



## OVERVIEW

“There is in this world no such force as the force of a person determined to rise.” W.E.B. Du Bois

### The Challenge That Compels Us

Launched in 2004, the W.E.B. Du Bois Society is an Atlanta-based non-profit organization that is focused on bridging the academic gap that exists between African-American students and their white and Asian peers. The statistics tell an undeniable story: **too many African-American students are disengaged from learning and disillusioned about the benefits of an education.**

- The dropout rate for black students is almost double the rate for their white peers.
- By the 12th grade, on average, black students are 4 years behind their white or Asian peers.
- There’s a 20% gap between the college graduation rate of black students and their white peers.

African-American students are just as capable of academic success as their peers. But, ultimately, the solution to this problem rests within them! The W.E.B. Du Bois Society’s strategy for addressing these persistent challenges is simple, but effective: our programs are designed to influence the key contributors to academic ambition and academic success for students - **motivation and engagement.**

We are here to challenge the values, attitudes, beliefs and behaviors that say:

- **Intelligence is innate**—you’re either born with it or you’re not.
- **Personal effort doesn’t make a difference.**
- **Excellence in athletics and entertainment is more desirable**, and to be more celebrated, than excellence in academics.
- **Your neighborhood and economic circumstance determine your destiny.**

The W.E.B. Du Bois Society offers programs and resources to help **ignite academic ambition among more African-American youth** by publically rewarding and recognizing academic success as just as exciting as success in athletics and entertainment.

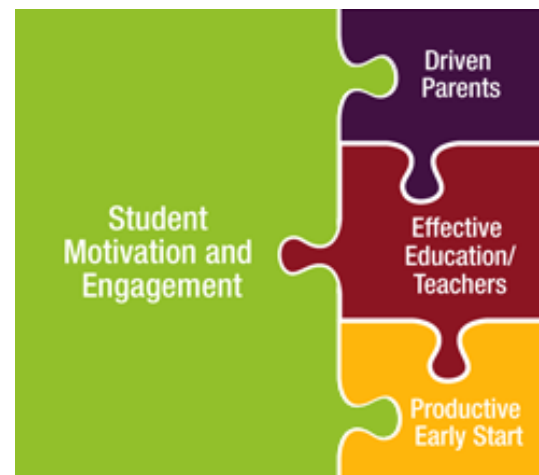
### The Solution That Motivates Us

With all of the efforts focusing on school reform and educator training -- all very important factors -- we realized that few efforts were focusing on student motivation and engagement. Yet, research shows that a student’s motivation and engagement are the greatest among all the factors determining that student’s academic achievement and life success.

The W.E.B. Du Bois Society’s strategy for increasing motivation and engagement in learning:

- Utilizes **public recognition and rewards** as incentives to motivate academic ambition;
- Cultivates **success-oriented mindsets** -- connecting student effort to outcomes; and
- Promotes the **habits and skills** that lead to academic achievement and life success.

In addition to motivating and engaging more African-American youth, we challenge parents, schools and the community to act in concert to inspire students to see learning as valuable and important, and to champion the behaviors that will prepare them for success in school, work and life.



## The Impact That Rewards Us

The W.E.B. Du Bois Society has experienced exponential growth and demonstrated significant impact in a relatively short period of time. Here is an overview of some of our proudest accomplishments to-date.

### ***Recognizing Academic Ambition:***

- In the first year pilot of our 90+ Celebration program, we have engaged three new public schools to celebrate and reward academic ambition in Atlanta elementary, middle and high schools.
- Nearly 300 students have been inspired to pursue academic success and are celebrated for demonstrating the behaviors associated with academic ambition -- such as showing up prepared for class and actively participating in classroom discussion; increasing proficiency in a math or science-based subject; and sustaining academic excellence.

### ***Fostering the Behaviors that Lead To Academic Achievement:***

- We have hosted more than 100 student events, competitions and trainings that equip students with the skills they need to succeed in the classroom (and that translate to success outside of the classroom).

### ***Motivating Through Recognition & Rewards:***

- Hundreds of students in public schools are publicly recognized and rewarded for their personal effort, progress, and achievement

### ***Celebrating and Honoring Academic Excellence:***

- In four years, the W.E.B. Du Bois Society is proud to have selected nearly 150 students as W.E.B. Du Bois Scholars to honor and celebrate their outstanding academic performance.

### ***Expecting & Enabling College Pursuits:***

- The program has a 100% record of effectively transitioning high school graduates into the colleges and universities of their choice, including some of nations most elite institutions.

### ***Shifting Attitudes and Behaviors:***

- Students' attitudes and behaviors are strongly impacted by peer-centered experiences.

### ***Promoting Academic Excellence Through The Media:***

- Through our media partnerships and recognition programs, we have spotlighted hundreds of elementary, middle and high school students for their personal effort, improvement in a math or science-based subject, and for overall sustained excellence.
- Our celebration of their success takes place in schools, and on radio and television programs that reach hundreds of thousands of young African-Americans in the Atlanta area.