



## PBS SoCal Education Update Report 2012-2013 Academic year

Thanks to the generosity of our funders, PBS SoCal Education has continued the expansion of our education and engagement efforts beyond age and geographic borders. We reached out to neighborhoods throughout Greater Los Angeles, Orange County, and the Inland Empire and expanded our services to include a focus preschool early learning through our launch as an official Ready to Learn demonstration site. This school year we continued to provide teachers themed educational broadcasts on PBS SoCal with supplemental curriculum and access to a robust online library of streaming video assets. We also continued our American Graduate: Let's Make it Happen initiative, working with more than 50 community partners to spread awareness and combat the high school dropout crisis in Southern California. Our growth continued with the inclusion of additional free teacher trainings, more education focused special events, parent trainings, S.T.E.M. themed outreach kits for families and PBS KIDS programming connections. The most exciting area of growth during the 2012-2013 school year included the launch of our Ready to Learn initiative focusing on low-income children 0-8 and their families thanks to key grant support that helped to seed this focus area.

All the funding received has been instrumental in supporting our outreach efforts, and can be measured through PBS SoCal's expansion of our digital media services. This year we continued to provide services to more than 421,500 students and we increased the amount of media content offered to teachers through the free digital library PBS Learning Media. With PBS SoCal's expansion we also grew to feature an uninterrupted eleven plus hours of PBS KIDS programming each weekday. PBS KIDS is the nation's most trusted educational media brand and has been proven to help children succeed in the classroom and in life. PBS' children's programming, such as *SESAME STREET*, *CURIOUS GEORGE*, *DINOSAUR TRAIN*, *THE CAT IN THE HAT KNOWS A LOT ABOUT THAT*, and *WILD KRATTS*, offers a curriculum that reaches the whole child addressing the core needs in the areas of Social-Emotional, Math & Engineering, Natural Science and Nature, Science and Literacy. This past year we provided over 2,000 teachers with direct professional development at no cost to schools and our parent training program has directly impacted more than 500 parents and caregivers. PBS SoCal Education has also been able to continue serving the community with special events such as: the 47<sup>th</sup> Annual California Student Media Festival (66 awards distributed to schools, held at TCL Chinese Theater in Hollywood, more than 600 in attendance); Curious George Swings into Spring environmental science events (thousands of families at La Habra Children's Museum, the LA Times Festival of Books, and the Discovery Science Center), and the PBS SoCal Writer's Contest where 12 student writer's were honored for their creativity with family and teachers in our studio. PBS SoCal also continued to encourage literacy in the community through our parent trainings, preschool partnerships, and events with local libraries.

PBS SoCal's Ready to Learn early childhood initiative is perhaps the most exciting service we began to provide this school year. This multi-level outreach impacts children 0-8 and their families in some of the most disadvantaged areas of Southern California. The program included the creation of S.T.E.M. themed parent engagement backpacks filled with at home learning resources, lessons, manipulatives, and books connected to our award winning PBS KIDS content for low-income youth as well as the distribution of more than 500 free mobile "app codes" to parents. Ready to Learn also included the launch of our PBS SoCal Mobile Lab (traveling computer lab created with ipads and Chromebooks) and the distribution of five community "mobile labs" (8 ipads, carts, cases, and applications) for use at after school sites and preschools.

**The following pages documents our measurable successes this past year and highlights our 2012/2013 PBSSoCaL Effectiveness Report of Goals:**

- **Goal #1: To provide educators relevant, interactive teaching tools that can be easily integrated in the classroom and effective training support to this integration.** (This goal will be measured by the number of teachers enrolled in our digital media services, the amount of assets accessed during the school year and the number of trainings provided). During the 2012-2013 academic school year more than 650,000 digital media educational assets were accessed and 97% of teacher's surveys continued to find us effective. In addition 30,000 new free digital assets were added to the offerings for teachers through the new PBS Learning Media database.
- **Goal #2: To increase communication to the education community (teachers, parents, caregivers, students, other non-profits) utilizing a variety of methods including: social media, blogging, e-newsletters, featured spots on website, and print.** (This goal will be measured by the increase in social media postings and engagement, the number of people registered for our e-newsletter, the number of education blogs created, the frequency of featured spots online and the quantity of print pieces distributed). The 2012-2013 year showed continued success for our communication efforts. This PBS SoCaL Education e-newsletter to teachers has more than 2,600 subscribers who receive bi-weekly editions (26 total). PBS SoCaL Education also expanded our presence online through increased social media postings on education initiatives, weekly blog posts, and new website content focused on Ready to Learn, our early childhood outreach. Education has been featured regularly on the PBS SoCaL website, in on-air spots, and in print.
- **Goal #3: To expand PBS SoCaL's engagement and outreach efforts with an emphasis on geography (Los Angeles, Riverside, and San Bernardino counties) and dropout prevention.** (This goal will be measured by the location of events held in the 2012/2013 academic year, the type of events created and the materials created for outreach). In 2012-2013, PBS SoCaL held more than 75 education and outreach events and successfully expanded our outreach across multiple counties. In June of 2013, PBS SoCaL successfully moved our California Student Media Festival to the TCL Chinese Theater in Hollywood (formerly Graumans) and more than 600 people were in attendance (more than double last year). A total of 66 awards were given out, including two awards that honored projects with a dropout prevention focus.
- **Goal #4: To create opportunities for workforce development and career exploration in connection to the new PBS SoCaL Studio.** (This goal will be measured by the number of studio tours given during 2012-2013, the number of high school volunteers that PBS SoCaL engages with, and the number of college internships provided). In 2012/2013, our internship program provided 24 college students with a formal internship across departments at PBS SoCaL. PBS SoCaL implemented a new volunteer program, a studio docent program, and a new studio tour program for the community. During 2012-2013 school year more than 250 people volunteered with PBS SoCaL. We trained 8 student docents and provided studio tours and career exploration to more than 375 community members and students. PBS SoCaL even created a mobile studio that showcased careers in broadcasting and production and provided hands-on exploration for students. The mobile studio was present at two large-scale career events this past year reaching more than 5,000 people.
- **Goal #5: To create unique parent events/trainings that enhance learning at home, promote the core PBS educational programs, and make connections to available S.T.E.A.M. curriculum.** (This goal will be measured by the number and quality of events held during the 2012-2013 academic year, the number of parents reached through event, and the amount of free resources distributed). During the 2012-2013, PBS SoCaL began a series of parent trainings focused on S.T.E.A.M. curriculum and PBS KIDS resources. We have trained more than 500 parents thus far and distributed more than 1,500 S.T.E.A.M. themed backpacks filled with free resources for at home learning

for low-income families. PBS SoCaL also created multiple S.T.E.M. themed events this year in partnership with the La Habra Children's Museum, the Discovery Science Center, local libraries and local community centers including Boys and Girls Clubs.

- **Goal #6: To expand PBS SoCaL's education efforts to include a significant focus on early childhood education (birth to age five) in connection to core PBS KIDS content and available Ready to Learn resources.** (This goal will be measured by the target age range for events held in the 2012/2013 academic year, the number of events created in connection to PBS KIDS and the materials created for outreach). PBS SoCaL has seen the most growth in the area of early childhood. Our Ready to Learn early childhood focused program was established officially during the 2012-2013 school year and we are pleased with the successful results. More than 500 parents have been trained and 1,500 free S.T.E.M. resource kits have been distributed to low-income families. PBS SoCaL introduced our mobile lab to the community at a variety of events in the spring, connected families with our PBS KIDS technology resources, and PBS SoCaL donated more than 30 ipads to five early childhood community partners for use in their program. Additionally, PBS SoCaL welcomed a new 0-5 focused staff member in April of 2013 to lead our outreach in this area.
- **Goal #7: To build on our existing community partnerships for common impact.** (This goal will be measured by the creation of an advisory committee for education and the number of new community partners connected with education in 2012-2013). PBS SoCaL has successfully connected with and supported more than 50 new community partners this school year including: CARECEN, Think Together, Boys and Girls Clubs, Girls INC, City Year, Jumpstart, Read OC, and the LA Habra Children's Museum. This year we have taken steps to formalize relationships in the community and have gathered groups focused on early childhood education and career exploration in an effort to begin the process of selecting advisory board members. These community conversations have been well received by partners and the dialogue will translate to our advisory council in the next school year. PBS SoCaL is still in the process of forming our official advisory committee.

**Below is a listing of some of those unique events held and outreach to the community:**

DATE	EVENT NAME	PARTNER ORG.
8/11/12	Dinosaur Train Nature Trackers	Natural History Museum
8/18/12	POV Kings of Pastry	The Art Theatre of Long Beach
9/9/12	POV Reportero & Filmmaker Q&A	Long Beach Cinematheque
9/21/12	Half the Sky Screening at KPCC with hosted dessert reception	KPCC
9/22/12	POV El Velador	The Art Theatre of Long Beach
9/27/12	Curious George Event	Pretend City
9/30/12	Orange County Children's Bookfestival	Orange Coast College
11/3/12	OCDE Tech Fest	OCDE
11/3/12	Orange County Baby & Kids Expo	Orange County Fair Grounds
11/10/12	Dinosaur Train Nature Trackers	LA Zoo
11/17/12	Cat at the Children's Museum	La Habra Children's Museum
12/6/12	Iranian American Documentary Screening	Paley Center
1/12/13	California Baby & Kids Expo	Pasadena Convention Center
1/17/13	Ed Edelman Screening	UCLA
1/26/13	UCI Jumpstart Keynote	UCI
2/5/13	Makers Girl Scout Screening Possible OVEE and Dr. Love	PBS SoCaL Studio
2/22/13	Aquarium of the Pacific	Aquarium of the Pacific
3/1/13	Dr. Suess Birthday Celebration	La Habra Children's Museum

DATE	EVENT NAME (CONTINUED)	PARTNER ORG.
3/1/13	Dr. Suess Birthday Celebration	Boys and Girls Club
3/10/13	STEAM 2.0	UCI
3/12/13	Makers - Dr. Love and Diane English/CAA event	Creative Artists Agency
4/12/13	STEM and DMA Showcase Day 1	OC Fairgrounds
4/13/13	STEM and DMA Showcase Day 2	OC Fairgrounds
4/14/13	STEM and DMA Showcase Day 3	OC Fairgrounds
4/19/13	Curious George Swings into Spring	Children's Museum of La Habra
4/20/13	LA Times Festival of Books	USC Campus
4/21/13	LA Times Festival of Books	USC Campus
4/22/13	Curious George Swings into Spring	Discovery Science Center
5/2/13	10 Buildings That Changed America	Los Angeles Public Library
5/20/13	New State of Mind Screening	PBS SoCaL
5/21/13	PBS Kids Go! Writers Contest	PBS SoCaL
6/15/13	Media Festival	TCL Theatre
6/22/13	Antiques Roadshow Taping Event	Anaheim Convention Center

### **Future of the Program**

Today, PBS SoCaL Education serves parents, teachers, and students on-air, online, and through community engagement across three major platforms: in the home, in the classroom, and in the community. Looking ahead, we plan to continue our expansion with more targeted efforts in disadvantaged neighborhoods of Southern California and Title One schools. We also plan to continue our American Graduate project, supporting the community partnerships we have created through that outreach for a collective impact. Additionally, we plan to focus on the sustainability of our new early childhood learning Ready to Learn outreach to preschools, teacher trainings, parent training, and distribution of books and transmedia resources. It is the support of our funders that makes the future and impact of PBS SoCaL limitless, and we are truly grateful for all of the support we receive.