



Regional Educational Impact 2017-2018

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	248,500.00
Online Course Development and Updating	12,277,130.00
Electronic Learning Management System Group Purchase and Operations	726,400.00
eMediaVA sm On-Demand Digital Content Distribution System Operations and Training	325,800.00
eMediaVA sm Digital Content Production and Acquisition	137,865.00
Other Local Educational Video Productions	93,555.00
Teacher Professional Development	27,450.00
Student Competitions	38,275.00
General PBS Programming	204,720.00
General NPR Programming	10,395.00
Local Educational Radio Productions	58,730.00
GRAND TOTAL	\$14,403,820.00

Overall Regional Return on Investment

Collectively, Hampton Roads schools received approximately \$22.65 return for every dollar invested in 2017-2018.

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 in schools 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.

Aaron Spence, Virginia Beach City Public Schools	Chair, Superintendent Advisory Council (SAC)
Walter "Rick" Clemons, Gloucester County Public Schools	SAC Vice-Chair
James Roberts, Chesapeake Superintendent	WHRO Board of Directors
Jennifer Parish, Poquoson Superintendent	WHRO Board of Directors
Deran Whitney, Suffolk Superintendent	WHRO Board of Directors
Victoria Proffitt, Chesapeake City Schools	Chair, School Board Educational Advisory Committee (EAC) and WHRO Board of Directors
James Beers, Williamsburg-James City County Schools	EAC Vice-Chair
Dean Schlaepfer, Portsmouth City Schools	Chair, Technology Advisory Committee (TAC)
Brian Landers, Williamsburg-James City County Schools	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. In 2017-2018, we:

- Delivered, free-of-charge, a new, SOL-aligned Online Earth Science course that is also aligned to the Foundational Concepts for Environmental Literacy that were released in 2014.
- Began production of a new Video Earth Science course that is also aligned to the Virginia SOL and the Foundational Concepts for Environmental Literacy.
- Delivered the first of 15 GreenBeats, "Schoolhouse Rock!-like" animated video segments that are designed to instill good environmental stewardship practices at an early age.
- Integrated environmental themes into the Great Computer Challenge problems and added an Environmental category to the PBS KIDS Writers Contest.
- Acquired hundreds of environmental education learning objects for use by teachers at all levels including Kids in the Garden (15/6 minute segments); Green Economy: The Future of Our World (30/20 minute segments); Creature Features (20/5 minute segments); Underwater Creature Features (7/7 minute segments); Green Science: Helping Planet Earth (5/22 minute segments); Chesapeake Bay Foundation (10 guides, 28 links, 8 PDFs); Environmental Education SOL Playlists (55 playlists); Hampton Roads Sanitation District (7 videos, 4 lesson plans); PBS KIDS Environmental Playlists (131 links); and Science Museum of Virginia (3 videos). All of this content is available via eMediaVA.
- Created High School, SOL-aligned lessons for schools to use in connection with Catch the King, the citizen scientist event spearheaded by The Virginian-Pilot.

More than 105,000 educators across Virginia accessed more than 150,000 (up from 140,000 the previous year) 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 (VDOE), 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 VDOE and local philanthropic funding, eMediaVA is an integral component of the VDOE's long-term virtual learning strategy.

WHRO Education 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; World History & Geography to 1500 A.D. (C.E.); and World History & Geography: 1500 A.D. (C.E.) to the Present. 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.

At the request of the VDOE and the HRETA Superintendents, WHRO has begun to produce a number of Video Courses to help with the growing shortage of highly-qualified teachers in certain subjects in the region and throughout the Commonwealth. All of the concepts covered in the Virginia SOL for each subject are presented in short, easy-to-use video segments that can be streamed or downloaded for later use and are available in eMediaVA. To-date, we've completed Algebra I and Geometry and this year we began producing Earth Science, which is also aligned to the Foundational Concepts for Environmental Literacy that were released in 2014.

With more than 15,000 statewide and nearly 2,500 regional enrollments in 2017-2018, Virtual Virginia is a program of the VDOE that features nearly 80 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 2017-2018 Virtual Virginia continued a full-time online program that includes 13 WHRO produced courses.

New locally produced educational resources in 2017-2018 included VDOE Performance Based Assessment Institute and Best Practice Classroom segments; 13 VDOE Open Education Resources segments; Virginia Society of Technology Educators (VSTE) Conference live streaming of three keynote sessions; the WHRO Young Storytellers Awards Show and Reception that recognizes and features the winners of the PBS KIDS Writers Contest; one GreenBeat segment entitled "Get Outside" designed to encourage good environmental stewardship habits starting at an early age; and seven Virginia Commission on Civic Education segments.

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 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, PBS TeacherLine. 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 convened.

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.

The monthly WHRO KIDS e-newsletter and the www.whrokids.org, website featuring PBS KIDS content including the 24/7 stream, games, and apps, among other services continued. 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.

PBS and the Corporation for Public Broadcasting (CPB) 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 2017-2018, nearly 28,000 families, 1,300 caregivers/teachers, and 30,000 children/students participated in one or more of these activities. In addition, we distributed more than 3,300 First Books and 12,450 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, the WHRO STEM Van, equipped with 20 iPads, 12 Chromebooks, and 2 touch screen monitors – all purchased with CPB funds – and featuring a "pop-up makerspace" made more than 100 visits to local festivals and events and to Title I kindergarten and 1st grade classrooms in 2017-2018.

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. Sixty-three of Hampton Road's finest young spellers, and local Spelling Bee Champions, competed in the live broadcast/streamed event. It's important to note that The Virginian-Pilot Spelling Bee LIVE on WHRO won a bronze Telly Award this year in the General Television – Live category.

More than 160 student teams of 3-5 students each participated in categories ranging from music composition to desktop publishing, digital video editing and cybersecurity at the 33rd annual Great Computer Challenge competitions at Old Dominion University. This year, environmental themes were incorporated into the Desktop Publishing, Graphic Design, Music, and Video Editing categories in the Senior Division and into the Desktop Presentations, Graphic Design, and Video Editing categories in the Junior Division.

More than 350 entries were received from aspiring artists and authors in kindergarten through 5th grade for the 24th 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. This year, in connection with the Batten Environmental Education Initiative, we added a separate Environmental category and more than 100 entries were received.

Local WHRV Radio productions Another View and HearSay with Cathy Lewis featured 10 programs on topics of interest to educators in 2017-2018, and Educationally Speaking, a documentary podcast series, examined the current state of education and featured local interviews about a different topic each week. This year, WHRV launched Writer's Block that showcases local authors, story tellers, poets, musicians, and spoken word artists presenting live for future broadcast and podcast. In 2017-2018, WHRO hosted two Student Editions of Writer's Block. Nearly sixty students submitted entries to participate in the first one and seventy-five students submitted entries to participate in the second one. Programs were also streamed on the Internet and archived.

New Education Now segments featuring successful school practices were also produced for Franklin, Mathews, Middlesex, Poquoson, Williamsburg-James City County, and York and existing Education Now segments for Chesapeake, Gloucester, Isle of Wight, Norfolk, Suffolk, and Virginia Beach were updated with a new open and close. The new "open" shows a map of our region and highlights the city being covered and the new "close" is tagged with a graphic and a voice-over that says, "WHRO is owned by nineteen school divisions and supported by people like you." All of the segments aired throughout the year on WHRO TV15, WHRO WORLD, and WHRO CREATE.