Skill Struck ®

2022 Impact Report

The purpose of this report is to show how we are impacting communities with computer science education each year on a national level. This is the third report we've published.

Accountability in Strengthening Communities

In 2022 we experienced growth in our product and in our partnerships throughout the nation. We now serve students in rural, urban, suburban, and underrepresented communities thanks to our district partners.

Because we partner with districts spanning 26 different states this year, we have been able to receive user feedback from a variety of communities making our product more accessible and equitable for students in the United States.

This last year we received 471 submissions of product feedback, which equates to over 800 unique points of feedback. All feedback was taken into consideration as we are working to improve the CS education experience for all students, teachers, and administrators.

We held over 40 virtual code events that brought nearly 1,000 community members together to learn more about coding and computer science. For many participants, this was their first introduction to coding.

Our users:

Completed	Wrote	Spent
857, 299	**2,850,189**	**11,086,944**
auto-graded checkpoints, or test, for comprehension	lines of code	minutes on Skill Struck

We will continue to be transparent about the progress we're making. In this report, we will share information about our user gender, race, disability, low-income family percentages, and English Language Learning status. We were careful only to include data that was viewable to the public.

To collect our user demographic data, we found the published demographic data for our current school and district site partner populations as of December 2022.

Our staff demographic data represents all of our full-time and part-time employees as of December 2022 and was collected by a survey. You can learn more about how we collected our data in the "Methodology" section of this report.

Our mission is to **empower creators, grow problem solvers, and strengthen communities**.

Impact with Skill Struck in K–12

In this impact report, we'd like to highlight one of our partners, Kentucky School for the Blind. Kentucky School for the Blind is an educational facility for blind and visually impaired students. Because Skill Struck is accessible, we've been able to serve these students in CS.

> "I like Skill Struck because I've been learning about computer science basics while learning Python coding simultaneously. It was easy to pick up because it was very user-friendly and also very accessible to me since I'm visually impaired.
>
> The 'Accessibility Adjustments' tab is extremely easy to navigate and very helpful with multiple different profiles to choose from, like Vision Impaired Profile, Seizure Safe Profile, Cognitive Disability Profile, and others all located inside the tab with easily customizable settings like Highlight Links, Text Magnifier, and many others to make Skill Struck more accessible to anyone with an impairment.
>
> On top of all that, while learning a skill, [Skill Struck] will give you hints and extra help to complete a task assigned by that skill to make sure you're not stuck on that task all day. I also like how it gives me a small task and a quiz to ensure I understand the information given to me so I'm not just stringing along through the skill I'm trying to learn."
>
> **High School Student** *at Kentucky School for the Blind*

With our continued efforts in making Skill Struck an accessible platform, we've been able to serve all kinds of learners. We truly believe coding is for everyone.
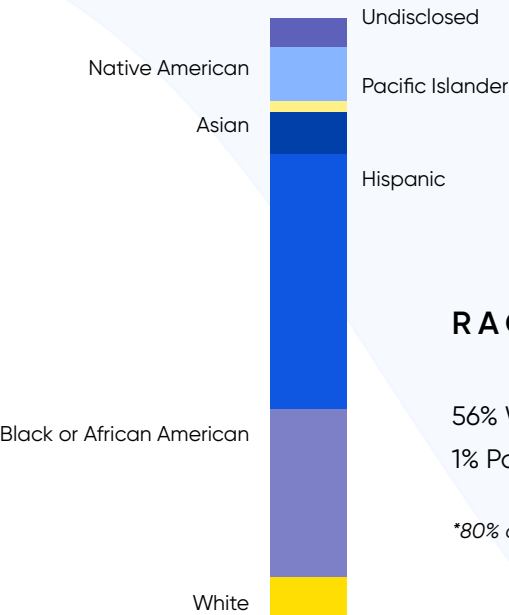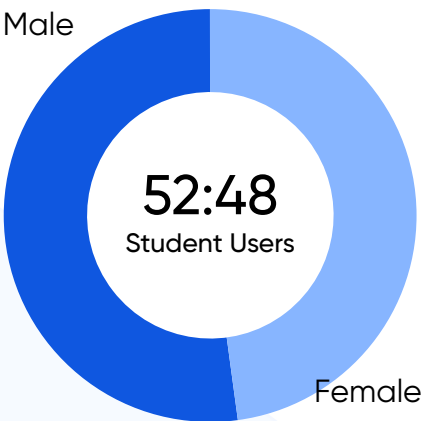
Skill Struck User Account Demographic Data

We collected this data from our school and district sites across the United States. All the numbers below represent students in the districts and schools we partner with. Note: underserved students include members of minority populations.

GENDER DEMOGRAPHICS

52% Male / 48% Female

79% of our school and district partners reported this number.

Male

Female

52:48
Student Users

Undisclosed

Native American

Pacific Islander

Asian

Hispanic

Black or African American

RACE DEMOGRAPHICS

56% White, 16% Black or African American, 24% Hispanic, 4% Asian, 1% Pacific Islander, 5% Native American, 3% Undisclosed

80% of our school and district partners reported this number.

50% of students come from underserved populations

We work with a district in California that has 94% underrepresented students, where 80% are from low-income households and 16% identify as English Language Learners.

White
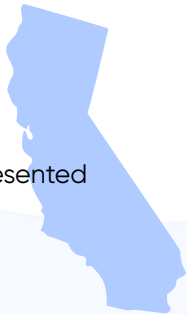
DISABILITY

5.6% of students that attend the districts we partner with have a disability.

60% of our school and district partners reported this number.

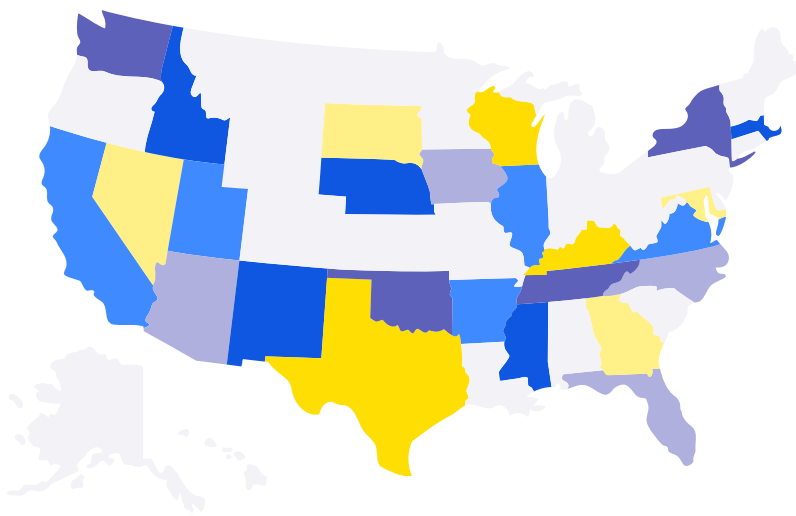We partner with a district in Arkansas that has 20.2% of students with a disability.

ELL

8% of students that attend the districts we partner with are English Language Learners.

78% of our school and district partners reported this number.

We work with a district in Texas where 40% of their students are English Language Learners.

STATES WE SERVE IN THE U.S.

Alabama
Arizona
Arkansas
California
Florida
Georgia
Idaho
Iowa
Illinois
Kentucky
Maryland
Massachusetts

Nebraska
Nevada
New Mexico
New York
North Carolina
Oklahoma
South Dakota
Tennessee
Texas
Utah
Virgina
Washington
Wisconsin

Diversity at Skill Struck

A survey collecting demographic data went to each of our staff members. As we are expanding our team, we are open to hiring remote workers to increase the diversity of gender, race, and background.

GENDER

Total Staff: 36% Male, 64% Female

Leadership: 50% Male, 50% Female

Technical: 25% Male, 75% Female

Non-Technical: 38% Male, 62% Female
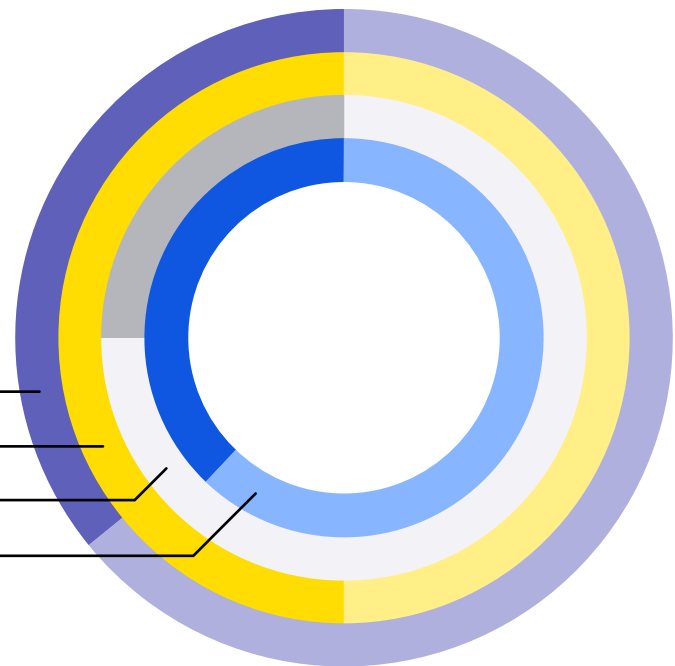
RACE

Total Staff: 3% Mixed, 73% White or Caucasian, 6% Hispanic or Latino, 12% Black or African American, 6% Asian

Leadership: 12.5% Hispanic or Latino, 87.5% White or Caucasian

Technical: 25% Asian, 74% White or Caucasian

Non-Technical: 3% Mixed, 14% Black or African American, 7% Hispanic or Latino, 3% Asian, 73% White or Caucasian

TOTAL STAFF

LEADERSHIP

TECHNICAL

NON-TECHNICAL
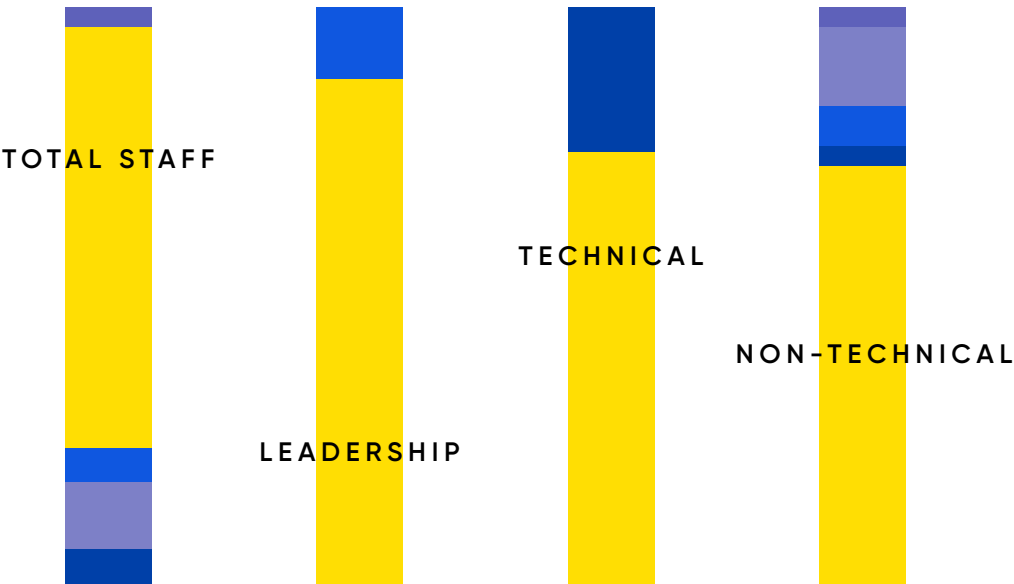
Looking Forward

In 2023, we will continue receiving feedback from our district and prospective partners to help us build a product that serves all communities. Our product team will increase the amount of content available on our platforms by adding more games, puzzles, video animations, robotics, and in-depth curriculum.

This push from our product team will help our students engage further in CS and gain skills that will prepare them not only for a career in CS but also for life.

Until next year!

Methodology

STAFF DATA

Our staff demographic data represents all our full-time and part-time staff as of January 2023 and was collected via self-identification using Google Forms.

Leadership team this is currently defined as those who are head of their department

Technical In this breakdown of staff data, technical roles include our software developers.

Non-technical This includes all roles other than software engineering.

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