Regional Educational Impact
2018-2019

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 24 hours per day, 7 days per week, as well as a variety of online resources and face-to-face, hands-on early childhood workshops.

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, online, and in person.

### Regional Financial Savings

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>WHRO Kids 24/7 Digital Television Channel 15.3 Operations</td>
<td>$255,000.00</td>
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<tr>
<td>Other Family and Early Learner Services</td>
<td>$161,655.00</td>
</tr>
<tr>
<td>Online Course Development and Updating</td>
<td>$28,194,990.00</td>
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<tr>
<td>Video Course Development</td>
<td>$2,660,000.00</td>
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<tr>
<td>Electronic Learning Management System Group Purchase and Operations</td>
<td>$541,690.00</td>
</tr>
<tr>
<td>eMediaVA&lt;sup&gt;sm&lt;/sup&gt; On-Demand Digital Content Distribution System Operations and Training</td>
<td>$364,650.00</td>
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<tr>
<td>eMediaVA&lt;sup&gt;sm&lt;/sup&gt; Digital Content Production and Acquisition</td>
<td>$148,500.00</td>
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<tr>
<td>Other Local Educational Video Productions</td>
<td>$340,770.00</td>
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<tr>
<td>Teacher Professional Development</td>
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<td>Student Competitions</td>
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<tr>
<td>General PBS Programming</td>
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<td>General NPR Programming</td>
<td>$10,040.00</td>
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<tr>
<td>Local Educational Radio Productions</td>
<td>$66,450.00</td>
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<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>$33,033,390.00</strong></td>
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### Overall Regional Return on Investment

Collectively, Hampton Roads schools received approximately $52.10 return for every dollar invested in 2018-2019.

### 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 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

During the 2018-19 school year, nineteen school divisions comprised 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.

Walter "Rick" Clemons, Gloucester County Public Schools  Chair, Superintendent Advisory Council (SAC)
Victor Shandor, York County Public Schools  SAC Vice-Chair
Jennifer Parish, Poquoson Superintendent  WHRO Board of Directors
Deran Whitney, Suffolk Superintendent  WHRO Board of Directors
James Beers, Williamsburg-James City County Public Schools  Chair, School Board Educational Advisory Committee (EAC) and WHRO Board of Directors
Robin Rice, Gloucester County Public Schools  EAC Vice-Chair
Brian Landers, Williamsburg-James City County Public Schools  Chair, Technology Advisory Committee (TAC)
Reginald Fox, York County Public Schools  TAC Vice-Chair

Classroom Resources for Students, Teachers, and Adult Learners

In February 2017, WHRO secured a $3 million, three-year gift from Hampton Roads community leader Jane Batten to launch an all-encompassing environmental education initiative for PreK-12 students. Over the three 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 2018-2019, we:

- Delivered a new Video Earth Science course that is aligned to the Virginia SOL and the Foundational Concepts for Environmental Literacy.
- Delivered three of 10 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 environmental education learning object collections for use by teachers at all levels including Artic with Bruce Parry, Ask A Biologist, and Fierce Earth. All of this content is available via eMediaVA.
- Conducted the Flood Mapping Project with 117 participating high school classes in support of Catch the King, the citizen scientist event spearheaded by The Virginian-Pilot.

eMediaVA (www.emediava.org), the on-demand digital content delivery service that is wholly owned by the school divisions that own WHRO, currently offers nearly 163,500 learning objects (up from 150,000 the previous year), with more being added daily, all of which are correlated to the Virginia Standards of Learning. 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 and U.S. History; VA and US Government; World Geography; World History and Geography to 1500 A.D. (C.E.); and World History and 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. At the request of the VDOE, WHRO created the Middle School Career Investigations online course and made it available for free to all Virginia school divisions. A seven-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. In addition, WHRO has produced a Digital Citizenship course and five Workplace Readiness modules. 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, Geometry, and Earth Science, which is also aligned to the Foundational Concepts for Environmental Literacy that were released in 2014.

With more than 16,000 statewide and more than 3,900 regional enrollments in 2018-2019, 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.

New locally produced educational resources in 2018-2019 included 10 Deeper Learning video segments; 16 Virginia Indian Tribes videos; 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; three GreenBeats video segments designed to encourage good environmental stewardship habits starting at an early age; and five 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. Also available are 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.

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; WHRO Library Corners; Martha Speaks Reading Buddies; Anytime is Learning Time parent training; and the WHRO KIDS and PBS KIDS websites. Overall in 2018-2019, nearly 8,500 families, 1,000 caregivers/teachers, and 9,500
children/students participated in one or more of these activities. In addition, we distributed more than 2,700 First Books and 6,000 activity booklets to children most at need.

WHRO’s 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 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 25 visits to local festivals and events and to Title I kindergarten and 1st grade classrooms in 2018-2019.

**School, Educator, and Student Recognition**

For the 11th year, WHRO and Tribune Publishing 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 in the General Television – Live category in 2018.

More than 180 student teams of 3-5 students each participated in categories ranging from music composition to desktop publishing, digital video editing, and cybersecurity at the 34th annual Great Computer Challenge competitions at Old Dominion University. This year, environmental themes were incorporated into the Music and Video Editing categories in the Senior Division and into the Desktop Publishing and Video Editing categories in the Junior Division.

Nearly 160 entries were received from aspiring artists and authors in grades K-5 for the 24th Annual PBS KIDS 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. The ceremony was streamed on Facebook Live and an accompanying web site featuring the winners reading their stories was also created. In connection with the Batten Environmental Education Initiative, we added a separate Environmental category and, through a collaboration with Regent University’s animation department, the Environmental category winner’s story will be turned into a short, animated video.

Local WHRV Radio productions Another View and HearSay with Cathy Lewis featured 14 programs on topics of interest to educators in 2018-2019, and Educationally Speaking, a documentary podcast series, examined the current state of education and featured local interviews about a different topic each week. WHRV continued to air Writer’s Block showcasing local authors, story tellers, poets, musicians, and spoken word artists presenting live for future broadcast and podcast.

New Education Now segments featuring successful school practices were produced for Chesapeake, Hampton, Norfolk, Portsmouth, and Suffolk. The new segments joined existing Education Now segments for Franklin, Gloucester, Isle of Wight, Mathews, Middlesex, Poquoson, Virginia Beach, Williamsburg-James City County, and York. All of the segments aired throughout the year on WHRO TV15, WHRO WORLD, and WHRO CREATE.