FEE Foundation *for* Economic Education

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MIDYEAR
UPDATE

FEE President Diogo Costa's First 100 Days

Program & Product Highlights

JANUARY—JUNE 2024

OUR FIRST 100 DAYS

After I joined FEE as president in March, we hit the ground running. Our first 100 days have laid the groundwork for FEE to achieve greater impact and scale. While views, shares, and likes are valuable, we've recognized the need to go deeper. Our Transformational Task Force drove this initial strategic effort to reimagine a FEE customer journey that can truly change lives.

We're shifting from a reach-centric model to one that guides young people from online content through publications, eBooks, newsletters, seminars, events, and ultimately, to our fellowships. This journey aims to put Gen Z on a path to champion a freer, more prosperous society.

To achieve this, we've realigned our strategy with our mission and the freedom philosophy, creating a clear roadmap for our priorities and actions. This collaborative effort involved the entire organization, resulting in a new strategy map that guides our decision-making.

We've restructured departments, addressed redundancies, and positioned ourselves to tackle new projects efficiently. Our portfolio review has allowed us to focus on strategic initiatives supported by meaningful metrics to assess our progress. This was by no means an easy or simple exercise, but a necessary one to deliver an increased return on your investment in our mission.

The new FEE is embracing innovation with AI-related projects, relaunching *The Freeman* brand digitally, and introducing new in-person seminars. By balancing reach with depth, we're maximizing our impact. FEE is evolving into a platform that doesn't just inform, but transforms the next generation of the liberty movement.

We promise to keep you apprised of our progress over the coming months, and we are grateful for your continued partnership and investment.

Diogo Costa

DIOGO COSTA
President

A MESSAGE *from* LARRY REED

"Nothing is ever so good that it can't become "new and improved" once again. I have every confidence that under the leadership of Diogo Costa, the FEE team is positioning the organization for impressive growth and success. Onward!"

LAWRENCE W. REED
President Emeritus

PROGRAM & PRODUCT HIGHLIGHTS
January—June 2024

FEE IN THE CLASSROOM delivered **144** seminars, achieving **10,152** student engagements across the U.S.

FEE TEACHER TRAINING delivered **131** professional development events to **1,463** teachers in **16** states.

FEE'S LEARNING CENTER provided free-market educational materials for **8,348** American high school teachers.

FEE FELLOWSHIPS including The Hazlitt Project, Cole Summers Fellowship, and Steve Horwitz Fellowship, trained **13** students in the ideas of liberty.

FEE EN ESPAÑOL delivered **101** seminars, achieving **14,745** student engagements in Latin America.

FEE EDITORIAL published **158** new articles on FEE.org, generating **2.1M** page views.

FEE STUDIOS published **137** videos across four video products (Common Sense Soapbox, The UnScene, Shinji's Hard Drive, and Undoctrination), garnering **3.5M** views.

FEE ONLINE CONTENT was engaged with more than **1.5M** times through social media, YouTube, and our website.

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the rising generation with the
ideas of liberty. We invite you
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