the EAST mission

To provide a unique and relevant learning environment that challenges students to radically improve their personal, social and economic value to their community, region and nation.

—Allison Nicholas, Team Leader
College Recruiting and University Relations
Acxiom Corporation

the EAST conference

Each year, thousands of students from across the nation attend the national EAST conference to share and celebrate their accomplishments, network and learn new techniques and technologies. Colleges, universities and corporate sponsors exhibiting at the conference have access to some of the brightest and most promising students in the country. Each school erects a display booth and presents their program to a team of judges in a trade-show environment followed by a formal awards banquet.

"EAST is one of our most important pipeline programs for potential high school and college student talent."

—Allison Nicholas, Team Leader
College Recruiting and University Relations
Acxiom Corporation

EAST initiative

8201 Ranch Blvd., Suite B-1 | Little Rock AR 72223

education is different here

EAST initiative

Environmental and Spatial Technology
Despite the use of modern technology, EAST’s focus is not on the technology itself, but on the unique learning environment of the EAST classroom. Students are responsible for creating their own lesson plans. They choose their own projects based on the needs of their communities. This radically different approach to learning produces tremendous results. Students learn to learn—and develop valuable skills such as teamwork, problem solving, public speaking and more, making them better prepared for both college and the business world.

The EAST Initiative is a 501(c)(3) nonprofit organization headquartered in Little Rock, Arkansas. The Initiative provides oversight, training and support for the nationally recognized EAST model of education, which is practiced in schools across the nation. EAST began at Greenbrier High School in Arkansas in 1996. Founder Tim Stephenson was a second-career educator working with students in an alternative learning environment. His use of self-directed, project-based learning produced such spectacular results that Stephenson was asked to share his model with other schools. Seven states currently have active EAST programs, and it is estimated that over 70,000 students have experienced the EAST way of learning.

For more information on the EAST® model of education or the EAST® Initiative, go to www.EASTproject.org, call 501.371.5016 or email EASTinfo@EASTproject.org.