2016–2022: SEVEN YEAR REACH OVERVIEW

2,453,402 HIGH SCHOOL STUDENTS to date have been impacted by course guides and instructional modules distributed through the Daniels Fund Ethics Initiative High School Program.

SPONSORED RESOURCES DISTRIBUTED

1,057,320 Instructional modules
27,409 Course guides
In all 50 states plus 24 countries (see reverse for details)

FOCUSED MARKETING EFFORTS

Multi-pronged approach to drive educators to one simple access point: MBAResearch.org/Ethics

143 Education conferences
15,537 Educators reached via email campaigns occurring at least quarterly
85,350 Impressions on social media platforms

$48,802,879 Saved by school districts receiving resources and professional development

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COMPETITIVE EVENTS

In Y2, students participated in ethics-related competitions/challenges for National FBLA, National BPA, National DECA, and Michigan DECA. In addition, the focus of National BPA’s Fall Leadership Academy was principles-based ethics.

DEMOGRAPHICS OF STUDENTS

Students identify as:

52% Female
48% Male

Race

African American
Asian
Hispanic
White
Other

Locale

Suburban
Urban
Rural

Our staff trained who trained who taught

MBA Research & Curriculum Center

In addition, MBA Research staff has trained over 1,196 teachers directly via 1-hour, 1/2-day, and 1-day workshops.