

2014 IMPACT STUDY

of Eneza's Student SMS Tool

The following describes the **2014 Eneza Education Impact Study** for the Eneza **Student SMS Tool**. The treatment group included 90 Class 7 students from 2 different schools in Meru, Kenya. The control group consisted of 63 Class 7 students from 2 schools a few kilometers from the treatment schools. Teachers at these schools did not receive any training on the SMS product.

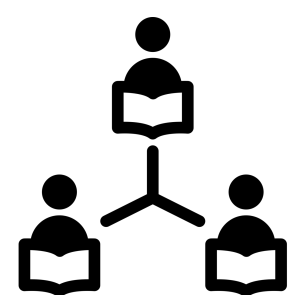
THE STUDY

153 STUDENTS PARTICIPATING **4** SCHOOLS IN MERU **7** MONTHS OF TREATMENT

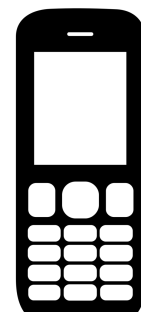
THE SCHOOLS

KARIENE	NYWERI	KIRIGARA	KIRIA
★ Treatment School 1 ★ 57 students	★ Treatment School 2 ★ 33 students	★ Control School 1 ★ 30 students	★ Control School 2 ★ 33 students

THE TREATMENT




Teachers are trained on the SMS system and are expected to motivate students




Students use Eneza Content: Quizzes, lessons, reports, Wikipedia, Ask a Teacher at the request of their teachers. (Eneza does **not** provide phones or training directly to the students.)

THE IMPACT



RESULTS ARE BASED ON **MOCK KCPE EXAMS*** GIVEN TO **ALL CLASS 7 STUDENTS** AT EACH SCHOOL
*Baseline given in March; endline in October



CONTROL GROUP CONSISTS OF ALL CLASS 7 STUDENTS AT KIRIGARA AND KIRIA. THEY DO **NOT** RECEIVE TREATMENT

KARIENE

↑ **7** POINTS MORE GROWTH THAN CONTROL

NYWERI

↑ **14** POINTS MORE GROWTH THAN CONTROL

KARIENE WENT FROM BEING RANKED **9TH** OF **15** TO BEING RANKED **SECOND** OF **15 SCHOOLS**.

OVERALL

↑ **9.5** POINTS MORE GROWTH THAN CONTROL



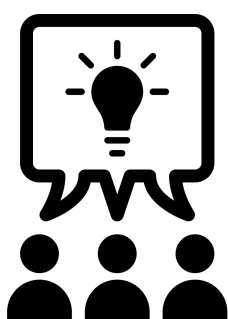
OUR STUDENTS GREW **22.7%**

WHAT THIS MEANS



TARGETING TEACHERS HAS A HUGE IMPACT

When **teachers** take ownership of the product, student marks increase by 22.7% with **minimal extra work** required.



THERE IS STILL ROOM FOR MORE IMPACT

We predict that when teachers have more control in the product, there will be even **greater** impact. Make room for Eneza's Teacher Product. Coming soon!

For more information about this impact study, please contact us.