2016–2023: EIGHT YEAR REACH OVERVIEW

3,594,643 HIGH SCHOOL STUDENTS
to date have been impacted by course guides and instructional modules distributed through

SPONSORED RESOURCES DISTRIBUTED
1,743,264 Instructional modules
40,637 Course guides
In all 50 states, the District of Columbia, two U.S. territories, and 22 foreign countries (see reverse for details)

FOCUSED MARKETING EFFORTS
Multi-pronged approach to drive educators to one simple access point: MBAResearch.org/Ethics
175 Education conferences
12,553 Educators reached via email campaigns occurring at least quarterly
Regular posts on Facebook, Twitter, Instagram, and LinkedIn

DEMOGRAPHICS OF STUDENTS
Students identify as:
51% Female
49% Male
Race
Locale
Suburban
Urban
Rural

African American
Hispanic
Asian
Other
White

$96,147,543 Saved
By school districts receiving resources and professional development

HIGH-QUALITY TEACHER TRAINING
78 Ethics Specialists
3,657 Teachers
325,473 Students
Our staff trained
who trained
who taught

In addition, MBA Research staff presented to over 2,226 teachers at conferences and in workshops.

We currently partner with four career-technical student organizations (CTSOs) to advance ethics education. In Y3, these organizations offered ethics-related competitions/challenges, hosted an Ethics Summit, invited us to present at their state and national conferences, and trained their staff members to be Ethics Specialists.

FBLA FCCLA DECA
Sponsored Course Guide Distribution

Bulgaria 3
Canada 104
China 8
Czechia 1
Ecuador 1
Germany 1
Guam 4
India 5
Iran 2

Kazakhstan 1
Latvia 1
Lithuania 1
Marshall Islands 1
Mauritius 1
Mexico 3
Myanmar 1
Nigeria 2
Pakistan 1

Puerto Rico 5
Spain 1
Sudan 1
Thailand 11
Taiwan 1
United Arab Emirates 6