



Annual Impact Report

2022-2023



EXECUTIVE SUMMARY

The BookNook Impact Report overviews our mission, achievements, and positive influence on education through our 1-to-1 or small group high-dosage tutoring solution. This annual report highlights our commitment to improving educational outcomes among students nationwide in 2022-2023.



OUR COLLECTIVE CHALLENGES

WHO WE ARE AND WHAT WE DO

USER AND MARKET RESEARCH

DATA AND METRICS

OUR TUTORS

CUSTOMER AND USER FEEDBACK



To our partners in education:

It's been an incredible year for education! We've seen a renewed sense of joy as students, educators, and families unite to embark on a learning journey toward success. At the same time, we're embracing technology's amazing possibilities to improve student outcomes. However, the challenges with educational equity, teacher shortage, and unfinished learning persist, and that's why BookNook is unequivocally focused on delivering meaningful solutions.

Our annual BookNook Impact Report reflects our community's significant impact on K-12 education.

This report serves as a compass, guiding us as we chart a clear course to deepen and broaden our support for educators, students, families, and employees. By identifying and quantifying the impact we have achieved together, we establish a foundation for tracking our progress, just as we empower schools and students to do.

At BookNook, we're committed to improving educational outcomes and living our purpose authentically. We're continuously driven to innovate, collaborate, and evolve to meet the ever-changing needs of the communities we proudly serve. Thank you for joining us on this journey and helping us create a space where every student has the opportunity to thrive. Whether you're a teacher, administrator, family member, employee, partner, investor, or student, your contributions produce positive student outcomes. Let's transform education together and build a brighter future.

Our mission is to create opportunities that deliver the greatest possible impact, accelerating the learning experiences that all students deserve.



Warmest regards,

BRAD BAUMGARTNER, CEO
and the entire BookNook team



Our Collective Challenges

EQUITY AND UNFINISHED LEARNING

According to the National Assessment of Educational Progress (NAEP), only 33% of fourth-grade students in the United States are proficient in reading. This figure drops to 17% for low-income students. Moreover, the COVID-19 pandemic has exacerbated existing inequalities and widened the achievement gap.

This persistent unfinished learning has, in turn, led to more eye-opening statistics. In the 2021–22 school year, 53.5% of students in Texas were considered at risk of dropping out of school.



TEACHER SHORTAGE PROJECTIONS

55%

Nearly a third of US K–12 educators are considering leaving their jobs, with **55% considering leaving the profession earlier than planned.**

30%

A survey by the National Education Association found that **30% of surveyed educators said they plan to leave the profession within the next three years**, while another 33% said they were considering it.

300K+

At least 300,000 public school teachers and other staff left the field between February 2020 and May 2022, The Wall Street Journal reports.

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When tutoring is delivered with rigor, intentionality, and through data-driven methods, the impact is far-reaching.

Who We Are and What We Do

BookNook provides high-impact tutoring at scale through a synchronous learning model, combining engaging research-driven instruction with consistent learner-leader relationships for exceptional student outcomes. In 2016, our founders saw firsthand the challenges students in low-income communities face regarding student success. Our mission is to make quality tutoring services accessible to all students, regardless of their background or circumstances.



Focusing on increasing student success and fostering a passion for learning, we have developed cutting-edge tutoring services that empower educators and engage students meaningfully.

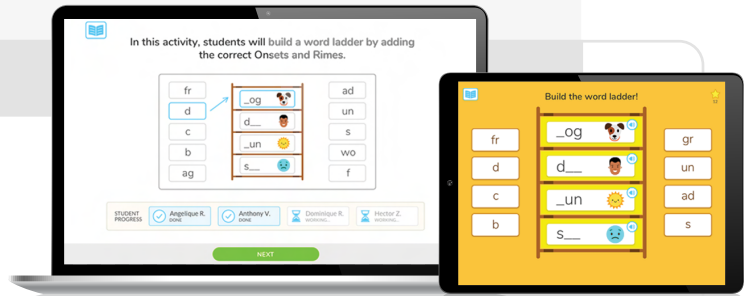
BookNook offers an online platform that combines research-based instruction with tailored learning. Our program helps deliver instruction and support learners through 1-to-1 or small-group tutoring sessions.

PRODUCT AND SERVICES

BookNook delivers a synchronous virtual tutoring solution to improve grade-level skills and promote student engagement. Our online platform combines technology with research-based interventions and formative assessments to deliver 1-to-1 or small-group instruction at scale. Students work with a dedicated tutor for up to 36 sessions to achieve maximum progress and mastery.

Our service also includes:

- Easy onboarding and implementation support
- Research-driven instructional materials
- Data dashboards to track student progress
- Professional development for educators
- Family engagement resources



BASED ON RESEARCH

Our program supports students by using best practices grounded in the science of reading.



SYNCHRONOUS

Students connect remotely with a vetted tutor in 1-to-1 or small groups for live sessions.



COLLABORATIVE

Students work with a dedicated tutor for the duration of the instructional cycle.



IT WORKS

The average student who uses BookNook sees gains in their reading.

User and Market Reach

Since our inception, BookNook has significantly impacted thousands of students and educators nationwide. We have partnered with over 2,700 schools and educational organizations, positively impacting students' lives in diverse communities.

Our solutions have been implemented in various educational settings, including underserved schools, after-school programs, and community centers.

We have also expanded our market reach by partnering with education technology companies such as Clever and Google for Education.

BY THE NUMBERS

BookNook's overall impact since 2016

2,134,273
sessions joined

2,717
schools served

632
districts + nonprofits

5,970
tutors in network

40
states + DC



Data and Metrics

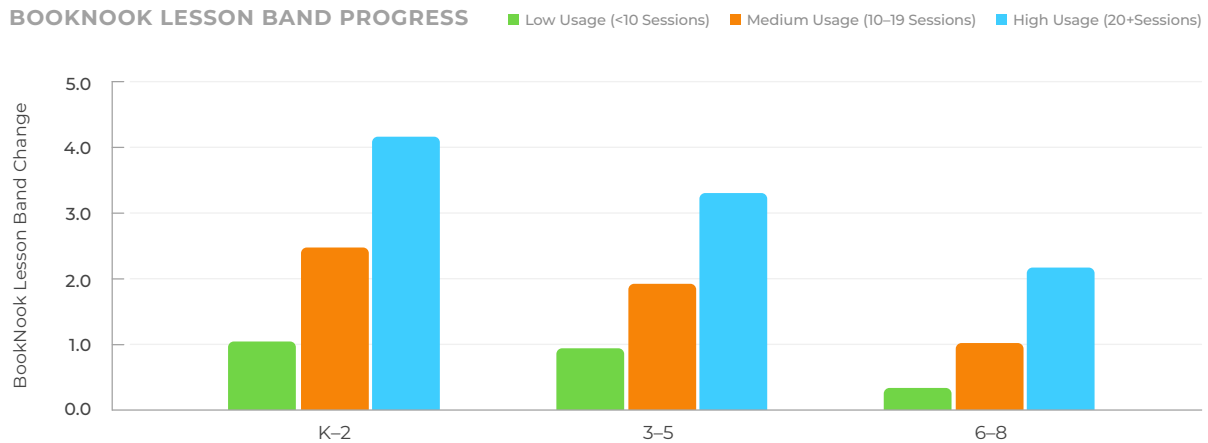
Data and metrics are crucial in measuring our impact. BookNook has helped improve learning outcomes for over 1 million students across various grade levels. Our progress measures indicate gains among students who had high usage rates. These results are a testament to the efficacy of our solutions in driving measurable educational outcomes. We track a variety of metrics to measure the effectiveness of our program.

These include:

- Student reading gains
- Time spent on task
- Number of sessions completed
- User satisfaction ratings



BOOKNOOK LESSON BAND PROGRESS



IMPACT

Fidelity matters! **The 2022–2023 academic year saw remarkable gains among students who utilized the BookNook platform, with these increases directly correlating with usage rates.** Kindergarten to 2nd grade students showed an impressive growth of 1.0 BookNook Lesson Bands after less than 10 sessions, 2.5 Lesson Bands with 10–19 sessions, and a significant jump of 4.2 Lesson Bands with 20 or more sessions. Similarly, students in grades 3–5 exhibited a growth of 0.9, 1.9, and 3.3 Lesson Bands, respectively, while those in grades 6–8 saw improvements of 0.3, 1.0, and 2.2. This data clearly demonstrates the effectiveness of BookNook, especially with consistent usage, in enhancing reading skills for students across all grade levels.

PROGRESS TO GRADE-LEVEL PRACTICE

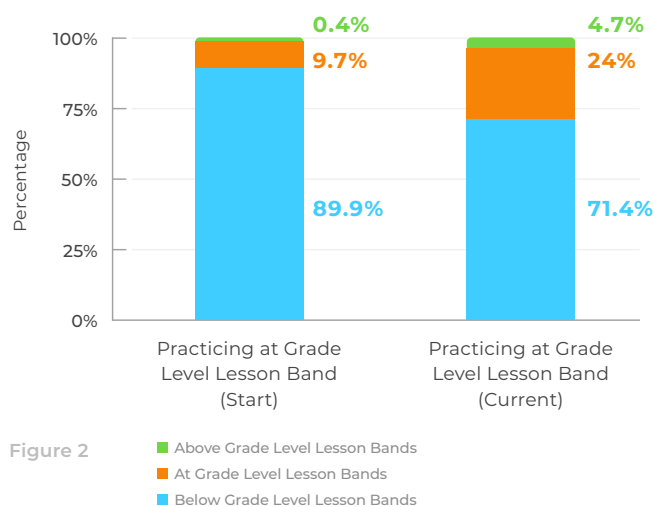


Figure 2

- Above Grade Level Lesson Bands
- At Grade Level Lesson Bands
- Below Grade Level Lesson Bands

IMPACT

The effectiveness of the BookNook platform is further highlighted in Figure 2 (left) by the significant reduction in the number of students engaging in content at BookNook Lesson Bands below grade level — from 89.9% at the beginning of the program to 71.4%. At the same time, there was a marked increase in students engaging in content at BookNook Lesson Bands at grade level, rising from 9.7% to 24.0%. Even more impressively, the number of students engaging in content at BookNook Lesson Bands above grade level soared from just 0.4% to 4.7%.

This dramatic shift underscores the power of BookNook in improving reading and helping students to reach and even exceed their grade-level expectations.

Our Tutors

Our tutors are the heart and soul of our organization. They are the ones who make learning an enriching and fulfilling experience for students. Each of our BookNook tutors is selected through a stringent process that ensures they are knowledgeable and possess the ability to impart knowledge effectively.

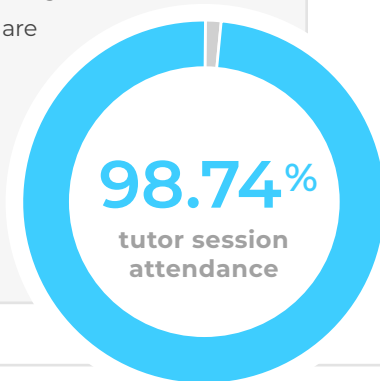
The quality of our tutors is unmatched.

They are well-qualified, experienced, communicative, and passionate—making them the perfect supplement to classroom instruction for supporting your students on their educational journey.



CONSISTENCY + COMMITMENT

BookNook tutors sign up for the entire implementation cycle, not single appointments. Our tutors are carefully screened, vetted, and certified prior to their first session with students.



TRAINING + DEVELOPMENT

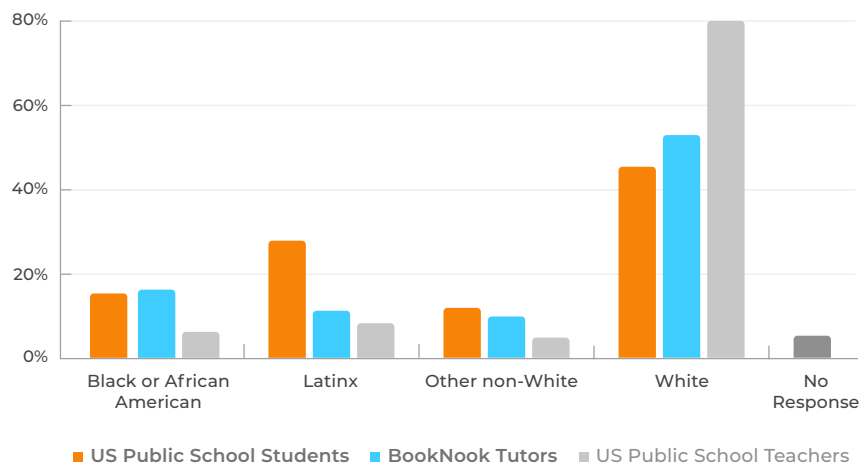
All tutors go through BookNook Tutor Certification and many participate in ongoing professional development.

71.96% have classroom teaching experience
88.58% hold a bachelor's degree or higher

DIVERSITY

At BookNook, we celebrate diversity and prioritize equity in everything we do. **Our qualified tutor pool more closely matches the demographics of public school students than public school teachers.** That means our tutors are a reflection of the diverse communities they serve.

RACE/ETHNICITY



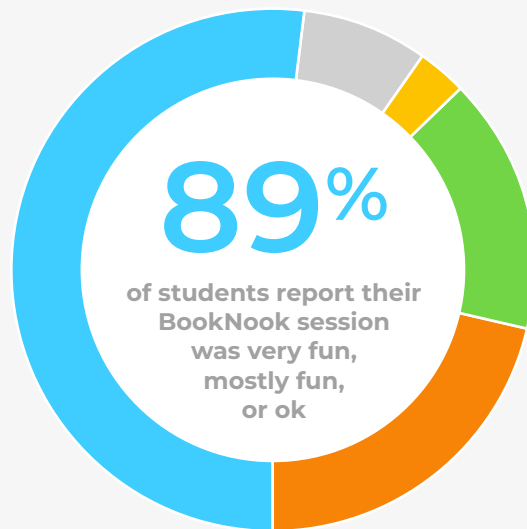
Customer and User Feedback



Over the past year, we have seen considerable progress in student outcomes. We have also received positive feedback from educators and families about the impact of our program on student engagement and motivation.

The transformative power of BookNook can be seen through numerous accolades and positive feedback from district leaders, partners, parents, and students.

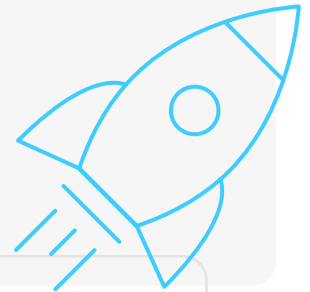
These stories exemplify our solutions' effectiveness in unlocking students' potential and fostering a love for learning.



WAS BOOKNOOK FUN TODAY?

All student responses

- Very fun ■
- Mostly fun ■
- It was ok ■
- Not fun ■
- Terrible ■



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The stories are relatable, there is a good choice of fiction and nonfiction texts to select from, and the vocabulary parts of the lesson are important to understanding the text. The vocabulary part is fun for the students.

— 4TH-GRADE TEACHER

BookNook is an excellent resource for small-group instruction. I love the vocabulary and comprehension parts, and the students enjoy the interactive games.

— TEXAS READING COACH

Improving Learning Outcomes for All



BookNook is proud of our progress over the past year in improving learning outcomes for students nationwide—particularly those in marginalized communities.

We remain committed to ensuring that all children receive high-quality 1-to-1 or small-group instruction from a highly qualified tutor.

We look forward to continuing our collaboration with partners and stakeholders across the education community. As we move forward, we will continue to innovate, collaborate, and drive positive change in the field of education.

