



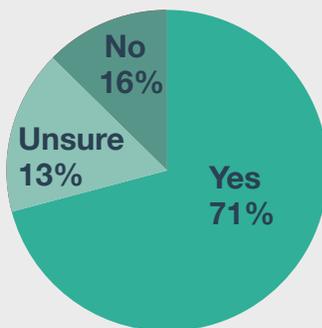
REACH

Executive Summary

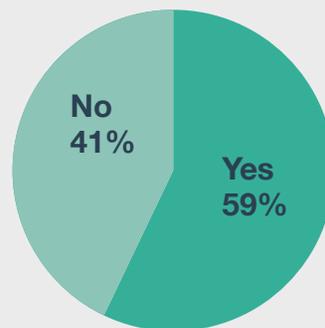
High School Within Reach

There is a lot that goes into REACH (short for High School within Reach) but the concept is simple: inspire ninth graders with the *hows* and *whys* of high school—and then give them a scholarship when they go. REACH middle schools are among the poorest in Mexico and have some of the highest dropout rates.

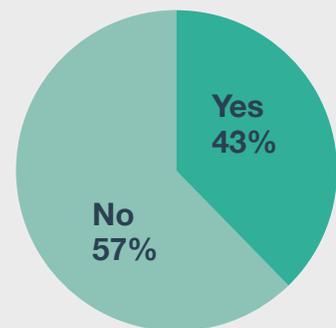
Percentage of ninth graders who:



Want to go to high school



Know where their high school is



Enroll in high school

Our field data indicates that although 71% of ninth graders want to go to high school, only 43% of them end up going. Many do not go simply because they do not have basic information about how to enroll and attend. For example, at the beginning of the school year, 41% of ninth graders did not know where their nearest high school was. Because most of our students live in remote, isolated villages and do not have any family or neighbors who have been to high school, REACH is designed to be their mentor-in-a-box.

The REACH Program

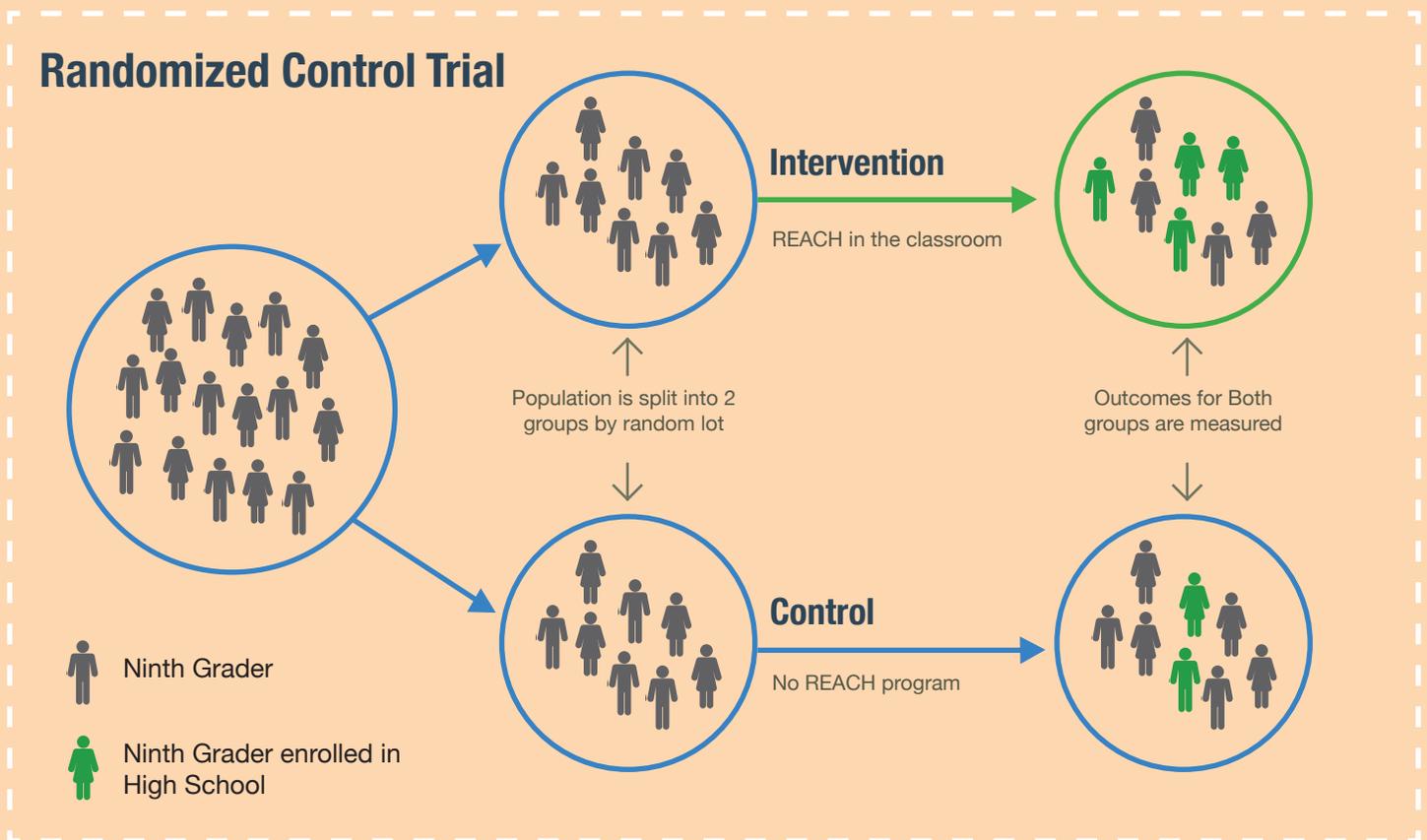
Here are the details of how REACH works. The basic concept is simple: REACH inspires ninth graders with the *hows* and *whys* of High School and then we give them a scholarship when they go.



Testing REACH's Effect

If it is not measured, it is not impact; and if it is not impact, it merits no investment. Evaluation is difficult to do well; few do it, and even fewer do it well. We do it well. Just as you would not take a drug that had not been clinically tested, we will not scale a program that has not been rigorously proven. We test our programs to prove impact and your return on investment.

We randomize to measure impact. We randomly assign groups to participate or not participate in our program in what the experts call a randomized control trial (RCT). This provides us with a control group against which we can compare results. The control group allows us to determine whether we had an impact because we can exclude the effects of other things that are difficult to see, like a student's innate talent or drive. All evaluation has flaws, and an RCT is no exception. However, an RCT, when done correctly, is less prone to error than most other methods.



REACH's Evaluation Design

REACH 1.0 Program Design			
	Treatment	Control	Total
Number of Schools	89	28	117
Number of Students	2,555	803	3,358

REACH 1.0

2013-2014

REACH 1.0 sent 170 ninth graders to high school who otherwise would have dropped out of school. The program cost \$90 per student.

REACH 2.0 Program Design			
	Treatment	Control	Total
Number of Schools	200	106	306
Number of Students	6,940	3,710	10,650

REACH 2.0

2014-2015

REACH 2.0 sent 233 ninth graders to high school who otherwise would have dropped out of school. The program costs \$46 per student.

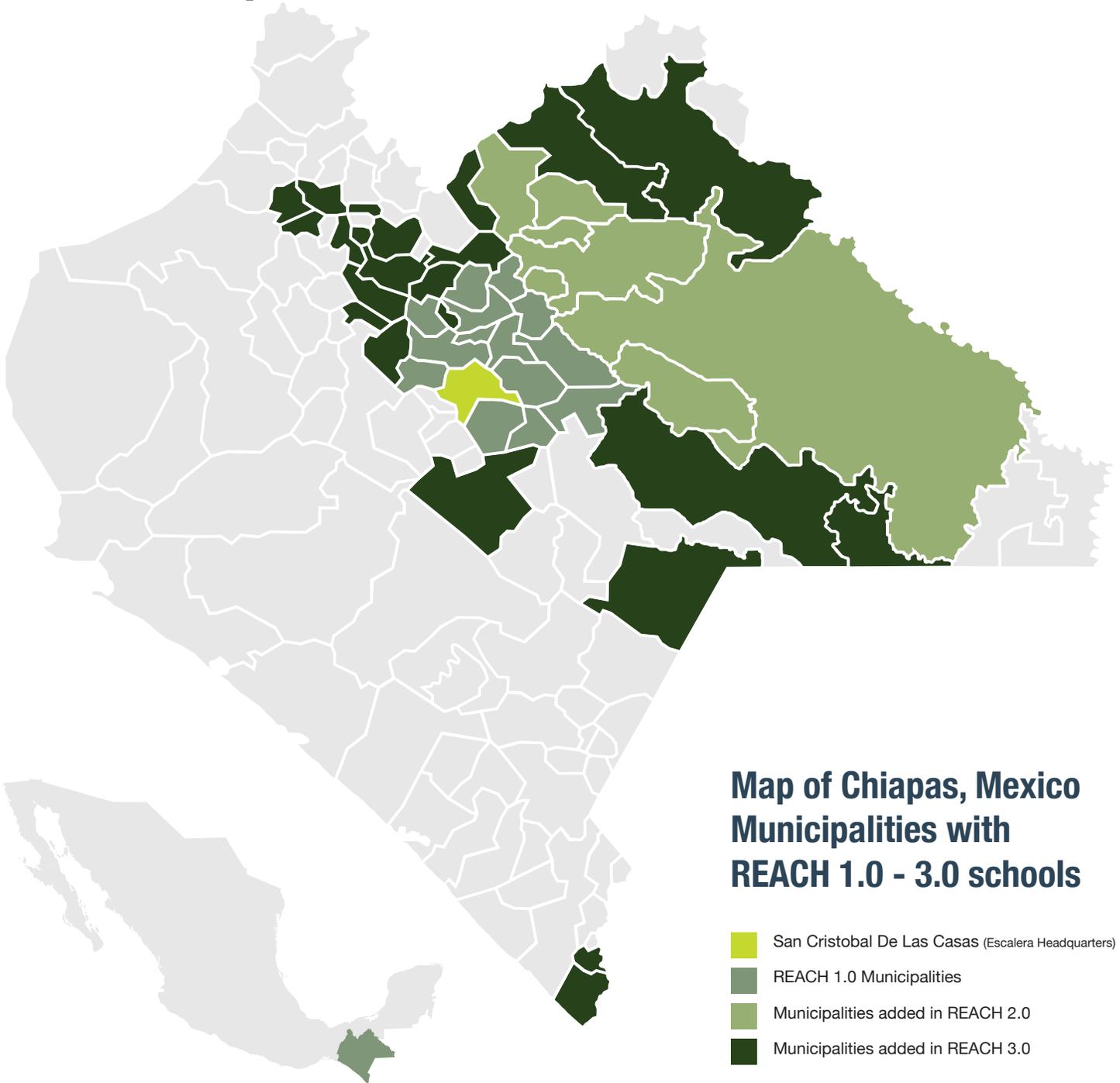
REACH 3.0 Program Design			
	Treatment	Control	Total
Number of Schools	331	97	428
Number of Students	14,887	2,910	17,797

REACH 3.0

2015-2016

Confirmation of REACH 3.0 results are expected in February 2017. We hope to send more than 745 students to high school who would otherwise have dropped out. The program cost \$39 per student.

REACH Map

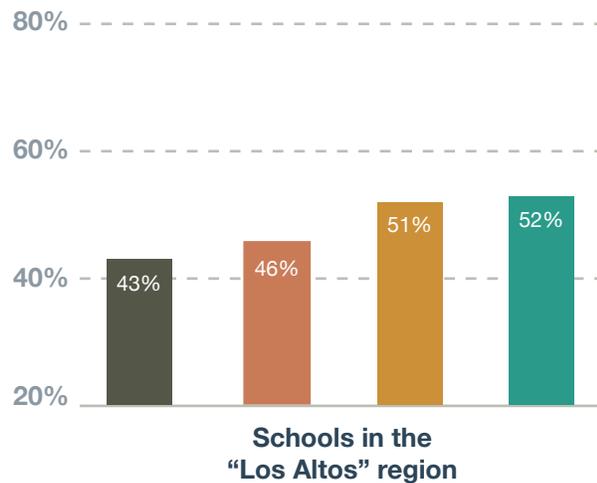


REACH's Results

Test Groups:

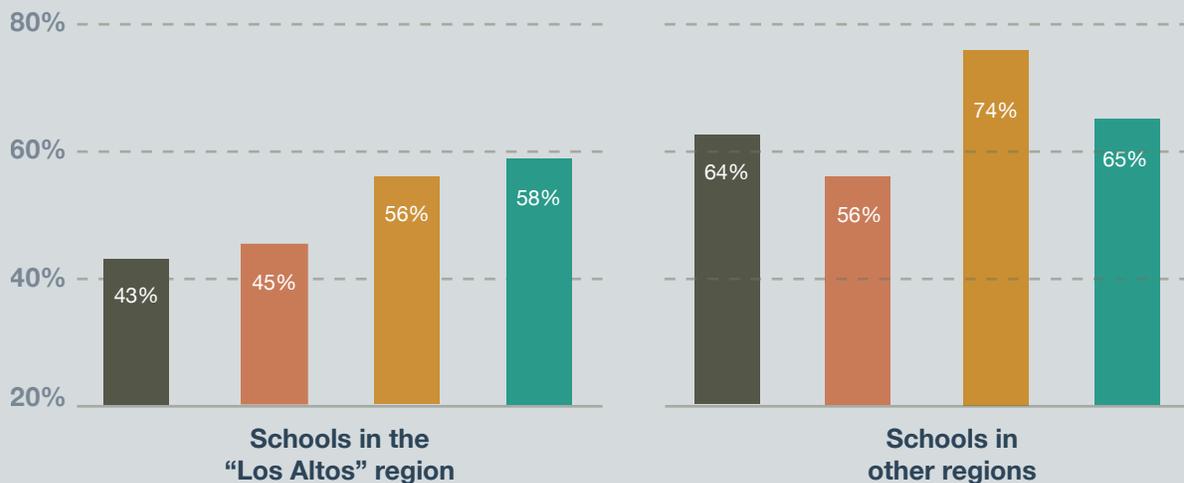
- No Program**
control schools do not receive anything
- REACH**
schools receive workbooks, role model videos and teacher training
- Scholarship**
schools receive high school scholarship vouchers
- REACH+Scholarship**
schools receive workbooks, role model videos, teacher training and high school scholarship vouchers

High School Enrollment Rates REACH 1.0 (2013-2014)



REACH 1.0 high school enrollment rates by treatment group. In schools without REACH, also known as control schools, an average of only 43% of ninth graders continued on to high school. REACH improved this rate in all three treatment groups: in schools with the REACH materials, 47% of students enrolled in high school; in schools with just the scholarships, 51% enrolled in high school; and in schools with both the REACH materials and scholarships, 52% enrolled in high school.

High School Enrollment Rates REACH 2.0 (2014-2015)



REACH 2.0 "Los Altos" region high school enrollment rates by treatment group. These are the same schools that participated in REACH 1.0. High school enrollment rates in these schools—now in their second year of the program—continued to improve. For example, whereas only 43% of students in schools without REACH enrolled in high school, 58% of students in schools with REACH and scholarships enrolled in high school (52% had done so in the previous year).

REACH 2.0 high school enrollment rates in new regions. These schools were new to REACH 2.0 and had higher enrollment rates than similar schools in the Los Altos region. Specifically, 64% of ninth graders enroll in high school in these regions whereas only 43% of ninth graders enroll in high school in the Los Altos region. These new schools saw a statistically significant improvement in high school enrollment rates only in scholarship schools where 74% of students enrolled.

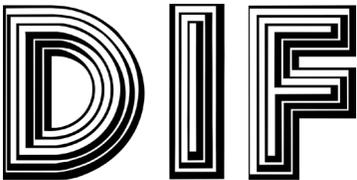
*REACH 3.0 results are expected in February 2017.

Pay for Success Model



Population Served

Ninth graders in hundreds of middle schools in Chiapas



Payor

DIF pays Escalera up to \$200 USD for each student successfully sent to high school because of REACH



Service Provider

Escalera Implements REACH in middle schools in Chiapas



microanalitica LLC

Third Party Evaluator

Microanalitica uses Escalera's RCT data to verify the number of students who enrolled in high school because of REACH

Read their [REACH 1.0 report here](#) and REACH 2.0 report here.

school changes everything

www.escalera.org

info@escalera.org

273 N East Capitol Street
Salt Lake City, Utah, 84103 USA

Sostenes Esponda #11-B int.#1 Barrio Santa Lucia,
San Cristóbal de las Casas, Chiapas, Mexico C.P. 29250
Tel: +52 (967) 631 46 19

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