

2020

Keitt Institute Annual Review

Foundation Overview



Mission

The Keitt institute is focused on social-emotional learning environments that help pave the way for professional men and women to be aware of their own feelings, and use that information to lead themselves and others.

Vision

The Keitt Institute aspires to be a leading teaching, research and empowerment organization.



Social-Emotional Learning Environments

The Keitt Institute teaches social-emotional learning competencies. Our curriculum-driven experiences center on self-awareness, self-management, relationship skills, and responsible decision making.

More than two decades of research across a range of disciplines demonstrates that the social, emotional, and cognitive dimensions of learning are deeply linked. Tangible differences are noticed only when the whole person is educated. We teach from a holistic social and emotional learning perspective, in order to move our constituents from being hopeless to full of hope and possibility.

Our Guiding Philosophy

THE RELATIONSHIP YOU HAVE WITH
YOURSELF IS THE MOST IMPORTANT
RELATIONSHIP YOU'LL EVER HAVE.



2020 INITIATIVE UPDATES



Total Impact

In 2019 we reached 10,284 people. In 2020 we reached 170,226 people. That is over 15x our 2019 impact!

Total Training Value Delivered

In 2020 we delivered 82.5 hours of training worth \$123,750 to teens, young adults, and corporate professionals.



#StrongGirls™

THE KEITT INSTITUTE

2020 Impact

This year we reached 60 girls with both in-person and online delivery methods. We continue to refine the #StrongGirls program.

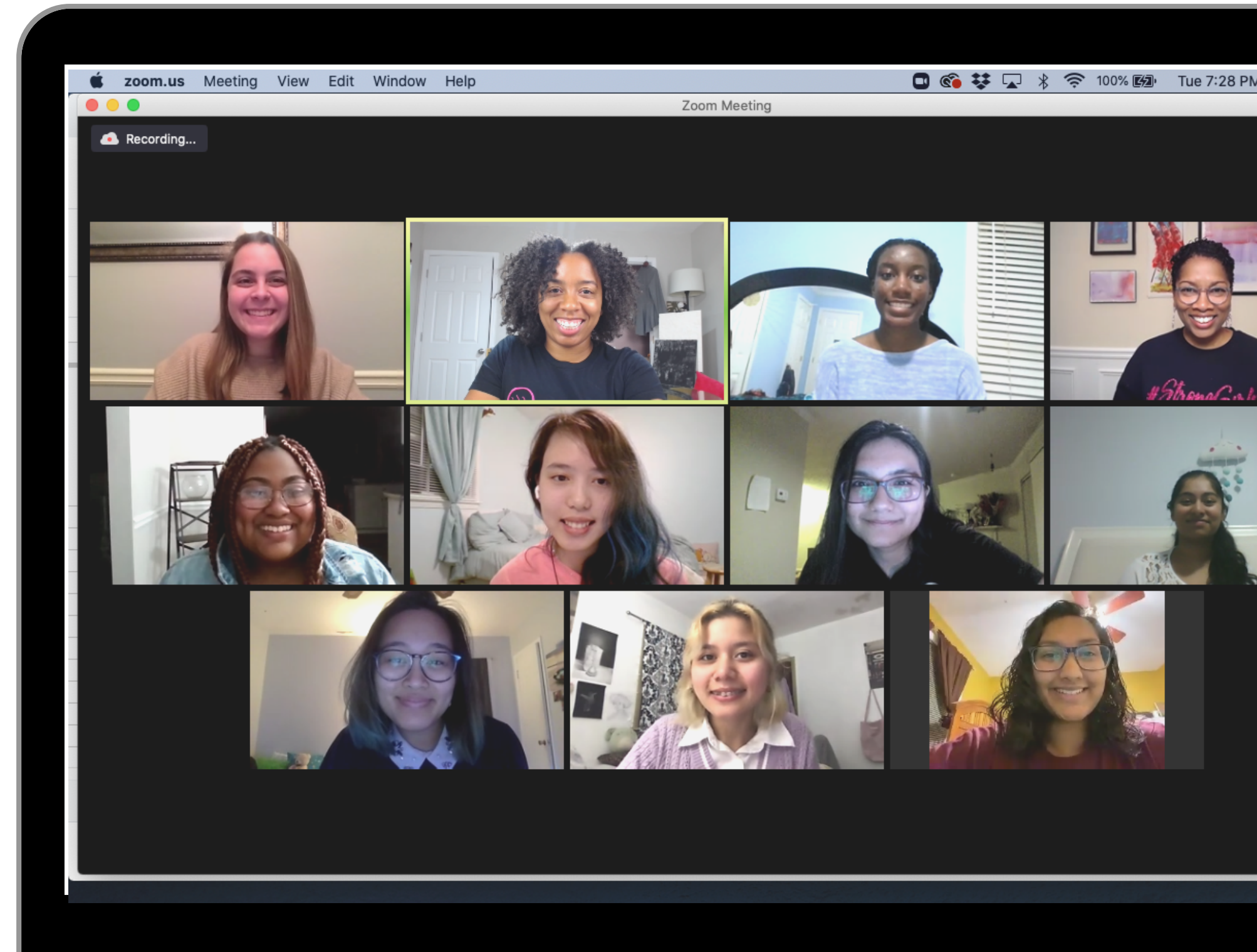


#StrongGirls™

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2020 Changes

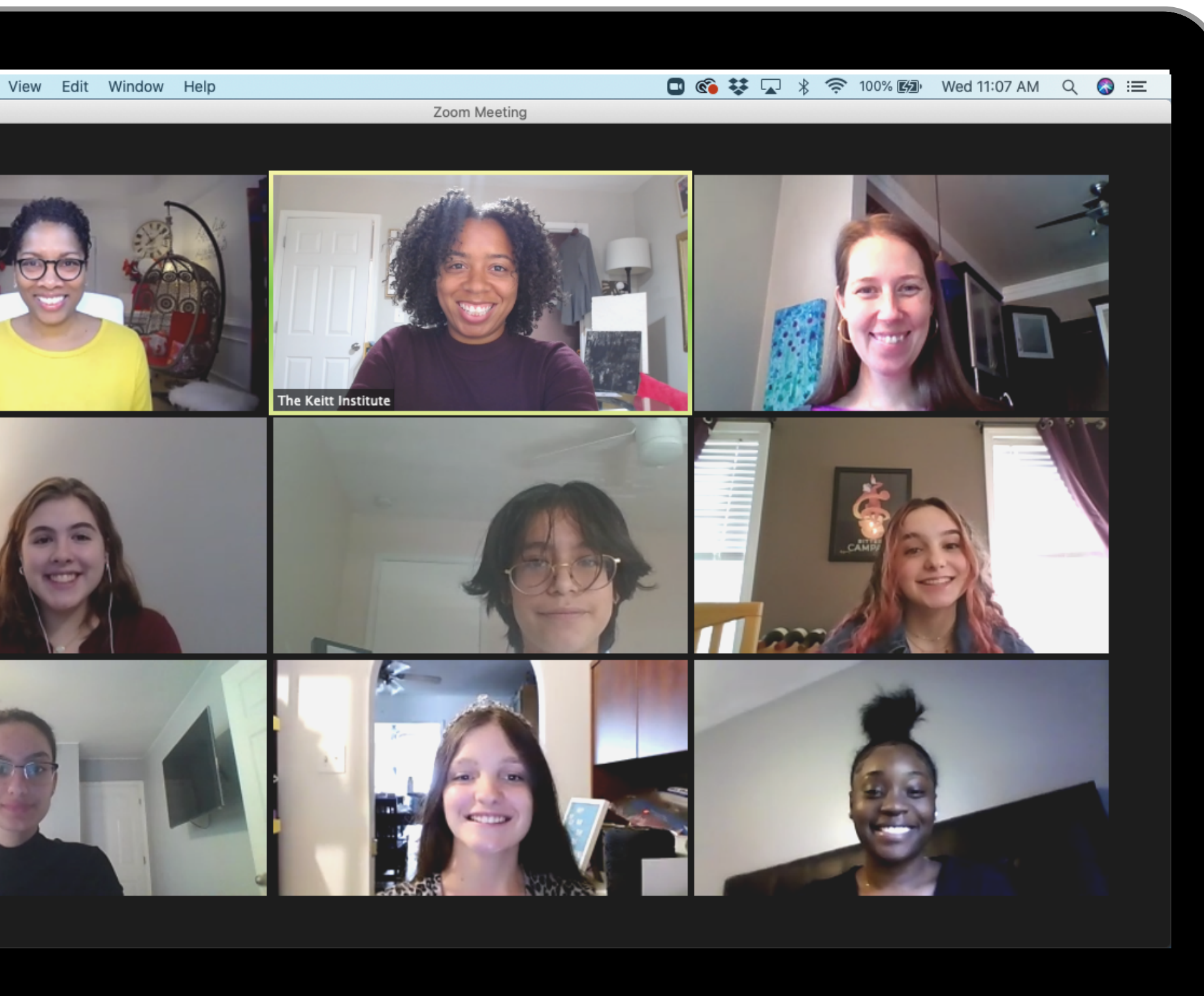
- New Delivery Method
 - Online
 - Live
 - Cohort learning communities
- More onboarding support
 - Information Sessions
 - Orientation Sessions
- Extended Delivery
 - One hour sessions
 - Held over 8 weeks
 - Varied meeting times



#StrongGirls™

THE KEITT INSTITUTE

- Targetted Student Learning
 - Learning Outcomes
 - Social-Emotional Intelligence Scores
 - Badges
 - Presentations
- Community Building
 - Membership
 - Coaches
- Scholarships
- New Learning Opportunities
 - Level 2
 - Books & Bosses



Fall 2020 Cohort Findings



The Move to SEQ Scores

IN ORDER TO GIVE STUDENTS A BETTER IDEA OF WHERE THEY GREW, WE CATEGORIZED THE PRE-ASSESSMENT

STUDENTS NOW HAVE A CLEAR FOCUS ON SELF-AWARENESS, SELF-MANAGEMENT, RELATIONSHIP SKILLS, AND RESPONSIBLE DECISION-MAKING

STUDENTS WERE GIVEN INDIVIDUALIZED REPORTS AT THE END OF THE PROGRAM THAT SHOWED THEIR GROWTH

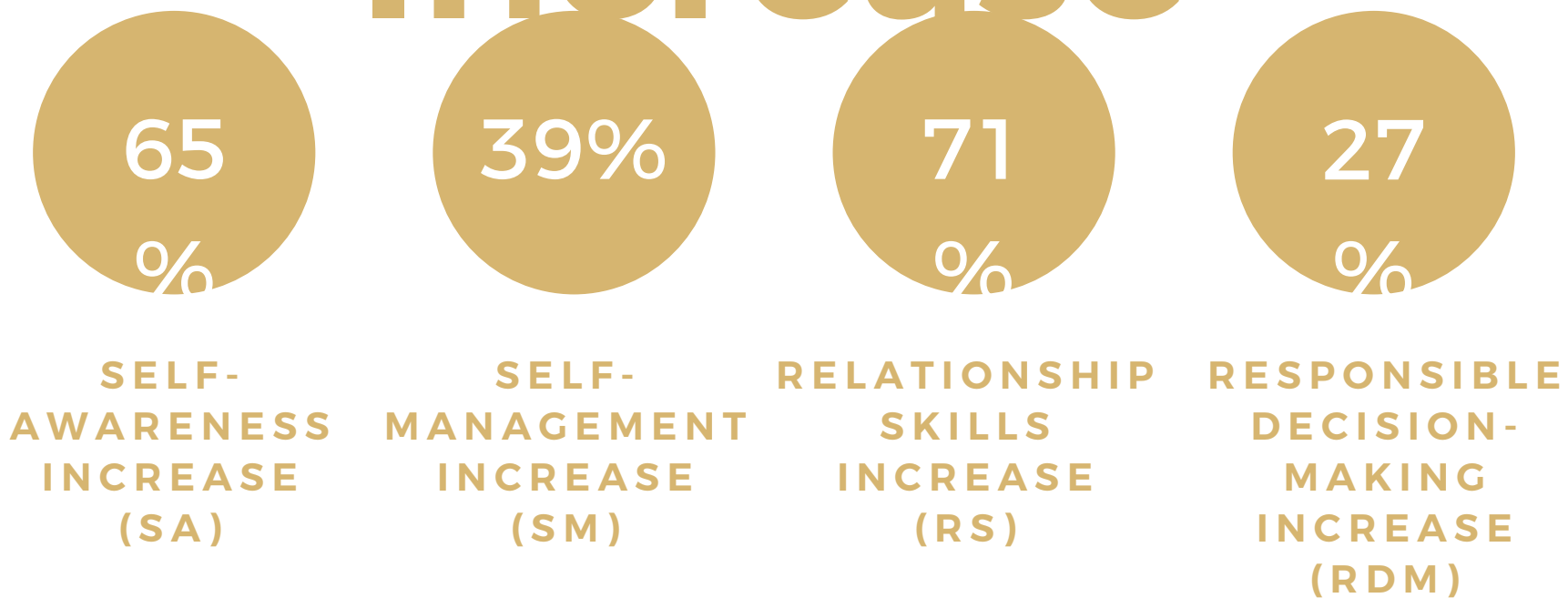


Social-Emotional Intelligence Change

51%

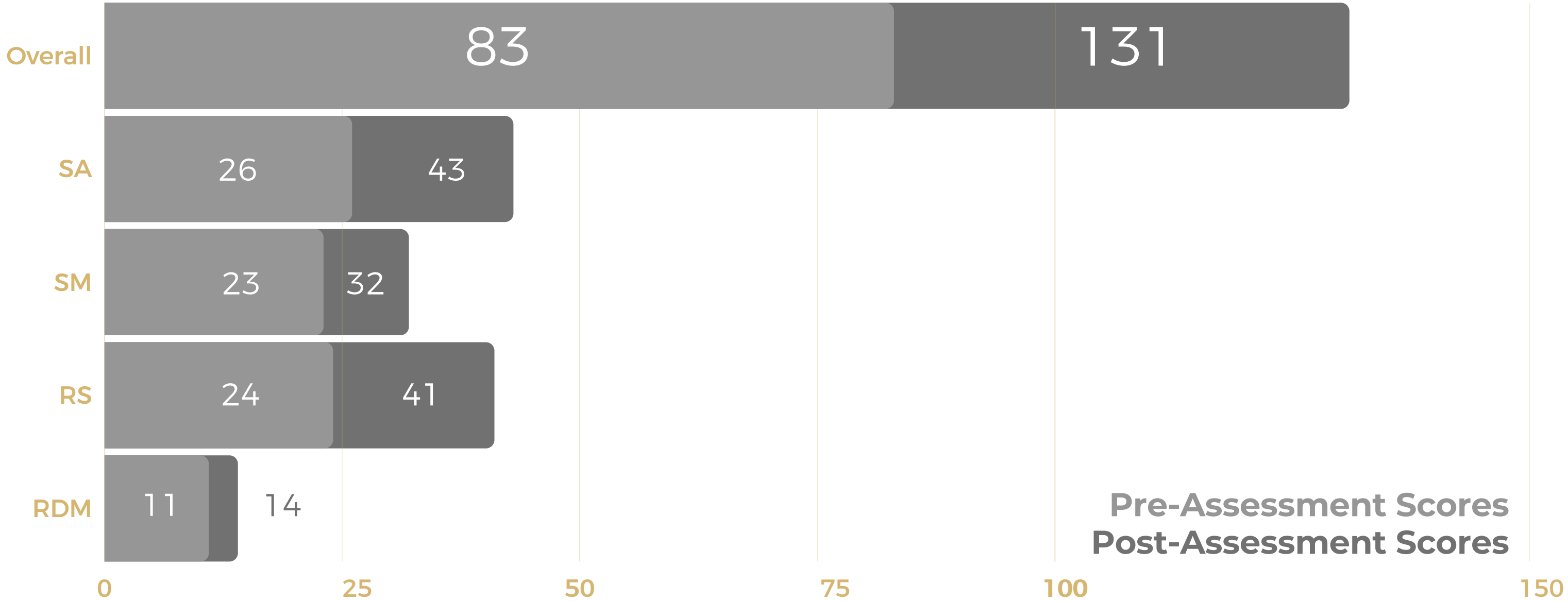
IN OVERALL SOCIAL-EMOTIONAL INTELLIGENCE (SEQ) SCORES

Increase



PRE VS. POST-ASSESSMENT MEDIAN RATING FOR OVERALL SEQ SCORES & INDIVIDUAL SEQ COMPONENTS

Fall 2020 #StrongGirls Findings



Learning Audit Quotes

WHAT STUDENTS CAN DO NOW

- I can really identify in detail what makes up who I am as a person
- I can identify how I ended up with the emotions I did and how they affected my behavior
- I can use my specific character strengths to help me manage my emotions.
- I can make informed decisions about what kind of environment best suits my personality needs
- I can look at the relationships in my life and evaluate if they are healthy or not and be able to process if they are fixable or if they need to be let go.



Learning Audit Quotes

WHAT HELPED THE LEARNING PROCESS

- Talking and sharing with everyone and getting to hear different perspectives.
- The workbook really helped me visualize what I was learning and seeing.
- Evaluating and listening to everyone's top strengths and how they used them.
- All the visual components of the graphic organizers. My brain responds really well to colors!
- I loved the example scenarios where we had to put ourselves into a situation. It helped me understand how to differentiate between thoughts and feelings more.

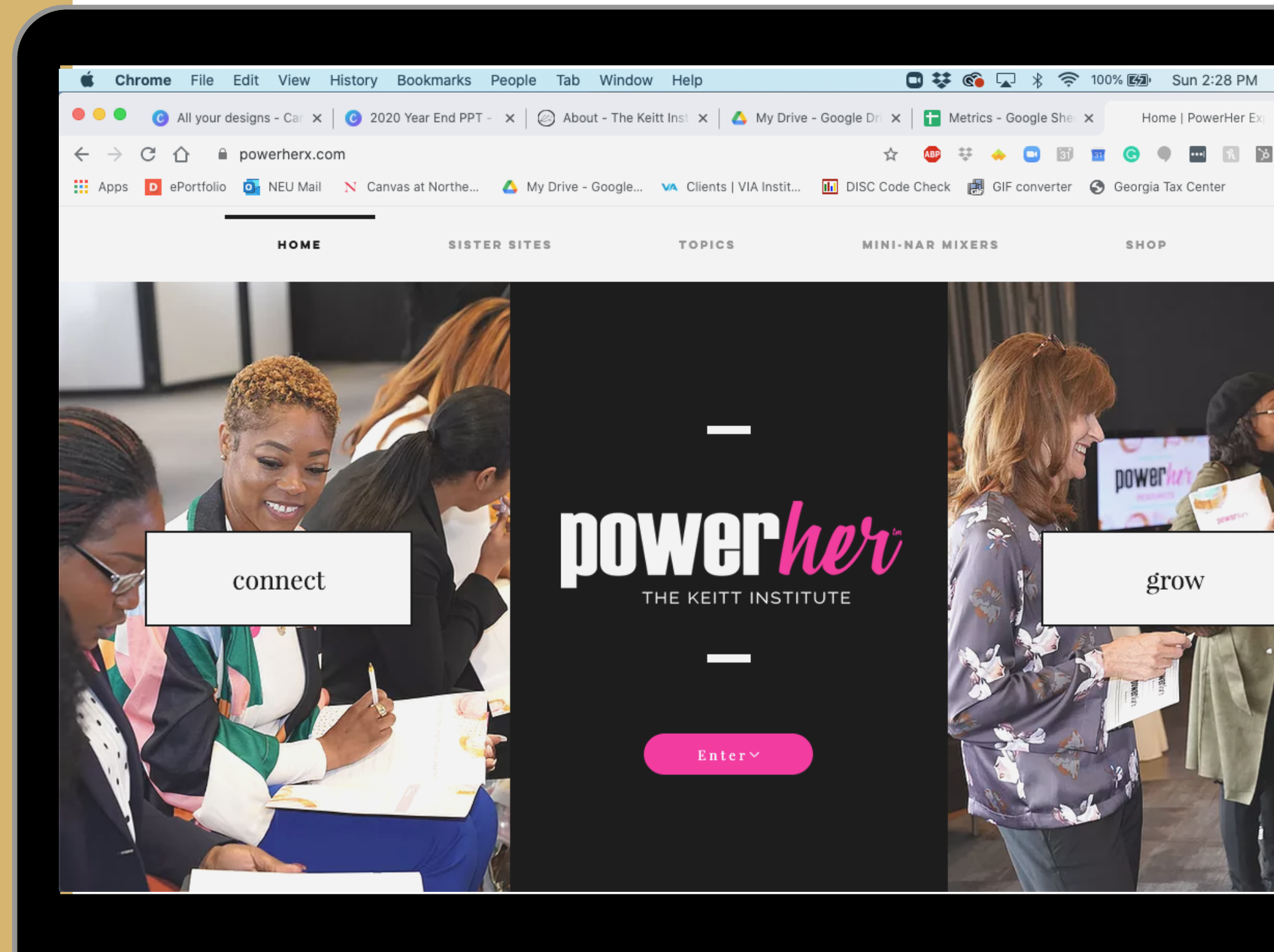


powerhertm

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2020 Impact

We reached 120,027 people with PowerHer programming since August of 2020. That is 11.5x more than our 2019 reach of 9,561 people.

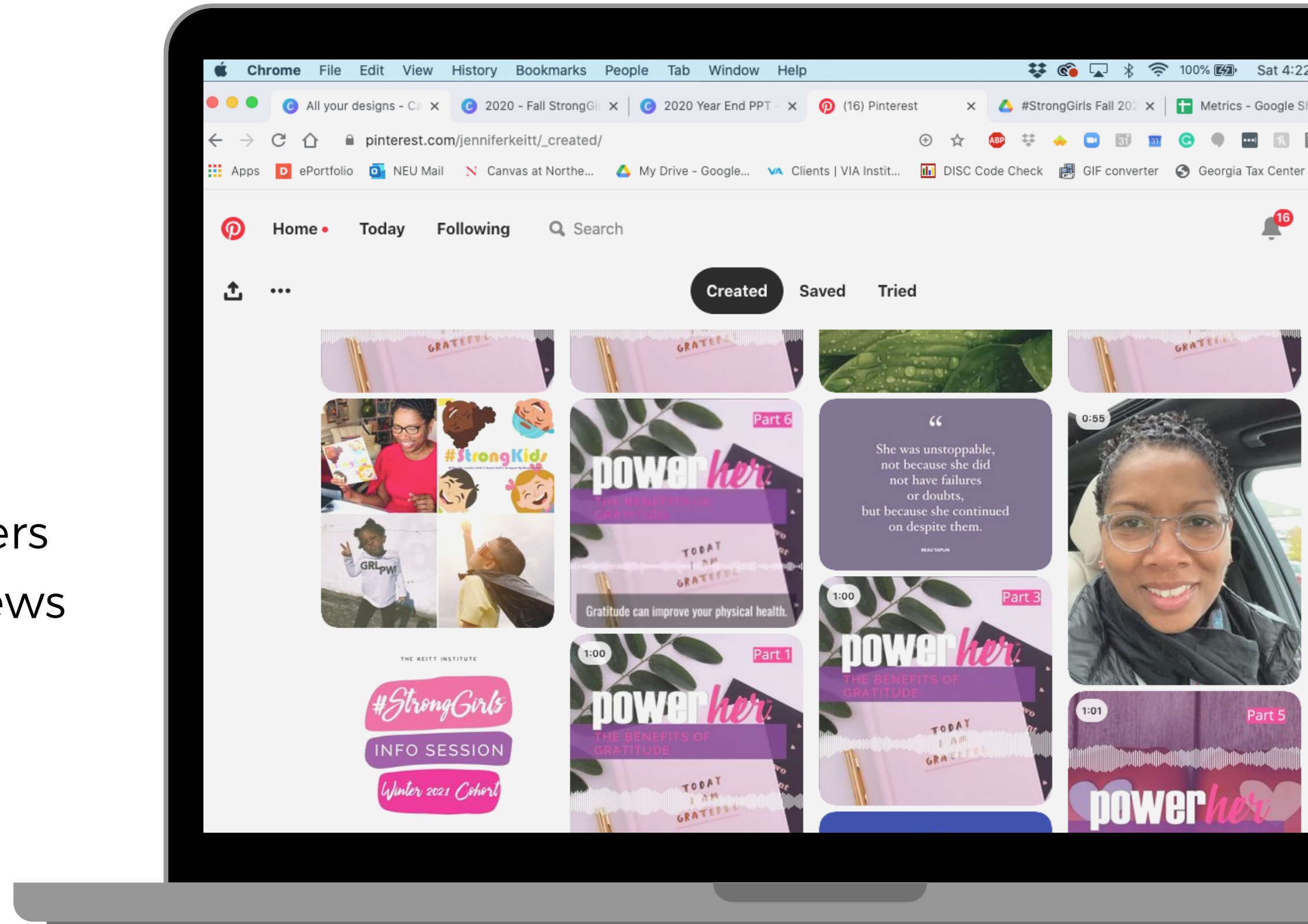




THE KEITT INSTITUTE

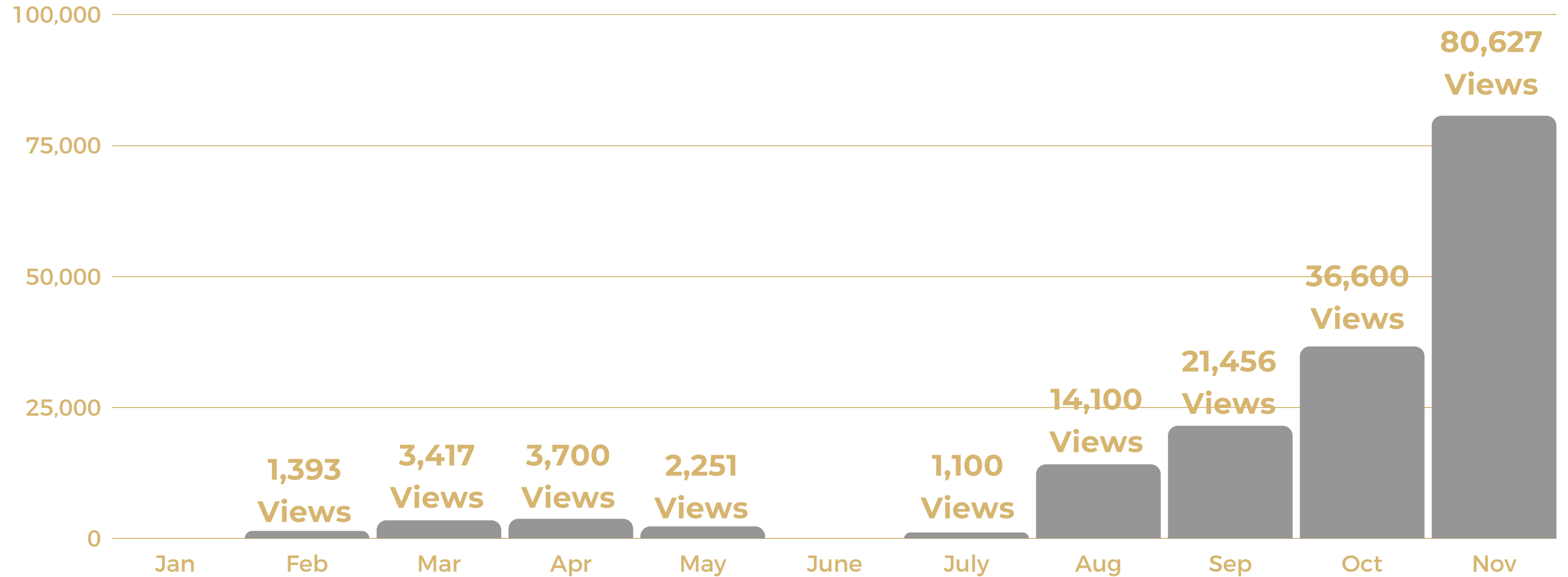
2020 Changes

- New Delivery Method
 - Pinterest Radio Videos
- Topic-Driven Metrics
 - Topic popularity with viewers now measured by video views

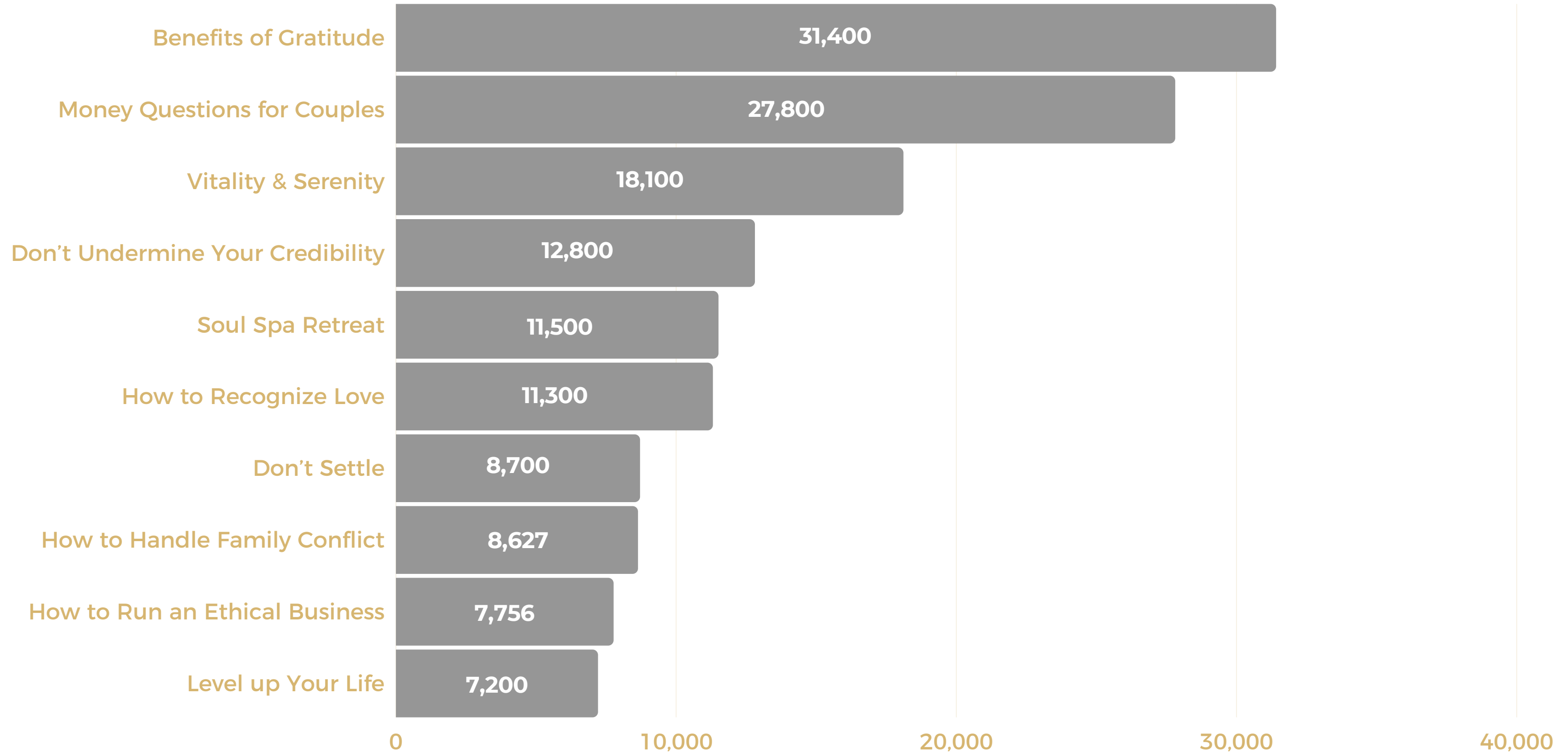


2020 VIDEO VIEWS OVER TIME

PowerHer 2020 Video Views



TOP VIDEO VIEWS BY TOPIC



CORPORATE TRAINING

2020 Impact

We reached 432 people with our Corporate Training Experiences.



**CORPORATE
TRAINING
OFFERINGS**



MASTERING
Resilience

2020 FINDINGS



Learning Audit Quotes

WHAT CAN PARTICIPANTS DO NOW

- I can focus more on myself and what's best for me
- As an educator, I've been subliminally resilient, but I now know where I need to grow.
- Articulate and commit to my action steps
- I can create a mom self-care plan and live it - though my children have flown from the nest!
- Identify the importance of truth-tellers and activators
- I can be more strategic about making good decisions for my life.



Learning Audit Quotes

WHAT HELPED THE LEARNING PROCESS

- Examples of steps that we can actually use. to be and do better.
- The interaction with the group.
- This was a great session and the workbook will be most helpful for going back and referring to.
- Jennifer broke down the four resilience strategies step-by-step.
- I loved the presentation, I liked that it allowed us to participate, and also being able to write things down helps a lot.



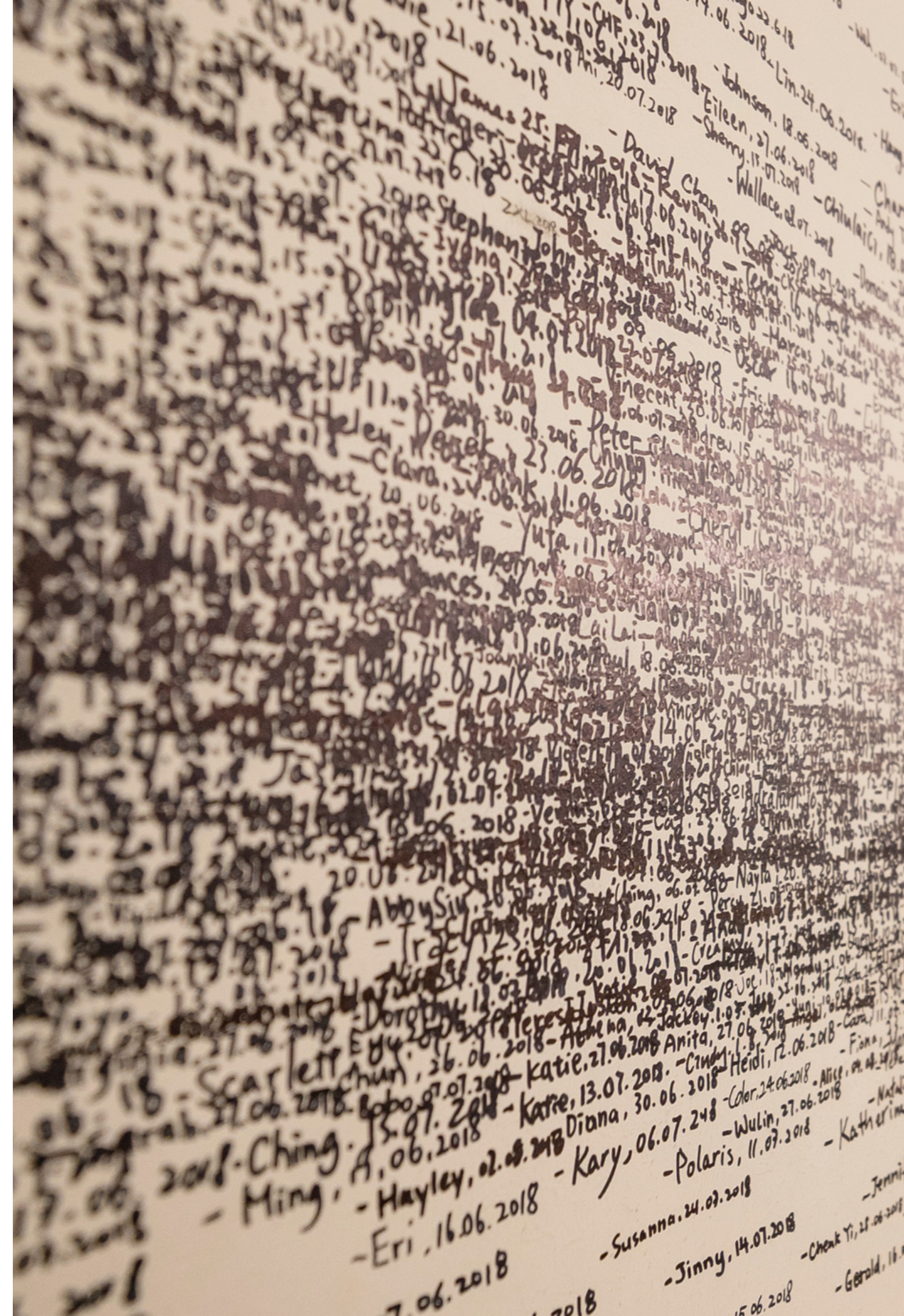
SUCCESSFUL
Thinking
2020 FINDINGS



Learning Audit Verbatims

WHAT CAN PARTICIPANTS DO NOW

- Now I can think in terms of what my character strengths are and how they affect what I believe, feel, and think.
- Now I can work WITH myself and not against what is natural to me instead of trying to be what the world says a strong, successful woman is supposed to be.
- Now I can put into words more clearly who I am and how I operate.



*Resonante*TM

2020 FINDINGS



Learning Audit Verbatims

WHAT DO PARTICIPANTS KNOW NOW

- What my strength areas are and how I can grow using my strengths
- The importance of talking about these types of things with peers. Talking about them helps us really focus on what we need to address within ourselves.
- I learned that I am stronger than I knew, and that I have more strengths in areas than I had realized



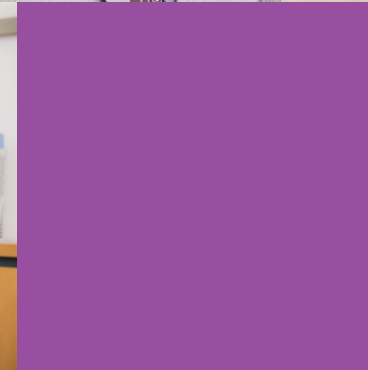
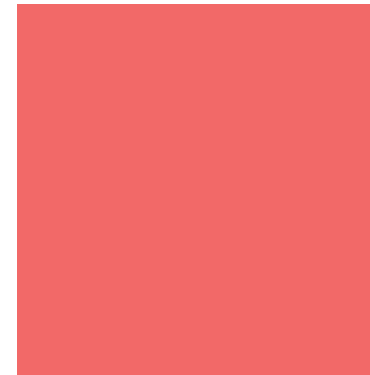
Learning Audit Verbatims

WHAT HELPED THE LEARNING PROCESS

- Having a core group to dive deep was amazing and freeing.
- So much interaction and vulnerability from others on the call.
- The open and honest environment all the participants brought forth
- It helped being able to have open discussions and see how similar by strengths/issues are to those around me



Not Like Me



Overview

WHY WE ARE ALL DIFFERENT & NECESSARY

The NOT LIKE ME experience delves into the differences in all of us. We live in a world with 7.5 billion people and come across people who are of different ethnic backgrounds and who live, think and feel differently than we do every day.

NOT LIKE ME dives into our differences, and teaches how they can be used to strengthen our relationships and create a healthy and compatible working environment.





2020 FINANCIAL UPDATES

Profit & Loss

for January to November of 2020

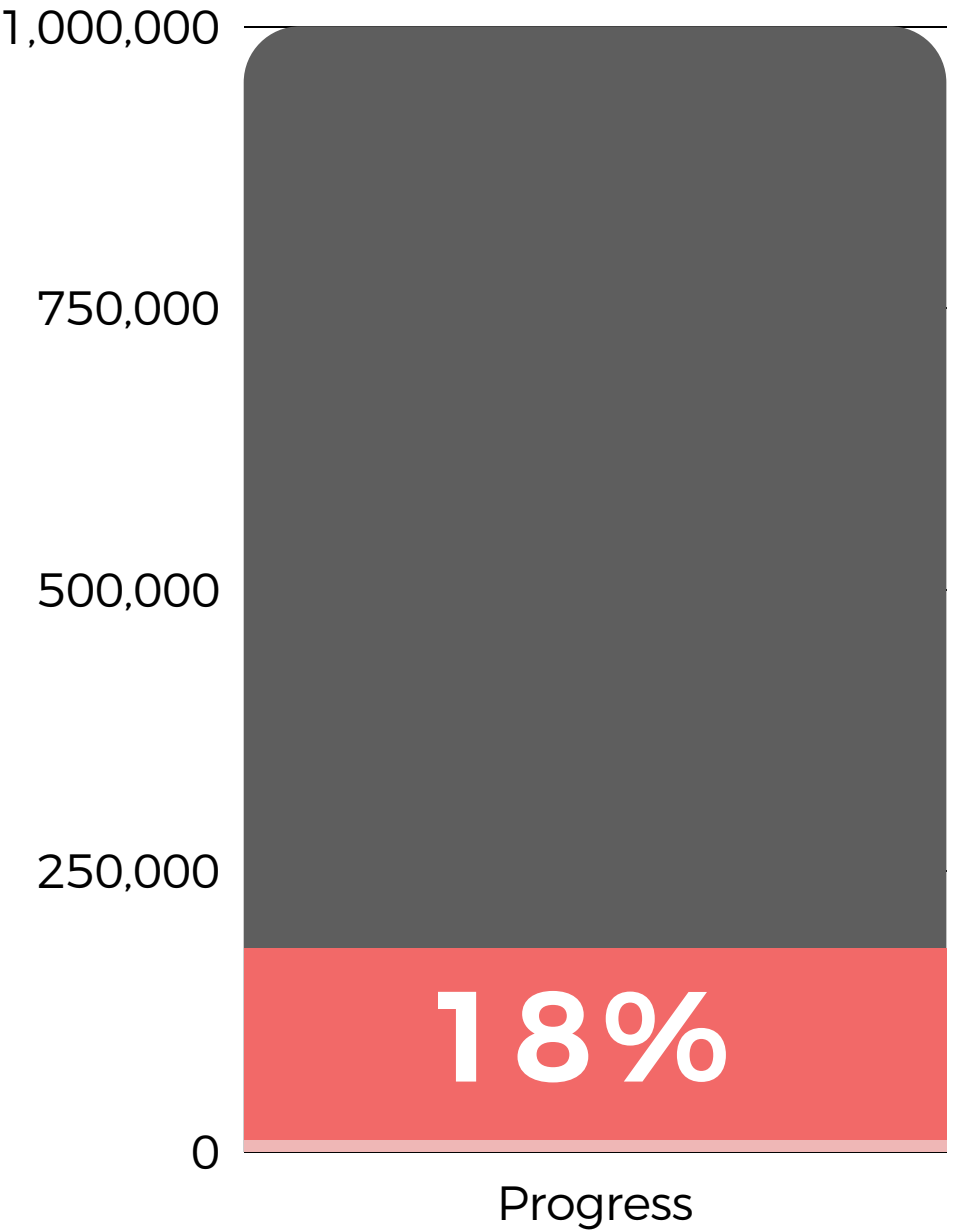
- Donations & Income: \$44,722.56
- Expenses: \$69,265.12
- **Net Income: - \$24,542.56**
- Bank Balance: \$40,956.19
 - Checking: \$9,170.54
 - Saving: \$31,785.65





2021 & BEYOND

1 MILLION PEOPLE BY THE END OF 2024



FUNDING THE KEITT INSTITUTE 2021 BUDGET



\$84,000 OPERATING BUDGET

- Initiative Costs
- Salary
- Operating Expenses
- Personnel & Initiative Expansion Costs



INCREASE DONOR BASE

COMMITTEE TO BE FORMED TO FOCUS
ON STRATEGY AND IMPLEMENTATION



BOARD CONTRIBUTION CHANGES

TO BE VOTED ON AT THE JANUARY
BOARD MEETING

Increase minimum
donation by \$22 per
month from \$50 to \$72
to cover 10% of our
budget.



CORPORATE TRAINING

PAID
OFFERINGS
LAUNCHED



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THE KEITT INSTITUTE

**POWER WALK
FUNDRAISERS**



VIRTUAL TUTORING



COMMUNITY BUILDING



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**MINI-NAR
MIXERS**



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**UNSTOPPABLE
WOMEN'S NETWORK**



QUESTIONS

NEXT MEETING DATE

JANUARY 24

2021