

Moonshot Campus Initiative Details

Global educator and award-winning author, Esther Wojcicki, and Knack have partnered to create the Moonshot Campus Initiative. This program will provide a select cohort of 10 higher education institutions with three years of free unlimited peer tutoring for up to 5,000 Pell-eligible students.

Eligible Institutions

To qualify, institutions must meet all of the following criteria:

1. Located within the United States of America
2. Enrollment of 5,000 or more full-time undergraduate students
3. 10% of enrolled undergraduate students qualify for a Pell Grant

Exceptions may be granted on a case-by-case basis.

Selection Criteria

In evaluating eligible institutions for this initiative, Esther & Knack will consider the following selection criteria:

1. Percentage of Pell-Eligible Students (relative to full-time undergraduate enrollment)
2. Retention Rate for Pell-Eligible Students (as compared to other undergraduate students)
3. Graduation Rate for Pell-Eligible Students (as compared to other undergraduate students)
4. Current Level of Peer Tutoring Support (# courses covered, # hours delivered, # tutors)

Application deadline extended: All applications are now due by November 15, 2023. Applications are reviewed as they are received.

Program Pricing

In recognition for the selected institutions' commitment to bolstering student success, a specific number of free seats will be offered for Pell-eligible students on campus to reserve unlimited peer and professional tutoring at no cost. In order for these seats to be claimed, however, the institution must pay for all other students to receive unlimited free tutoring through Knack. For this program, Knack is offering a flat fee of \$15 PSPY for all paid seats (the typical range is \$15 to \$25).

The number of free seats granted will be determined by the following:

1. The number of Pell-eligible undergraduate students enrolled at the institution this year
2. The percentage of Pell-eligible students (relative to full-time undergraduate enrollment)

If the percentage of Pell-eligible students is less than 40% and the number of Pell-eligible undergraduate students is less than 5,000, the institution will receive free seats for every single Pell-eligible undergraduate student. If the percentage of Pell-eligible students is less than 40%, but the total number of Pell-eligible undergraduate students is greater than 5,000, the institution will receive 5,000 free seats. If the percentage of Pell-eligible students is greater than 40%, the institution will receive free seats for no more than 40% of total students under contract, so long as the number of free seats does not exceed 5,000.

Program Perks

In addition to special pricing, selected institutions will receive special perks beyond what is standard in Knack's offering to other campus partners. These perks may include, but are not limited to, invitation to participate in roundtable discussions led by Esther Wojcicki and Dr. George Kuh about holistic student success strategies, invitation to participate in a joint research project on the impact of peer tutoring across college students from different socioeconomic backgrounds, national press coverage about the selected institutions' commitment to student success, invitation to join Knack's Academic Advisory council to provide input on the company's product and overall direction, and more.

Frequently Asked Questions

What if my school is not selected? Can we still partner with Knack?

Yes. We encourage all applicants to consider bringing Knack to your campus, regardless of whether or not we are able to include you in the Moonshot Campus Initiative. Since there are only 10 spots in this program, most schools who apply will not be selected. That does not, in any way, mean that you cannot partner with Knack, nor does it mean that you can't apply again in the future if Knack is able to secure funding for additional cohorts.

What if my school gets selected? When would our program launch?

If your school is selected, your program will launch in January of 2024. In order to help facilitate this launch, you will be introduced to a dedicated Partner Success Manager, who will guide you through the process. Knack can move as fast as your team can, so it would be wise to give your IT department a heads up that you may need a few hours of their time to implement Knack. If you are being seriously considered for this opportunity, we will reach out with more guidance.

Why is this called the Moonshot Campus Initiative? What does that mean?

Esther Wojcicki is a big fan of the idea of Moonshots; the principle that we should tackle difficult challenges in an effort to push the world towards the future. In fact, she even wrote a book called Moonshots in Education with Lance Izumi. Since Knack exists to innovate on behalf of students and institutions, we couldn't think of a more fitting title for our most ambitious initiative in the history of the company.