



DECISION
EDUCATION
FOUNDATION

Better Decisions - Better Lives

ANNUAL REPORT 2010



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Chairman's Message

DEF is celebrating its tenth anniversary in the fall of 2011. We will be entering our second decade under the leadership of Dave Lenowitz, who joined DEF as executive director in May 2010.

Dave is an experienced executive who has led organizations in finance, management, and information technology. Even before assuming his current position with the foundation, he was active on the DEF Advisory Council, where he was instrumental in guiding the redevelopment of our website and a key contributor during our 2010 strategy review. We're especially benefitting from his knowledge and experience in IT management, as we chart a new course in the world of CyberLearning.

During 2010, we focused on two key initiatives: effective evaluation of the impact of teaching decision skills, and the development of an online course targeted at upper middle school/early high school youth. We have excellent results to report with regard to the evaluation project; the online project continues to progress toward the release of an initial test version in late spring.

Once again, our annual audit was completely clean. We continue to face significant challenges in attracting additional major donors in order to diversify our financial support. In more general terms, the overall economic climate has meant a difficult year for nonprofits across the board, as was the case in 2009.

We appreciate the ongoing support and interest of those who endorse our mission--to improve the lives of young people by empowering them with effective decision skills. Our thanks to all of you.

Sincerely,



Carl S. Spetzler
Chairman



The Year in Review



In addition to the appointment of Dave Lenowitz as executive director, DEF welcomed several new members to its Advisory Council: Ron Biscardi, Managing Director, Context Capital Partners; Jared Curhan, Ford International Career Development Professor and Associate Professor of Organization Studies, MIT Sloan School of Management; and Sandra Navidi, Director of Research Strategies, Roubini Global Economics, LLC. In March, the foundation also hired a new development manager, Jane Maxfield.

As indicated by our chairman, during 2010, DEF focused primarily on two key initiatives: development of the online program and the evaluation project at Thurston High School in Springfield, Oregon. We continue to develop material for the online course, with a target launch date later this spring.

The year was challenging from several perspectives—continuing fundraising difficulties shared by nonprofits across the board, and for DEF, an additional challenge in the area of human resources, following the departure of three staff members: Laurie Mandel, managing director; John Frazier, program director; and Tony DeMello, graphics specialist.

The yearlong Thurston project, our first statistically rigorous study, was designed to evaluate the impact of integrating decision education into traditional coursework. Working with five Thurston history teachers and randomized groups of 10th grade US history students, we determined that students do indeed benefit from DEF decision-making skills training, as measured by two nationally recognized assessment instruments: the National Assessment of Educational Progress (NAEP) US History Content Knowledge Test, and the Decision-Making Competence (DMC) Index developed by Bruin de Bruin, Parker and Fischhoff.

In other activities, summer 2010 marked the completion of the Summer Educator Workshop Series at Stanford, with the debut of the fourth and final workshop: *Decision Quality for Educators: Part II*. Both the new workshop and the introductory course, *Decision Quality for Educators*, also presented during the weeklong workshop, received high scores in terms of content, activities, and relevance to classroom needs. With the introduction of the advanced course, the educator workshop series now includes four courses:

- *Decision Quality for Educators*
- *Decision Quality for Educators: Part II*
- *Teaching Decision Skills in Humanities*
- *Improving Advisory and Counseling with Decision Quality*

Additional summer activities included:

- A three-hour workshop, “Empowering Students for Better Decision Making,” presented at the 2010 KIPP* School Summit in Las Vegas. (*Knowledge is Power Program)

- Continuing work with four Iowa schools participating in the federal funded KC STAAR* initiative. (*Keokuk County Schools Tactics for Alcohol Abuse Reduction)
- A presentation on Decision Quality Fundamentals at the National Teen Success Stakeholders Conference in Burlingame, CA. The meeting was sponsored by Planned Parenthood Mar Monte, an affiliate of the Planned Parenthood Federation of America.

In October, DEF presented a pilot session of its College Choice program to a group of approximately 50 college-bound students and their parents in Plymouth Meeting, Pennsylvania, using an approach that focused on how to arrive at the highest quality decision about where to apply and once accepted, where to attend, in contrast to the more traditional focus of college advisory programs, which focus on gathering general information about colleges. We're currently studying the feasibility of additional seminars for similar groups.



Looking Ahead ...

With limited resources, DEF continues to devote the majority of its efforts to the online initiative, working with young people in focus groups, experienced educators, e-learning developers, and decision skills experts from staff, board, and advisory council. We believe that the Internet will provide the greatest opportunity to scale our efforts and reach large numbers of young people in an efficient, cost-effective manner.

Our goal is to complete an alpha version of the program, based on the widely-used Moodle Learning Management System (LMS) by mid-year, and to test-run this version with a selected group of students, who will be invited to be members of a student advisory council. We have identified several target candidate schools for this initiative.

With learnings gained during the initial launch, the online course will be modified and enhanced, followed by the introduction of a second edition in the fall timeframe. Concurrently, we are exploring partnership opportunities for marketing and distributing the online product, with the objective of scaling as quickly as possible. For this, the experience and resources of an established player in the field of e-learning would serve to complement the knowledge and expertise of DEF.

At the same time, we plan to continue teacher training workshops where demand is present, and to design additional standalone modules on the model of the College Decision program, once the level of demand is confirmed. The foundation is also seeking additional opportunities for both qualitative and quantitative evaluation of its programs, working with existing partner schools to fund and manage these efforts.

Our current fundraising efforts are focused on raising visibility for DEF, with the goal of building a community of supporters at the level of individual schools and parents, in preparation for a broader fundraising effort following rollout of the online program.



2001-2010: The First 10 Years Selected Milestones

2001 DEF is founded as a California 501(c)(3) Nonprofit Corporation.

2002 In partnership with the Markkula Center at Santa Clara University, DEF provides curriculum and teacher training for a literacy program serving more than 100 court and community schools in the San Francisco Bay Area.

DEF introduces a decision skills curriculum to a high-tech high school in Philadelphia.

2003 DEF holds its first summer institute, an 80-hour workshop for high school math teachers.

Mastery Charter High School in Philadelphia incorporates decision skills as a fundamental component of its freshman seminar, required for all entering students.

2004 Summer institute for 50 high school math and humanities teachers marks the start of the whole school integration effort.

The Haverford School, Haverford, Pennsylvania, becomes DEF's first independent partner school.

2005 DEF produces a video designed to introduce teachers, administrators, and program directors to the fundamentals of decision making.

A 40-hour teacher training workshop is developed. Two of the new workshops are delivered (at Stanford and in Philadelphia).

2006 Summer workshop program grows to four 40-hour workshops presented to partner organizations, training 40 teachers and 20 student mentors.

DEF expands curriculum development to include decision skills training in conjunction with language arts instruction in Grades 9-12.

2007 Working closely with DEF advisors, two schools in the Omaha Nebraska Public School District become the first magnet schools in the U.S. with decision science as a focus. The innovative curriculum and projects resulting from the DEF/OPSD partnership are later featured in *Edutopia Magazine*.

Decision Quality for Educators, DEF's basic curriculum package for teaching decision skills, is introduced at a Stanford summer workshop, held in collaboration with the Stanford Center for Professional Development.

DEF completes the development and packaging of a language arts - English curriculum for Grades 9-12 plus a prototype model for incorporating decision skills into United States history for

high school students.

Number of teachers trained by DEF passes the 1,000 mark.

2008 *Teaching Decision Skills in Humanities* is added to the basics course and introduced at the Stanford summer workshop.

2009 *Improving Advisory and Counseling with Decision Quality* is introduced at Stanford. First formal summer workshop is held in the Philadelphia area.

2010 Yearlong evaluation study at Thurston High School, Springfield, Oregon, is completed. Results indicate that students benefit from DEF decision skills training. Advanced level of *Decision Quality for Educators* is introduced.

**Financial Statements (unaudited)
January 1, 2010 – December 31, 2010***

Income Statement

	Jan - Dec 10
Ordinary Income/Expense	
Income	
Contributions Received	976,885.07
Consulting Revenue	10,500.00
Publication Revenue	685.11
Course Tuition and Fees	24,662.50
Other Income/Expense	-182.12
Total Income	1,012,550.56
Gross Profit	1,012,550.56
Expense	
Program Expense	123,804.82
Employee Expense	690,044.79
Contractor Fees	108,636.85
Office Expense	43,915.52
Depreciation of Fixed Assets	901.96
Total Expense	967,303.94
Change in Net Assets	45,246.62

* Numbers are presented on the tax basis and are unaudited.

Balance Sheet

Dec 31, 10

ASSETS

Current Assets

Checking/Savings

B of A Checking 91,002.53

B of A Payroll 29,186.33

E*Trade Sweep Deposit 460.85

Fidelity Core Account 3,688.82

Total Checking/Savings 124,338.53

Accounts Receivable

Accounts Receivable 3,668.64

Pledges Receivable 177,397.08

Total Accounts Receivable 181,065.72

Other Current Assets

Prepaid Expense 8,737.70

Prepaid Medical Insurance 3,261.00

Prepaid Dental Insurance 287.00

Liquid Investments 86,211.94

Total Other Current Assets 98,497.64

Total Current Assets 403,901.89

Fixed Assets

Equipment at Cost 6,367.85

Accumulated Depreciation -5,040.75

Total Fixed Assets 1,327.10

Other Assets

Other Assets 1,691.67

Total Other Assets 1,691.67

TOTAL ASSETS 406,920.66

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable 1,250.50

Total Accounts Payable 1,250.50

Other Current Liabilities

Payroll Liabilities 28,135.74

Sales Tax Liability 23.25

Total Other Current Liabilities 28,158.99

Total Current Liabilities 29,409.49

Total Liabilities 29,409.49

Equity

Retained Earnings 332,264.55

Net Income 45,246.62

Total Equity 377,511.17

TOTAL LIABILITIES & EQUITY 406,920.66

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Stanford University

David Heckerman
Microsoft Corporation

Carl S. Spetzler, Chairman
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Eric Horvitz
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Eric Brooks
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Jared Curhan
MIT/Stanford

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Ulu Ventures

Paul Schoemaker
Univ. of Pennsylvania

Angela Duckworth
Univ. of Pennsylvania

Robert Loew
Foothill HS, Pleasanton, CA

Sandy Wrobel
Applied Strategies



The Decision Education Foundation (DEF) is a 501(c)(3) California nonprofit corporation founded in 2001. In public and onsite workshops, DEF trains teachers, administrators, and mentors interested in making decision education a part of their programs. Currently, the foundation offers tailored curriculum material, available for download, designed to assist teachers in incorporating decision skills training into English, history, and counseling/advisory instructional settings.

In late 2011, DEF will launch an online decision skills workshop designed for direct delivery to students beginning in late middle and early high school.