



# Cricket eMentoring Annual Report 2024-2025

**One Student. One Mentor. One Life Changing Experience.**



# 2024-2025 eMentoring Impact Snapshot

For 26 years, Cricket Media's eMentoring programs have connected students and eMentors across the country and around the world. This year, our reach grew deeper, our connections grew stronger, and our results for students, teachers, and communities continued to rise.



## Expanding Reach

**1,418** students in **73** classrooms were matched with **1,394** eMentors across **43** states and **6** countries.



## Building Connections

**26,704** letters were exchanged, averaging **12+** exchanges per pair



## Driving Impact

**92%** of students improved reading, writing, and STEM confidence, and **95%** of teachers reported stronger classroom engagement.



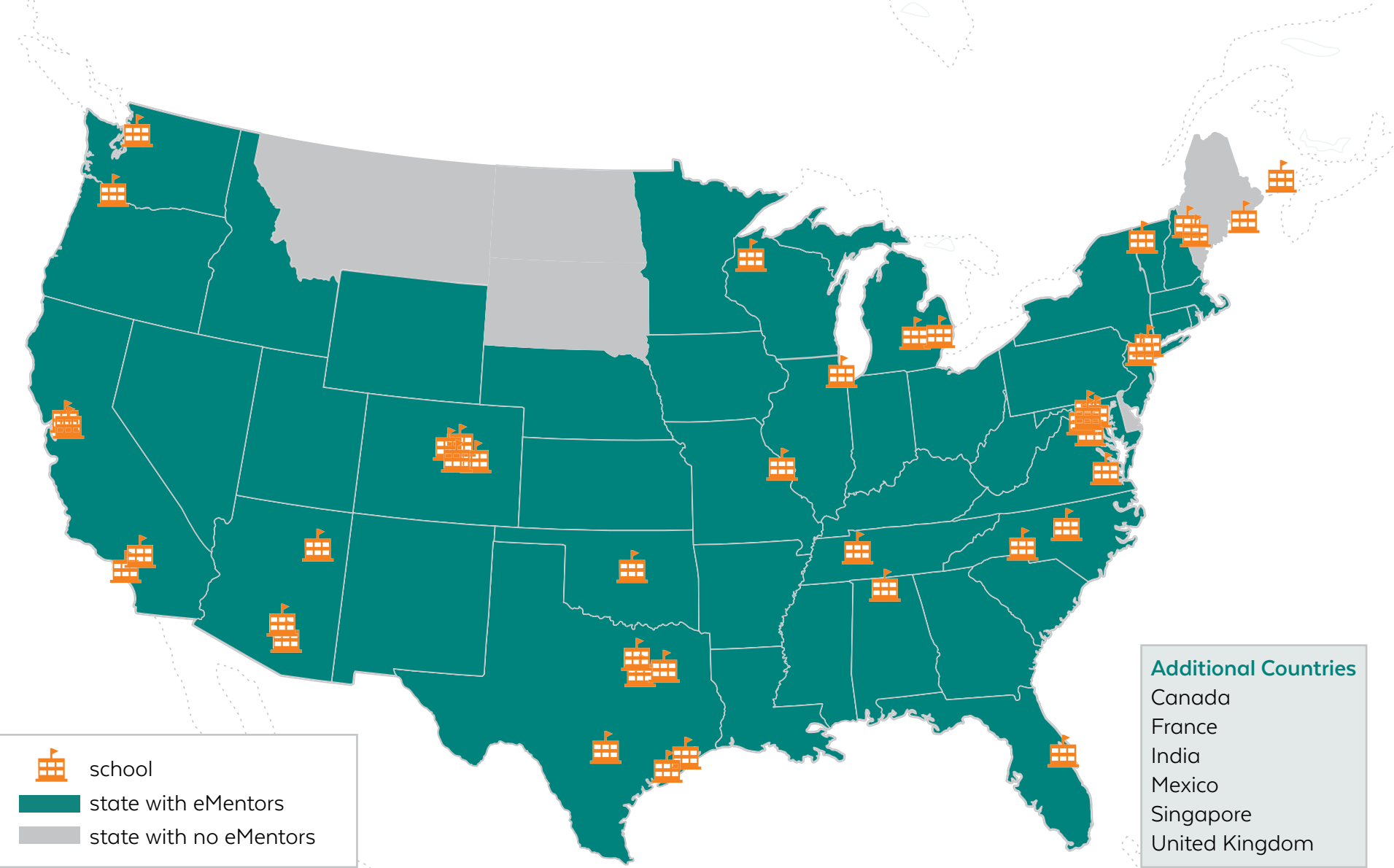
## Strengthening Program Partnerships

All **23** corporate partners confirmed that our eMentoring program aligns **100%** with their CSR and ERG goals, resulting in a **92%** volunteer retention rate.



## Advancing STEM

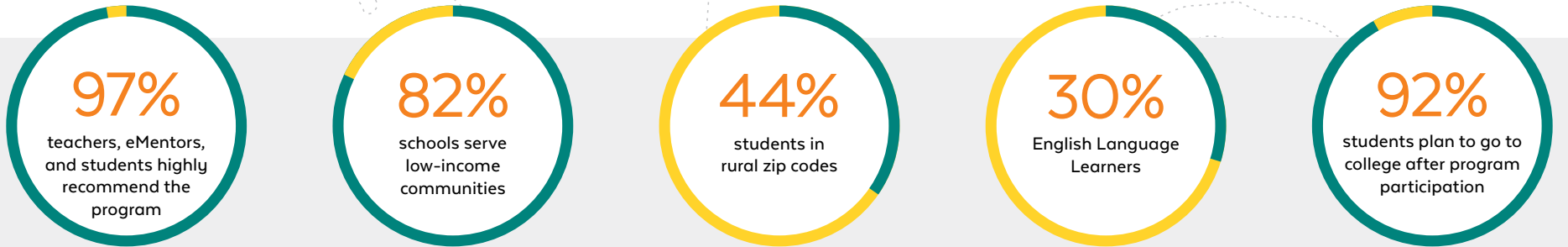
Created and launched **5** new STEM learning units, **5** hands-on STEM design challenges, over **35** new STEM articles with **15** careers explored, all developed in partnership with STEM corporate partners.



We expanded our commitment to being an accessible and effective mentoring program for all, earning PYD's National Disability Mentoring Certification through a four-month in-depth learning course.



Named MENTOR's 2025 National Corporate Mentoring Honor Roll, recognizing corporations that support youth mentoring, foster connections to social and economic opportunities, and contribute to building a strong workforce.



## Our Mission

Connect, support, and sustain 1:1 eMentoring relationships that empower every child to unlock their full personal and academic potential.

## Our Focus

We serve students in grades 3-8, a critical stage for building academic skills, self-confidence, and self-concept. By connecting young learners with dedicated eMentors, we strengthen literacy, spark curiosity, and foster resilience that lasts a lifetime.

## The Ways We Are Closing Opportunity Gaps



### Empowering Educators

Teachers receive standards-aligned lessons, rich content, and a safe platform that brings high-quality role models to every student.



### Engaging Mentors

Volunteers receive simple online training, clear expectations, and ongoing support so every letter is encouraging, specific, and growth-minded.



### Connecting Communities

Companies and nonprofit organizations partner with schools to create a pipeline of support that increases students' aspirations and awareness of career opportunities.



### Safe, Supported Technology

All interactions happen on our proprietary, moderated platform with teacher oversight, digital content filters, and age-appropriate resources.



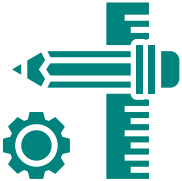



### Measuring What Matters

We track engagement, reading and writing growth, and STEM and career affinity, and we share results with schools and partners to drive improvement.

# Why Mentoring Matters: The Challenge

Millions of students face barriers in literacy, STEM readiness, and access to supportive relationships. Without intervention, these gaps limit their chances for higher education and future success.

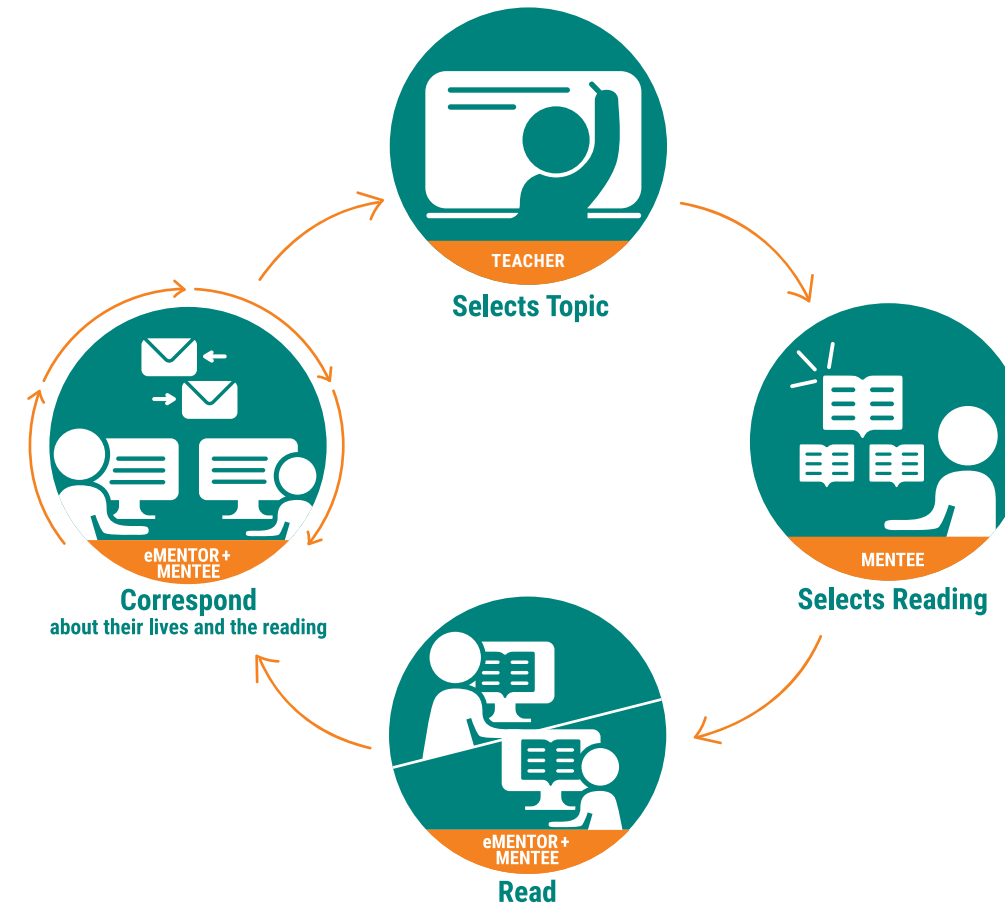
 <p><b>1 in 3</b> STUDENTS GRADUATE WITHOUT EVER HAVING A MENTOR.</p>	 <p><b>only 33%</b> OF U.S. 4TH GRADERS SCORE "PROFICIENT" IN READING (NAEP 2024).</p>
 <p>BY 2030, THE U.S. WILL FACE A SHORTFALL OF <b>1.1 million</b> STEM WORKERS (U.S. BUREAU OF LABOR).</p>	 <p><b>79%</b> OF STUDENTS IN LOW-INCOME COMMUNITIES DO NOT GO ON TO HIGHER EDUCATION.</p>

*"The TryEngineering Together eMentoring program has transformed our students' learning experience. As a principal, I've seen increased achievement, deeper engagement, and stronger critical thinking skills. Students are excited to solve real-world problems, collaborate, and think like engineers. This program truly prepares our students for success in STEM and beyond."*

—Michael P. McConnell,  
Principal

# Our Programs and Engagement Model

Our researched-based engagement model provides a series of structured activities to guide 1:1 eMentoring relationships and provide clear expectations for a cadence of communication. Compelling age-appropriate content fuels the written conversations, and makes learning enjoyable for both the students and eMentors.



Literacy-focused, cross-curricular virtual mentoring to spark a love of learning




STEM-focused virtual mentoring connecting professionals with students.



Online mentoring platform for nonprofit community and school-based organizations.

# 1. How One eMentor Made STEM Personal for Logan

Discover how a middle school student's curiosity for drones and aerospace found direction through mentorship. What started as a brief letter turned into a powerful connection that fueled confidence, deeper learning, and a clearer vision for the future. Logan's eMentor shared stories from her aerospace career that sparked curiosity and led him to consider aerospace engineering for his own future.


  
**Logan's letters grew in length and depth**  
EARLY NOTES WERE SHORT AND FORMAL, BUT BY YEAR'S END, LOGAN WAS WRITING **MULTI-PARAGRAPH REFLECTIONS** FILLED WITH **GRATITUDE, CURIOSITY, AND CAREER ASPIRATIONS.**

# 2. How Encouragement Turned Curiosity into Confidence

Johnny and Jeremy's mentorship journey shows how a simple exchange of letters can spark confidence, curiosity, and lifelong learning. What began as a classroom assignment grew into a genuine friendship that bridged generations and careers. Through Jeremy's encouragement, Johnny discovered the excitement of engineering, strengthened his writing, and began to envision a future in STEM. Their story celebrates the power of connection and the lasting impact of being seen, supported, and inspired.



  
**This mentorship grew**  
FROM SIMPLE PROJECT EXCHANGES INTO A RICH RELATIONSHIP MARKED BY **TRUST, CURIOSITY, AND GROWTH.** LETTERS LENGTHENED, VOCABULARY BECAME MORE TECHNICAL, AND CONVERSATIONS DEEPENED TO INCLUDE BOTH STEM AND PERSONAL EXPERIENCES.

  
BRIANNA'S LETTER LENGTH INCREASED  
**60%**

# 3. How Mentorship Turned Test Scores Into Triumph

Through eMentoring, Mason, a student from a rural tribal school in Wisconsin, achieved remarkable academic growth, gaining two full grade levels in Language Arts and surpassing national averages in Science on the NWEA MAPS assessment. His progress highlights how meaningful mentor relationships can build confidence, deepen engagement in STEM, and turn data into a story of real connection and growth across state lines.

MASON'S LANGUAGE ARTS SCORE ROSE FROM **190 to 206**  IN SCIENCE, MASON ADVANCED FROM **209 to 226**

# 4. From Reluctant Replies to Real Connections

Through the TryEngineering Together program, Brianna, a capable but hesitant seventh grader, discovered her voice through consistent and caring mentorship. What began as short, formal replies evolved into heartfelt conversations about goals, challenges, and dreams. Guided by her mentor's encouragement, Brianna's confidence and communication flourished. Her letters grew longer, her curiosity deeper, and her belief in herself stronger. Her story is a testament to how genuine connection can transform learning into lasting inspiration.

# Partner Impact, At a Glance

## Mobilize your people. Move the metrics that matter.

Our corporate partners are the backbone of Cricket Media's eMentoring work. Together, they mobilize employees as mentors, bringing encouragement, expertise, and career awareness directly into classrooms, while advancing CSR, ESG, and ERG priorities. These partnerships also enable soft recruiting for future talent and build neighborhood goodwill through visible local commitment, creating a sustainable pipeline of support that raises students' aspirations and awareness of career opportunities.



### Scalable, low-lift volunteering

30 minutes a month, fully virtual



### High employee engagement

eMentor NPI (Net Promoter Score) 71--2x the global average, reflecting exceptional satisfaction



### Culture & retention benefits

Corporate volunteerism is linked to 50% higher loyalty—employees cite volunteer programs as a key reason to stay and as evidence of strong company commitment

*“Aerospace has been proud to sponsor a classroom, enriching the community while creating meaningful corporate engagement opportunities for our nationwide team of volunteers. The program not only provides a straightforward and impactful way for our employees to give back, but it also continues to inspire volunteer participation year after year. We’re excited to see the program grow and thrive!”*

—Lianne McGinley,  
The Aerospace Corporation,  
Corporate Community Engagement



# Program Partners

We are proud to partner with corporations, community organizations, and schools that believe in the power of mentorship. Their leadership fuels the success of eMentoring, delivering measurable impact for students, teachers, and eMentors alike.





## Empowering Education and Engagement

Schneider Electric, a global leader in energy management and industrial automation, is widely recognized not only for its innovation but also for its commitment to sustainability and social impact. With a workforce of over 150,000 employees and a presence in more than 100 countries, Schneider Electric is driven by a clear purpose: to empower all to make the most of energy and resources, accelerating progress and sustainability for all.

One of the ways Schneider Electric brings this purpose to life is through its longstanding sponsorship of the TryEngineering Together eMentoring program. Now in its sixth year, the program began with just one classroom and 25 volunteers. Today, it has grown to include 14 classrooms and more than 300 employee eMentors—demonstrating the company’s deep investment in educational equity and workforce development.

This initiative is a strategic fit with Schneider Electric’s Corporate Social Responsibility (CSR) goals, which include Access to Education, Skill Development, Inclusion, and Community Engagement. By connecting employees directly with students in underserved communities, the program also supports the company’s broader ESG (Environmental, Social, and Governance) commitments. It’s a tangible, measurable way for Schneider Electric to extend its values into the communities it serves. Schneider Electric employees found the TryEngineering Together eMentoring program deeply rewarding, describing it as a meaningful, energizing experience that offers a refreshing break from their daily routines. Through flexible, skills-based volunteering, they share career insights and STEM knowledge with students, building lasting connections that foster a sense of purpose and pride.

*“At Schneider Electric, we greatly value the partnership we’ve developed with TryEngineering over the years. TryEngineering’s work aligns with our North America Foundation’s mission to support the communities where we live and work. We recognize the immense value this program has on students, and appreciate the meaningful opportunities it provides our employees to share their expertise and grow professionally.”*



—**Mai Lan Nguyen**,  
SVP, Human Resources,  
Schneider Electric North America

*“I’ve been so thankful to have this platform to combine my love for STEM and mentorship, and I look forward to many more years of connecting with the next generation of STEM professionals.”*



—**Elisa Hanks**,  
Product Owner - ASCO  
CPMA & Electronics, Power Products Division, Energy Management Business

With an impressive 80% annual volunteer retention rate, the program clearly resonates with volunteers and reinforces the company’s culture of engagement and impact.

From an implementation perspective, the program is remarkably easy to manage. Cricket Media, the organization behind TryEngineering Together, provides turnkey support for sponsors. Corporate liaisons are guided step-by-step, while volunteers can sign up through a dedicated link and begin engaging with students quickly. A customized dashboard provides real-time tracking of volunteer hours, letter exchanges, and program milestones, while regular updates and feedback ensure sponsors remain informed and connected.

Schneider Electric sees this partnership not only as an extension of its social impact strategy but also as a way to help build the future workforce. Students benefit from increased literacy, confidence, and exposure to real-world STEM careers. Employees benefit from a rewarding experience that reinforces the company’s culture of giving and innovation. And the company benefits from strengthened community relationships and visibility as a leader in education and sustainability.

In short, the eMentoring program reflects Schneider Electric’s belief that when employees give their time and talent to students, everyone wins. The company’s sponsorship stands as a model of how strategic investment in education and employee engagement can make a lasting difference—one classroom, one letter, and one future engineer at a time.



# Building Confidence, Sparking Curiosity, Strengthening Connection

eMentoring offers a unique virtual programming opportunity to measure impact not only for students, but also for the teachers who guide them and the employees who volunteer as eMentors. The results highlight how every participant benefits: eMentors gain meaning and joy, teachers see stronger engagement in the classroom, and students build skills, confidence, and curiosity about their future.



### For Students:

Consistent eMentor support builds skills and confidence.

- **95%** improved reading, writing, and communication
- STEM interest grew from **73%** to **91%**
- **98%** highly valued their mentor as a role model

*“I didn’t even know how thankful I was to have had such a supportive eMentor. They were definitely one of the most supportive people I had ever met. The best advice I got was from their last letter: Always keep going, failure is never an option.”*

—Student

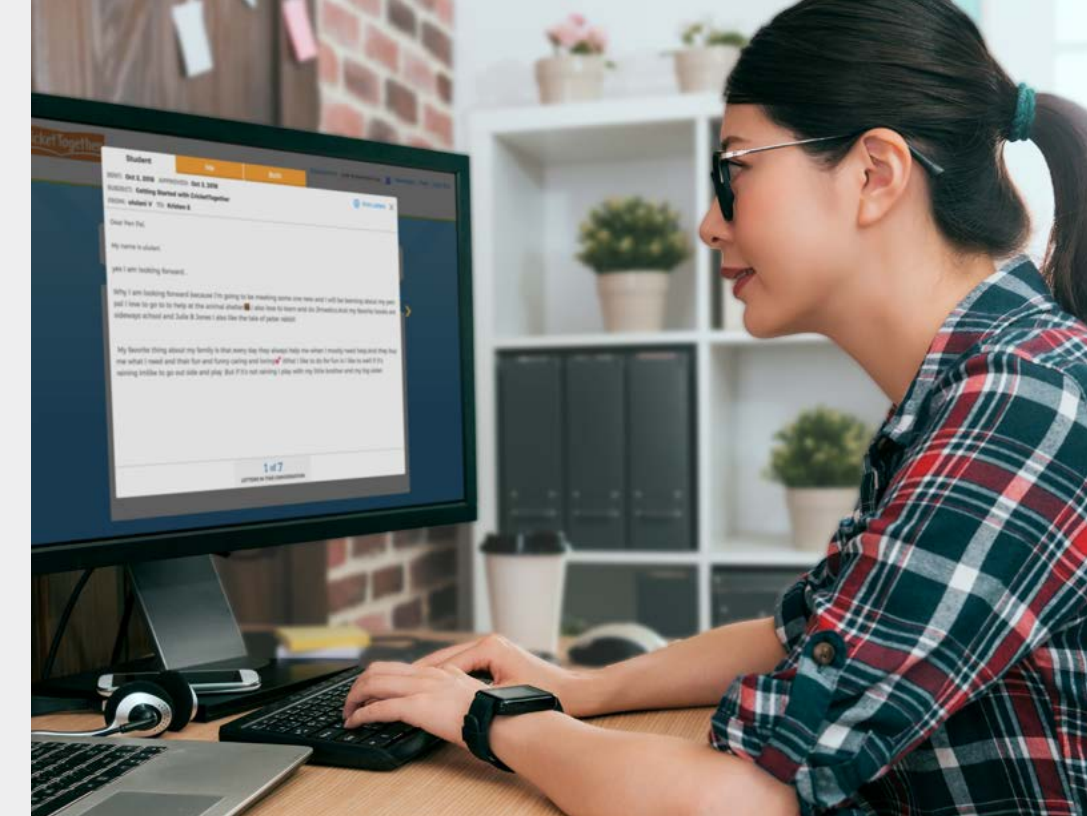
### For eMentors:

Offers a meaningful way to give back virtually.

- **100%** enjoyed their experience
- **98%** found it personally rewarding
- **91%** said it added joy and purpose to their lives

*“The curated topics sparked real conversations, and the guided questions encouraged deeper thinking. It felt personal, not scripted—a perfect blend of learning and relationship-building.”*

—eMentor



### For Teachers:

eMentors bring energy and curiosity into the classroom.

- **100%** would recommend the program
- **97%** observed literacy and STEM growth in students
- **92%** saw student self-esteem rise

*“One of the things students enjoyed most this year was sharing stories about their lives with their mentors. That personal connection made them feel seen and helped build confidence in expressing themselves through writing.”*

—Teacher



# Our Advisory Board

The **Learning Together Project Fund** supports the implementation of eMentoring programs in 3rd-8th grade classrooms in under-resourced communities to excite young students about learning, expand their awareness of careers, enhance students' belief in their own potential, and increase their understanding of the world beyond their neighborhood.



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Advisory Board Chair

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**Nina Zolt**  
Advisory Board Member

Co-Founder  
Cricket Media, Inc.

*“My favorite aspect of being an eMentor is seeing the world through my student’s eyes. Having explored science all my life, it’s both inspiring and nostalgic to hear a student’s fresh perspective on concepts like gravity – something always present, yet newly appreciated when you truly understand how it shapes our daily lives and the universe. I love being part of that discovery.”*

—eMentor

# Be a Part of Our Story

By mobilizing employees as eMentors, your organization brings real-world expertise, encouragement, and inspiration into classrooms. At the same time, employees gain meaningful engagement and pride, knowing they are making a difference. Together, we are transforming student lives, energizing employees, and building brighter communities for us all.

Scan the QR code or email [support@cricketmedia.com](mailto:support@cricketmedia.com) to reserve your 2025-26 cohort.

