

The Challenge

The collective trauma of the pandemic has caused the critically high levels of mental health obstacles to soar by 25%, negatively impacting students' ability to focus and learn.

Student mental health challenges have been rising for the past decade, creating barriers to academic success. Prior to the COVID-19 pandemic, the National Institute of Mental Health estimated that one in three students struggled with symptoms of anxiety, depression, trauma, or attention issues that negatively impacted their ability to focus, stay motivated and engaged, and learn. Then the COVID-19 pandemic hit, and the ever-changing learning models, social-distancing, and lost milestones ignited an escalation in these social-emotional barriers that fueled an estimated learning gap of 20-30%.

The research is clear: schools will not be successful if they do not first address the mental health and social-emotional needs of the students, particularly those students who had the fewest academic opportunities before the pandemic.

The Solution

Student Transformation Without the Need for Additional Hires

EmpowerU has reimagined the out-dated delivery of social-emotional supports to schools, increasing student access to mental health supports while improving outcomes, such as persistence, grades, and attendance.

Our tech-powered program helps students master core social-emotional concepts by combining skill-building lessons with 1:1 online coaching by master-level therapists - all delivered in daily doses through the EmpowerU portal.

EmpowerU's turnkey SEL program can be implemented quickly - without a heavy lift from existing staff or the need for additional hires.

How it Works

1

EmpowerU works within a district's MTSS framework to identify students at Tier 1 and Tier 2 that are in need of additional SEL and mental health support.

2

Engaging lessons are delivered to students in daily, digestible doses through the EmpowerU portal. Each lesson builds upon the next to ensure mastery of core concepts.

3

EmpowerU coaches engage students as active participants in their wellness journey, helping increase motivation, persistence, and success, before the need for more costly interventions.

4

Once the student completes their daily lesson, their 1:1 EmpowerU coach signs onto the portal to deliver daily support and encouragement, personalized to each individual students' unique goals and challenges.

Learning Impact

EmpowerU students complete the course at an 88% completion rate. This compares to industry standards of 5-30% completion rates for SEL online courses.

This inevitably has a significant impact on the student's engagement and performance in the classroom setting beyond the EmpowerU program as well. EmpowerU school partners report that there is a correlation of students that complete the EmpowerU program with higher grades and attendance.

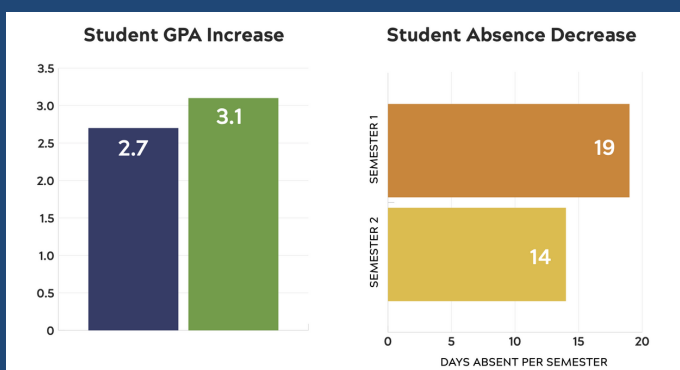
Return on Investment

The cost of disengaged students is enormous to school districts. EmpowerU helps students regain motivation without more costly interventions.

When a student misses school it costs the district, on average, \$70 per day in direct lost revenues and re-teaching time. And when anxiety or depression levels rise to a level that requires Tier 3 school support (i.e., Special Education), it costs schools \$5,000 to complete an evaluation for Special Education and an additional \$17,000 per student per year to educate this student. Schools cannot afford to turn away from the problem any longer. They must respond.

EmpowerU fills a major gap in services at Tier 2. By providing targeted support for students struggling with anxiety, depression, and motivation, it is a data-driven, pre-referral tool to avoid higher and more costly intervention.

EmpowerU's Tier 2 solution provides 20-30 minutes per week of one-to-one coaching (6-7 hours of individual coaching support over the program) and a semester credit. When the data and outcomes are used as a documented pre-referral at Tier 2, the student can successfully return to Tier 1 without having to go through the costly SPED evaluation process. This allows districts to easily measure the ROI for EmpowerU.



In addition, more than 93% of students who complete EmpowerU's online program make a dramatic shift from discouragement and anxiety to improved wellbeing, motivation, and hope and 98.5% would recommend to a friend.