

# pencil 2018-2019 IMPACT REPORT

**WHO WE SERVE:** Since 1995, PENCIL has implemented programs that connect students to success in over **1,100 New York City public schools**. In that time, over **9,250 individuals** have participated in the acclaimed Principal For A Day® program, more than **7,000 volunteers** worked with over **11,000 students** in PENCIL School Partnership Programs, and upwards of **3,000 students** have been placed in PENCIL Internships. In the first year of its strategic growth plan, during the 2018-19 school year and summer, PENCIL served **7,127 students** and engaged more than **1,600 volunteers** from **352 companies**.

## Principal For A Day®

An annual event that invites the city's top business and civic leaders to engage directly with schools through hands-on, authentic experiences with educators and students.



3,395 Students



158 Volunteers



134 Schools



124 Companies

## School Partnership Program

PENCIL-facilitated workshops and experiences that create and support ongoing relationships between business partners, school staff, and students to prepare students for college and career success.



2,270 Students



627 Volunteers

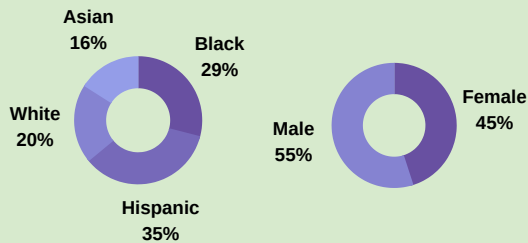


57 Schools

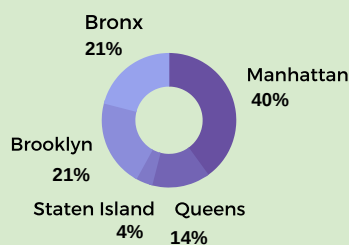
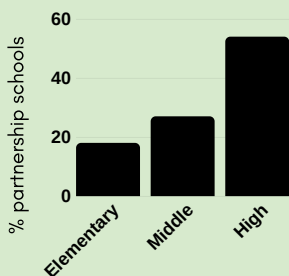


44 Companies

Student Demographics



An estimated **72%** of students at PENCIL partnership schools have economic needs



"The best thing that I learned was to overcome challenges and to never back down."

-9th Grade Student, High School of Telecommunication Arts and Technology

## Internship Program

In partnership with the New York City Department of Youth and Community Development's Ladders for Leaders Program, PENCIL supports students (age 16-22) through a competitive training program and customized enrichment activities that culminate in a paid six-week summer internship.



992 Students

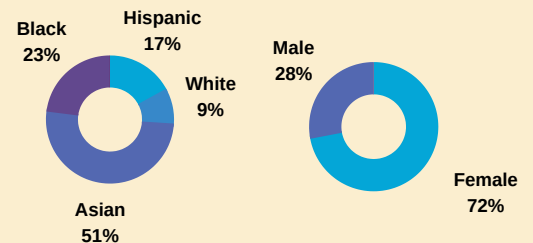


525 Volunteers



237 Companies

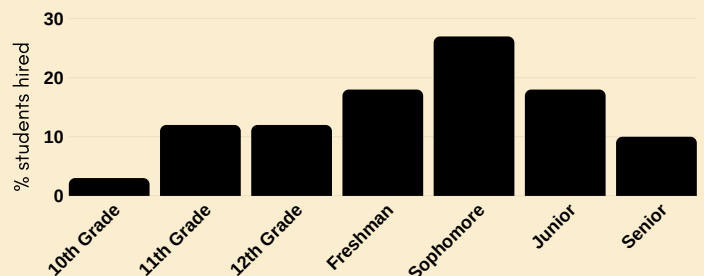
Student Demographics



**70%** of students reported speaking more than one language, bringing **49 languages** into the workforce



**73%** of students are considered low income



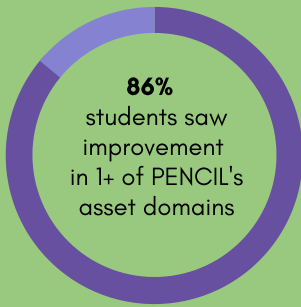
"This internship training was a great way to know more about myself. This training introduced me to personal branding and interview skills and exposed me to the employment world."

-Internship Trainee, 18 years old

# PENCIL's Impact

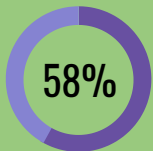
## School Partnership Program

During the 2018-19 school year, PENCIL conducted **202 partnership** program sessions. These sessions included PENCIL's signature workshops on topics such as networking, interview skills, personal branding, and resumes as well as career panels, sessions led by volunteers to introduce technical skills related to an industry, and special office visits giving students exposure to a professional environment.



- This includes:**
- Developmental Relationships**  
**95%** believed people really care about them
  - Skills Attainment**  
**95%** appreciated when people gave them ideas about ways they can improve
  - Access to Opportunity**  
**95%** felt welcomed in a corporate environment

Principal survey results recognized similar student impacts

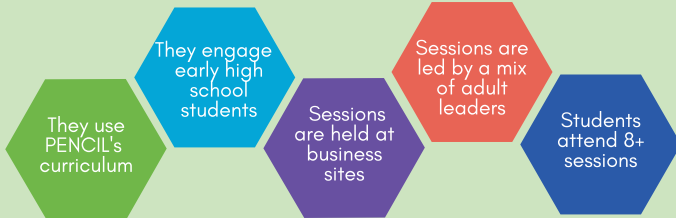


Report PENCIL had a "significant impact" on their school. The remaining reported a "moderate impact."



Report PENCIL encourages students to create goals that challenged their perceptions of possibility.

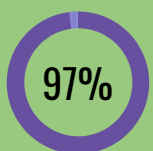
Programs have a higher impact when:



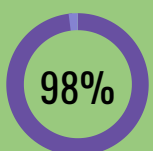
## PENCIL Points of Engagement

PENCIL Points of Engagements are single day events where volunteers work with students through one or more of PENCIL's college and career readiness workshops, tailored to highlight unique elements of a company and/or industry.

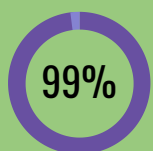
During the 2018-19 school year, PENCIL conducted **12 Points of Engagement** - connecting **470 students** from **9 schools** with **245 volunteers** from **8 companies**.



Agree that "PENCIL connected me with professionals whom I would be unlikely to meet otherwise."



Agree that "Today's session helped me feel proud of who I am."

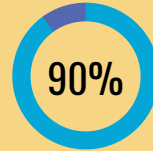


Agree that "Today's session helped me reflect upon upon my personal qualities."

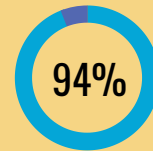
## Internship Program

Students are required to attend at least 20 hours of pre-employment training facilitated by PENCIL staff and corporate volunteers to learn essential career-readiness skills. A total of **767 young adults** went through PENCIL's trainings. These events were supported by **525 volunteers** from **15 companies**.

PENCIL received additional feedback on three training events - personal branding, college and career panel, and mock interviewing.



Agree that "PENCIL connected me with professionals whom I would be unlikely to meet otherwise."



Agree that "Today's session helped me feel proud of who I am."



Agree that "Today's session helped me reflect upon my personal qualities."



Interns earned over **\$1.3 million** over the summer

PENCIL placed **589 young adults** into internships across **222 businesses**. **225** of those placed were alumni of the Internship Program. The top participating industries, requested majors, and requested skills are:

### Internship Industries

- 21%** Government
- 14%** Non-Profit
- 11%** Healthcare

### Requested Majors

- 20%** Business
- 14%** Communications
- 11%** Marketing

### Requested Skills

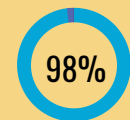
- 14%** Administration
- 14%** Social Media
- 12%** Communications

## Internship Enrichment Program

The Internship Enrichment Program is an opportunity for high potential and highly motivated interns to complement their internship experience with additional networking and training opportunities. PENCIL held **10 events** to further enrich interns' experiences. **100 students** from **53 schools** participated in this year's Internship Enrichment Program. The Internship Enrichment Program was supported by **149 volunteers** from **9 companies**.

Participating companies include: **BNY Mellon, Healthfirst, JetBlue, JPMorgan, Lloyd's Bank, NBA, New York Times, RSM, and Sketchfab.**

PENCIL facilitated discussions that encouraged students and volunteers to find common ground.

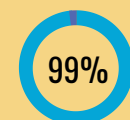


Students agree

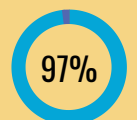


Volunteers agree

Volunteers encouraged students to challenge themselves and create new goals.

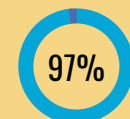


Students agree



Volunteers agree

Volunteers and students were able to relate to one another during the event.



Students agree



Volunteers agree