



Magic Johnson Bridgescape:

Bridging the Gap & Opening Doors
for “Non-Graduates”

EdisonLearning

*Changing the Conversation
in Education*

Foundation for Highly Effective Solutions

Overview

- Over its 20 year history, EdisonLearning has developed significant research-based intellectual property that consists of:
 - Methodologies to effectively manage the operations of schools
 - Models, tools and processes to continuously improve schools' performance
 - Proprietary virtual curriculum that covers grades 6 through 12
 - Assessment capabilities that are used to evaluate the effectiveness of the curriculum and teaching methodologies

Five Strand Design

- Underpins all of the Company's operations and IP
- Represent the core factors that drive success at educational institutions:
 - Leadership
 - Learning Environment
 - Pedagogy & Curriculum
 - Assessment for Learning
 - Student & Family Support



Virtual Curriculum

- Developed a comprehensive 6-12 grade curriculum, which is both modular and aligned to state and common core standards
- eCourses and the eSchoolware proprietary learning management system combine a complete state-of-the-art course delivery platform with a highly engaging and academically rigorous curriculum
- Offers over 100 eCourses, covering English, mathematics, science, social studies, world languages and a number of electives
- Features such as over 1,200 multimedia items including interactive demonstrations, games, videos, virtual science labs, forums, blogs and a text-to-speech tool



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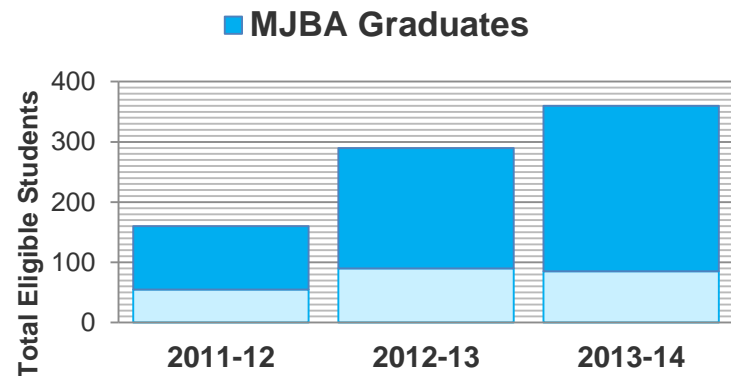
Magic Johnson Bridgescape provides students who have dropped out or are at-risk of dropping out of school, with a free alternative path to earn a high school diploma in an environment that fits their schedule, life circumstances and learning needs.

Nationally, **more than 2,000 students are currently attending** the 17 Magic Johnson Bridgescape Academies in Ohio, North Carolina, New Jersey, Virginia, and Chicago.



80 percent of the Magic Johnson Bridgescape Class of 2014 graduates are now attending college or trade school, or are currently employed.

694 non-graduates - who due to difficult life circumstances interrupted their educational path - are now high school graduates due to Magic Johnson Bridgescape Academies.



MJBA Features



- **Flexible Scheduling:** Two four - hour sessions are offered each day to meet the demands of individual student circumstances.
- **Individual Graduation Plan:** A plan is developed that addresses not only the state graduation requirements but also each student's academic and personal goals.
- **Blended Instructional Model:** Students are enrolled in eCourses (proprietary online curriculum) designed to engage students while also working with highly motivated teachers and paraprofessionals onsite.
- **Counseling and Coaching:** Teachers, paraprofessionals, and counselors create the safety net students need to succeed both in school and beyond graduation.
- **Post-Graduation Preparation:** Students receive support and resources to prepare for life after graduation, including college, military, or work.

MJBA Proprietary Curriculum



Self-Guided and Self-Paced: Students can work on their own schedule.

Personalized: Allow individualization and customization based on specific student needs and include a host of interactive multimedia features that support diverse learners.

Comprehensive and High School (9-12) Curriculum: Courses are aligned to state standards and Common Cores State Standards

Modular: Consistent unit and lesson structure allowing students to maintain focus and motivation by accomplishing achievable goals in each lesson.

Dynamic Platform: A game-like interface and visual display of progress



Magic Johnson Bridgescape Academies Graduation Rate

2012 - 2013 Graduation Rate = **68%**

(199 graduates out of 289 eligible students)*

2013 – 2014 Graduation Rate = **69%**

(250 graduates out of 361 eligible students)

*1st year of data

Building Public Awareness



The Herald-Sun

Magic Johnson promotes educational program in Durham

Antonia McPherson, 18, a Bridgescape senior, said there was too much fighting at Riverside High School when she was there. She chose to earn her high school diploma at Bridgescape.

THE HUFFINGTON POST

Magic Johnson Youth Program in Chicago: NBA Star Launches Initiative for At-Risk Kids

Earvin "Magic" Johnson greets the first "friend" of Magic, Chicago native hip-hop artist/actor, Common. The Friends of Magic is a movement to provide resources and assistance to high school students who are at risk or have dropped out.



CHICAGO SUN-TIMES.com

Magic Johnson launches movement to combat high school dropout rate

Listening to 18-year-old Haman Cross speak, you'd never know he was a dropout. "I enrolled at MJBA because I needed the bridge to cross the gap between traditional schooling and a diploma," the North Lawndale teen told an audience held rapt, drawn to the West Side by the star power of Earvin "Magic" Johnson.



MJBA – Pinellas County—City of St. Petersburg



- **Student Population**
 - 100 students per session (am & pm)
 - 200 students total
- **Facility**
 - District provided facility – Pinellas Technical College at St. Petersburg
- **Personnel**
 - EdisonLearning employees
 - Program Director
 - Enrollment Coordinator
 - 4 Core Content Teachers
 - Instructional Assistant
 - District to provide following staff:
 - Guidance Counselor
 - Special Education Teacher
 - Data Owner
- **Technology & Furniture**
 - Pinellas County Schools to provide technology and facility
 - City of St. Petersburg to provide funding for technology, furniture and build-out
- **Curriculum**
 - EdisonLearning's Proprietary eSchoolware

Students will be dual enrolled in Pinellas Technical College career preparation programs

- **Career preparation will:**
 - Help students develop quality employee habits (soft-skills)
 - Connect student learning and successful life transitions
 - Prepare graduates for immediate entry into the workforce
 - Provide a gateway into high skill—high wage careers
- **Graduates will have achieved:**
 - A high school diploma
 - Technical skill credential
 - Industry certification(s)