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Technology skills create freedom, equality and opportunity.
“We choose to go to the Moon in this decade... not because [it is] easy, but because [it is] hard; because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win.”

President John F. Kennedy, September 12, 1962

“We choose to go to the Moon in this decade... not because [it is] easy, but because [it is] hard.” President Kennedy’s bold vision of landing a man on the Moon within 10 years and returning him safely to Earth was audacious, not only because it had never been done, but because the technology required to do so didn’t exist. Yet, his articulation of an ambitious goal with profound implications for humanity launched an era of unparalleled determination, creativity and scientific progress. Eight years later, when astronaut Neil Armstrong stood on the Moon and took “one small step for man, one giant leap for mankind,” the impossible was realized two years ahead of schedule.

Kennedy’s bold vision would later be immortalized by the term “moonshot.” According to Astro Teller, CEO of X, a moonshot is the collision of a huge problem, breakthrough technology and a radical solution. It does not bring about change incrementally; it is transformative by orders of magnitude. When a moonshot is realized, it marks a defining moment in human history because it means that an intractable problem has been overcome, and a new frontier of possibility and opportunity has been opened.

A moonshot is the collision of a huge problem, breakthrough technology and a radical solution.
The intractable problem

Access to education is not equal, and the divide between those with technology skills and those without is profound and growing in underserved populations. Children in parts of Africa and South Asia are just reaching levels of education the developed world achieved 100 years ago. Without urgent intervention, more than 1.5 billion adults will have no education beyond primary school by 2030.¹ These staggering numbers speak to the fragile state of global education today. The opportunity to learn is not equally distributed across the world, and the lack of access to technology education is widening the gap.

We don’t believe this problem can be solved simply by connecting communities with technology. We need to connect them with opportunities to develop technology skills. Technology skills enable participation in society and expand access to dignified employment. They provide the freedom to create without constraints and the opportunity to solve problems.

We see the power of technology being applied to some of the world’s greatest challenges. Data visualizations are modeling an end to malaria in Zambia. Machine learning is improving the impact of mobile money solutions in the developing world. 3D printing technology is creating shelter for those affected by disaster or experiencing homelessness. While these examples depict incredible progress, they are just a small sample of the potential impact of democratized technology.

Technology is transforming every industry. The future of work is rapidly changing, and computer science is a new literacy. Technology skill development strategies must be integrated into the education and social sectors around the world, especially within organizations serving under-resourced communities, because their potential will be unlocked as a result of their acquisition of technology skills.

¹ UNESCO Institute for Statistics (UIS)
Since Pluralsight’s inception, co-founders Aaron Skonnard, CEO, and Fritz Onion have believed that technology makes the impossible possible. It reshapes reality. It powers disruptive ideas, helps solve problems, inspires major breakthroughs and unleashes human potential.

For the first 13 years of Pluralsight, Aaron and Fritz focused on unlocking the potential of business. Over time, it became increasingly clear that achieving their mission of democratizing technology skills could not be realized by focusing on business alone. They needed to apply the solutions they’d built to improve equal access for individuals around the world who face barriers to skill development. They called this new focus Pluralsight One.

At Pluralsight LIVE 2017, Aaron took the stage to make the announcement: “We believe the more people who have access to technology skills, the more progress we will see in the world, and the better our collective future will be. We are focused on one challenge: closing the technology skills gap.”

Pluralsight One would be structured as a social enterprise, with its own leadership, distinct priorities, goals and programs integrated into Pluralsight’s strategic plan in order to leverage the depth and breadth of its resources to advance the shared mission. With an endowment of Pluralsight equity, ongoing infusions of capital from the social enterprise and contributions from individuals and foundations, Pluralsight One would chart a course toward self-sustainability, allowing it to be nimble in its pursuit of its mission, yet steadfast in its commitment to realizing a lasting impact.
“Pluralsight One is committed to increasing equal access to technology skills by developing innovative strategies to achieve lasting social change.”

LINDSEY KNEUVEN, CHIEF IMPACT OFFICER OF PLURALSIGHT & EXECUTIVE DIRECTOR OF PLURALSIGHT ONE

PLURALSIGHT ONE’S GUIDING PRINCIPLES —

We are mission first. Actions we take each day move us closer to achieving our mission. Impact is our driving force.

We’re making a lasting impact. We know change takes time and are committed to long-term results. We prioritize outcomes over outputs.

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

We are lifelong learners. We are committed to growth and progress.

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

We value data and reasoning from first principles. We actively avoid reasoning by analogy and best practices. Instead, we reason from first principles by identifying assumptions, asking powerful questions that uncover basic truths and using data-driven analysis to discover unique and ingenious solutions.

We take a 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.

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.

We are unrelenting in creating a world-class experience. We listen to our global community to discover what value looks like to them, and we obsess over creating best-in-class solutions that deliver on that value. Then we do it all over again.
Talent exists everywhere, but opportunity is not as pervasive.

CHAPTER TWO

Discovery
Pluralsight reimagined the way businesses learn technology skills. Pluralsight One must do the same for nonprofits, educators and students. To develop solutions that meet the needs of these communities and new potential users, we embarked on a global needs assessment. Our goal was to ensure we drew from the inherent power of the platform to create product-based solutions that met the technology skill development needs of nonprofit organizations and their beneficiaries, as well as the needs of K–12 computer science educators and learners worldwide.

Needs assessment and Directed Discovery™

Pluralsight is the technology learning platform—with more than 1,500 content authors and a library of over 7,500 courses. To understand how this incredible set of resources could accelerate the missions of nonprofit organizations and their beneficiaries, and support computer science educators and their students, we combined needs assessment practices from the social sector with Pluralsight’s own Directed Discovery™ model.

Our process is rooted in impact and designed to ensure relevance to the populations we endeavor to support. The needs assessment is the essential first step in our process as it reduces the risk of developing solutions and products that don’t meet the needs of the intended users. Our assessment centered on listening to and seeking input from a global sample of nonprofits and their beneficiaries, and support computer science educators and their students, we combined needs assessment practices from the social sector with Pluralsight’s own Directed Discovery™ model.

We ensured nonprofit professionals, their beneficiaries and K–12 educators were part of each step of our discovery and co-creation process:

- **Determine** target population to serve
- **Interview** prospective users and listen for implied and verbal wants and desires
- **Identify** needs and gaps
- **Ideate** and co-create with prospective users around potential solutions
- **Show** prospective users product mock-ups and narratives and incorporate feedback
- **Complete** confirmation testing with initial prototype
- **Release** alpha and beta versions and continue to iterate and improve

Norwegian Refugee Council l Zaatari Refugee Camp, Jordan

Baraah, 23, Tech Coordinator at Athar, a community-based organization in Russeifa, Jordan. Photo by James Roh
NEEDS ASSESSMENT AND
GLOBAL PILOT NUMBERS

1,000+ surveys completed

Robust testing with 100+ nonprofit organizations, including the Norwegian Refugee Council, Annie Cannons, PATH, the ICT Academy of Kerala, Village Enterprise, UNICEF and Mercy Corps

Partnerships with diverse organizations based in 16 countries, including Jordan, Lebanon, Kenya, India, Brazil and the United States, whose global reach impacts millions of people
Global pilot program with nonprofits

The team surveyed 1,000+ nonprofits to gather input and gain a deep understanding of the needs and barriers these groups face, as well as the opportunities and innovations they are seeking to achieve. We worked with 100+ organizations to pilot the Pluralsight One product and gather feedback on the user experience and content and its relevance for their team and beneficiaries. Organizations provided in-depth feedback and significant user data.

Meet four individuals from the organizations in our pilot program on the following pages.
Athar Association for Youth Development
RUSSEIFA, JORDAN

Nada Ibrahim is a Program Manager for Athar, a small community-based organization in Russeifa, Jordan, that partners with Mercy Corps. Athar works with vulnerable youth and refugees, helping them process psychological trauma and acquire technology skills. “No matter your nationality, your gender or your age, Athar is a safe place that provides support to everyone,” says Nada.

Photography, graphic design and video editing are just a few of the programs Athar offers. As an instructor and youth program lead at Athar, Nada works hard to stay on top of the latest technology so she can teach the youth.

Pluralsight One conducted site visits across the Middle East and had the opportunity to meet with the Athar team and youth program participants to learn about the barriers they face. Nada said, “If I want to learn new software, I look for tutorials on YouTube. But many times they don’t have Arabic translation or subtitles, so it is difficult for me to learn.”

Her feedback was one of the drivers that led the team to create a language translation solution within the Pluralsight platform. Now all Pluralsight courses have subtitles available in 102 languages, including Arabic. Nada’s dream is to create a virtual reality platform that can help youth decide what they want to do in the future. “I think democratizing technology is important because technology can help us to change the way the world sees us.”

PATH
SEATTLE, USA

Darren Davis is the Director of Software Development at PATH, a global nonprofit organization that improves health-care access for underserved populations. “If there is a big global health problem in the world, PATH is trying to solve it,” says Darren. “Whether that’s the eradication of malaria, the Zika virus or Ebola, our programs touch the lives of about 150 million people a year.”

Darren’s team consists of software developers, analysts, project managers and data architects. “Technology is critical. It’s core to what we do,” he says. “The greater the diversity of skills that you have, the more tools you have in your tool belt to solve a problem.”

In addition to leading his department and developing effective IT solutions, Darren must be aware of the latest technologies. “I’m in a leadership role, but I still need to stay current. I need to have my hands on the latest technology and have an understanding for how it works to be able to make intelligent decisions about which technologies we’re going to use.” He and his team are committed to staying at the top of their game. “The thing about innovation is that you can’t really know in advance what technology or skills you’re going to need to solve a particular problem. Because you never know what idea is going to come up that saves a life, or ten thousand lives, or fifty thousand lives.”

Darren has been an incredible partner in engaging his team in the Pluralsight One pilot and providing us with meaningful feedback. Their feedback has been essential in helping us surface the product features and content that are most valuable to larger nonprofit organizations looking to migrate to the cloud and use data in a way that enables them to drive impact and their mission.
Village Enterprise
KITALE, KENYA

Nancy Shikuri grew up in poverty on a small farm outside of Kakamega, Kenya. From a young age she was fascinated by technology, but her family couldn’t afford a cell phone. Through hard work and dedication, Nancy completed her education and is now a Field Officer with Village Enterprise, a nonprofit organization dedicated to ending extreme poverty in rural Africa through entrepreneurship and innovation. She regularly uses technology in her work to measure impact, access information and communicate with her colleagues around the world.

“Through technology, farmers or entrepreneurs can access education; they can do mobile banking. They can access the new trends or modern ways of doing farming,” says Nancy. “People living in extreme poverty, access to this kind of information can be the difference between life and death.”

Nancy also advocates for equal access to technology skills. “Through technology, women are going to be empowered. A woman is like an engine in the society. We empower them through skills, through knowledge, through information. When you empower a woman with technology, then it’s like you’re empowering everybody.”

Nancy and Village Enterprise have helped us identify the impact Pluralsight One can have on populations throughout the world by providing nonprofit organizations with technology skills development and technology awareness. Through our platform, organizations like Village Enterprise can discover creative ways to connect technology trends to the immediate needs of the local people they empower.

ICT Academy of Kerala
TRIVANDRUM, INDIA

Ratheesh Pillai moved from Mumbai to Trivandrum to teach at ICT Academy of Kerala, a technical school providing computer science education to youth. “What excites me about education is getting students to open their minds to the latest technology,” says Ratheesh. “They could come from a rich background or a poor background, but what matters is that they have the opportunity to learn technology, because it can change their lives.”

Ratheesh’s greatest challenge is keeping up to date on the latest tech. “We need to ensure that we give the right knowledge to the students,” he says. “To get better at this job, my only way is learning through online courses. Many times I am awake until 1 a.m. or 2 a.m. going through these things.” Despite long hours and modest pay, Ratheesh loves preparing young people for careers in technology. “It’s my obligation to make the students lifelong learners. This will also enable them to be good teachers, as well as good technologists in the future.”

As one of the top participants in the Pluralsight One pilot, Ratheesh has engaged with over 55 hours of content and viewed over 40 unique courses. Ratheesh’s feedback has helped us recognize how the Pluralsight platform can help technology educators throughout the world improve their skills, as well as empower them to teach others how to develop skills through self-learning.
No Lost Generation Tech Task Force

In the fall of 2017, we were selected to lead a No Lost Generation (NLG) Tech Task Force project alongside UNICEF Lebanon. The NLG Tech Task Force is an initiative of NetHope, a coalition of leading NGOs including Mercy Corps, UNICEF and the Norwegian Refugee Council. Through its collective impact model, the NLG Tech Task Force brings together private-sector and humanitarian stakeholders to achieve outcomes essential for the education, protection, well-being and futures of children and young people affected by conflict.

The NLG Tech Task Force focuses specifically on preventing a lost generation of youth in the Middle East/North Africa (MENA) region. Together, NLG Tech Task Force members are testing and implementing technology solutions designed to scale across 24 humanitarian organizations, seven countries and millions of refugees and conflict-affected youth. In partnership with UNICEF Lebanon, our project will create digital learning pathways to support displaced youth learning in-demand skills.

Our engagement in this project was critical in evaluating the relevance and need for technology skills within complex environments and in support of highly vulnerable communities. Our partnership with the NLG Tech Task Force has been particularly valuable as it is designed to amplify youth voices in the co-creation of solutions, an approach that has afforded deep and unique insights into the needs of a region that is home to one of the largest youth populations in the world.

In June 2018, the Pluralsight One team traveled to Jordan and Lebanon to meet with refugees and marginalized youth served by our NLG Tech Task Force partners. More than a site visit, the intent of the trip was to gather direct feedback from the humanitarian workers and the affected youth. “The number of barriers these youth face is overwhelming,” said Lindsey Kneuven, Chief Impact Officer of Pluralsight & Executive Director of Pluralsight One. “Conflict has disrupted what is usually a time in life that is set aside for learning and development. They have experienced trauma, and now they’re struggling to access basic services like water and electricity. These youth are dealing with a lot of constraints, and yet we see their fierce commitment to learning.”

The NLG Tech Task Force partnership significantly extended the reach of our pilot program and laid the groundwork for the development of a solution that holds relevance across vastly different contexts. It will provide learners with the technology skills they need to grow, create and thrive.

The MENA region has one of the most youthful populations in the world, with over 162 million people between the ages of 10 and 24.

LEILA TOPLIC, HEAD OF THE NO LOST GENERATION TECH TASK FORCE

“Why does collective impact matter? Because there is no single sector or organization alone that can change systemic problems.”

The World Bank
Making progress toward our mission
A holistic strategy

Our mission to democratize technology skills requires more than product offerings; it requires mobilizing the full force of our resources. That is why we have an embedded social enterprise and a holistic strategy. It is why we join coalitions, convene stakeholders and amplify their voices, and collaborate across sectors. And it is why we work to mobilize the Pluralsight community to accelerate the work of organizations addressing some of the most pressing issues we face in the world today.

Pluralsight’s community of content creators, enterprise customers, individual learners and team members includes many of the world’s leading technologists. By empowering our global community to collaborate with experts across sectors, apply their talents to complex challenges that impact the social and education sectors and develop themselves as citizen philanthropists, Pluralsight One can unleash compassion and innovation at unprecedented levels—driving lasting change and transforming the global community.

In addition to mobilizing our community, we seek out opportunities to invest in transformative solutions for the social and K-12 education sectors. Our investments are designed to amplify the impact of our product and human capital and to drive measurable, lasting outcomes at scale. We believe that it’s important to bet big when opportunities arise because sometimes the only way to realize your moonshot is by investing in someone else’s.

**OUR APPROACH**

- **Address** the global technology skills gap
- **Accelerate** the missions of nonprofits
- **Empower** educators
- **Improve** student outcomes
- **Support** communities through volunteerism

**Invest** in technology-driven solutions

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**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.
In 2018, Pluralsight One launched its first suite of product-based solutions for the social and K-12 education sectors at Pluralsight LIVE. On hand to commemorate the launch was Malala Yousafzai, an outspoken advocate for women and girls’ education who was awarded the Nobel Peace Prize as a teenager. Her inspiring story and commitment to equal access for education and technology skills underlined the importance of Pluralsight One’s mission.

“People [around the globe] are recognizing the importance of education. And they’re taking action. We need to give quality education, resources and opportunities. We need to make sure the future generation is ready for the change we’re going to see.”

Malala Yousafzai, Nobel Peace Prize Laureate

Elevate and Amplify

Our in-depth needs assessment and discovery process resulted in two product solutions, Elevate and Amplify, that are designed to meet the needs of nonprofit organizations and their beneficiaries. These products help nonprofits develop skills to accelerate their impact, upskill their beneficiaries and track the progress of all learners.

Elevate was developed specifically for nonprofit professionals. With a library of more than 7,500 curated courses, this solution was designed to fill knowledge gaps, connect nonprofit professionals with the latest technology content, help them evaluate their competencies through skill assessments and track their progress with basic skills analytics. More broadly, Elevate enables nonprofits to create technology-driven strategies that will move their mission forward.

Amplify was developed to meet the needs of nonprofit teams and their organizations’ beneficiaries. Amplify enables nonprofit organizations to equip the communities they serve with technology skills and measure the impact of their commitment to technology skills development. It includes all of the curated courses and elements of Elevate, in addition to advanced channel and skills analytics, that enable nonprofit professionals to adapt as they learn and report operational and programmatic impact to donors.

“Most nonprofits don’t use tech the way tech companies use tech. A tech-enabled nonprofit can have a global impact.”

Hadi Partovi, Founder of Code.org
For educators and students

We developed solutions for the education sector in collaboration with two world-class partners: the Computer Science Teachers Association (CSTA) and Code.org. CSTA and Code.org are thought leaders committed to a needs-based approach. Our two partnerships provide Pluralsight One’s solutions to each organization’s national and global communities, enabling us to expand our impact rapidly and gather feedback at scale.

CSTA is a global nonprofit organization with more than 25,000 members in 145 countries. It is a leader in promoting computer science education around the world and supporting computer science educators. Over the course of a year, we partnered with CSTA to curate content and map it to national computer science standards. Our partnership provides CSTA+ members with free access to over 100 hours of courses. The course content was mapped to computer science certification exams to give teachers the support they need to ace their tests and to bring their new learning into the classroom. We’re also providing CSTA+ members with deeply discounted access to our entire platform to keep their technology skills on the cutting edge.

Our partnership with Code.org, a nonprofit dedicated to expanding access to computer science for K-12 students, bridges the learning journey for students, charting a path to advanced skill sets. Pluralsight One offers students of Code.org’s AP Computer Science Principles course free access to over 500 hours of Pluralsight courses in software development, IT operations and more. This partnership provides students with access to high-quality supplemental content beyond what they learn in the classroom. It also shows them how to apply what they’re learning to specific fields of study and helps them better understand the skill sets they need to pursue advanced studies and careers touched by computer science.

Our partnership with Code.org also includes an investment of $1.5 million over three years to increase participation and learning outcomes with a special focus on girls and underrepresented minorities that closely aligns with our mission. The scale and scope of their programs are unmatched. Their annual Hour of Code campaign is the largest learning campaign in human history—it has engaged 645 million students around the world, and more than 960,000 teachers in 100 countries teach their curriculum.

Join CSTA+ and access Pluralsight One’s curated content for educators

CSTA+ members gain access to Pluralsight One’s curated computer science courses and more. For additional information, visit pluralsightone.org/product/education.

Access Pluralsight One’s product for computer science educators

Our partnership builds on Code.org’s beginner to intermediate content and provides students with access to over 500 hours of content focused on intermediate to advanced skill sets. Visit pluralsightone.org/product/education to learn more.
“Teachers are doing the most important job in the country and the world.”

AARON SKONNARD, PLURALSIGHT CEO
Advancing computer science outcomes in Utah

In concert with its global initiatives, Pluralsight One is also working to increase outcomes in its home state of Utah. Pluralsight One is working with leaders in business, education, government and nonprofits across the state to ensure every student has the opportunity to learn computer science by 2022.

Computer science is used all around us and in virtually every field. It drives job growth and innovation throughout our economy and society. Computing occupations are the number one source of new wages in the United States and make up over half of projected new jobs in STEM fields, making computer science one of the most in-demand college degrees.

But we’re not investing in computer science to solve a workforce problem alone. Our motivation is to ensure that all youth have the opportunity to learn these fundamental skill sets and apply them to realize their dreams. Currently, computer science is marginalized throughout education, and the skills gap around technology is widening. Utah can’t keep pace with the rapidly evolving workforce demand. According to the Conference Board, there are just under 5,000 open computing jobs in Utah with an average salary of over $81,000, nearly double the average salary in the state. At the same time, only 376 exams were taken in AP Computer Science by Utah high school students in 2017.

For Utah to realize its vision and reputation as a “high tech mecca,” we need to ensure every student in the state has access to high-quality computer science education. Lack of access to computer science education in schools is limiting Utah’s ability to grow and develop technology talent, and it is our collective responsibility to give all students an equal opportunity to explore and succeed in a world that increasingly requires technology skills.

UTAH STATS

- 4,983 open computing jobs, which is 3.2x more than the average demand in Utah
- 366 computer science graduates in 2015 (only 10% were female)
- 16% of UT schools with AP programs offered an AP Computer Science course in 2016-2017. Fewer AP exams are taken in computer science than in any other STEM subject area.
- Universities in Utah only graduated 1 new teacher prepared to teach computer science in 2016.

We are working to improve access for all students, including groups that have traditionally been underrepresented in technology.
Our progress to date

We are committed to the future of Utah and to ensuring that youth across our home state have equal opportunities to learn computer science. Since our inception, Pluralsight One has achieved several key milestones in the state of Utah:

The Utah State Board of Education passed a motion to form a computer science task force to ensure that every K-12 school in Utah provides access to computer science education. Pluralsight One was appointed to this task force, and through our work with the Utah State Board of Education, we created recommendations that were formally adopted by the Board of Education.

Pluralsight One joined the board of the Lieutenant Governor’s Tech Pathways program to ensure that the Utah business community, public education and government agencies support workforce readiness that will sustain economic growth.

Aaron Skonnard joined the Talent Ready Utah board to support the governor’s strategic projects and programs that will help to fill the state’s talent pipeline and enhance our education system. Pluralsight One was appointed to chair a committee responsible for developing a state strategic plan for K-12 computer science.

Governor Herbert committed $3.9 million in funding to support the expansion of computer science course offerings in secondary schools. This budget includes an ambitious target to offer at least three unique computer science classes in every school in the state.

Pluralsight One’s CSTA+ offering was approved by the Utah State Board of Education’s (USBE) IT Advisory Committee to count as recommended coursework for the USBE’s statewide computer science endorsements. This expands the opportunity for teachers to fulfill course requirements beyond traditional channels of college/university, reducing barriers of cost, time and transit for teachers statewide.

Pluralsight One envisions a future where every K-12 student in Utah has the opportunity to learn computer science.

We actively work to create progress toward our mission by participating on the following boards in our home state:

• Utah Computer Science Tech Task Force
• Tech Pathways Utah
• Talent Ready Utah
• ExcelinEd and Code.org National IT and CS Advisory Committee
• Silicon Slopes
Unleash compassion and innovation

Pluralsight One is committed to engaging our community through high-impact volunteer opportunities that advance our mission. To unleash compassion and innovation, we have implemented Benevity, a global giving and volunteer platform that enables us to scale volunteerism at the same pace that Pluralsight is growing. In just six months, Pluralsight team members voluntered more than 1,047 hours.

Pluralsight team members have also volunteered to serve Pluralsight One’s global community of nonprofits and educators through the first annual Pluralsight One Hack Day held in October 2018, which included team members at Pluralsight’s headquarters in Salt Lake City, as well as across Pluralsight Boston, Kenya, Ukraine and Dublin. Participants chose from a list of structured challenges identified by Pluralsight One.

Dozens of developers, information architects, designers and user experience experts worked together to accomplish projects, such as improving language translation functionality, prototyping onboarding demos for nonprofits and educators and designing storytelling solutions to showcase the accomplishments, skill sets and aspirations of Pluralsight One learners around the world.

Whether Pluralsight team members directly support nonprofits and their beneficiaries through volunteering or amplify the work of Pluralsight One through opportunities like the One Hack Day, we’ve seen incredible outcomes from their investment of time and talent.

Pluralsight One invites nonprofits and educators to post volunteer opportunities for Pluralsight team members. They can submit volunteer opportunities through the Benevity platform for review and approval by the Pluralsight One team. Approved volunteer opportunities will be visible for all employees and will be promoted internally to individuals based on their requests and needs. Visit pluralsightone.org/help to learn more.
Utah State’s Board of Education sought Pluralsight’s help to visualize K-12 data to better understand the current landscape of computer science education in Utah. We worked alongside the Board of Education’s team to create dynamic, comprehensive data visualizations of teacher and student data. The visualizations are being used to inform statewide curriculum strategies and are housed in a shared repository on GitHub for ongoing collaboration.

The Other Side Academy (TOSA) helps people who have been through the criminal justice system develop skills they need to rebuild their lives. Pluralsight’s legal team spent time with the students, engaging them in conversation about their experiences with the legal system, then learning about TOSA’s model and how it equips them with on-the-job training, ongoing support and real work experience. One of TOSA’s businesses is an onsite thrift store, and the Pluralsight Product team grabbed their gloves and worked alongside TOSA students to organize their warehouse and set the stage for smooth operations.

International Rescue Committee helps refugees and immigrants thrive in their new lives in America. Pluralsight volunteers launched the first digital inclusion workshop for refugee women, teaching computer basics that enable women to overcome major barriers in the household as well as the resettlement process. Each woman participating in the workshop received a laptop from the team upon completion. Volunteers also readied plots in a community garden to create livelihood opportunities and culturally relevant food sources for resettled farmers.

Ignite Hour of Code was Utah’s first-ever LGBTQ+ Hour of Code workshop to help high school students cultivate the skills they need to face the future courageously. Pluralsight employees partnered with Encircle, a Utah-based organization that embraces and sustains LGBTQ+ youth, to teach classes on robotics, programming and more.

Volunteering in Utah classrooms, Pluralsight team members guest-lectured for an AP Computer Science Principles course at West High School in Salt Lake City. This particular classroom is a model for inclusive learning opportunities and has single-handedly been responsible for quadrupling many of the state’s diversity outcomes around computer science. 90% of the students in this class are on the free and reduced lunch programs at the school, so team members also donated to cover the cost of the students’ AP exam fees.
Invest in catalytic solutions

2018 marked the launch of Pluralsight One’s holistic partnership with Code.org, a nonprofit dedicated to offering computer science skills to every student in every school. Since its inception just four years ago, Code.org has achieved the following:

15 countries, 44 U.S. states, and over 120 U.S. school districts have launched efforts to expand access to computer science as part of the K-12 curriculum.

A new AP Computer Science Principles course has launched, with record participation from students with diverse backgrounds.

Over 800,000 teachers globally have begun teaching computer science classes to over 29 million students, and the Hour of Code has surpassed 645 million learners served.

Pluralsight One’s partnership with Code.org is multifaceted. In addition to supporting Code.org’s core programs, launching Pluralsight One product solutions for teachers and students and partnering to promote computer science efforts in Utah and nationally, Pluralsight One Fund has committed to a $1.5-million grant over three years to help Code.org increase computer science participation among girls and students of color. The grant will help grow Code.org’s curricula and professional development resources for teachers while also improving participation among students globally by strengthening offline, mobile and local language functionality.

“"We are grateful to Pluralsight One and its author community for boosting our work to expand computer science education globally and supporting our efforts to prepare more teachers to teach CS. Together we will continue to move forward on increasing equitable access to learning and opportunity.”

HADI PARTOVI, CODE.ORG FOUNDER AND CEO
Giving Tuesday match grant

During the 2018 Pluralsight Author Summit, Pluralsight One shared an overview of its work and progress. The global Pluralsight author community was invited to join as catalysts in the Pledge 1% movement by committing a percentage of their viewership fees to the Pluralsight One Fund. A number of giving options were presented, and authors were empowered to select their priority focus area.

In honor of the inaugural group of authors who have dedicated a percentage of their fees to the Pluralsight One Fund, Pluralsight One matched their contribution with a grant on Giving Tuesday. This means the total quarterly contribution of viewership fees was matched one for one by the Pluralsight One Fund. These donations were marked as an additional grant to Code.org and will enable the following:

- **Support for Code.org’s engineering team** to develop offline support and continued work around translating Code.org curricula into different languages that can be integrated into their Code Studio platform.

- **Support for Code.org’s rural teacher professional development efforts** as well as K-12 teacher workshops through its regional partner network.
We are committed to creating lasting social impact.
We've spent the last year understanding the root causes of the opportunity divide and co-creating solutions with our partners that are relevant and impactful. As we look to the future, we’ll expand our product offerings and grow our global Pluralsight One learner community, joining forces with NGOs and coalitions like the NetHope No Lost Generation Tech Task Force. We will grow our community of computer science educators and learners. We will deepen the impact of our partnerships and realize progress against our investment in Code.org. We’ll be introducing new partners and collaborating with them to accelerate progress against our moonshot. And we will continue to mobilize our team through strategic volunteerism and compassion.

In the upcoming years, we’ll continue to learn and evolve in order to make measurable progress against our mission. Yet, to achieve our moonshot, we need your help. Share these solutions with your communities and bring your skills, innovations and ideas to this work. Be ambassadors. Create with us. We need collective action to ensure everyone has the skills they need to create their own future.

I believe Pluralsight One can be the spark that unlocks potential in people everywhere.

Join us.
We are one.
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