



13 Nov 2014

LET'S GO Return On Investment

Introduction

There are 26,000 non-profits in Maryland. LET'S GO is unique in our commitment to building trust with our stakeholders by exhibiting accountability and reporting return on investment (ROI) to those who provide us with resources to carry out our mission.

Reporting Return on Investment (ROI)

We have demonstrated that our students learn while they have fun participating in our project based math enrichment, science/engineering, and robotics activities. They become aware of the importance and relevance of math and technology in the information age in which they live. Our students sharpen their critical thinking and problem solving skills needed for success in life. As LET'S GO is a STEM education company, our specific goal is to inspire students to enter and persevere in the country's STEM education pipeline and ultimately become STEM professionals.

LET'S GO accesses the STEM potential of each student who enters our program by observing their technical curiosity, perseverance, resiliency, and desire to get ahead. We designate students in one of four categories by applying our evaluation criteria: Undecided, STEM Interest, STEM Candidate or STEM Student. We track student progress and the student's STEM designation through five gates: elementary, middle, high, post secondary school and work place.

LET'S GO calculates and reports three important metrics representing the ROI of resources invested in our STEM education program:

- $\text{STEM Yield} = \frac{\text{Number of students entering the country's STEM education pipeline}}{\text{Number of total participating students}}$.
- $\text{Cost per Student} = \frac{\text{Investment to deliver our STEM activities to all participating students}}{\text{Number of total participating students}}$.
- $\text{Cost per STEM Student} = \frac{\text{Investment in students who have been designated as STEM Candidates or STEM Students}}{\text{Number of STEM Candidates and STEM Students}}$.

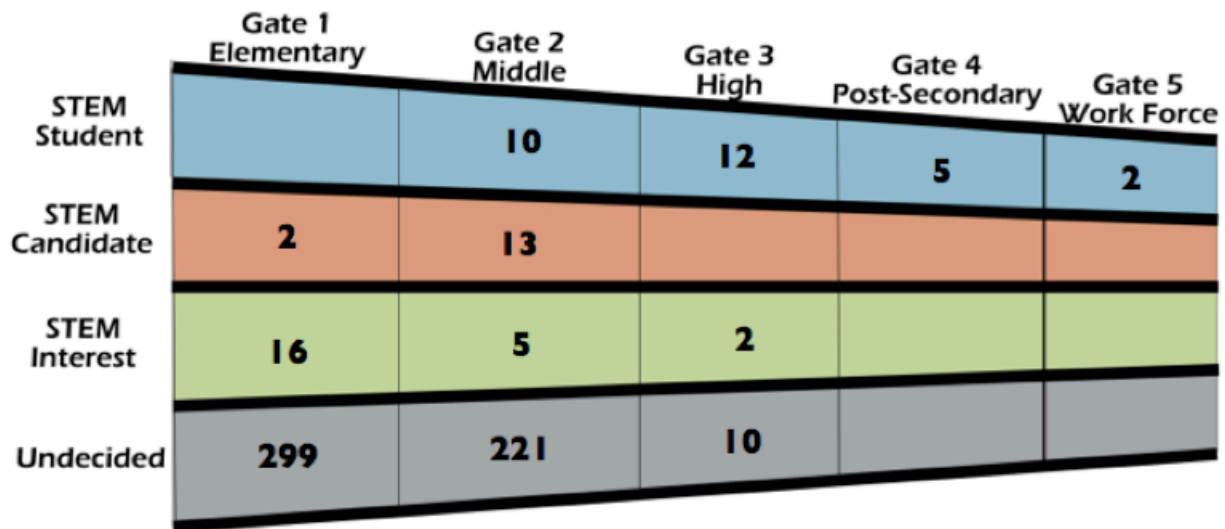




STEM Pipeline

LET'S GO tracks our students through our STEM education pipeline. We report STEM Yield at each of the five gates. We track each individual student as he/she matriculates from Undecided to STEM Student status through each of the five gates. The STEM pipeline is updated at the end of each semester. We have attached our Baltimore STEM Pipeline for the Spring 2014 semester to serve as an example.

2013/2014 STEM Pipeline For Baltimore All Students



597 Total Students in STEM Pipeline

STEM Yield	
5%	$SY_s = \frac{\#STEM\ Students}{\#Total\ Students}$
3%	$SY_c = \frac{\#STEM\ Candidates}{\#Total\ Students}$
4%	$SY_i = \frac{\#STEM\ Interest}{\#Total\ Students}$
88%	$SY_u = \frac{\#Undecided}{\#Total\ Students}$

