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It is almost impossible to read an article without seeing the words “artificial intelligence” (AI), particularly since the generative AI (GenAI) tool ChatGPT was launched in the fall of 2022. There is plenty of hype and no shortage of fear around AI in education and other arenas of our lives — but we also believe there is cause for hope.

Greetings from
Alex, Beyond 12’s Founder & CEO

At Beyond 12, we have been using AI for the last six years to automate the transactional support our students need. This allows us to reserve our human coaches for the support that can only be delivered through an authentic human connection. We have found what so many others are discovering: while AI can’t and shouldn’t replace our most powerful human qualities, AI can augment what the adults in our education institutions are able to do. For instance, AI can replace rote tasks and quickly synthesize mountains of data to flag unaddressed student needs.

This leaves humans more freedom and energy to focus on what we do best: innovate, strategize, support, and connect. In 2022–2023, we piloted several GenAI solutions to perform tasks that can hold our internal team back, including a “transcript parser” that saves our coaches from having to manually enter student transcripts in our system, and a content development assistant that will help us turn information on college websites into engaging, bite-sized content for students on our MyCoach mobile app, increasing our content team’s efficiency.
The possibilities are abundant — but whether AI narrows or opens opportunity gaps for students depends on the decisions we make today. We are determined to not only build our own tools but to help the field consider how to deploy AI responsibly and ethically in higher education. This starts with tapping into the experiences and insights of our college students directly. In 2022–2023 we laid the groundwork to launch a Student Advisory Board (SAB), comprising seven current college students, to continue to co-create and co-design our high-tech, high-touch offerings and strategy. SAB members will not only participate in regular internal meetings with Beyond 12 leadership and board to inform our work, but they will also create blog posts and social media content that help their fellow students persist and thrive in college.

In addition to these initiatives, we accomplished a great deal last year, despite a challenging higher education environment. From the Supreme Court’s decision to end race-conscious admissions and the lingering impact of the COVID-19 pandemic on student enrollment and persistence, to the continued rising costs of a college education, our students faced seemingly insurmountable hurdles and, yet, they and we remained steadfast. Our products and services reached 75,473 students, 5,708 of whom worked with one of our virtual college coaches, continuing to lay the foundation to achieve our ambitious goal of serving one million students annually by 2030.

I want to extend a special thank you to members of our community - our students, staff, board of directors, partners, and funders. We could not do our work without your support.

We invite you to remain engaged with us by reading this annual report, sharing it with others, and reaching out to us if you are interested in joining our efforts.

With gratitude,

Alexandra (Alex) Bernadotte

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**75,473**
Students reached by our products and services.

**5,708**
Students supported by our virtual college coaches.
WHY OUR WORK MATTERS

In today’s global economy, a postsecondary degree is key to economic and social mobility.

72%

By 2031, 72% of jobs in the US will require post-secondary education and/or training, accounting for 12.5 of the 18.5 million annualized job openings created by employers.¹

But while degrees continue to matter greatly, there are great disparities in who earns them.

1.6X

Students from homes where neither parent has earned a degree are 1.6X more likely to leave college before their second year as those with a college-educated parent.²

1 in 10

Only 1 in 10 students in the bottom income quartile earn bachelor’s degrees (12%)

6 in 10

6 in 10 of their counterparts in the top income quartile (58%).³
To earn a degree that will allow them to change their economic and personal prospects, students from under-resourced communities need and deserve greater support — support that can help them maintain the momentum that has gotten them into college in the first place.

This is where Beyond 12 comes in. Launched in 2010, Beyond 12 is a national technology-enabled nonprofit that has been steadily increasing the number of historically underrepresented students who graduate from college.


OUR MISSION & VISION

Beyond 12’s mission is to significantly increase the number of students from under-resourced communities who graduate from college and translate their degrees into meaningful employment and choice-filled lives.

We envision a world in which every student has the opportunity to earn a college degree that allows them to provide for their families, contribute to society, and break the cycle of poverty for the next generation. When our vision is realized, a student’s race, zip code, and parent’s level of education will no longer predict their college graduation outcomes or their future success.

To get there, Beyond 12 supports college students who are the first in their families to attend college, from under-resourced communities, and from racial and ethnic groups that have not historically attended college at the same rates as their white peers.
Our Work

Beyond 12 has developed an award-winning model that has achieved significant results for students from under-resourced communities.

Organized around an evidence-based curriculum — including customized content on academic success, financial stability, accessing campus resources, achieving life balance, building social capital, and career planning — our coaching platform helps us identify and address the systemic and structural barriers students face before those challenges lead them to drop out. We advance our mission through three components:

- **Personalized Coaching**
  Our full-time coaches support students virtually (via video chat, text, phone, email, and social media) during their first two years of college. Coaches are “near peers” and many are the first in their families to graduate from college, so they understand firsthand the challenges students experience on the road to earning a college degree. Coaches interact with students for 30-minute sessions that occur bimonthly or monthly, depending on a student’s needs and risk profile. Not only do coaches help students navigate the structural barriers that stand in the way of their success, but they also help them strengthen their resilience, self-efficacy, engagement, and connection.

- **Intelligent Guide**
  Our campus-customized mobile app, MyCoach, reminds students of the activities, deadlines, and behaviors that lead to success, translating essential college tasks into actionable, bite-size steps. The content and nudges/push notifications are strengthened over time by machine learning, drawing from inputs provided by coaching interactions, self-reported student data, and additional data provided by our partners.

- **Critical Insights**
  Our coaching tools are tied to a back-end analytics engine that uses machine learning to predict a student’s likelihood of dropping out. Trained on historical Beyond 12 student data, up-to-date institutional data, and a student’s own performance data, our predictive model generates point-in-time predictions of a student’s likelihood of re-enrolling in the next term. While most analyses in the field stop at predicting risk, we have also built a prescriptive model based on students’ behavioral and attitudinal characteristics that provides actionable insights about specific student risk areas as well as possible interventions to address students’ challenges.
Our Reach

During the 2022-2023 academic year, we served 75,473 students on our platforms, 5,708 of whom worked with one of our virtual college coaches.

Our students received coaching and digital resources through our dynamic MyCoach Mobile App in partnership with 47 organizations and institutions, including:

- ACE
- Achieve
- ASPIRE Public Schools
- Cabrillo College
- Capital Community College Foundation
- College Advising Corps
- ECMC
- Oakland Promise
- OneGoal
- Richmond Promise
- SMART
- Yes Prep
We also celebrated as 175 of our previously coached students earned their bachelor’s degree — including 16 students who first began at a 2-year institution and transferred to a 4-year institution — and another 74 who earned associate's degrees.

Since our launch in 2010, Beyond 12 has supported more than 160,000 students and has helped thousands of students persist through college to earn a degree. Among the 36,648 students we worked with who began college six or more years ago and who matched to the National School Clearinghouse (NSC), more than 1,100 coached students and 14,000 tracked students have graduated with an associate’s or a bachelor’s degree.
OUR IMPACT

We have conducted several evaluations to assess the impact of our model and programs, including internal evaluations as well as external formative assessments and summative evaluations.

In addition, to track our progress, we measure our students’ annual persistence and graduation rates, compare them with outcomes for comparable cohorts, and validate our data through the National Student Clearinghouse, a repository of college enrollment data provided by postsecondary institutions. Over the years, our solutions have achieved consistently strong results and we continued to see these gains in the last year.

MyCoach Mobile App

In 2022-2023, we successfully merged our mobile apps — MyCoach and GradGuru (an app we acquired in 2021) — into a single app. With a new look, design, and homepage, Beyond 12 has centralized the most important and time-sensitive campus-customized information about a student’s college journey.

Almost 90% of surveyed MyCoach users found the task management and reminders somewhat or extremely valuable.

As a result of their involvement with Beyond 12, over 70% of surveyed MyCoach users stated that they have access to more helpful information, they developed or strengthened skills, and they have more people they can go to for help with pursuing their goals.
Near-Peer Coaching

During the 2022-2023 academic year, our 21 full-time “near-peer” college coaches covered more than 4,578 coaching curriculum modules with students.

Beyond 12 coaches conducted 8,221 phone-based and 963 meaningful text-based coaching sessions over the course of the year.

79% of students connected with their coach at least once.

90% of students agreed or strongly agreed that their coach motivated and encouraged them to attend and succeed in college.

What Our Students Had to Say...

“[My coach] gave me advice on taking advantage of campus resources. She reassured me about my academic and social struggles. She also made me feel like I wasn’t alone on my journey.”

“[My coach] went outside the box and found things specifically for me. She was very consistent and never let me down. She was encouraging and helpful.”

“Meetings with my coach were a great coping tool, I could vent about school struggles, and my coach understood and listened to me.”
Beyond 12 coaching continues to lead to strong outcomes. In 2022-2023, students coached by Beyond 12 persisted, re-enrolled, and graduated at higher levels than comparable peers nationally:

**RE-ENROLLMENT IN THE SECOND YEAR:**

- **80%** of coached students who enrolled in a 2-year college in 2022 persisted to the fall of their second year (fall 2023). Nationally, 54% of Black students and 60% of Latinx students who matriculate at a 2-year institution persist to the fall of their second year.4

- **85%** of coached students who enrolled in a 4-year college in 2022 persisted to the fall of their second year (fall 2023). Nationally, 75% of Black students and 79% of Latinx students who matriculate at a 4-year institution persist to the fall of their second year.5

In addition, students at 2-year colleges who are coached by Beyond 12 are 1.3 times more likely to forward transfer and earn a bachelor’s degree, compared to all students nationally who begin at a 2-year institution.6

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5. National Student Clearinghouse Research Center, June 2022.

PERSISTENCE AND GRADUATION AFTER SIX YEARS:

The impact of Beyond 12’s support leads to strong persistence and graduation rates over time: as of spring 2023, among all coached students, 68% graduated or remained enrolled at the end of their sixth year. Nationally, the overall 6-year persistence and completion rate at any institution was 56% among first-time, full-time students who were first-generation college students.7

2-year institutions:

Among students coached by Beyond 12, 67% of all students who enrolled at a 2-year institution are enrolled or have earned an associate degree in their third year of college, compared with 43% of Black students and 53% of Latinx students nationally.8

<table>
<thead>
<tr>
<th>Coached by Beyond 12</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latinx Students Nationally</td>
<td>53%</td>
</tr>
<tr>
<td>Black Students Nationally</td>
<td>43%</td>
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</tbody>
</table>

4-year institutions:

Among students coached by Beyond 12 who begin at 4-year institutions, 73% have earned a degree or remain enrolled in their 6th year. Nationally, 50% of Black students and 57% of Latinx students who matriculate at a 4-year institution persisted or earned a degree by the end of their sixth year.9

<table>
<thead>
<tr>
<th>Coached by Beyond 12</th>
<th>73%</th>
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</thead>
<tbody>
<tr>
<td>Latinx Students Nationally</td>
<td>57%</td>
</tr>
<tr>
<td>Black Students Nationally</td>
<td>50%</td>
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</tbody>
</table>

WORKING WITH EMPLOYERS

In 2022, Beyond 12 piloted a partnership with a major retail and technology employer to coach their hourly employees who wanted to upskill by earning associate’s and bachelor’s degrees. We completed more than 6,000 coaching sessions with 3,500+ employees, and achieved a net promoter score (NPS) of 72.88.

As a customer loyalty metric, NPS measures customers’ willingness to return for another purchase or service and make a recommendation to their family, friends, or colleagues. NPS scores can range from -100 to 100. According to Bain & Company, the creators of the NPS metric, “although an NPS score above 0 is good, above 20 is great, and above 50 is amazing…”

<table>
<thead>
<tr>
<th>Coaching Sessions</th>
<th>6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees Coached</td>
<td>3,500+</td>
</tr>
<tr>
<td>Net Promoter Score (NPS)</td>
<td>72.88</td>
</tr>
</tbody>
</table>


9 Ifill et al., 2016.
First-generation college graduate Jennifer Vargas felt certain that leaving her family to pursue a four-year college degree several hours away was the right path for her — but when she landed at SUNY Oswego, for the first time in her life, her resolve wavered. “When I first got to school, I was really homesick,” Jennifer recalls. Having graduated from an urban high school in New York City where more than 90% of students were Black or Latinx, she initially felt out of place as one of the few students of color at her new campus in upstate New York.

Through her high school, Jennifer had been connected with a Beyond 12 coach, who helped her find organizations on campus that reflected her identity and helped her feel more at home there.

“After I began participating with more organizations and connecting with peers and professors, everything else became easier.”

— Jennifer
Over the next several years, Jennifer completed her degree and began a new job in behavioral therapy while she began to pursue a master’s degree in criminal justice. But when she heard about openings for college coaches at Beyond 12, Jennifer wondered whether giving back to other students might be a more rewarding career opportunity. “It was amazing to receive support from someone who already went through the experience,” she reflects. “I wanted to support others like me, who always think they can figure it out on their own because they did not want to ask for help.”

Today, as a Beyond 12 coach, Jennifer supports hundreds of students through the challenges of the first two years of college, a time when 40% of first-generation college students drop out.10

One of the like-minded students that Jennifer has supported is Hannibal, a participant in Beyond 12’s partnership with OneGoal (see profile on page 18), who graduated from Maynard H. Jackson, Jr. High School in Atlanta, Georgia in 2021. During high school, Hannibal began to wonder about whether college might be a place to explore his cultural heritage, and eventually enrolled at Morehouse College, an all-male historically black college and university (HBCU) nearby.

Jennifer and Hannibal bonded quickly over their determined personalities and the shared experience of navigating their education while surrounded by students from different racial groups. Hannibal graduated from a predominantly white high school and enrolled at a college where he is now surrounded by many other students of color, which was affirming but also occasionally overwhelming. Eager to make the most of this new experience, he signed up for many activities and internships that matched his interests but initially struggled to make friends and stay on track in classes.

Thanks to Jennifer’s help, he is now on the path to graduating with a degree within the next few years.

“Jennifer and I have built trust and a bond, so I can take my failures and grow from them. We map things out together but we are also prepared for when things don’t go as planned.”

— Hannibal

10 NCES. Data Lab Table: Cumulative persistence and attainment anywhere through 2012-13 by First immediate family member to go to college. Retrieved March 14, 2024 from https://nces.ed.gov/Datalab/index.aspx
Partner Spotlight

In 2022-2023, Beyond 12 partnered with 47 organizations and institutions — including college success organizations as well as two- and four-year colleges — to provide their students with coaching and digital resources through our MyCoach mobile app, and to empower education administrators with actionable insights about how to contribute to that success.

ECMC

Established in 1994, the nonprofit Educational Credit Management Corporation (ECMC) provides support for the administration of the Federal Family Education Loan Program as a student loan guaranty agency. ECMC provides higher education finance services and assists students and families in their efforts to plan and pay for college, including the ECMC Scholars program that targets high-potential students in select high schools across Connecticut, Oregon, and Virginia.

Beyond 12 began its partnership with ECMC in 2019 to offer a comprehensive college retention and success solution for ECMC Scholars, offering data tracking, personalized coaching, and support services for the first two years of college for Scholars graduating from participating high schools.

To date, Beyond 12 has coached more than 623 ECMC Scholars, including 266 Scholars during the 2022-2023 academic year. Scholars participating in this partnership have persisted in college at higher rates than state and national averages. For example, more than 90% of the coached Scholars who matriculated to a 4-year institution from the high school class of 2021 re-enrolled in college in the fall of their second year in 2022-23 – 7 percentage points higher than the national rate of 85%.³

“My Beyond 12 coach helped me throughout the first two years of college. They gave me tools to navigate the new environment I was in and how to start making the big decisions. I knew I would be able to talk to them about anything that I was questioning or considering, and they would have some great advice for me.”

- ECMC SCHOLAR

“After learning about Beyond 12’s innovative approach, ECMC knew this would be an excellent wrap-around service for students who earned a scholarship through the ECMC Scholars Program. Beyond 12 has been able to provide ECMC with significant data to reflect the positive impact their program has had on our students.”

- LORI AUXIER
  ECMC DIRECTOR OF OUTREACH

“From their near-peer coaches who relate so well to our students to the statistics provided on a regular basis, Beyond 12 is a huge part of our students’ success after high school!”

- JAN SMITH
  ECMC SCHOLARS PROGRAM DIRECTOR
OneGoal is a post-secondary access and success organization working with high schools, districts, and states to provide high-quality college and career planning services to dramatically increase the percentage of students from under-resourced communities who earn a postsecondary education. In July 2021, OneGoal and Beyond 12 launched a partnership with 54 OneGoal Fellows graduating from high school across six regions: Atlanta, Chicago, Houston, Massachusetts, New York, and the San Francisco Bay Area.

During the 2022-23 school year, six Beyond 12 college coaches supported 346 OneGoal Fellows attending colleges and universities across the U.S. Among those graduating from high school in 2022, 95% matriculated directly to college that fall. For the 2021 and 2022 OneGoal cohorts combined, 83% of students persisted into the fall of their second year.

Beyond 12 coaches have made a significant difference in the outcomes that OneGoal Fellows and staff have achieved:

> [My Coach] offered support, although it might sound broad the way that they went about this is amazing, since they’ve created a comfortable space to reach out and chat. They also seemed prepared for any sort of situation and had materials and resources available. They are open about their past experiences in college, and that is highly motivating, knowing that you aren’t the only one.

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> [My coach] remembered a lot of stuff about me many times that helped me throughout our talks. She just always felt like a safe person to come and talk to about many of the issues I was having inside and outside of school.

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> What I love most about Beyond12 is the extensive coaching/preparation they engage their coaches in. It is evident from our persistence outcomes with Beyond 12 students that Beyond 12 coaches are well equipped to support our students through a variety of challenges. We have learned so much from Beyond12 and are grateful for their work with our Fellows!

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> [Destiny Saldívar]

ONEGOAL SENIOR DIRECTOR,
POSTSECONDARY PROGRAM
INNOVATION + DESIGN
Launched in January 2016, Richmond Promise is a community-wide college success initiative to build a college-graduating culture in Richmond, CA. Through a college scholarship, collaborative cross-sector partnerships, and supportive programming, Richmond Promise aims to ensure all students in Richmond excel in and through higher education, reach their career goals, and become change-making leaders in the Richmond community.

Beyond 12 began partnering with Richmond Promise in 2019, offering participating Richmond High School graduates a combination of data tracking, personalized coaching, and support services.

In 2022-2023, Beyond 12 provided coaching to a total of 483 Richmond Promise students, 98% of whom rated their Beyond 12 coach as “Excellent” or “Good.” Over the last five years, Beyond 12 has supported almost 952 Richmond Promise students. In the last three student cohorts, more than 90% of those who began college in the fall remained enrolled in the spring of their first year, and 87% continued into the fall of their second year.

Beyond 12 coaching has made a difference in the educational and life outcomes of Richmond Promise students, some of whom have even become coaches themselves:

“[My coach] is very understanding on how you’re feeling about classes and she supports you and she tells you ways to get help and other ways to succeed in your class.”

- Richmond Promise Student

“We are thrilled to have our students take advantage of Beyond 12’s virtual college and career advising services at their own pace, and even more thrilled that our own scholarship alumni have filtered into college coaches themselves. Our students appreciate the transitional support their coaches offer them during their first year of college and beyond.”

- Miguel Molina
   Director of Programs and Partnerships

"I really enjoyed talking to [my coach] and I love how her bright personality makes me feel like I can tell her everything.”

- Richmond Promise Student

Partner Spotlight
Our Financials

2023 Income: $13.8M

Contributed Support: 85%
Earned Revenue: 14%
Other: 1%

2023 Expenses: $12.8M

Program Services: 83%
Management & General: 14%
Fundraising: 3%
WE COULDN’T DO IT WITHOUT OUR....

**Board of Directors**

**Ethan Beard, Board Director**  
Co-Founder, Yoz Labs; Angel Investor; former Director of Platform Partnerships, Facebook

**Alexandra Bernadotte, Board Director**  
Founder and CEO, Beyond 12

**Angela Jackson, Board Director**  
(Vice Chair)  
CEO Future Forward Strategies and Lecturer Harvard University.

**Renuka Kher, Board Director (Chair)**  
Former Chief Operating Officer, Tipping Point Community; Founder and former Managing Director, T Lab

**Deborah McGriff, Board Director**  
Former Managing Partner, NewSchools Venture Fund

**Tulaine Montgomery, Board Director**  
CEO, New Profit

**Scott Morgan, Board Director**  
(Secretary)  
Founder, Juniper Exec; Founder & former CEO, Education Pioneers

**Shonda Rhimes, Board Director**  
Television producer, film writer, and author; creator, head writer, and Executive Producer of Grey’s Anatomy, Private Practice, and Scandal

**Natalie Walrond, Board Director**  
(Treasurer)  
Director, Center to Improve Social and Emotional Learning and School Safety, WestEd

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- Ethan Beard
- Carol & Gene Ludwig Family Foundation
- Charles and Lynn Schusterman Family Philanthropies
- Crankstart Foundation
- ECMC Foundation
- Fast Forward
- Future Allies Fund
- Jacques Frederic Kerrest
- LinkedIn
- Marguerite Casey Foundation
- The Motley Fool Foundation
- New Profit
- Okta For Good
- Sarah Peter
- PwC Charitable Foundation, Inc.
- The Rhimes Foundation
- Schwab Charitable Fund, made possible by the generosity of the Glass Half Full Fund
- Salesforce Foundation
- Sergey Brin Family Foundation
- SoMa Equity Partners
- The Sidney E. Frank Foundation
- The Studio @ Blue Meridian
- Tipping Point Community
- Warriors Community Foundation
- Samantha and Scott Zinobar

*Giving is above $20,000  
July 1, 2022 - June 30, 2023
Connect with us to learn more about supporting our efforts.

info@beyond12.org  |  866.699.7070  |  www.beyond12.org