



NTC[®]

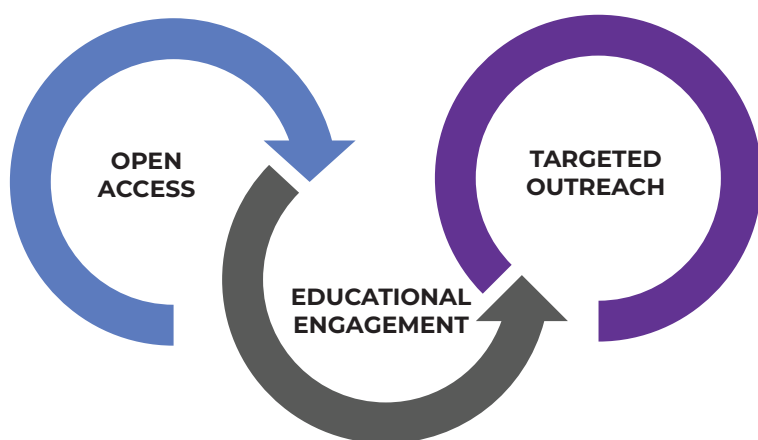
Outreach That Connects

Helping Our Clients Reach
LMI Communities

How our clients reach their LMI communities through NTC school programs

Across industries, many are working to address the disproportionate health, environmental, economic and climate impacts on the communities too often left behind, including low-income rural and urban communities, and communities of color. NTC is proud to represent our clients in their territories by providing solutions that pair meaningful community engagement with the latest science and technology available through K-12 education programs.

As an educational content and outreach provider for corporations and organizations that are directly working in climate change mitigation, environmental justice and inclusive financial literacy, NTC is uniquely positioned and qualified to deliver impactful messaging to the generation coming of age in LMI communities now. We are trusted by educators and empowered by the potential these young people bring to the big goals of our clients.



We have identified a three-pronged approach to driving behavior change in these communities: **open access**, **educational engagement** and **targeted outreach**. This approach is key to our business model for all school programs run by NTC and has authentically been developed over the last 45 years of operations.

OPEN ACCESS

100% of schools receive NTC programming free of charge. Under-resourced schools often lost out on enrichment opportunities and activities due to the “pay-to-play” structures of other organizations – leaving these programs out of reach for under-resourced schools.

Through client-sponsored educational school events, NTC is able to nimbly schedule and deliver messaging to any kind of school and community determined by the client. This makes enriching programs accessible to under-resourced schools.

NTC & THE LMI COMMUNITY THIS SCHOOL YEAR



Almost
2,000
schools

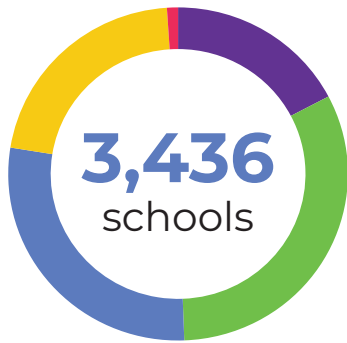


Over
461,700
students



At least
738,764
adult community
members

Of the **3,436** K-12 schools NTC visited this school year,



Across all of these categories –
56% of the schools were
considered LMI communities.

■ **17.30%** rural schools
(population density >2,500 persons)

■ **32.11%** suburban schools
(population density <50,000 persons and connected to an urban nucleus)

■ **28.11%** major city schools
(core area contains a substantial population nucleus over 100,000 persons)

■ **21.41%** town or small city schools
(population density spans 2,500 to 49,000 and is not connected to an urban nucleus)

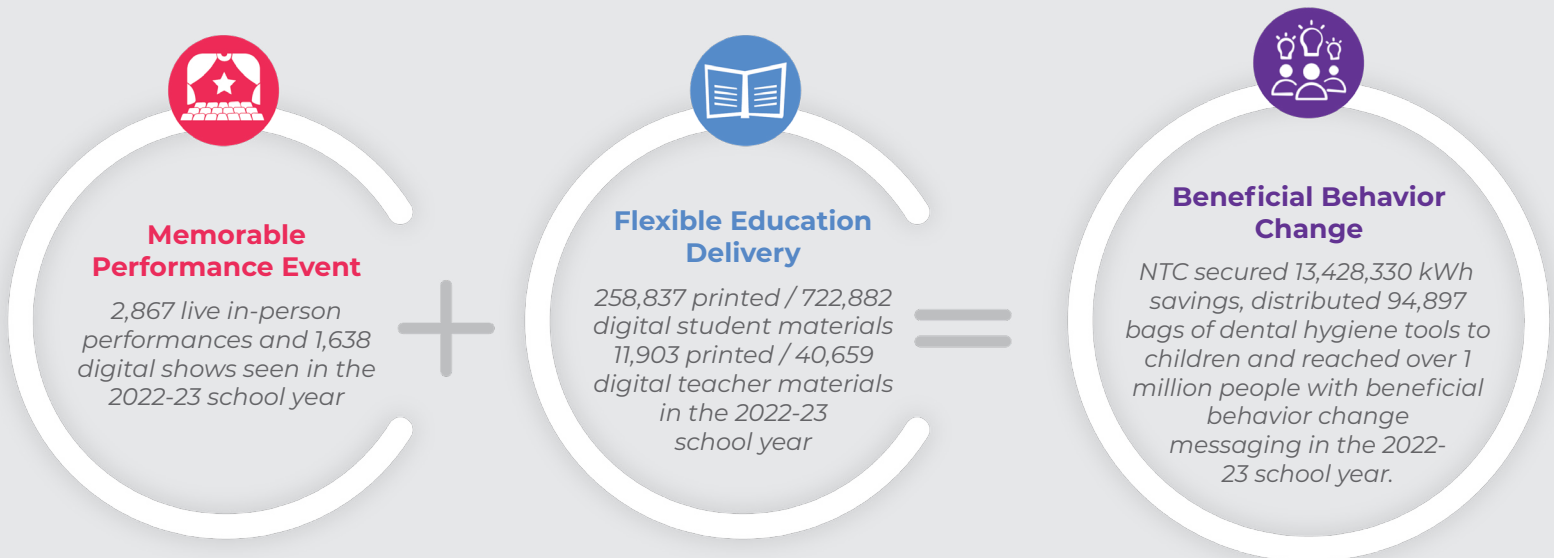
■ **1.05%** tribal schools
(operated on Indian Tribe or tribal organization or within a tribal reservation)

**As defined by U.S. Census in its urban-rural classification system*

EDUCATIONAL ENGAGEMENT

All educational events and supplemental educational materials, regardless of delivery method, provided by NTC are aligned to state and national standards. This alignment is key to ensuring that educational engagements and materials truly support educators and make a positive impact.

OUR EDUCATIONAL FORMULA



Educational materials are the strongest path to make direct impact with the residential decision-makers. For instance: Students bring home NTC's printed educational materials **92% of the time**.

By ensuring that all programs are usable by the educators and memorable to the students, we remove barriers to all schools in accepting what we have to offer on behalf of our clients. Finally, NTC's arts-integration connection to theatre adds another benefit to educators in LMI neighborhood schools when choosing to host NTC actor-educator troupes.

TARGETED OUTREACH

Developing a strategy to reach LMI areas is a worthwhile, if not daunting, task. Serving this market well requires utilizing data to understand the communities you operate in, what their needs are and how to reach them.

In order to determine each school's status, NTC utilizes wealth score data, Title 1 categorization and/or the Climate and Economic Justice Screening Tool (Council on Environmental Quality) which reads datasets that are indicators of burdens in eight categories: climate change, energy, health, housing, legacy pollution, transportation, water and wastewater, and workforce development.

Our School Communications department works diligently to facilitate robust outreach plans to meet client goals. Comprised of a call center, CRM-tracked email campaigns, physical mailings and in-person outreach, these communication arcs are created per community to best connect and serve each campaign and reach the targeted audiences in the ways that are most effective in reaching them.

OUTREACH BY THE NUMBERS



64,943

outgoing calls made
by our call center
representatives



Over
900,000
emails sent by
outreach staff



168

client campaigns
strategized and completed
by outreach managers

CONCLUSION

All low-to-moderate income areas are not the same, and one of the most critical pieces of creating a strategy is understanding your specific area in order to reach them in the right place, at the right time and with the right message. NTC is proud to authentically serve these communities on behalf of our clients and make meaningful impact with every program delivered.

Reach out to learn more:

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