Students attending mid-year exams in Charmgar secondary school in Tarin Kowt, Uruzgan. Photo: NRC/Enayatullah Azad

CHAPTER ONE — Abandon all assumptions

CHAPTER TWO — Accelerating progress toward our mission

CHAPTER THREE — Education is a human right

CHAPTER FOUR — Change begins with personal reflection
“Help us raise our voices through technology. Don’t let us be silent.”

STUDENT AT THE MOSUL GIRLS CODING CAMP, MOSUL, IRAQ

Abandon all assumptions

by Lindsey Kneuven, Chief Impact Officer, Pluralsight and Executive Director, Pluralsight One
There’s the assault on your senses as you see once proud buildings and monuments in ruins, small smoldering fires and hear the eerie silence of empty playgrounds and schools.

There’s the assault on community as neighborhoods are abandoned or repopulated with unfamiliar families seeking shelter, and loved ones who long since fled the fighting are now flung across Internally Displaced Persons (IDP) camps and in neighboring countries.

There’s the assault on hope, as the rule of law is absent, basic services are broken, the economy is in tatters, and it seems impossible that life will ever return to what it once was.

This is the reality of Mosul, Iraq. Once a thriving, cosmopolitan city on the banks of the Tigris River, Mosul was seized by the Islamic State in 2014 and emptied of more than one million of its citizens. After two years of their brutal occupation by the jihadists, Iraqi and American forces launched a military operation to retake the city. Once the dust had settled, Mosul had been liberated, but its infrastructure was decimated, explosives were littered through the city, and more than 10,000 homes were destroyed.

As I traveled through the streets of West Mosul this past summer, I was shaken by the scale of the devastation. Every building I saw was pockmarked with bullet holes. Burned-out cars littered the sidewalk. Humanitarian staff refused to cross unfamiliar medians for fear of unexploded landmines.

I was visiting the city at the invitation of the Norwegian Refugee Council (NRC), a leading humanitarian organization and close partner of Pluralsight One. I went with Pietro Galli, Chief Information Officer of NRC. Although NRC works across 31 countries, Pietro and I chose to visit Iraq due to the unique complexities the country faces. We are working to create relevant, durable and effective solutions together and want to test our work in the most complex regions to ensure that we’re building solutions that will scale.

As anyone who’s lived or worked in a war zone will tell you, after the fighting has stopped the assault continues.

Islamic State set fire to oil wells south of Mosul. Photo: NRC/Wolfgang Gressmann.
As our vehicle navigated through the remnants of the city, we turned down a side street bordered by rubble and approached a compound surrounded by a high wall. Once through the gate, we stood in front of a white and blue two-story building. NRC’s Innovation Hub is an oasis in the middle of destruction. Students from across the city come there for education, for play, and for trauma counseling. We were led into a classroom ringed with 30-40 computers and handmade posters on the wall that provided instruction for computer programming.

Waiting for us in the classroom was the reason we’d traveled across the world to this recovering warzone: the 24 members of the Mosul Girls Coding Camp. They were between the ages of 15 and 22, and they were as curious about me as I was about them. I was humbled to spend an afternoon with them talking about our lives, about technology, and about our hopes for the future.

I asked them why they joined the coding club and what they were hoping to learn. One young woman stood to answer, and with a calm, strong voice she explained that the traditional path to employment, especially for young women, was nonexistent. They needed tech skills such as mobile app development, web design, cloud architecture and cybersecurity to earn a living to provide for their families, help secure them against early marriage and give them a voice to advocate for their rights. She said they needed personalized learning so that they could follow their own individual interests. And they needed to know the underlying concepts of computer science so they could teach their younger siblings at home what they were learning. “How else can we learn, contribute or restart our economy?” she asked. “Our only future is technology.”

As Pietro and I left the Innovation Hub, I was struck by how dangerous assumptions can be. Sitting in our office in Utah 7,000 miles away, it would be easy to assume what girls in Mosul need. Returnees and those who stayed try to rebuild their lives as the city lies in ruins with a staggering 8 million tons of debris, a year since it was retaken from Islamic State Group. Photo: Tom Peyre-Costa

Over and over people tell me that their need for technology skills is vital to their survival.

Psychologist Abraham Maslow developed his hierarchy of needs in the 1940s. Initially, Maslow stated that individuals must satisfy basic needs before progressing to higher level needs. However, later in his life, Maslow revised his theory. He said that his hierarchical pyramid is better visualized lying on its side, because the need for love, self esteem and self-actualization are present at all times, and for many people, they are as critical as food and shelter.

What I heard from those girls in Mosul is consistent with what I’ve heard in conversations with humanitarians and the communities they support in Jordan, Lebanon, Uganda, across the United States and beyond. Over and over, people tell me that their need for technology skills is vital to their survival. Pietro shared a story with me about Syrian refugees that NRC were assisting in Greece. After floating for days across the Mediterranean on rubber rafts, when they finally reached land they asked two questions: “Is this Europe? Is there WiFi?” Access to WiFi provides them with access to humanitarian resources, to information, legal services, and communication with family and friends back home.

Top: More than 380,000 people are still displaced in and around Mosul. Returnees and those who stayed try to rebuild their lives as the city lies in ruins with a staggering 8 million tons of debris, a year since it was retaken from Islamic State Group. Photo: Tom Peyre-Costa

Bottom: Displaced children at play and recovering from trauma in Khazer Camp, 30 km from Mosul. Photo: NRC/ Michelle Delaney

Top: More than 380,000 people are still displaced in and around Mosul. Returnees and those who stayed try to rebuild their lives as the city lies in ruins with a staggering 8 million tons of debris, a year since it was retaken from Islamic State Group. Photo: Tom Peyre-Costa

Bottom: Displaced children at play and recovering from trauma in Khazer Camp, 30 km from Mosul. Photo: NRC/ Michelle Delaney
Technology skills are a new form of literacy. Soon, every organization will become a technology organization. There is a growing need to ensure that everyone has the critical skills needed to protect their rights, participate in our global society and reach their full potential.

Challenging assumptions has been part of Pluralsight’s DNA since the beginning. When co-founders Aaron Skonnard and Fritz Onion began providing instruction to software developers at enterprise companies back in 2004, the prevailing assumption was that instructors needed to rent out a conference room and block off three straight days to train IT professionals. However, after recognizing the limitations of scaling this model and its inability to enable the lifelong learning needed for the future of work, Aaron and Fritz developed a platform to feature content authored by leading experts and designed to be accessible to everyone, everywhere. Now Pluralsight offers thousands of courses created by 1,500+ experts, and counts 70% of the Fortune 500 companies as customers.

But Pluralsight’s enterprise-focused business model was not equipped to fully realize our mission to democratize technology skills. Pluralsight One was launched in 2017 to round out the mission by serving the global nonprofit and K-12 education sectors.

Pluralsight One is structured as a social enterprise to ensure that we’re built to last and evolve. Instead of investing broadly in a large number of partners, we’re making catalytic investments with best-in-class organizations with the aim of effecting systemic change. Our guiding principles of being impact driven, customer centric and open minded, among others, require that much of our work takes place behind the scenes. Listening, building relationships and forging alliances are essential to accomplish our mission.

As I reflect upon this past year, I’m reminded of something one of the young women in Mosul said. As we were saying our goodbyes, she hugged me and said: “Thank you for coming to visit us. No one has ever come to visit us before. Help us raise our voices through technology. Don’t let us be silent.” She and her friends at the Mosul Girls Coding Camp, and millions of others like them, are counting on us to identify and abandon our assumptions, take the time to listen, and ensure they have the resources and skills they need to realize their full potential.

Technology is changing the future of work and it is essential that all students have access to computer science education to prepare for the careers of the future.”

ARNE DUNCAN, FORMER U.S. SECRETARY OF EDUCATION, MANAGING PARTNER AT EMERSON COLLECTIVE, PLURALSIGHT BOARD MEMBER
PLURALSIGHT ONE’S GUIDING PRINCIPLES —

Mission First. Actions we take each day move us closer to achieving our mission. Impact is our driving force.

Impact Driven. We know change takes time and are committed to long-term results. We prioritize outcomes over outputs.

Strive for Moonshots. We’re committed to strategy, innovation and bold bets.

Continuous Learning. We are committed to growth and progress.

Customer-Centric. We are unrelenting in creating a world-class experience. We listen to our global community to discover what value looks like, and we obsess over creating best-in-class solutions.

Data-Driven. We regularly measure the effectiveness of our investments. We only work with partners who do the same.

First Principles. We reason from first principles by identifying assumptions, asking powerful questions and using data-driven analysis.

System-Change Approach. We immerse ourselves in research to understand intractable, complex problems, and we are committed to addressing their root causes, not treating their symptoms.

Open-Minded. We amplify the voices of those we wish to support, and we create solutions together. We lead with humility and listen intently, leaving assumptions and ego at the door.

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PLURALSIGHT ONE Launch
Aaron Skonnard announces the creation of Pluralsight One, Pluralsight’s social enterprise

National Computer Science Pledge
Pluralsight One commits $10M to K-12 computer science over the next five years

Structure
Pluralsight One formalizes its advisory board and rounds out its hybrid model by launching Pluralsight One Fund, its philanthropic entity, to complement the social enterprise

Needs assessment
Pluralsight One performs a global needs assessment with over 1,000 surveys completed and deep discovery with 100+ global nonprofit organizations

No Lost Generation
Pluralsight One is selected for No Lost Generation Tech Task Force, one of four companies selected to create learning-to-earning solutions for youth impacted by conflict in the Middle East and North Africa

Computer science
Pluralsight One funds the development of the Utah Computer Science Education Master Plan, builds the first field of interest fund dedicated to CS in the nation, and leads industry to secure $3.15M in dedicated state funding

500+ customers
Pluralsight One now serves over 500 nonprofit and K-12 customers and 25,400 learners across 17 countries

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Timeline — Our History

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SEPTEMBER 2019
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PLURALSIGHT ONE
“The ability to provide everyone with access to Pluralsight empowers each person to take the driver’s seat when it comes to their own professional development.”

MINERVA INIGO, MANAGER OF IT LEARNING DEVELOPMENT, TEACH FOR AMERICA
Our strategy —

Uplift the social and K-12 education sectors by equipping them with the technology skills they and their beneficiaries need.

Unleash compassion and innovation by mobilizing the Pluralsight community.

Invest in catalytic solutions by seeking out transformative organizations and initiatives.

These three pillars of uplifting the social and K-12 education sectors, unleashing compassion and innovation, and investing in catalytic solutions are integrated into everything we do.

For example, in pursuit of our goal to uplift K-12 educators and students, we’ve curated libraries containing 600+ hours of Pluralsight content mapped to the national computer science curriculum and learning objectives for teachers and students through our partnerships with the Computer Science Teachers Association (CSTA) and Code.org. We’ve also provided significant funding to Code.org in support of specific outcomes that demonstrate global growth, accessibility and the inclusion of girls and underrepresented minorities.

Additionally, we collaborate with the Utah State Board of Education (USBE) to advance opportunities in computer science (CS) in our home state. Pluralsight staff volunteered to create data visualizations of Utah’s CS landscape report, and the Pluralsight One Fund provided a grant to develop Utah’s Computer Science Education Master Plan to ensure that every K-12 student has the opportunity to learn computer science by 2022.

Another example of our integrated approach is our partnership with the Norwegian Refugee Council (NRC). In support of NRC’s digital transformation, we are providing multi-year funding paired with a product grant to support tech skill development for staff and the refugees and displaced individuals they serve. A volunteer team of Pluralsight Salesforce experts is building a donation solution that will diversify their donor base, and we promoted NRC’s youth education work through a Giving Tuesday campaign that raised $50,000 from Pluralsight’s community of authors, team members and customers.

Finally, our partnership with Year Up includes multi-year funding and product grants to support its staff, students and alumni. Pluralsight staff are also volunteering to provide technology strategy assessments and recommendations for Year Up’s IT infrastructure, and our Boston office has committed to hiring a cohort of Year Up interns. We’re also working closely with our customers and partners, like Salesforce, to identify the skills their new hires need, and mapping them to Pluralsight content to help accelerate transitions for Year Up students from internships to full-time jobs.

Our mission to democratize technology skills requires systemic change. We made great progress towards accomplishing our mission, and our momentum continues to grow.
2019 HIGHLIGHTS —

Customers

500+ nonprofit and K-12 customers

17 countries

25K+ learners

These are a few of the organizations developing tech skills through Pluralsight One to advance their missions and skill up the communities they support:

- PATH
- Save the Children
- World Wildlife Fund
- Compassion International
- Norwegian Refugee Council
- Mercy Ships
- Goodwill Industries
- Teach For America
- Trocaire
- World Vision
- Wounded Warrior Project
- Child Fund
- Children International
- Space Center Houston
- Scholarship America
- Latinos in Action
- Cancer Research UK
- Salvation Army
- Prison Entrepreneurship Program
- Outside In
- Save the Children
- Monterey Bay Aquarium
- Center for Missing and Exploited Children

“I’ve been in this work for 20 years. Whenever we meet children and parents, not one of them says ‘I want to get a gun and do what others did to me to others.’ Recently we’ve been hearing that they want to become software developers—which is an extreme source of hope for all of us.”

PIETRO GALLI, HEAD OF ICT, NORWEGIAN REFUGEE COUNCIL
2019 HIGHLIGHTS

Partners

$2MM+
in financial grants

$20MM+
in product grants

- Launched 3 new major global partnerships with Norwegian Refugee Council, Year Up and Malala Fund
- Funded and led the development of the Utah Computer Science Education Master Plan, which aims to give every K-12 student in Pluralsight’s home state of Utah the opportunity to learn computer science by 2022
- Launched Spark, a new product focused on foundational technology skills like data, security and cloud for nonprofits and K-12 customers
Volunteerism

Pluralsight is made up of an incredible team of individuals who are masters of their craft and truly driven by our mission to democratize technology skills around the world. They come to Pluralsight intent on doing the best work of their lives and committed to unleashing themselves on complex problems and bold ideas. Pluralsight’s people contribute to Pluralsight One’s growth and impact daily. They also apply their skills and passions to uplift the work of nonprofits and schools in our local and global communities. Pluralsight One prioritizes skills-based volunteerism, creating structured volunteer projects that engage the expertise of our team members to increase an organization’s capacity and drive lasting impact.

300+ volunteers engaged in recurring skills-based volunteer opportunities
31 team volunteer events built and implemented by Pluralsight One
4K+ volunteer hours tracked, 65% of that skills-based

“Involvement with Pluralsight One has been a highlight in my time at Pluralsight. Volunteer opportunities have given me a way to provide value that helps drive lasting change. Moreover, what has been most exciting is that I’ve been able to utilize my skills and knowledge to support Pluralsight One as part of my daily responsibilities.”

GARRETT SOUTHWORTH, SENIOR SALESFORCE ADMINISTRATOR, PLURALSIGHT UTAH OFFICE

“The change we’re affecting is like a river: it often goes unseen, but it runs deep. We aren’t splashing around with shallow projects, looking for attention or recognition; we are driving deep, lasting change in a way that is sustainable and, for me, really inspiring. Working on Pluralsight One projects this last year has left me with a new understanding of what true social impact looks like. It’s a pretty rare thing to be a part of, and I am grateful for the opportunity.”

ISAAC STRACK, HEAD OF PROFESSIONAL SERVICES, EMEA/APAC, PLURALSIGHT DUBLIN OFFICE
“Working on anything related to Pluralsight One is my favorite part of my job. I’ve had the unique pleasure of participating in a variety of programs through Pluralsight One, including mentoring a young mother from Syria as she worked to build a successful catering business and leading more than 800 volunteers with Project Homeless Connect. This work is a powerful and real manifestation of the values we espouse at Pluralsight, and I am grateful for the opportunity to actively show my commitment to democratizing technology and enabling success for underserved populations.”

CARA BALDWIN, ASSOCIATE GENERAL COUNSEL BASED IN PLURALSIGHT UTAH OFFICE

“Mentoring with Year Up has been so fulfilling. I had always been nervous to sign up for a long-term volunteer opportunity, but Pluralsight One’s partnership with Year Up encouraged me to finally do it. It’s rewarding to establish a relationship with a mentee and see them grow and improve over time. My mentee is about to start an internship at a local university, and I couldn’t be more proud of him!”

JUNA ADAMS, PRODUCTION EDITOR ASSESSMENTS, PLURALSIGHT BOSTON OFFICE

Pluralsight’s team members harness their skills to create lasting impact.

- **Pluralsight volunteers built a Tableau dashboard** to showcase the state of computer science in Utah. The dashboard is a public resource for educators, parents and industry stakeholders to evaluate data collected through the Expanding Computing Education Pathways (ECEP) Landscape Report, a report funded by the National Science Foundation.

- **A team of Salesforce experts partnered with Norwegian Refugee Council to build a new donation solution** that will enable NRC to grow donations from individuals around the world by connecting various digital payment processing systems.

- **Pluralsight’s executive team teamed up with The Other Side Academy (TOSA) to conduct an onsite strategy session** designed to help TOSA scale their model, strengthen the social enterprises that fund their programming, and support more individuals facing long-term incarceration with positive alternatives and vocational training.

- **Team members in Boston, New York, Chicago and San Francisco have deepened their engagement with Year Up youth participants**, supporting youth with their tech skills development and transition to internships and employment through mock interviews, mentoring, job shadowing, guest speaking and more.
Pluralsight One Reach

Key
- Pluralsight One Customers
- Impact of Investments
- Pluralsight Volunteerism
Pluralsight One Products

Increasing access to technology skills is critical for nonprofits to achieve their missions and for educators to prepare their students for the future of work. We offer nonprofits, K-12 educators and the communities they support access to our platform at a steeply discounted rate to help them keep up with developments in technology, gain in-demand skills to power their work, and ensure that the individuals they serve can create the future they envision.

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<thead>
<tr>
<th>Audience</th>
<th>Features</th>
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<tbody>
<tr>
<td><strong>Spark</strong></td>
<td>Nonprofits and K-12 moving their people, teams and organizations through a digital transformation journey.</td>
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<tr>
<td><strong>Elevate</strong></td>
<td>Technical professionals at nonprofits and K-12 entities can check eligibility and unlock discounted pricing at pluralsightone.org/product. Students and teachers can learn more here: pluralsightone.org/product/education.</td>
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<tr>
<td><strong>Amplify</strong></td>
<td>Staff at nonprofits and K-12 entities, and the communities they serve</td>
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<tr>
<td><strong>Pluralsight One for Students</strong></td>
<td>High school students enrolled in Code.org’s Computer Science Principles or AP Computer Science Principles courses. Pluralsight One for Students offering is free to qualifying students through their teachers.</td>
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<tr>
<td><strong>Pluralsight One for Teachers</strong></td>
<td>CSTA+ members</td>
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"Computers are all around us! Not giving kids the skills to understand them is the same as failing to teach them a language the rest of the world fluently speaks."

FIKIR TEKLEMEDHIN, 10TH GRADER FROM WEST HIGH SCHOOL, UTAH

CHAPTER THREE

Education is a human right
Charamgar secondary school in Tarin Kowt, Uruzgan Province provides students with a safe place to learn. Photo: NRC / Enayatullah Azad
International humanitarian aid organizations don’t need digital transformation.

We’re working with the Norwegian Refugee Council to prove that digital transformation is imperative for every nonprofit and NGO.
The Norwegian Refugee Council (NRC) is an independent humanitarian organization working to protect the rights of displaced and vulnerable persons during crisis. They work in 31 countries to meet immediate humanitarian needs, prevent further displacement and build durable solutions. In 2018 alone, NRC assisted 8.5 million people, providing food security, information, counseling and legal assistance, water and sanitation, education and shelter.

NRC is undergoing a digital transformation to revolutionize their education and livelihood program strategies, employee skill development, IT and security infrastructure, fundraising strategies, and internal communications. Pluralsight One and NRC have embarked on a strategic alliance to accelerate NRC’s digital transformation and ensure global team members and beneficiaries have the skills needed to realize NRC’s mission.

One example of this transformation is NRC’s legal assistance programs. In Iraq, tens of thousands of people don’t have civil IDs. Children born during the Iraq War and living in displacement camps were never issued IDs, and both Islamic State and the Iraqi army would regularly confiscate civil IDs and birth certificates of adults, leaving parents and their children without any documentation. Now that the fighting is over, people without IDs are unable to travel between Iraqi cities to return home. They may be barred from attending formal schools and denied access to health care or state social welfare programs.

Nada, a mother of seven, now lives in a displacement camp near Mosul. She said she lost her documents, including her marriage certificate, her civil ID, and the IDs of five of her children, as she was fleeing from the fighting. She is unable to get her children’s civil IDs reissued since it requires proof of lineage, and their father’s whereabouts are unknown. Her children cannot attend school, and she’s unable to access government assistance.

Through its legal assistance program, NRC has helped issue 8,000 identity cards and civil documents to Iraqis, but the demand for legal services remains high. In order to assist more people in need, NRC is developing a self-service, multi-language, mobile platform for refugees to access critical information on demand. This system will provide answers to common questions more quickly, and will allow NRC legal staff to prioritize assisting individuals who are ready for legal assistance.

“Helping people in conflict and disasters, NRC must innovate constantly and has a strategic ambition to become a leader in using data and technology to better serve people in need. This is a big challenge we cannot undertake alone. This transformation is critical to enable us to reach more of the ever increasing number of people displaced by conflict.”

JAN EGELAND, SECRETARY GENERAL OF THE NORWEGIAN REFUGEE COUNCIL

**OUR INVESTMENT**

Pluralsight One is investing $750,000 over three years to support NRC’s digital transformation. Additionally, it is providing an initial 8,000 licenses to Pluralsight, with tech strategy support and additional licenses each year as our partnership implementation scales. The goal of our partnership is to create sustainable social impact for displaced and crisis-affected populations around the world, as well as increase the efficiency and efficacy of the NRC staff who serve them. This year, our community of learners, authors and team members generously donated over $25,000 in support of NRC’s youth education programs during the week of Giving Tuesday. Pluralsight One matched the contributions dollar for dollar resulting in a total donation of $50,000.

**NRC assisted 8,535,040 displaced people in need in 2018**

The five largest beneficiaries of NRC’s work are South Sudan, Iraq, Somalia, DR Congo and Ethiopia

NRC’s programs include food security, water sanitation and hygiene, information counseling and legal assistance, education, and camp management

Pluralsight One invested $750,000 over three years to support NRC’s digital transformation

Pluralsight One provided 8,000+ licenses to NRC and is providing tech strategy support
MYTH
Teachers learned everything they need to know about CS while they were in college.

We’re working with CSTA* to ensure teachers have the resources they need to prepare their students for the future of work.

*CSTA: Computer Science Teachers Association
The Computer Science Teachers Association (CSTA) is a teacher-led nonprofit organization whose mission is to empower, engage and advocate for K-12 computer science (CS) teachers. CSTA has 80 chapters across the U.S. and Canada, and members in all 50 states. Through educational opportunities, events, free and discounted resources, and community meetups, CSTA equips teachers with the latest best practices and skills, and ensures that every computer science teacher has a home.

Pluralsight One has created a free, curated library of tech skill development content for CSTA members in alignment with national CS standards, so K-12 computer science educators can build the skills needed to prepare for national teacher endorsement exams and bring concepts to life in the classroom. The curated Pluralsight One library covers everything from how to jumpstart a career in IT, to UX design and front-end development, to how to code using Java and Python. In addition to the free content library, Pluralsight One offers all CSTA members steeply discounted access to the entire Pluralsight platform.

Additionally, in partnership with Microsoft, Pluralsight One has co-funded the first national CSTA Equity Fellowship. This fellowship is designed to uplift educators by sharing innovations, supporting inclusive leadership development opportunities and building ongoing, peer-to-peer professional learning experiences that address issues of equity in computer science classrooms. The first cohort of Fellows includes ten educators from eight states across the K-12 educational spectrum who are working together to share their inclusive teaching practices nationwide.

"Teachers around the world are stepping up and learning to teach computer science because they know it’s best for their students. We’re proud to partner with Pluralsight One to support teachers as they deepen their CS content knowledge and bring new skills to their classrooms."

JAKE BASKIN, EXECUTIVE DIRECTOR, CSTA

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JAKE BASKIN, EXECUTIVE DIRECTOR, CSTA
MYTH

Computer science classes are a “nice to have,” but not a “must have.”

We’re working with the State of Utah to ensure that every K-12 student across our home state has the opportunity to learn CS by 2022.
Pluralsight One is committed to creating a future in which every K-12 student in the state of Utah has the opportunity to learn computer science. We’ve been working closely with state leaders, industry partners, educators, the Utah State Board of Education (USBE) and the State Superintendent to identify needs, define goals and develop strategies that will create equitable opportunity for all students statewide.

Most significantly, we have collaborated to develop the Utah Computer Science Education Master Plan. The Master Plan is a four-year state strategy that maps key issues, goals, recommendations and strategies while also presenting a selection of resources for teachers, administrators, parents, industry partners and nonprofits. The research and development of the plan was funded through a grant from Pluralsight One Fund, and represents contributions from community stakeholders and subject-matter experts from across the state.

Pluralsight One has partnered with the Utah State Board of Education to develop a full set of K-12 computer science standards. The standards were approved by USBE and are in the process of being implemented statewide. Pluralsight One was selected as a member of the State’s Computer Science Tech Task Force, and was invited to serve on both the Lieutenant Governor’s Tech Pathways Board and the Governor’s Talent Ready Utah Board to ensure all of Utah’s students have the skills needed to fulfill their potential and prepare for the future of work.

“Computer science teaches students about technology, encourages them to think critically, and helps them develop problem-solving skills. Improving computer science education in our state is crucial and will help prepare our next generation of learners, teachers, thinkers, and innovators to make a robust contribution in tomorrow’s digital world.”

GOVERNOR GARY HERBERT, STATE OF UTAH
MYTH
Opportunity and employment are equally available to everyone. People just need to seize it.

We’re working together with Year Up to make sure that all youth are equipped with the technology skills for the jobs of tomorrow.

Year Up connects young adults that need opportunity to companies that need talent.

Photo: Year Up
Year Up’s mission is to close the Opportunity Divide by ensuring that young adults gain the skills, experiences, and support that will empower them to reach their potential through careers and higher education. Operating 29 sites across 18 cities, Year Up achieves its mission through a one-year, intensive training program. The program provides young adults, ages 18-24, with hands-on skill development, coursework, corporate internships and wrap-around support. Their approach focuses on students’ professional and personal development to help them achieve economic self-sufficiency.

Pluralsight One’s partnership with Year Up works to support capacity building for staff, instructors, youth participants and alumni. The partnership is designed to accelerate Year Up’s impact and ability to integrate technology skills development into their national curriculum. We have mapped channels of Pluralsight content to Year Up’s national curriculum, organizational goals and target learning outcomes, so that students and alumni have the best resources to prepare for the workplace, grow in their roles, and thrive as leaders.

Fidel Ghirma, a Year Up graduate currently employed as a systems engineer at SEIU, has been averaging seven hours a week on the Pluralsight platform. “Pluralsight allowed me to build on the technical and professional skills I’d gained through Year Up with courses on AWS Certified Cloud Practitioner and AWS Certified Solutions Architect. Due to my training with Pluralsight, I took the AWS Certified Cloud Practitioner Exam and passed. The number of classes available on Pluralsight is incredible. I’m really excited to keep learning and moving forward with every new course I take.”

“Not only has Pluralsight allowed me to gauge and improve upon my own technical expertise as an IT instructor, it has allowed me to improve my students’ learning experience. With Pluralsight, my students will be able to continue building upon their foundational knowledge and technical skills in and out of the classroom, which will undoubtedly lead to career success wherever they may go.”

MICHAEL BASILE, YEAR UP RHODE ISLAND
IT INSTRUCTOR

Pluralsight One invested $100,000 in 2019 to support Year Up’s digital transformation. Additionally, a $12.3 million, three-year product grant was made that includes tech strategy development and access to 6,500 licenses to the Pluralsight platform for staff, students and alumni in year one; with an additional 4,500 licenses each in years two and three to support annual youth cohorts.

OUR INVESTMENT

Year Up has served over 26,000 young adults and provided internships for over 250 corporate partners.

Pluralsight One invested $100,000 in 2019 to support Year Up's digital transformation.

Pluralsight One granted $12.3M in product licenses and technology strategy over three years.
MYTH

Computer science is only for people who want to work for tech companies.

We’re working with Code.org to ensure computer science is a fundamental part of K-12 education for every student.
“Code.org is dedicated to giving all students a foundation in computer science to open up the best future opportunities regardless of what they ultimately pursue. We’re excited that this partnership will allow Code.org students who uncover a passion for computer science to delve even deeper into subjects that our courses introduce.”

HADI PARTOVI, FOUNDER AND CEO, CODE.ORG

OUR INVESTMENT

In addition to offering 500+ hours of curated content to Code.org high school students for free, Pluralsight One is providing a $1.5 million grant to Code.org over three years. The investment is focused on enabling Code.org to grow their resources for teachers and students, continue to develop curricula across K-12, expand their efforts to retrain America’s K-12 teachers to teach computer science, scale impact through their network of regional partners, and debunk misconceptions about computer science through their annual Hour of Code campaign. We also collaborate on local and national advocacy efforts.

Learn more about the resources available to teachers and students here: pluralsightone.org/product/education
MYTH
Every child can easily access their right to free, safe, quality basic education.

We’re working with the Malala Fund to ensure every girl can learn and lead.

Photo: Mairi Fakihai for Malala Fund
There are more than 130 million girls out of school today around the world. The reasons for their absence — poverty, war and gender discrimination — differ between countries and regions. Malala Fund is working to create a reality where every girl can choose her own future. It is advocating for the policies and priorities needed to give all girls secondary education, investing in local education advocates and amplifying girls’ voices. Malala Fund’s leading programmatic initiative supports the work of education champions in developing countries to accelerate progress towards girls’ secondary education around the world. These local advocates understand the challenges in their communities and are best placed to identify, innovate and advocate for solutions.

Haroon Yasin is one of Malala Fund’s Education Champions working in Pakistan. He grew up in a middle-class family in Islamabad and graduated from Georgetown University. After returning to Pakistan, he was troubled by the incredible disparity between the world he occupied and the poor, rural areas. Upon learning that many of the children in poor families had never attended school, but most of their parents owned a mobile phone, Yasin created an app mapped to the national education curriculum called Taleemabad. By using animated cartoons to teach the basics of reading and mathematics, the app grew rapidly, and there are now more than 100,000 users. “Once you’ve taught a child how to read and write, the world is their oyster,” says Yasin. “Google now offers the opportunity to search in Urdu (the local language), so as soon as they’ve mastered even a few words they are digital natives; they will go online and want to find everything on their own.”

“Because smartphones are spreading like wildfire in Pakistan, we’ve been able to reach children we wouldn’t have been able to reach otherwise. The Pluralsight One partnership has been critical in helping us get to that stage.”

Haroon Yasin, Malala Fund Education Champion, Founder and CEO of Taleemabad

“Because smartphones are spreading like wildfire in Pakistan, we’ve been able to reach children we wouldn’t have been able to reach otherwise. The Pluralsight One partnership has been critical in helping us get to that stage.”

HAROON YASIN, MALALA FUND EDUCATION CHAMPION, FOUNDER AND CEO OF TALEEMABAD

Pluralsight is working to support technology skill development for Malala Fund staff and the education advocates they support. In addition to leveraging Pluralsight’s rich content and skill-building tools, Pluralsight One is supporting Malala Fund with a $100,000 investment and 640 licenses with technology strategy support in year one.

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“You might call it a smartphone. He calls it a tool to ensure the next generation lives better than the last.”

MATTHEW HUGHES | THENEXTWEB.COM | SEPTEMBER 2, 2019

Malala Fund works in countries where many girls miss out on secondary education, including Afghanistan, Brazil, India, Ethiopia, Nigeria, Pakistan and Lebanon.

Malala Fund provides support, capacity building and networking opportunities for 40 Malala Fund Education Champions.

Pluralsight One invested $100,000 to grow and support Malala Fund’s network of Education Champions in 2019.

Pluralsight One is supporting the work of Malala Fund’s staff, Education Champions and their teams with 640 platform licenses.
“We don’t need any more pilot programs—we need to scale now. The best way to learn is by doing, not theorizing but dropping egos and partnering across sectors.”

ARNE DUNCAN, FORMER SECRETARY OF EDUCATION
by Aaron Skonnard, CEO and co-founder of Pluralsight

When we say our mission is to democratize technology skills, we really mean it. We won’t stop until everyone, everywhere has the opportunity to create with technology. This is not some ethereal goal. It’s something we genuinely believe is possible to accomplish in our lifetime if we are willing to challenge our assumptions.

Take, for instance, the problem of unemployed or underemployed youth in the United States. There are 12 million entry- and middle-level unfilled jobs in the U.S. today, and more than 5 million 18-24-year-olds looking for employment. But corporations’ assumptions of where top candidates should come from, what they should look like, what schools they should attend and what experience they need is preventing millions of talented and driven young people from gaining employment.

Gerald Chertavian is an entrepreneur with a successful career in banking and technology. He was also a long-time mentor through Big Brothers, Big Sisters working with urban youth. Gerald knew that corporate America needs diverse talent, but youth from diverse backgrounds often had no connections to these opportunities. To challenge corporate America’s assumptions about hiring and talent, Gerald founded Year Up.

As you’ve already read, Year Up prepares youth for employment and matches them with great companies. Thus far, Year Up has served over 26,000 students, and 90% of graduates are employed and/or enrolled in postsecondary education within four months of completing the program. I love this quote from Gerald about why he started the organization: “I thought it was so wrong that the opportunities [these young people] had access to in life could be limited due to things like their zip code, the color of their skin, the bank balance of their mother, or the school system they attended. We are wasting so much talent in a country where we have no one to waste.”

We all have assumptions that need to be challenged. By reflecting on our assumptions, working with and learning from people who are different than we are, and leading with our love of humanity and relentless investment in a more equitable future, we’ll unearth assumptions that hold us back and restrict human progress.

I want to extend an invitation to you to put an hour on your calendar (I’ll do the same), grab a notebook and pen, and spend the first 30 minutes writing down assumptions you have about refugees in the Middle East, unemployed youth in the U.S., and girls’ education in the developing world. Then, spend the next 30 minutes reviewing the websites of Norwegian Refugee Council, Year Up, Malala Fund or some of Pluralsight One’s other partners. You may be surprised by what you learn, and when you take action on your new knowledge, thousands of people stand to benefit.

Together, we are One.
Pluralsight One Fund is a corporate advised fund at Silicon Valley Community Foundation, a 501(c)(3) public charity registered in the United States, EIN# 20-5205488.

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