

ANNUAL REPORT

F R E S H
E D



with will brehm

2020

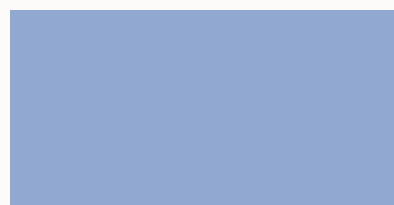


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WHO WE ARE

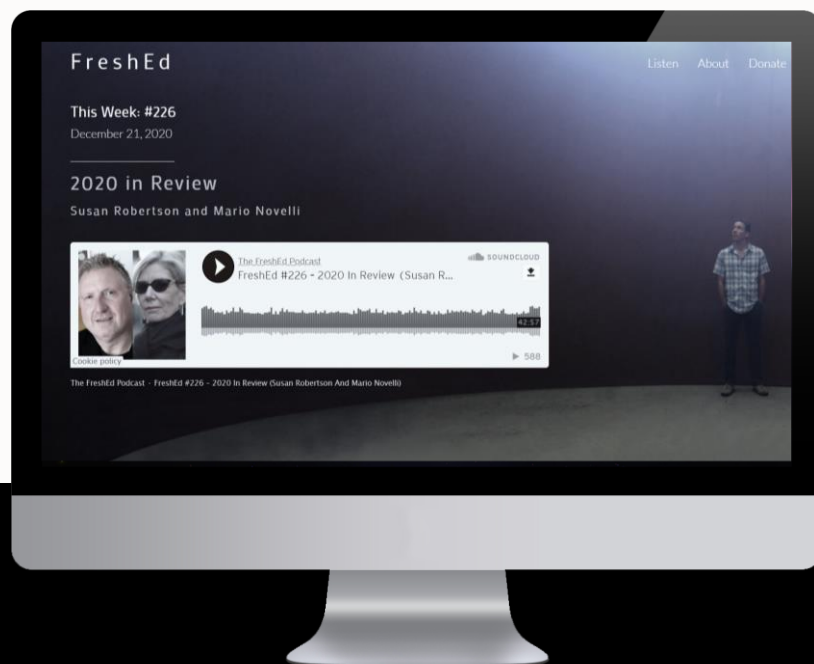
FreshEd, Inc. is a US 501(c)(3) organization that provides free educational content and resources online and disseminates educational and scientific research and ideas to the public.

Our Activity

FreshEd's main activity is a weekly podcast that takes ideas in educational research, which may initially seem impenetrable, and seeks to make them more accessible, unraveling their complexity through conversations with expert academics in the field.

Our Sponsorship

In 2020, financial support for FreshEd came from the Open Society Foundations, NORRAG, and a private donation.



A weekly podcast that makes complex ideas in educational research easily understood.

OUR TEAM

BOARD OF DIRECTORS



Will Brehm



Keita Takayama



Iveta Silova



Arathi Sriprakash



David Edwards



Yuto Kitamura

OUR TEAM

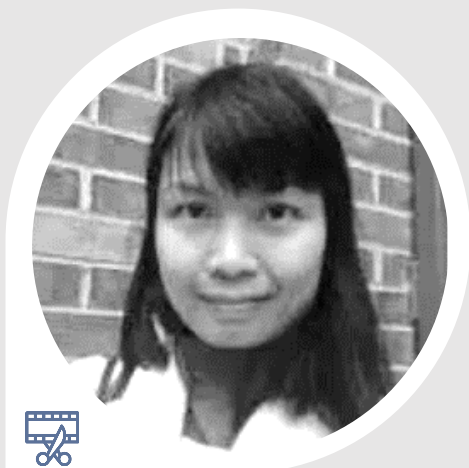
PRODUCTION TEAM



Will Brehm
Creator & host



Sherry Yang
Editor & xChina Manager



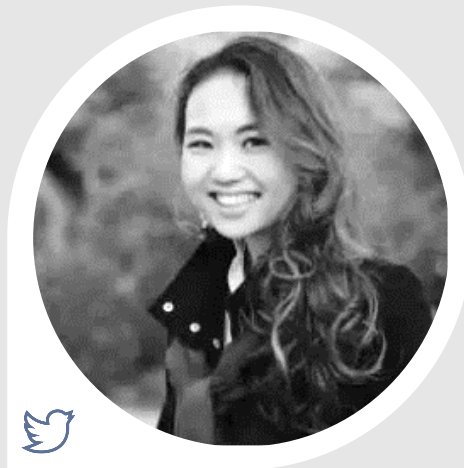
Hang Duong
Editor



Lushik Wahba
Editor



Fatih Aktas
Researcher



InJung Cho
Outreach Coordinator

OUR TEAM

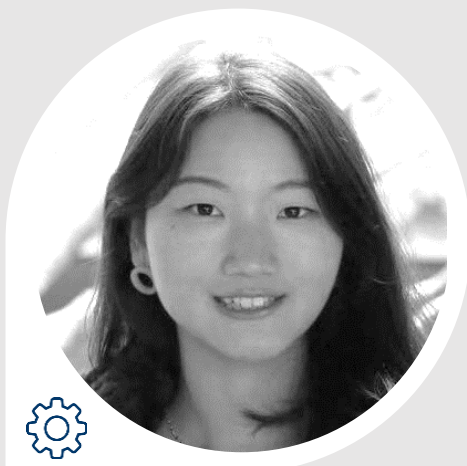
OPERATIONAL TEAM



Phyllis Kyei Mensah
Intern (Resource Development)



Anabella Afra Boateng
Intern (Administration)



Anya Lin
Intern (Editing & xChina)



Obafemi Ogunleye
Transcription Manager



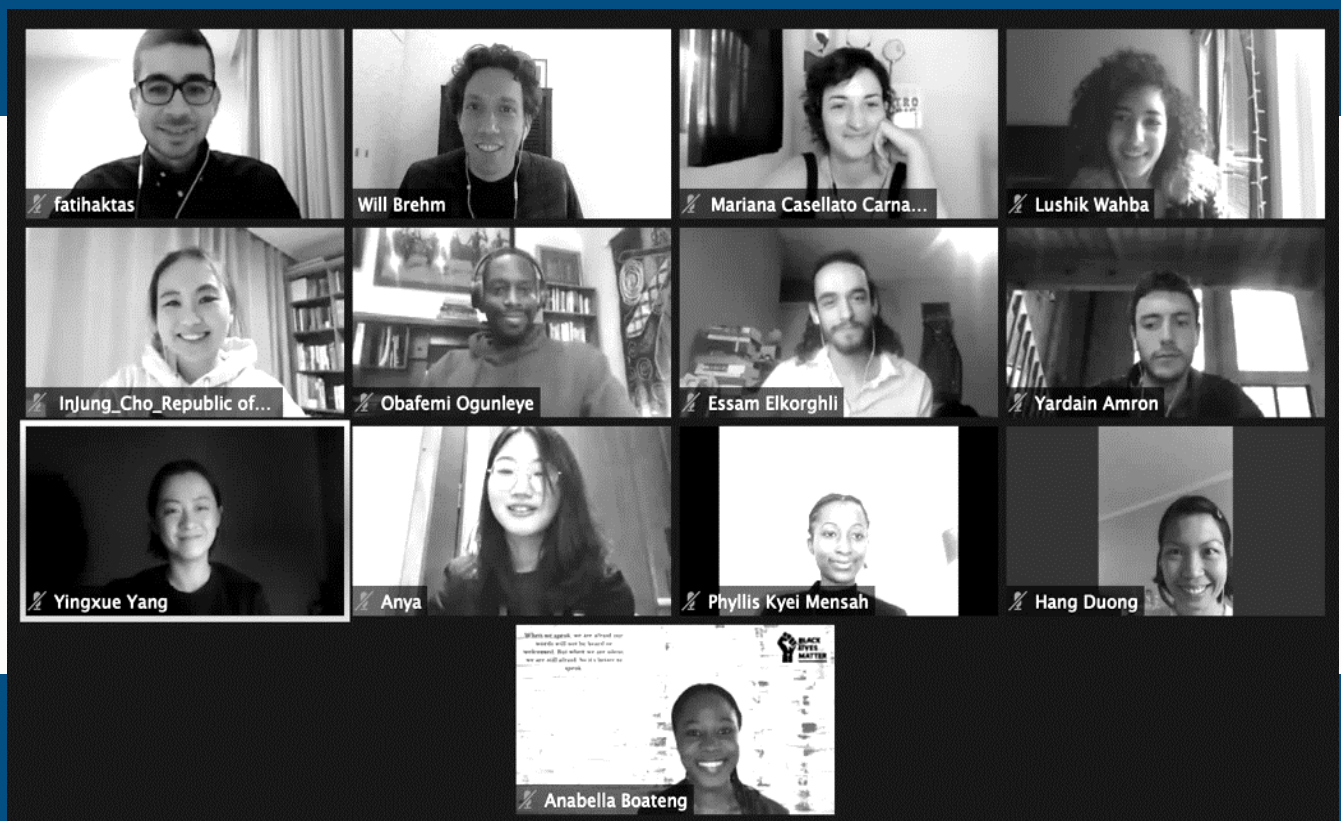
Johannah Fahey
Flux Executive Producer



Dian Jiang
xChina Translator

OUR ACTIVITIES

In early 2020, as the spread of COVID-19 accelerated to pandemic status, FreshEd had to cancel live events planned to take place during the Comparative and International Education Society (CIES) annual conference in Miami. The two live events included a conversation with Professor Arjun Appadurai on the theme “The Failures and Futures of Education” on March 24 and a breakfast discussion with him on March 25.



In response to the pandemic, FreshEd started a series on COVID-19 and education, promoted the use of the podcast in online learning, and created a new initiative called Flux. By the end of 2020, over 25 universities across the globe had incorporated FreshEd into their course content. Universities included (among others) Harvard University, University College London, Humbolt University, and the University of Hong Kong.

REACH



41 NEW EPISODES RELEASED

A special series was launched in response to COVID-19, airing 19 episodes addressing the pandemic. FreshEd received over 100,000 downloads across its collection from listeners in over 150 countries.



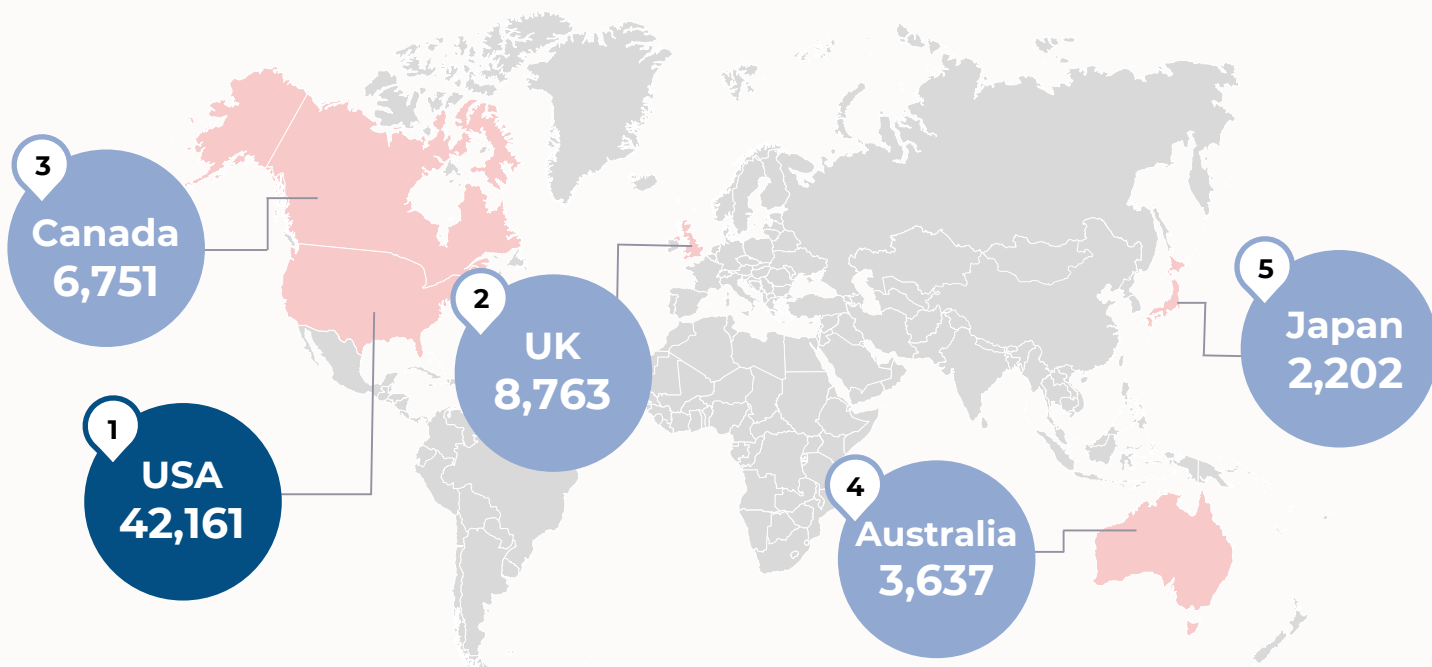
TOTAL LISTENS

104,785

Increase of 17,694 listens compared to last year

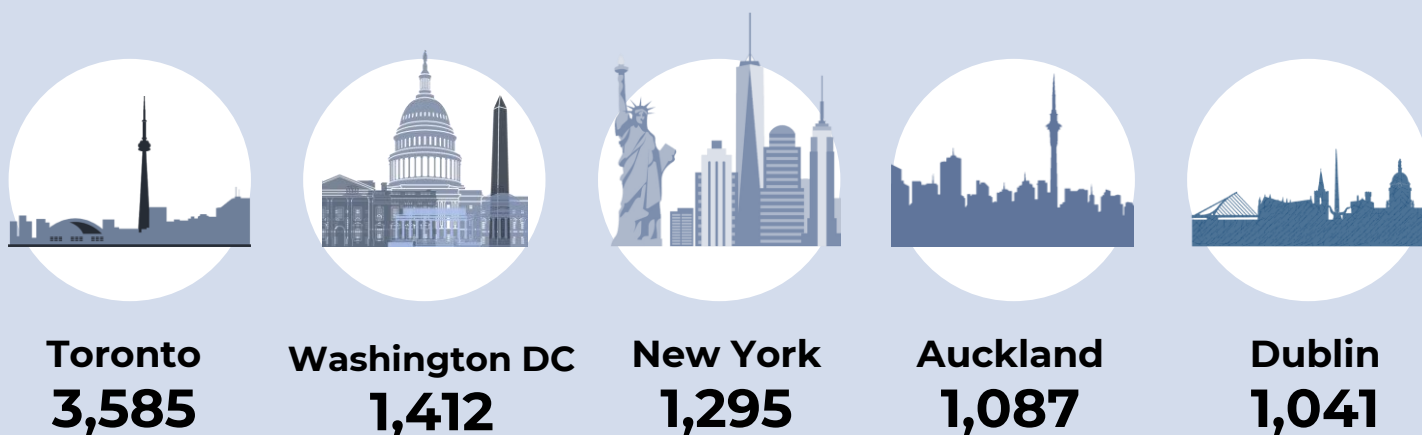
TOP FIVE COUNTRIES

of listens on SoundCloud



TOP FIVE CITIES

of listens on SoundCloud



TOP FIVE MOST LISTENED EPISODES

of listens on SoundCloud

TITLE	GUEST(S)	# LISTENS
COVID-19 as an opportunity for educational change	Yong Zhao	1,406
Sitting quietly in a room alone: The fight against COVID-19	Yaneer Bar-Yam	1,394
Globalization, failure & uncertainty during COVID-19	Arjun Appadurai	1,390
Less is more	Jason Hickel	1,381
Powerful knowledge	Michael Young	1,378

TOP EPISODES ON SOCIAL MEDIA



Ximalaya

Powerful Knowledge
Michael Young

69

Listens



Twitter

Education Development and the Future of Curriculum
Mmantsetsa Marope

4,241

Impressions
(219 engagements)



Facebook

Pedagogy during a Pandemic
Armand Doucet

133

Reached
(105 engagements)

Beyond the weekly podcast, FreshEd has two main initiatives: xChina and Flux. In addition, FreshEd also redesigned its website and translated selected episodes into French in 2020.

xCHINA

xChina is an initiative to bring the FreshEd podcast to listeners in China. The initiative has three projects: (1) hosting the FreshEd catalog on the main podcast platform in China; (2) translating English transcripts of select episodes into Mandarin; and (3) reaching out to Chinese listeners on social media.

FreshEd教育播客

In 2020, the entire FreshEd catalog (2015-2020) was posted on the Ximalaya platform under the name FreshEd教育播客. Ximalaya is the largest podcast platform in China. The xChina team then translated the introductions of each episode into Mandarin.



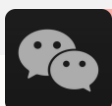
Translation Team

FreshEd works with Dian Jiang to translate the English transcripts of select episodes into Chinese. This year, Dian started an informal translation course, offered to high school students across China.

The course used 10 FreshEd episodes to teach the process of translation as well as to discuss larger issues of education mentioned in the episode. Four students enrolled in the course. Students were paid for their work transcribing and received a certificate for completing the course.

WeChat

FreshEd stayed connected and interacted with Chinese listeners through WeChat where updates on episodes, announcements, translation script, and introductions were shared.



72

Followers

343

Engaged on the top post

Translated

8

episodes

226

introductions

FLUX

Flux is a FreshEd initiative that supports graduate students from around the world to make multi-language, narrative style podcast episodes. Selected Fellows are free to explore their research ideas (in education broadly defined) in creatively complex ways.



**Flux expands
Fellow's
academic
horizons**

Flux provides fellows with an alternative to conventional means of research dissemination, and a wider audience. Through deep-dive storytelling, Flux introduces listeners to global perspectives on under-represented places, enabling new voices in education podcasting to be heard.



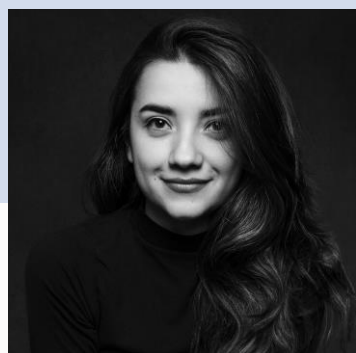
**For 2020, four
Fellows were
selected**

The selected fellows are: Daniela Hernandez Silva, Yardain Amron, Essam Elkorghli, Mariana Casellato. Their episodes will air in 2021.



**FreshEd thanks
the application
committee**

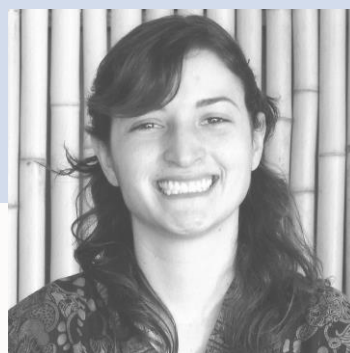
Keita Takayama, Brad Blitz, Lushik Wahba, and Johannah Fahey



**Daniela
Hernandez Silva**



**Yardain
Amron**



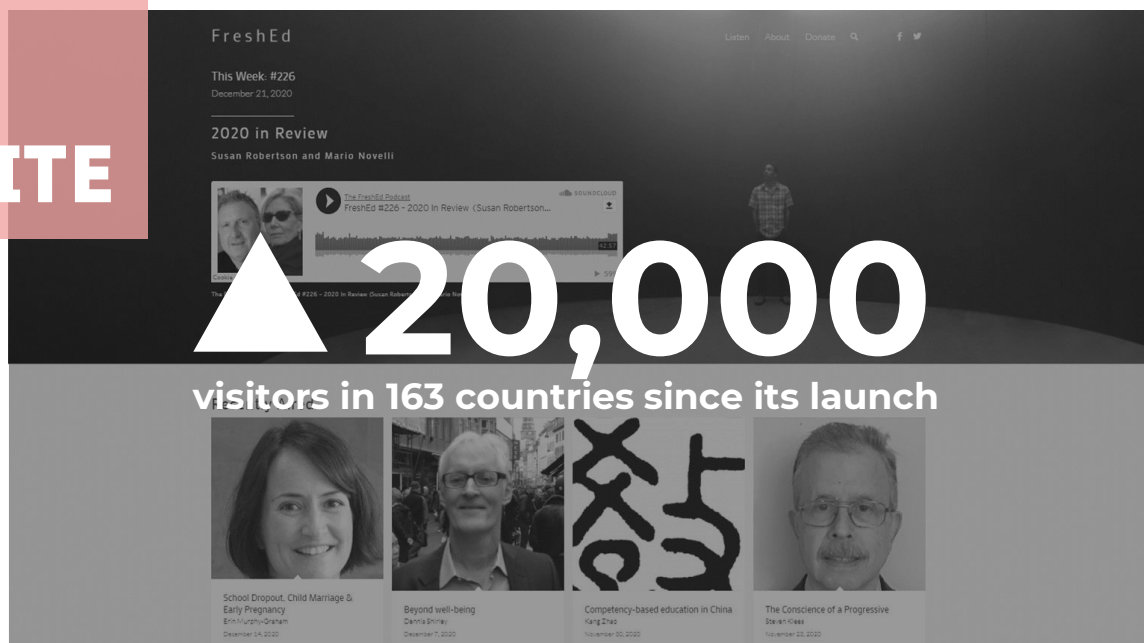
**Mariana
Casellato**



**Essam
Elkorghli**

OTHER ACTIVITIES

WEBSITE



FreshEd hired Nrvana Digital to redesign its website. The new site was launched August 2020. The new website has improved categories for searching the entire FreshEd catalog, including a new recommended feature.

RECOMMENDED

The recommended feature is where special guests hand-pick a selection of FreshEd episodes. The idea is to help create playlists for listeners that cut across categories. In 2020, four people made curated lists: Will Brehm, Arathi Sriprakash, Irving Epstein, and Matthew A.M. Thomas.



Globalization and Affect

by Irving Epstein

Ben and Susan Rhodes Professor of Peace and Social Justice
Illinois Wesleyan University

The intellectual journey I have most recently pursued focuses upon the use of affect theory as a tool for better comprehending comparative educational practices and policies. As this work has compelled me to refine my understanding of globalization processes, I have found three FreshEd speakers to have had a particularly significant influence upon my thinking. They include Jane Kenway, who shared her insights regarding the possibilities of engaging in multi-sited global ethnography, Raewyn Connell, who commented about Decolonization and Education, and Arjun Appadurai, who spoke about the nature of failure in the age of Covid-19.



May 11, 2020

Globalization, Failure & Uncertainty during COVID-19
Arjun Appadurai



August 1, 2016

Decolonizing Knowledge
Raewyn Connell



February 1, 2016

Multi-sited global ethnography
Jane Kenway



FRENCH TRANSLATION

NORRAG provided support to translate 10 episodes' transcripts into French.

Title	Speaker(s)
A perfect storm of inequality	Parfait Eloundou-Enyegue
Defining the field of comparative education?	Angela Little
The challenge of Fascism	Hnery Giroux
A Marxist critique of higher education	David Harvey
Should we copy Finland's education system?	Pasi Sahlberg
Portraying refugee education	Sarah Dryden-Peterson
Challenging the commonplace relationship between test scores and GDP	Hikaru Komatsu & Jeremy Rappleye
Colonial entanglements in comparative education	Arathi Sriprakash
Decolonizing knowledge	Raewyn Connell
The global education industry	Gita Steiner-Khamsi



#FRESHED200

On May 25th, the 200th episode of FreshEd was aired. The special episode provided a behind the scenes look at FreshEd, including the voices of the FreshEd production team and Board members.



OUR BUDGET

DESCRIPTION	AMOUNT
Salaries	\$47,263.00
Administration	\$3,900.41
Transcription	\$2,374.39
Translations	\$4,263.27
Web Design	\$8,779.75
Flux	\$5,312.71
Total	\$71,893.53

LOOKING AHEAD TO 2021



FreshEd will air four episodes by the Flux Fellows as well as launch the 2021 fellowship.



FreshEd will partner with the Brazilian Campaign for the Right to Education to launch a Portuguese version of FreshEd.



FreshEd will expand its xChina translation project to reach more students.



FreshEd will curate further resources for each episode.



FreshEd will diversify funding sources.



FreshEd will stay connected with listeners by actively announcing episodes, campaigns & related materials through social media (Twitter and Facebook) and will launch a newsletter.

CONTACT US



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