



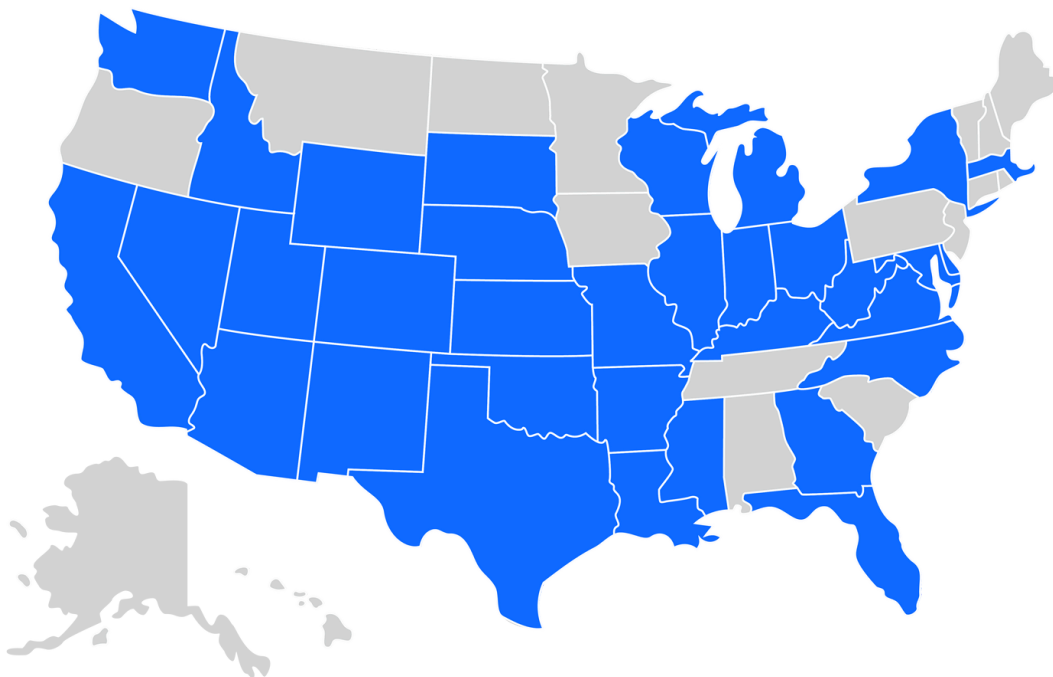
# 2024 Impact at Skill Struck

The purpose of this report is to show how we are impacting communities with computer science education, artificial intelligence, keyboarding, and digital literacy each year on a national level. This is the fifth report we've published.

Our mission at Skill Struck is threefold: inspire creators, grow problem solvers, and strengthen communities. We publish this report every year to show accountability in our mission to impact the communities we serve and show how we and our partners are making a difference in the lives of students and teachers using our products.

## Serving Communities

Our partnerships with K-12 school districts spanned into 35 different states in 2024! We serve school districts in rural, urban, suburban, and underrepresented communities. (See list below)



## STATES

Wyoming	Ohio	Mississippi	Idaho
Wisconsin	North Dakota	Michigan	Georgia
West Virginia	North Carolina	Massachusetts	Florida
Washington	New York	Maryland	Delaware
Virginia	New Mexico	Louisiana	Colorado
Utah	Nevada	Kentucky	California
Texas	Nebraska	Kansas	Arkansas
South Dakota	Montana	Indiana	Arizona
Oklahoma	Missouri	Illinois	

## News & Updates

This year, Skill Struck deepened our partnerships, expanded our reach, and continued building a future-focused community of educators and learners.

### DAVIS SCHOOL DISTRICT, SKILL STRUCK & THE GOEO GRANT

In 2024, Skill Struck partnered with Davis School District as they were awarded an Expansion Grant through Utah's Governor's Office of Economic Opportunity (GOEO) and the Utah State Board of Education's Next Generation Learning Initiative. This prestigious grant supports innovative learning models that prioritize personalized, competency-based education.

As part of this initiative, Skill Struck worked closely with Davis educators to integrate our AI tools and curriculum across classrooms. Our Chat for Schools feature, which provides real-time, personalized support through AI, became a critical tool in helping students navigate complex topics, deepen their understanding, and build confidence in their skills. The overarching goal was to build AI literacy courses that would become available to every student in the state, and help build the stepping stones for new AI and machine learning pathways within CTE.

This partnership highlights our shared mission: to expand access to quality computer science education and empower students to be creators and problem solvers. Thanks to the GOEO grant, Davis School District is now one of the leading examples in the country of how AI can create positive, measurable change in education.

We are grateful to collaborate with passionate districts like Davis and honored to be part of this groundbreaking work to personalize learning and prepare students for a successful future.



## PRODUCT UPDATES

From new coding pathways to AI-powered teaching tools, our product team has been busy making big strides. Here's a look at the major updates we released in 2024 to support even more engaging, accessible, and effective learning experiences.

### **COMPUTER SCIENCE**

In 2024, we continued to improve our K-12 computer science pathway by releasing the 3rd-5th grade tracks, which include coding walkthrough videos, cultural and life connections, and critical thinking skills in the textbooks. We added new courses, such as python turtles, to create a new content pathway for K-12th grades that ensures students do not repeat lesson content.

In secondary grades, students can follow a web development, software development pathway, or both. Additionally, we made progress on Java and AI-literacy curriculum, which will be available for the 2025/26 school year. We also added puzzle builder challenges in Launch Pad, providing more engaging activities for students.

Educators can now assign custom assessments to multiple sections and share their assessments with other educators, improving collaboration and flexibility in planning. Additionally, we gave our lesson plans a refresh and updated our manage assessments page, making it easier for educators to manage and access resources.

### **TYPE STATION**

In Type Station, we introduced several new AI-powered features. Educators can now use AI to generate adaptive lessons for students. The lessons adjust in real-time to each learner's level and progress, giving every student a more personalized and effective learning experience, without extra work for teachers. We've also integrated AI in the custom assessment creation process, to assist educators with creating content. Students can also have individualized WPM and accuracy settings, with progress being tracked more effectively. Furthermore, we implemented the 'all-time student progress' feature, enabling students to resume their lessons exactly where they left off.

## CHAT FOR SCHOOLS

2024's updates to Chat for Schools give educators more control and flexibility in how they use the platform. Educators can now assign tutors to assignments in Canvas, with grade pass-back functionality and the ability to upload PDFs directly to the tutor creator.

We also launched the Tutor Bank, allowing teachers to find and use tutors created by other educators. Teachers can now attach a Specialized Tutor to an assignment in Canvas, making it easier to integrate AI tutors into their courses. Additionally, teachers now have the ability to lock student chat access for customizable time periods, and they can lock either Chat or Tutor modes individually or together.

The AI Certification Course for educators, which includes 5-10 minute daily activities, was launched to train teachers on using AI chatbots and Chat for Schools to generate classroom content.

Finally, to help with navigation across all of our platforms, we launched a new landing page for educators along with a global navigation bar for users. Our team also began working on our SOC 2 Type II report, reinforcing our commitment to maintaining a secure and compliant platform. ([We became SOC2 Type II Compliant in Spring of 2025.](#))

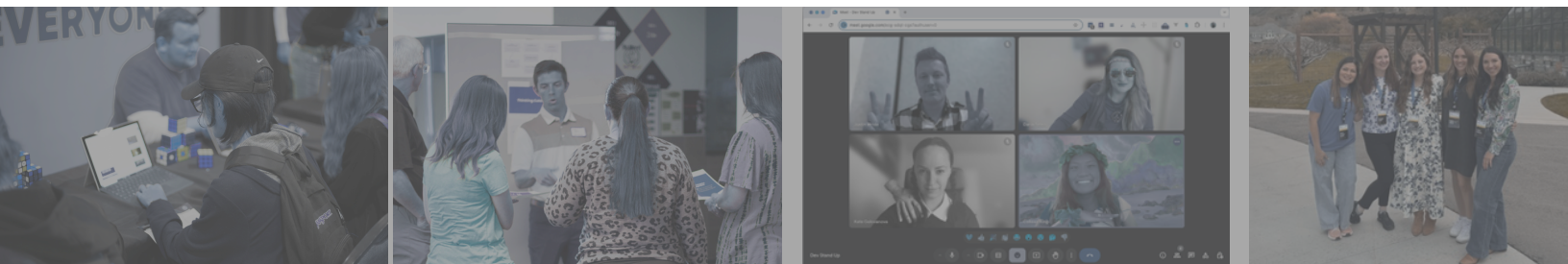
## MEDIA SPOTLIGHTS

In 2024, Skill Struck was featured in prominent media outlets for our role in shaping the future of AI in education. [Good Things Utah](#) spotlighted our partnership with Davis School District, showcasing how our tools are creating meaningful, measurable change in classrooms.

Additionally, a [Forbes](#) contributor surveyed teachers and recognized Skill Struck's Chat for Schools as one of the "5 AI Education Tools Loved by Teachers," reinforcing our impact as a trusted and innovative solution for educators nationwide.

## Workforce & Culture

Our remote team now spans 12 states and continues to grow while staying deeply connected to our mission. In 2024, we achieved an **employee Net Promoter Score (eNPS) of 79**, reflecting a strong, secure culture where team members feel valued, supported, and energized to drive impact.







Skill Summit Group Photo | October 2024

## SKILL SUMMIT: A GATHERING OF VISIONARIES AND CHANGEMAKERS

Twice a year, Skill Struck hosts a "Skill Summit" in Provo, Utah, bringing together top education leaders from across the country for an exclusive event. This immersive experience is designed for collaboration, to inspire new ideas, and deepen connections among the brightest minds in K-12 education.

Over the course of several days filled with workshops, networking, and shared learning, attendees engaged in meaningful conversations about the future of computer science and AI in education, exchanging insights and strategies that can transform classrooms nationwide. As part of the experience, they visited local schools implementing Skill Struck's tools in real time and heard directly from Kristina Yamada, the CTE Education Specialist at the Utah State Board of Education, during a special session at the Utah State Capitol on the current state of computer science education in Utah.

Skill Summits have become a cornerstone of our mission to not only provide educational tools but to also build a strong community of educators who are shaping the future of learning at every level, from the classroom to the government!

## Our NPS Scores

At Skill Struck, our commitment to partnership in 2024 clearly reflected in the strong positive feedback from our Net Promoter Score (NPS) surveys, resulting in an impressive **score of 86**. This positions us well above industry averages, demonstrating the significant value our valued district partners are experiencing.

[\(Source\)](#)

**86**

Skill Struck's 2024 NPS

**35.7**

Average Saas NPS

**47.5**

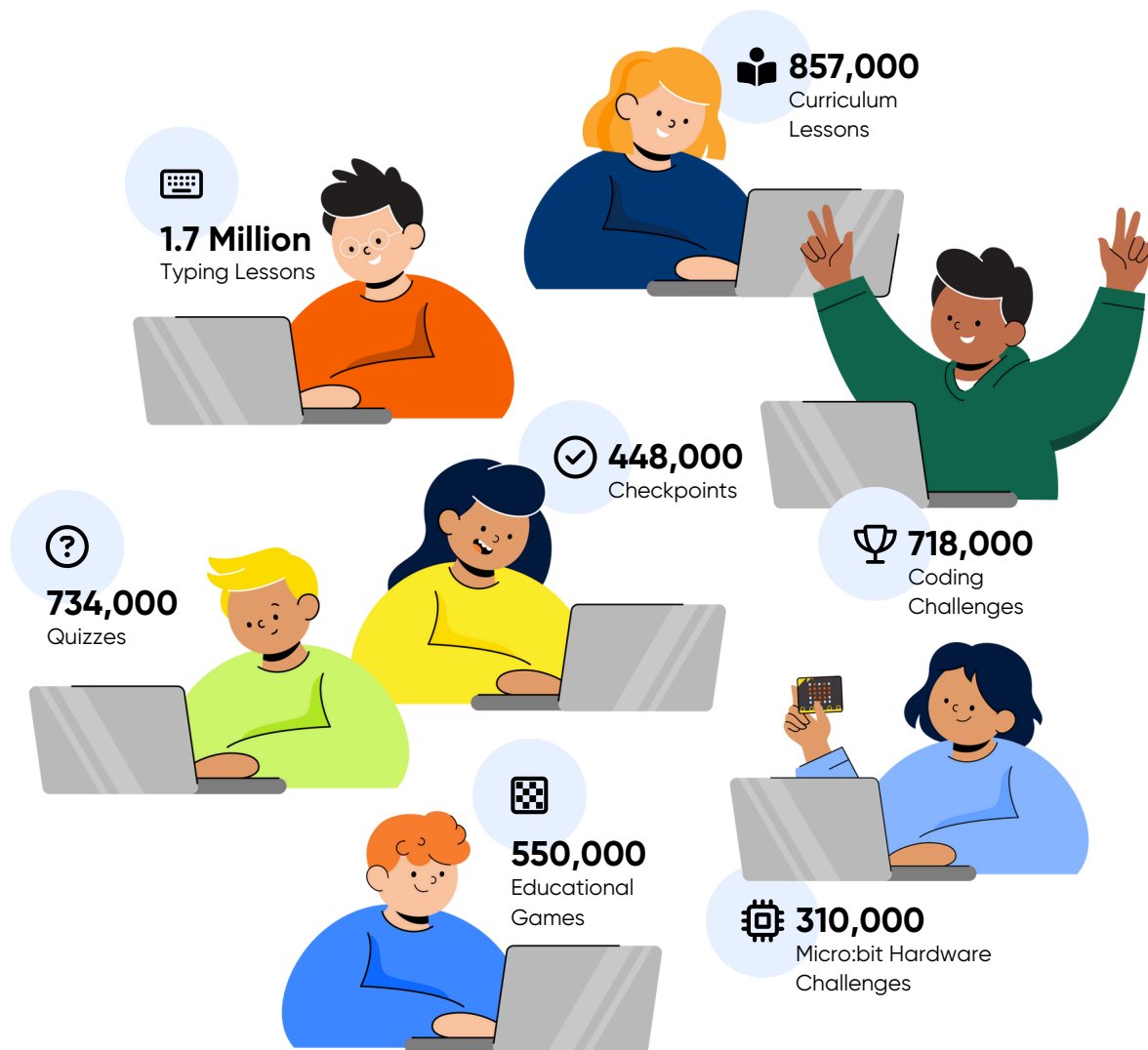
Average EdTech NPS

## Student and Teacher Engagement in Computer Science

In 2024, students across the country showed us what's possible when curiosity meets opportunity. Together, they completed over **1.7 million typing lessons**, building the foundational digital fluency they'll need in every future career. They dove into **857,000 curriculum lessons** and tackled more than **718,000 coding challenges**, transforming classrooms into hubs of creativity and problem-solving. Along the way, they mastered concepts through **734,000 quizzes**, advanced through **448,000 checkpoints**, and brought code to life with **310,000 Micro:bit hardware challenges**.

And because learning should be joyful, they also played over **550,000 educational games** on our platform.

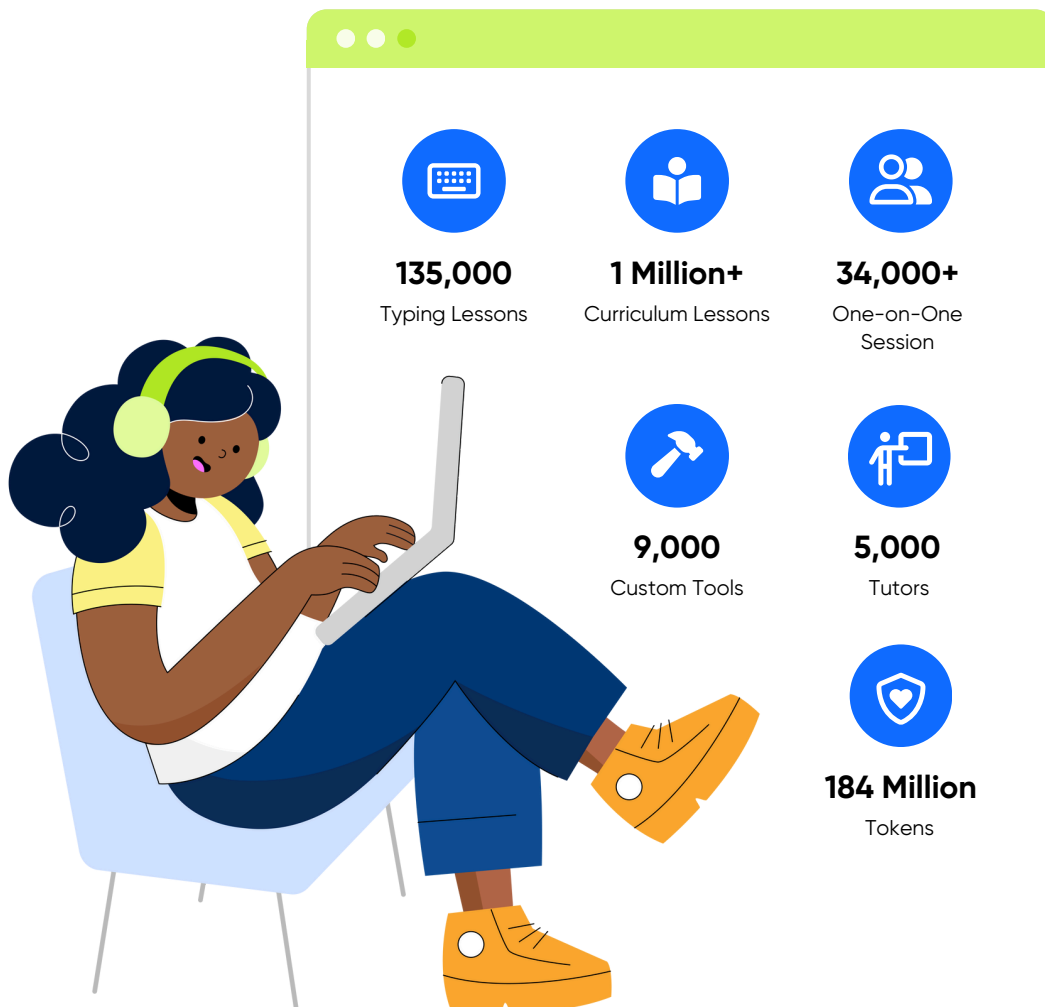
And let's not forget, students submitted an impressive **17,692,784 lines of code** through challenge submissions.



## Student and Teacher Engagement in AI

In 2024, Skill Struck's AI platform empowered students and teachers to explore artificial intelligence as a tool for learning, creativity, and problem-solving.

In 2024 alone, learners launched over **135,000 AI chats** and sent more than **1 million prompts**, experimenting with everything from code debugging to creative writing. Our intelligent AI tutors supported students in **34,000+ one-on-one sessions**, helping them gain clarity and confidence. Users created over **9,000 custom tools** and **5,000 tutors**, building their own AI-powered learning experiences. In total, students engaged with more than **184 million tokens** worth of AI-generated insight.





## Educator Impact in 2024

Over **242,000 students** engaged with our platform in 2024, gaining the skills and confidence to become tomorrow's creators and problem-solvers. We supported **9,445 teachers**, **682 paraeducators**, and **261 school administrators** with tools and training to bring computer science and AI education to life.

At the district level, **7,833 leaders** partnered with us to scale programs that make a lasting difference. And through **1,398 code events** this year, we celebrated learning, sparked curiosity, and created moments of inspiration that reminded us all why this work matters.



**242,000**

Students



**9,445**

Teachers



**682**

Para-Educators



**261**

School  
Administrators



**7,833**

Leaders



**1,398**

Code Events

"As a K-5 STEM teacher, Skill Struck has been profound and impactful to both my instructional practices and my students' learning experiences to enhance their computer science knowledge and skill set. Not only are they learning about digital citizenship and social emotional technological etiquette, but they are also being introduced to computer science skills like typing, coding, programming, data acquisition and real world application and so much more. I appreciate having a curriculum that engages ALL students while preparing them for life long pertinent computer skills that will continue and go beyond their years here."

**Teacher, Colorado**





## Educator Impact (Continued)

### RYAN FRANDSEN, COMPUTER SCIENCE AND BUSINESS IT TEACHER, DAVIS SCHOOL DISTRICT

AI has revolutionized education, but also has made life harder for teachers. Rather than fighting AI, Ryan has used custom tutors in [Chat for Schools](#) to create powerful learning experiences, authentic assessments, and customized learning resources for his students.

The ability to make his own AI tools with his own resources, personality, and creativity has helped his students do more student-led project-based learning and achieve whole new levels of mastery.

"As a teacher, it has been incredibly fulfilling to creatively use AI to try doing new things and differentiate learning for every kid in his class while also holding them more accountable with AI Project Reviews and more complex and fulfilling projects," says Frandsen.

"My Code Review tutor is one of my favorites. Since it is impossible to know sometimes whether a kid has achieved mastery or just copied and pasted code from another source (online, AI, a friend, etc.) The Code Review Tutor will actually read the student code and then ask them very specific and customized questions about their project that can only be answered if they actually wrote the code themselves. This gives kids a powerful opportunity for metacognition about their work while also showing red flags for kids who aren't doing their own work."

Ryan Frandsen

**Computer Science and Business IT Teacher**, Davis School District



## School Spotlights

### PALM BEACH COUNTY STUDENTS SHINE WITH SKILL STRUCK'S CERTIFICATION SUCCESS

The School District of Palm Beach County is raising the bar for computer science education, and Skill Struck is proud to play a part in their success. Across classrooms, teachers are seeing record-high certification pass rates, and more importantly, students are engaged, confident, and excited about learning to code.

"We currently have a **95% pass rate** on the KP [Knowledge Pillars] exam using Skill Struck this year. Game changer!" said educator Stacy Rundle. Others, like Maria Mansoor and Donna Gibson, report **100% pass rates** in their classrooms, crediting the platform's rigorous yet accessible HTML/CSS curriculum for preparing students thoroughly for certification exams. "OMG!! The HTML & CSS Coding Specialist

## PALM BEACH COUNTY STUDENTS SHINE (CONTINUED)

Certification Prep prepared my students so well," said Gibson. "I am so thankful for Skill Struck and this program!"

Teachers across the district praise the hands-on learning experience. "Seeing my students light up when they are able to see their coding skills successfully come to life using Skill Struck," said Jordan Jones, highlighting the joy and curiosity coding has sparked in her classroom. Educators like Deena George also appreciate how Skill Struck saves them hours of prep time: "This program is the best I've seen for hands-on projects and application of the concepts we teach."

From marquee text to animated CSS keyframes, students are going beyond the basics, creating webpages that pop and mastering real-world coding skills. As one teacher put it, "We love all the fancy elements, icons, and advanced CSS styles that are included in the ebook!"

Palm Beach County's success shows what's possible when students have the right tools, dedicated teachers, and a curriculum that brings computer science to life.

## LAKE SHORE CENTRAL SCHOOL DISTRICT: SMALL DISTRICT, BIG WINS IN AP COMPUTER SCIENCE PRINCIPLES

In the 2023–24 school year, Lake Shore CSD made incredible strides in computer science education using Skill Struck's AP Computer Science Principles (CSP) curriculum. Despite working with a small class, the district saw an impressive **75% pass rate** on the AP CSP exam, far surpassing both the New York state average (60.5%) and the global average (62.3%).

Students also outperformed on test content, earning a mean of 53.3 correct answers compared to the state average of 44.6 and the global average of 45.2. Enrollment grew year-over-year, and gender diversity improved, showing real progress in access and engagement.

Even more inspiring: a long-term substitute teacher with no prior experience in programming was able to successfully lead the course thanks to Skill Struck's intuitive platform. With built-in tools like interactive presentations, auto-graders, games, and standards-aligned lessons, the curriculum reduced prep time and empowered educators to focus on student problem-solving and growth.

As Michael Drezek, District Technology Integrator, put it, "To me, it was worth every penny." Lake Shore's success story is a testament to how high-quality tools and passionate educators can break down barriers and bring computer science to life, even in the smallest districts.

"We just need to find a way to get this into the hands of more of our students (and more teachers)... Teachers need quality resources and Skill Struck nails this."

Michael Drezek | **District Technology Integrator**, Lake Shore CSD

## Internships at Skill Struck

We're now in our fourth year of Skill Struck's Quality Assurance Remote/Virtual Internship Program, and we're loving it! In 2024, we hosted two intern cohorts, bringing our total to 65 interns across 8 states since the program began.

There are many barriers that can prevent high school students from accessing traditional internships, like after-school jobs, lack of transportation, no personal device at home, dress code expectations, and packed schedules with sports, clubs, and other commitments. That's why a virtual internship is so impactful: it opens the door for a broader, more diverse group of students.

Our interns test and evaluate computer science or coding courses and share feedback from a student's perspective. In return, they gain valuable experience on a tech team, build time and project management skills, practice professional communication, grow their networks on LinkedIn, and earn meaningful work experience with no prior coding knowledge required.

One standout intern, Sam S. from the Fall 2024 cohort, submitted an incredible 94 pieces of feedback across three elementary and secondary courses. He made the most of his Skill Struck internship and leveraged the experience to land another internship at the Christa McAuliffe Space Center, advancing his goal of becoming a Computer Engineer.

"As my time here at Skill Struck comes to an end, I look back on how much I've learned while working for such an amazing company. I have been able to grow with my team through amazing weekly internship huddles and have been able to work towards common goals with my fellow interns that have brought out the best in me at work. I have learned more about time management, how to get better at certain coding skills, and how to efficiently problem solve. My view of working in the IT field has really grown while working here and I will never take what happens on the backend of development for granted."

Sam S. | **Skill Struck Intern**



## Industry Certifications for Students

Skill Struck currently offers certification preparation courses for industry exams, directly preparing students to pass these challenging tests. As mentioned above, many of our partner districts have taken advantage of these courses and have seen phenomenal success in their students' pass rates.

Our team prioritizes career readiness by providing opportunities like internships and our comprehensive certification prep courses. Students can take courses to prepare for:

- Python Coding Apprentice (PCA) - by Knowledge Pillars
- Information Technology Specialist (ITS) Python - by Certiport
- Python Coding Specialist (PCS) - by Knowledge Pillars
- Certified Entry-Level Python Programmer (PCEP) - by the Python Institute
- HTML & CSS Coding Specialist - by Knowledge Pillars

Skill Struck also offers a [Praxis Computer Science](#) preparation course designed to help teachers build confidence and knowledge as they work toward becoming certified to teach computer science.

"Skill Struck has been instrumental in assisting my students to pass the HTML & CSS certification exam."

**Teacher, Florida**

"One of my biggest successes using the Skill Struck platform was when a group of 8th grade girls decided to complete the PCEP Prep Course. They were so positive, motivated, encouraging and even went home to continue their lessons in their free time. One of them went on to get the certification after only 1 attempt. She was able to get into advanced high school computer classes as a freshman because of her certification as an entry level python programmer."

**Teacher, Colorado**





## Looking Forward: A Letter from the CEO

On behalf of the entire Skill Struck team, I want to express our deep gratitude to the school partners across the country who make our mission possible. The work of transforming K–12 education depends on the commitment of educators and district leaders who believe in the power of equitable access to computer science and AI education.

K–12 education stands at a pivotal moment.

On April 23, 2025, President Trump signed an executive order emphasizing AI and Computer Science in education. Two key directives include:

1. Providing professional development for all educators to integrate AI fundamentals across subject areas.
2. Preparing educators to teach foundational computer science and AI in both stand-alone courses and across the curriculum.

Just weeks later, on May 6, I joined hundreds of fellow CEOs in signing the Open Letter from CSforALL and Code.org, advocating for expanded access to K–12 computer science and AI education.

The letter draws on research showing:



*One high school computer science course can increase a student's future wages by 8%, regardless of their career path or college attendance.*



*Requiring CS and AI in schools could unlock \$660 billion in economic opportunity, close wage gaps, and prepare students for the world they will inherit.*

Despite academic and economic uncertainty, the momentum behind computer science and AI education has never been stronger. People understand that technology-based critical thinking is not optional—it's essential.

Simply put, equipping students with these skills can:

- Improve academic performance in the short term
- Transform income potential in the long term

I look forward to the day, fifty years from now, when we look back and see how this movement uplifted millions of families—breaking cycles of generational poverty and building futures filled with opportunity.

Parker Gentry  
CEO, Skill Struck

