# A MARKCUBAN FOUNDATION IMPACT REPORT





### The Mark Cuban Foundation Mission and Solution

There is a growing inequity in access and expertise of AI education in high schools. While generalized computer science has become increasingly available, AI education in high school is not yet included in any national standard for instruction. As expected, certain groups are more vulnerable to the digital divide of who receives AI tools, resources, and ethical instruction and who is barred from using modern technologies.

Consequently, AI and education researchers have called for designing better learning experiences that foster AI literacy to empower all students to be critical consumers of AI technology.\* At the same time, incorporating AI in K-12 education offers young learners the opportunity to see themselves as the future builders of AI.

Founded by Mark Cuban in 2019, the Al Bootcamp Program has hosted no-cost camps for students across the US. **The Foundation's goal is to inspire young people with emerging technology so that they can create more equitable futures for themselves and their communities.** With no prior experience or knowledge required, any 9th - 12th grader is eligible to apply to one of our Intro to Al Bootcamps to learn Al concepts and skills.

The Mark Cuban Foundation provides the bootcamp's curriculum, materials, recruits local students, oversees camp logistics and works with host companies to secure volunteers and mentors in order to bring a fantastic camp experience to our underserved students.



"I learned a lot about AI. Literally everything I did was new to me, and I feel like I know so much more about it, and my view on AI has changed."

-2024 Bootcamp Student

# The Student Experience

New for 2024, student chose from specific tracks to explore Al in their areas of interest, leading to the development of a capstone project featuring Al in these topics: Healthcare, Sports Science, Arts & Entertainment, Business and Entrepreneurship, Computer Science (technical track), Education and Career Readiness (general track). The Computer Science track is for students with some previous programming experience who want more technical aspects of Al learning. Other tracks do not require any previous experience. The Mark Cuban Foundation has designed a low-floor, high-ceiling curriculum with several paths and opportunities for exploration within each student's abilities.

Mentoring is a key component of our program and this year, mentors were provided with a card deck of conversation starters to support productive discussion at lunch. With questions ranging from AI Ethics to the hidden aspects of corporate culture, these were a wonderful way to spark engaging conversations.

This year, students competed with their host site to win an online scavenger hunt of AI missions ranging from creating digital art to taking photos of their team with the company's sign. This culminated in an awards presentation on the final day, directly following capstone presentations. An updated, systematic capstone process plus engaging materials and a new BootcampTV system meant that students were engaged through every minute of camp.





The CS track winner combined all photos submitted at bootcamp to make the top image. The Business track winner highlighted the importance of AI in finance and captures the camp experience in this candid photo.



#### **AI TOPICS AT BOOTCAMP FOR ALL STUDENTS**

- Intro to Al
- Machine Learning, Data and Ethics
- Computer Vision
  with Pose Analysis
- LLMs and Semantic Analysis
- Image Generation
- Al Audio and Video
- Career Exploration and Mentoring
- Capstone Project: Solving Problems with Al
- Entrepreneurship

# STUDENT DEMOGRAPHICS

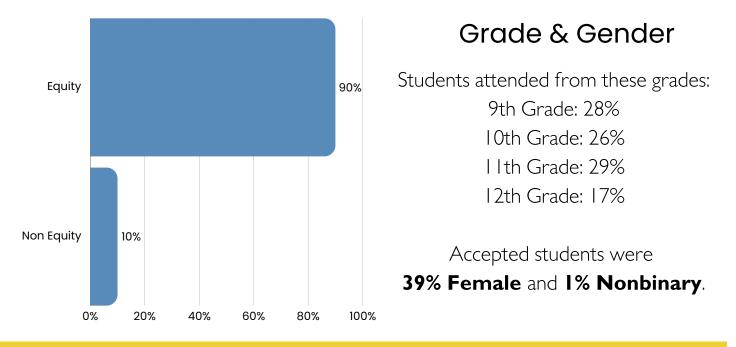
**First Generation College** 

# NATIONWIDE

Low-to-Moderate Income

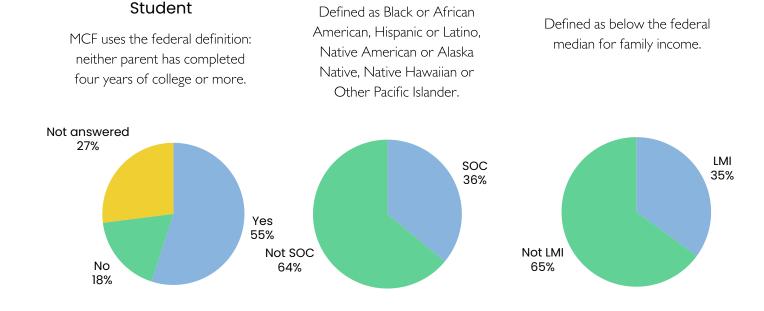
Accepted Students 703 as of 10/18/2024. 631 students attended Bootcamp.

#### Equity Criteria Met for Accepted Students



Students meeting our equity criteria fall into at least one of four target demographics: student of color, identify as a non-male gender, come from a low to moderate income household, and are likely to become a first generation college student.

Student of Color



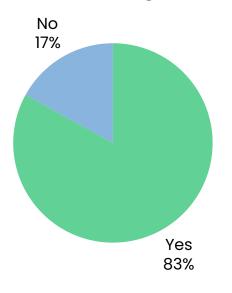
# STUDENT OUTCOMES

# NATIONWIDE

This site-specific data is derived from the student responses to the post-survey.

#### Net Promoter Score: 27

"Are you interested in pursuing a career involving Al technologies?"



# Intent to turn capstone project into a real business idea:

Bootcamp participants are excited to continue working on their capstone project ideas with **45%** indicating that they intend to turn their ideas into a real business. **11%** of students indicated that they already have a plan to move their business idea forward. This year, students had the opportunity to select the curricular track that most interested them. **Nationwide**, here's what students selected:

- Computer Science 34%
- Business & Entrepreneurship 25%
- Healthcare 18%
- Sports Science 12%
- Arts & Entertainment -11%
- Education & Career Readiness 1% Each site **only** ran the tracks selected by students.



**IMPACT REPORT 2024** 

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MARK CUBAN FOUNDATION AI BOOTCAMPS

Sofia Cardevila

# TESTIMONIALS

#### COMPUTER VISION WITH POSE ANALYSIS

MACHINE LEARNING, DATA

152121

TPO TO ARTI

AND ETHICS

"My favorite parts of the AI bootcamp experience was listening to everyone's capstone presentations and seeing what their ideas and creations were. I also liked how the websites and features we experimented with during the first half of the day were directly involved in our final project." – Simar Mutti

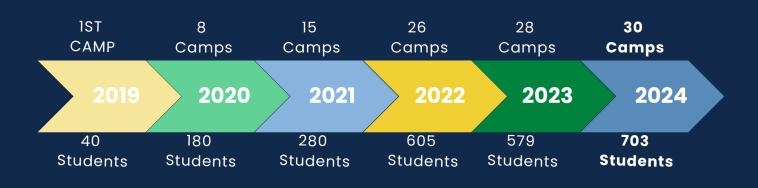
"My favorite parts of the AI boot camp experience were getting to meet new people and the guest speakers. I loved getting to know my fellow peers and inspiring mentors and sharing our experiences and future endeavors. The guest speakers allowed me to believe in myself with their stories of success."– Anathi Mudunuri

MARDE

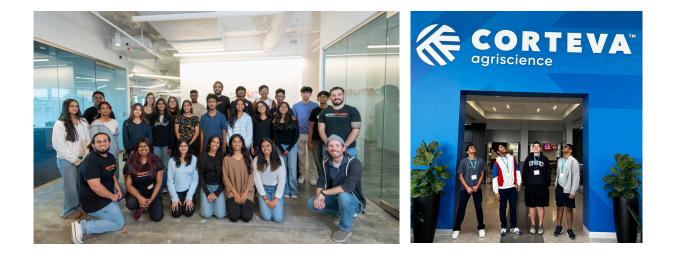
"I enjoyed listening to the guest speakers. They all brought new and unique perspectives, and they gave advice that I will never forget and will continue to carry with me. It was amazing to socialize with those around me who are interested in the same things as I am. It was a really welcoming experience. I loved the sponsors and volunteers who helped out. It was amazing to hear from them." – Julia <u>Aiken</u>

> HEALTHCARE / SPORTS SCIENCE / COMPUTER SCIENCE RTS & ENTERTAINMENT / BUSINESS AND ENTREPRENEURSHIP , EDUCATION AND CAREER READINESS

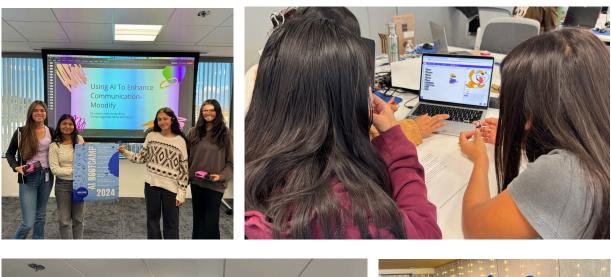
# **BOOTCAMP GROWTH**







"My favorite part was being surrounded by people that shared the same interests as me. Another experience that I had enjoyed was the helpful and kind mentors and staff that were running the Boot Camp. I loved the activities that we did because they were collaborative, fun, and engaging." – Milo Kiyabu







Thank you for partnering with the Mark Cuban Foundation to bring AI education to high school students in your area. We know that early exposure to AI broadens students' horizons. With your help, they were able to experience a professional environment, often for the first time, and build networks with mentors who can guide them beyond the classroom. This exposure demystifies the corporate world and opens doors to future internships, scholarships, and career opportunities. Thank you for your partnership. We couldn't do it without you!

-Mark Cuban