



Regional Educational Impact 2016-2017

WHRO directly impacts:

- Educators by providing ongoing, sustained, high-quality teacher training; leading edge, technology-based instructional resources; and opportunities for recognition.
- Students by providing leading-edge digital learning resources such as online courses, e-textbooks, and other on-demand learning objects; educationally relevant competitions; and opportunities for recognition.
- Adult Learners by providing a variety of workforce development and GED programs and services.
- Families by providing the highest quality children's programming and related online resources 24 hours per day, 7 days per week, as well as a variety of face-to-face, hands-on early childhood workshops for parents and caregivers.

In summary, WHRO educational efforts directly affect not only the schools' bottom lines, but also the quality of education for every single teacher, student, adult learner, and family in Hampton Roads. Exemplary educators and initiatives are regularly publicized on-air, on-line, and in-person.

Regional Financial Savings

WHRO Kids 24/7 Digital Television Channel 15.3 Operations	\$255,000.00
Other Family and Early Learner Services	239,680.00
Online Course Development and Updating	10,474,620.00
Video Course Development	1,710,000.00
Electronic Learning Management System Group Purchase and Operations	729,595.00
eMediaVA sm On-Demand Digital Content Distribution System Operations and Training	309,750.00
eMediaVA sm Digital Content Production and Acquisition	129,585.00
Other Local Educational Video Productions	124,535.00
Teacher Professional Development	59,400.00
Student Competitions	37,955.00
General PBS Programming	204,880.00
General NPR Programming	6,715.00
Local Educational Radio Productions	84,550.00
GRAND TOTAL	\$14,366,265.00

Overall Regional Return on Investment

Collectively, Hampton Roads schools received approximately \$22.45 return for every dollar invested in 2016-2017.

Non-Financial Benefits

Every year WHRO provides a variety of services in which thousands of teachers, students, and community members participate for which monetary benefits are difficult to determine, but the educational impact is evident, including:

- Producing and airing *The Virginian-Pilot Spelling Bee LIVE* on WHRO.
- Conducting the *PBS KIDS GO! Writers Contest*.
- Producing and airing *Education Now* interstitials, many in prime time, that highlight success stories across the region and address critical issues currently facing the educational community.
- Producing other live and taped segments of interest to educators and the community.
- Presenting at regional, statewide, and national educational conferences highlighting successful Hampton Roads educational programs.
- Serving on key statewide and national educational advisory groups.

Regional Cooperation and Leadership

Nineteen school divisions currently comprise Hampton Roads Educational Telecommunications Association, Inc. (HRETA), the parent corporation that owns the assets of WHRO. WHRO convenes more than 20 regional educational planning/leadership meetings each year, involving local School Board representatives, Superintendents, Key Instructional Leaders, and Technology staff.

Jennifer Parish, Poquoson City Schools Aaron Spence, Virginia Beach City Schools	Chair, Superintendent Advisory Council (SAC) Vice-Chair
James Roberts, Chesapeake Superintendent Jennifer Parish, Poquoson Superintendent Deran Whitney, Suffolk Superintendent	WHRO Board of Directors WHRO Board of Directors WHRO Board of Directors
Victoria Proffitt, Chesapeake City Schools James Beers, Williamsburg-James City County Schools	Chair, School Board Educational Advisory Committee (EAC) and WHRO Board of Directors Vice-Chair
Dean Schlaepfer, Portsmouth City Schools Brian Landers, Williamsburg-James City County Schools	Chair, Technology Advisory Committee (TAC) Vice-Chair

Classroom Resources for Students, Teachers, and Adult Learners

In February 2017, WHRO secured a \$3 million, 3-year gift from Hampton Roads community leader Jane Batten to launch an all-encompassing environmental education initiative for Pre-Kindergarten–12 students. Over the 3 years, the *Batten Environmental Education Initiative* will support the development of a wide range of educational products including online and video earth science courses, digital resources for teachers and students, a student-oriented video series, an interactive mobile student lab, and other learning opportunities for younger students.

Over 160,000 educators across Virginia accessed more than 140,000 searchable, SOL correlated digital learning objects through eMediaVAsm (www.emediava.org), the on-demand digital content delivery service that is wholly owned by the 19 school divisions that own WHRO. eMediaVA features the best purpose-built content from leading educational, cultural, and scientific organizations such as PBS, Colonial Williamsburg, NASA, the Smithsonian Museums, the National Archives, Virginia's public media stations, Old Dominion University, the Virginia Department of Education, the Norfolk Public Library, SAS Curriculum Pathways, NPR, the Science Museum of Virginia, the Valentine Richmond History Center, and many, many others. Available free-of-charge to every public, private and home school educator and their students in Virginia through a contract with the Virginia Department of Education (VDOE) and local philanthropic funding, eMediaVA is an integral component of the VDOE's long-term virtual learning strategy.

The WHRO Education Online Courses service has developed 24 online, textbook independent student courses including Algebra I; Algebra II/Trigonometry; Astronomy; Biology; Chemistry; Earth Science; Economics and Personal Finance; English 9, 10, 11, and 12; French I, Geometry; Health P/E 9; Health P/E 10; Math Analysis; Oceanography; Physics; Psychology, VA/U.S. History; U.S./Virginia Government; World Geography; and World History I and II. The courses are provided to the HRETA school divisions at no charge and made available statewide for a modest one-time fee. A 7-week Online Teaching Methodology course that teaches teachers how to be successful in a K-12 online teaching environment has also been created and delivered. More than 1,000 educators have taken it to-date. Courses are regularly refreshed to align with current Virginia Standards of Learning and new courses are always in development.

With more than 17,000 statewide and nearly 2,800 regional enrollments in 2016-2017, Virtual Virginia is a program of the Virginia Department of Education that features nearly 70 online Advanced Placement (AP®), world language, core academic, and elective courses. WHRO is the state Operations Center providing hosting, contracting, and instructional design services; help desk support; video streaming; and other virtual staffing. In 2016-2017 Virtual Virginia expanded a full-time online program that included 13 WHRO produced courses.

New locally produced educational resources in 2016-2017 included a complete *Geometry Video Course* that features a highly-qualified teacher teaching Geometry on camera; *Excellence in Technology Conference* promo and session segments; *Super WHY! Reading Camp*, *Odd Squad "Be The Agent" Camps* and *PBS KIDS*

ScratchJr Coding Camps that were taped and the footage given to the Corporation for Public Broadcasting for national use; *Virginia Society for Technology in Education (VSTE) Conference* live streaming of three keynote sessions and taping of 12 *Kid Talks* segments featuring local students demonstrating innovative uses of technology in the classroom; the *WHRO Young Storytellers Awards Show and Reception* that recognizes and features the winners of the PBS KIDS Writers Contest; and 47 video segments featuring historical aspects of *Bruton Parish Church* that will be distributed via eMediaVA.

Workforce Development includes *SkillsOnline™* (www.skillsonline.org) an affordable, digitally accessible, career certification and training solution that offers thousands of self-paced and instructor-led online courses in 19 industry sectors, including Education, five Workplace Readiness Modules – *Applied Mathematics; Internet Use and Safety; Locating Information; Reading for Information; and Understanding Health, Wellness, and Safety* – that were developed and distributed to all HRETA school divisions free-of-charge, and the brand new GED preparation program, *Fast Forward*. HRETA schools enjoy a 10% discount on all SkillsOnline course registrations.

Teacher Training

Thousands of educators across the Commonwealth have taken courses in the comfort of their homes through the WHRO Education Professional Development online teacher training service. This 21st Century service saves teachers time and money while keeping them abreast of the latest educational practices. Courses qualify for license re-certification and graduate credit is available through a partnership with James Madison University. Additional face-to-face trainings, including Special Topic Forums, are also regularly scheduled.

Family and Community Support

Reaching into every school and home in Hampton Roads, our 24 hour per day educational television service, WHRO Kids, is simply the best source of children's programming available. In early 2017, this service was expanded to include a 24/7 streaming option that can be used on any mobile device. Featuring newer, award-winning early childhood programs such as *Nature Cat, Ready Jet Go!, Odd Squad, Peg + Cat, Daniel Tiger's Neighborhood, Thomas and Friends, The Cat in the Hat Knows A Lot About That!, The Jim Henson Company's Dinosaur Train* and *Sid the Science Kid, Martha Speaks, The Electric Company, Super Why!, and Word World*, and perennial favorites *Sesame Street, Curious George, Arthur, and Clifford The Big Red Dog*, to name a few, WHRO delivered more than 12,000 hours of the best high-quality educational television programming last year, free-of-charge to every home and school in Hampton Roads.

PBS and the Corporation for Public Broadcasting produce these award-winning television programs and develop related stimulating online games, skill tracker websites, mobile device apps, and learning resources for children, parents, caregivers, and teachers, all aimed at improving children's early learning skills with a special emphasis on reading and STEM. WHRO broadcasts the programs and also provides free support including week-long *Odd Squad "Be The Agent," Super Why! Reading* and *PBS KIDS ScratchJr Coding Camps; PBS Raising Readers Library Corners; Martha Speaks Reading Buddies; Anytime is Learning Time* parent training; and the *PBS KIDS, PBS KIDS GO!, PBS KIDS Lab, and PBS KIDS Island* web sites. Overall in 2016-2017, nearly 20,000 families, 1,100 caregivers/teachers, and 20,000 children/students participated in one or more of these activities. In addition, we distributed more than 4,200 First Books and 11,000 activity booklets to children most at need.

WHRO's Raising Readers Literacy Van is a cheerful, brightly colored vehicle featuring children's favorite PBS characters that tours throughout our broadcast region. Inside the van, children find age appropriate books and games. The van made more than 50 visits across the region last year. In addition, a brand new *WHRO STEM Van* hit the road in August of 2016. It's equipped with 20 iPads, 12 Chromebooks, and 2 touch screen monitors – all purchased with CPB funds – and features a "pop-up makerspace." The WHRO STEM Van made more than 80 visits to local festivals and events and to Title I kindergarten and 1st grade classrooms in 2016-2017.

In November 2016 we also launched a new *WHRO KIDS e-newsletter* and in June 2017 we launched www.whrokids.org, a new website featuring PBS KIDS content including the 24/7 stream, games, and apps, among other services. The Learn section of the website pulls content from eMediaVA for children in grades K-5. Quarterly giveaway contests ask parents to answer a question, such as tell us your child's favorite PBS character and why, to be entered in drawings to win prizes like PBS KIDS Playtime Tablets and PBS KIDS Plug and Play devices. We also post local event information to let our families know when our Raising Readers Literacy Van and our STEM Van are out and about.

School, Educator, and Student Recognition

For the 10th year, WHRO and Landmark Communications collaborated to produce and televise *The Virginian-Pilot Spelling Bee Live on WHRO*. Seventy-four of Hampton Road's finest young spellers, and local Spelling Bee Champions, competed in the live broadcast/streamed event.

More than 160 student teams of 3-5 students each participated in categories ranging from music composition to desktop publishing and digital video editing at the 32nd annual Great Computer Challenge competitions at Old Dominion University. This year, 2 new categories were added: Cybersecurity for Level 4 and Visual Programming/Block Coding Using ScratchJr for Levels 1 and 2.

More than 400 entries were received from aspiring artists and authors in kindergarten through 5th grade for the 23rd Annual *PBS KIDS GO! Writers Contest*. Winners receive cash awards and their families are invited to attend a special reception in their honor where each winner is videotaped in the WHRO television studio reading their winning entry. A special television program and accompanying web site featuring the winners reading their stories is also created and aired. All local K-3 1st Place stories are also sent on to the national PBS KIDS Writers Contest competition.

Local WHRV Radio productions *Another View* and *HearSay with Cathy Lewis* featured 22 programs on topics of interest to educators in 2016-2017, and *Educationally Speaking*, a 5-week documentary series consisting of 20 podcasts, examined the current state of education and featured local interviews about a different topic each week. Programs were streamed on the Internet and archived for additional access.

Throughout the year, *Education Now* segments featuring successful school practices in Chesapeake, Gloucester, Isle of Wight, Mathews, Newport News, Norfolk, Poquoson, Suffolk, Virginia Beach, and York aired on WHRO TV15, WHRO WORLD and WHRO CREATE.