Toronto, Canada
STEMconnector Summit - Washington, D.C.
ISTE - Philadelphia, Pennsylvania

Educator Perspectives

Three more educators’ stories were added to this series. Teachers and administrators across the country told us how they’re engaging, motivating, and challenging their students in unique ways.

**Listen now**
[blog.mindresearch.org/blog/topic/podcast](http://blog.mindresearch.org/blog/topic/podcast)
Research Is Our Middle Name

We advanced the research being done by and with MIND Research Institute, and we took a more active role in shaping policy. This included multiple ST Math studies, data resources for educators, and insight from our own Chief Data Science Officer.

MIND Submits Comment on IES Proposed Priorities - The U.S. Department of Education Institute of Education Sciences published a notice seeking public comment on IES’s proposed priorities. MIND’s comment encourages educators to expect more from edtech research.

Demanding More from Edtech Evaluations - Let’s change the conversation around edtech evaluations! This ebook collected information from our podcasts, blogs, webinars, and more into one resource to help administrators get more out of edtech evaluations.

Why ESSA’s Tier System is Only the First Step - An edtech program can be rated as having “strong” evidence based on a single randomized control trial, done many years ago, on a version of a product that no longer exists. We think there are better ways to evaluate programs.

Advancing Our Communities

Math is everywhere, in everything, and for everyone. Through our partnerships, we brought math to life for students, parents, and educators across the country.
Introducing MathMINDs Games

MIND created storybook board games that combine math, history, and literacy in a highly connected experience. Through each story, families learn and play a math game as they explore real events from the game’s country of origin.

We had opportunities to showcase MathMINDs Games at events and festivals including the Global Math Week kick-off event in Santa Clara, California, and the National Math Festival in Washington, D.C.

Interested in bringing MathMINDs Games to more families?
Partner with us » mindresearch.org/mathminds-games

K-12 Game-a-thon

Students designed, built, and shared games that featured creative and unusual solutions to mathematical problems in our annual K-12 Game-a-thon. We had almost 100 entries from nine states across the U.S., and even a few entries from Canada!

Meet the 2019 Top Teams » blog.mindresearch.org/blog/game-a-thon-top-teams-2019

JiJi’s Road Trip Adventure

We held our first ever ST Math Sweepstakes! Three lucky winners received an all expenses paid school visit from JiJi, including a backpack filled with JiJi-themed swag for the students. JiJi made stops in Corona, California; Port Isabel, Texas; and Logan Township, New Jersey—and had a whole lot of fun along the way!

Come see for yourself » blog.mindresearch.org/blog/meet-jiji-st-math-sweepstakes
Advancing Our Social Impact

At MIND, where our core values revolve around people, problem solving, and learning, we take the development of capacity building partnerships very seriously. In addition to the financial support that has helped us reach nearly 1.3 million students with our award-winning ST Math program, we are also extremely grateful for the guidance and support that have led us to achieve significant results at scale.

To continue to make breakthroughs in education and ultimately achieve our mission, we count on the feedback and advice of our partners. From my perspective, our partnerships work so well because we have people who truly believe in and are committed to the work we do. Thank you, partners! We are so grateful for your true capacity building support, and MIND continues to see measurable improvement because of you.

Karin Wu
Executive Vice President/ Executive Director, Social Impact
MIND Research Institute

Rockwell Automation is a powerful partner for MIND. Their support of students extends beyond the classroom to the larger math ecosystem. They wholly support MIND’s mission by advancing programs through their own key stakeholders and strategically investing in general operating support, ST Math, professional development, Family Nights, and research and development. In addition, this year, Rockwell Automation also funded the development of MathMINDs Games: South of the Sahara!

Read More >> blog.mindresearch.org/blog/partner-stories-rockwell-automation
Hyundai Motor America announced a $250,000 donation to Montgomery Public Schools for STEM education. The Hyundai ST Math Initiative will now benefit nearly 3,000 students from these schools. On May 21, 2019, HMA executives invited city dignitaries, school officials and other special guests to celebrate with them.

Read More » blog.mindresearch.org/blog/hyundai-brings-st-math-to-montgomery

Cisco has partnered with MIND for over a decade to ensure that the ST Math user experience for both students and educators is continually improving. They invited us, once again, to be part of their Active Learning Space at the annual ISTE Conference & Expo. Attendees flocked to take selfies and shake a tailfeather with JiJi and Huti.

Read More » blog.mindresearch.org/blog/building-stem-communities-at-iste

Our partnership with the One8 Foundation and Mass STEM Hub expanded ST Math to 60 additional schools, bringing the total number of participants in the ST Math Massachusetts Program to 114. At the end of the school year, Mass STEM Hub celebrated over 575 elementary school students’ ST Math achievements at the New England Aquarium.

Read More » blog.mindresearch.org/news/massachusetts-students-celebrated-for-mathematics-achievements
In May, we brought together several of our partners for the 2019 Partner Advisory Forum. Representatives from Cisco Foundation, Rockwell Automation, John Deere, Phillips 66, One8 Foundation, Pitney Bowes, Tata Consultancy Services, and Hillsborough County School District challenged us to think both bigger and more deeply about the impact we can achieve together.

Read More » blog.
mindresearch.org/blog/mind-paf-2019

Matthew and Roberta Jenkins Family Foundation

The Matthew and Roberta Jenkins Family Foundation has awarded scholarships to deserving students and institutions across the country, including MIND Research Institute. The foundation aims to continue elevating urban education by finding the positive possibilities all around and sharing them through education, work ethic, integrity, and good human values.

John Deere believes the world needs innovators now more than ever. Why? The population is growing and is forecast to reach 9.7 billion people by 2050. The result? A rising need for more and better food, shelter, and infrastructure. That is why John Deere is proud to support ST Math and the next generations of innovators. Since 2014, funding from the John Deere Foundation has helped more than 19,000 youth in Iowa and Illinois and continues to expand the number of students and teachers able to benefit from ST Math programs.
Thank you to our partners for another successful year.

$5 MILLION AND UP
Phillips 66
Verizon

$3 MILLION AND UP
Cisco Foundation
One8 Foundation
PwC Charitable Foundation
Samueli Foundation

$1 MILLION AND UP
Chevron Corporation
Croul Family Foundation
Emulex Corporation
Hyundai Motor America
Jim and Sheila Peterson
John Deere Foundation
Microsemi
Paul and Margo Folino
Rockwell Automation
The Boeing Company
The Horowitz Group
UC Irvine
Windsong Trust

$250,000 AND UP
John and Sherry Phelan
Michael and Susan Foundation
OneWest Bank/CIT Bank
Pacific Life Foundation
Ted and Janice Smith
The Argyros Foundation
The Larry and Helen Hoag Foundation
The Seaver Institute
The Whitman-Harsh Family Foundation
Toyota USA Foundation
Ueberroth Family Foundation
William E. Bloomfield, Jr.

$500,000 AND UP
Abbott Medical Optics
APS Foundation, Inc.
Arconic Foundation
Bank of America
Bill and Pat Podlich
Capital Group
Children & Families Commission of Orange County
Dennis and Carol Troesh
Fluor Corporation
Helping Us Help Ourselves Foundation
Janet and James “Walkie” Ray

$100,000 AND UP
American Honda Foundation
Arnold and Mabel Beckman Foundation
Brady Education Foundation
California Community Foundation
Carol and Budge Collins
CME Group
DIRECTV
Donald P. and Dodo Kennedy
Dwight Stuart Youth Fund
Dynamax International Trading Co., Ltd
Edwards Lifescience
Ella Fitzgerald Charitable Foundation
Ford Motor Company
General Motors
Hastings/Quillin Fund
Hot Topic Foundation
Houston Endowment
Jim and Vivian McCluney
Marc Levin
Michelle Rohe
NAMM
Napa Valley Vintners
Norris Foundation
O.L. Halsell Foundation
Pitney Bowes Inc.
RGK Foundation
Rose Hills Foundation
S.L. Gimbel Foundation
SAP America, Inc.
Southern California Gas Company
State Farm Companies Foundation
Stephen and Sally Herrick
Steve and Amy Litchfield
Symantec Corporation
Taco Bell Foundation
The Ahmanson Foundation
The Annenberg Foundation
The Beall Family Foundation
The Carol and James Collins Foundation
The Cummins Foundation
The Dito Devcar Foundation
The Green Foundation
The Kling Family Foundation
Tim and Jean Weiss
Troy Group
U.S. Bank
United Way of Greater Los Angeles
W.M. Keck Foundation

Google, Inc.
Henry and Elizabeth Segerstrom
Henry Guenther Foundation
Herbert Lucas
ITC Holdings Corp.
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
Robert E. and Linda F. Yellin
Roth Family Foundation
Rowena Yarak Schaber Foundation
Steinmetz Foundation
Tarsadia Foundation
The Grammy Foundation
The J. Willard and Alice S. Marriott Foundation
The Roripaugh Family Foundation
The Sutton Family Charitable Fund
United Way for Southeastern Michigan
Viejas Entertainment & Productions
WHH Foundation
William E. Hixson Foundation

$25,000 AND UP
Adams Legacy Foundation
AFCEA
AT&T Foundation
Citigroup
Clearlight Partners, LLC
ConocoPhillips
Cox Communications
Crevier Classic Cars
David and Darrellyn H. Melilli
David Mark and Sandy Stone
Edwin Fuller
First American Corporation
George Hoag Family Foundation
Greg Njoes
Herb and Carol Amster Philanthropic Fund
IMC Chicago Charitable Foundation
I-Rise Foundation
James and Catherine Emmi
James and Suzanne Mellor
JP Morgan Chase Foundation
Larry and Dee Higby
Leo M. Shortino Family Foundation

$50,000 AND UP
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
Long Beach Community Foundation
Lookout Foundation
Mike and Sheila Lefkowitz
National Society of Black Engineers
NEC Foundation of America
Opus Community Foundation
Orange County Community Foundation
Pacific General Ventures
Quartics
Richard L. and Ginny Linting
Ronald McDonald House Charities
SchoolsFirst Federal Credit Union
Technology for Kids Foundation
The Allergan Foundation
The Eisner Foundation
The Guardian Life Insurance Company of America
TransCanada
Western Digital Corporation

$10,000 AND UP
Allen Charitable Lead Annuity Trust
Ann W McDonald
Atalanta Partners
Barbara Roberts
Benjamin Du
Bill and Linda Kreidler
Brett Woudenberg
Bright Funds
Bruce Chapman
Commercial Bank of California
Community Bank
Crane Foundation
Damien M. Jordan
Dan S. and Sharon Whelan
Dancing Tides Foundation
Daryl and Patricia Pelc
Davis Guggenheim and Elisabeth Shue
DaVita Total Renal Care
Deborah Lima
 Depository Trust & Clearing Corporation
Don and Wendy Garcia
Donald and Carol Murray Family Trust
Douglas and Lynn Freeman
Dwight Decker
Edward and Helen Shanbrom Family Fund
Erik and Kari Brandi
Freeport-McMoRan Copper & Gold Foundation
Gibson, Dunn & Crutcher
Glen and Dorothy Stillwell Charitable Trust
Hitachi, Ltd.
IBM Corporation
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
JustGive.org
KPMG
Legacy Ladies, Inc.
Liz Merage
Marian and Garth Bergeson
Mark Bodner
Mathematical Sciences Research Institute
Mike Ray
Morgridge Family Foundation
National Defense Industry Association
Network for Good
New Century Financial Corporation
Noelle Marketing Group
Orange County Business Journal
Orange County United Way
Otis and Joann Healy
Patricia Dempster
PNC Charitable Trust
RF Nano Corporation
Richard and Susan Bridgford
Rick Smetanka : Haskell & White LLP
Robert and Dallas Celecia
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
Tim Molnar, CFP
Tony and Ginger Allen
Toshiba America Foundation
United Health Foundation
United Technologies
Walt Disney Company: Disneyland Resort
Waltmar Foundation
William and Pam Lawless
Zeiss Optics Corporation

Note: List reflects cumulative giving as of November 1, 2019
## In the Media

<table>
<thead>
<tr>
<th>Social Media Followers</th>
<th>Increase in Blog Views</th>
</tr>
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<tbody>
<tr>
<td>46,664 (20% growth)</td>
<td>59% (from previous year)</td>
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<table>
<thead>
<tr>
<th>Blog Views in Record Month</th>
<th>Increase in Unique Web Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,000</td>
<td>11% (from organic search)</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Media Mentions</th>
<th>Coverage of MIND and ST Math appeared in:</th>
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<tbody>
<tr>
<td>26,900</td>
<td>District Administration</td>
</tr>
<tr>
<td></td>
<td>eSchool News</td>
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<td></td>
<td>Education Week</td>
</tr>
<tr>
<td></td>
<td>Tech &amp; Learning Magazine</td>
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<tr>
<td></td>
<td>EdSurge</td>
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<tr>
<td></td>
<td>My Tech Toolbelt Podcast</td>
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Connect with us on:
- [MIND Research Institute](#)
- [@JiJiMath](#)
- [@MIND_Research](#)
# Financials

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

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 [www.mindresearch.org/financials](http://www.mindresearch.org/financials).
This year brought new board members, leadership, and plenty of opportunities to advance the mission. It also brought a lot of moments for MIND colleagues to give back, have fun, and celebrate. We invite you to take a peek into what life was like at MIND in 2019.
Board of Directors

John H. Phelan Jr.
Chairman of the Board
MIND Research Institute

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.

Edwin D. 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 L. Horowitz
Chairman
Horowitz Management, Inc.

Becky House
Senior Vice President, General Counsel and Secretary
Rockwell Automation

Roberta Jenkins
Vice President
Matthew and Roberta Jenkins Family Foundation

Claudia Kreisle
Director of Philanthropy
Phillips 66

Mike Lefkowitz
President
The Semel Group

Steve E. Litchfield
Chief Financial Officer and Chief Strategy Officer
MaxLinear, Inc.

James “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)

Betty Uribe, Ph.D.
Executive Vice President
Business & Personal Banking
California Bank & Trust

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 November 1, 2019
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. Your support will help us to continue research and development, and to expand our reach to more students, teachers, schools, and communities.

Support MIND’s mission » store.mindresearch.org/pages/donate