

ETV K-12 Education Services



Knowitall Upgrades

- Show current site, started in 2000, <http://www.knowitall.org/>, and needs for upgrade and complete phase out Jan. 2018
- Usage on slow decline, but good usage, (606,766 visitors and over 3 million page views during the 2014-2015 school year) contributable to content not playable on mobile devices
- Too much content, some old, but now vetted, culled, upgraded
- Show New site <http://media.knowitall.org/> released last week ,
- Ready for any Mobile device, with 854 upgrade videos
- Marketing flyer http://scetv.org/streamlinesc/materials/KIA_Media_Flyer.pdf
- 2nd phase request for this year will focus on interactives, old sites made with software no longer available
- Built on ColdFusion, which is no longer a viable programming platform
- Urgent and may have to speed up the plan. Google Chrome and Mozilla FireFox last week announced no longer supporting flash.
- Another benefit to the KIA upgrade is making our resources more conducive to personalized, PBL, one-to-one facilitation of learning. The resources will work well in proposed projects platform website approved last year to begin building
- KIA RFP submitted in April 2014, decided until Dec. 2014



K-12 Curriculum Activities and Project Modules Website

- TransformSC's Betty Bagley reported that 1/3 schools are utilizing personalized learning with PBL, Collaborative
- RFP submitted in March, and finally released last week July 15
- Solicitation Online at:
<http://webprod.cio.sc.gov/SCSolicitationWeb/solicitationAttachment.do?solicitnumber=5400009593>
- Three year plan will be a part of this year's budget request
- If funded, first and second phase work will to be ready for beta 16-17 school year
- Read through ETV's budget submission request for details



StreamlineSC

- After 10 years of teachers, students and administrators success using Discovery Education as the core service to StreamlineSC, Discovery unexpectedly dropped their option to renew.
- RFP not determined until July 2014, marketing could not alert teachers the determination of the StreamlineSC service, or how it would affect them before end of school year....
- 10 years of training on Discovery had to be changed. We began immediately re-training and re-enrolling everyone into the new service. ...

- Attempted to transfer 39,000 active users and over 70,000 registered users without teachers having to do anything, but efforts fell short.
- Local schools and ETV content that resided on Discovery was not easily transferrable to Learn360.
- This FY we have enrolled 24000, of which 12000 active
- Show new site: <http://scetv.org/education/streamlinesc/>
 - For access credentials :
<http://www.learn360.com/PassThrough.aspx?PassKeyCode=27780-26814474>
- The result of the overall change was very hard on teachers, our annual survey says StreamlineSC is still our number service, but there were some complaints.
- We recreated our database, 2000 + titles, and converted to a newer Mp4 formats and use our own independent host- Limelight. Currently the use of ETV content is now comparable to what was being used in Discovery with over 8000 uses a month.
- The new Learn360 service is trending up, but low total usage for the year is 609,458 uses of resources.
- Bright spots are Hannah Pamlico Elem/middle had 3450 uses; approximately 145 schools have a 1000+ uses, and all school districts use StreamlineSC
- We have over 1500 institutions (public schools, home schools, Private schools and universities) enrolled and using.
- Now available to Libraries, Childcare and Afterschool Centers, preparing to roll out this year
- It would very difficult for teachers to have to switch again if the Learn360 service is not completed for the 3rd year. We will have not a viable alternative for them until the following year.
- We can send the full utilization report for the FY.
- The teacher survey results link is <https://www.surveymonkey.com/results/SM-PQPLMX5D/>



Training

- This is evolving to one of our most critical services.
- All our service changes mentioned above parallel school's transformation of pedagogy, technology integration, and new curriculum standards.
- Two full-time trainers and one part-time were charged with getting the whole state re-acclimated to how to teach: StreamlineSC, technology and one-to-one pedagogies.
- **For this FY our trainers conducted a record 610 hands-on sessions to 8417 participants, and where available to over 13,108 conference attendees hosted throughout the year across the state.**
- These trainers are invaluable observing, researching and offer critical feedback on new K-12 education technology and K-12 instructional service sites used by schools across the state, big and small.
- We offer several online offerings for teacher recertification credit:
 - **ETV Teacher Course** can search our 3 major sites
<http://scetv.org/education/teachercourses/>
 - **Teacher Recertification** are self-paced 20 renewal credits. We have over 40 courses.
<http://scetv.org/education/recertification/>
 - **Teacherline SouthEast** has more rigorous offerings and self-paced using PBS's national inventory, many with graduate credit: <http://www.teacherlinesoutheast.org/offerings.htm>

- **TeacherStep** is a service from our ETV Endowment, mainly Math and works with Converse College: <http://www.teacherstep.com/>
- Total online enrollees for FY14-15 were 1700
- Summer only – week-long blended premium recertification
- Partnering State Museum- first week in august



Carolina Classrooms

- ETV's monthly educational series for teachers, parents and all citizens invested in the education of our children.
- Some programs feature video segments provided by teachers to showcase how they are engaging students with their future!
- Last Wednesday of each month at 7:00 p.m, First program this season is Sept. 30th on Adult Education
- <http://scetv.org/carolinaclassrooms> to see last year's programs

Daily Education Blogs - <http://scetv.org/education-blog>

Monthly Education Newsletters with EOC – sign-up <http://scetv.org/newsletters>

 This is a promotional banner for ETV. It is divided into three horizontal sections.

1. The top section features a photo of two people looking at a laptop. Text: "FREE ETV PD WORKSHOPS AT YOUR SCHOOL – PLAN NOW FOR NEXT YEAR! It's time to plan PD for the upcoming school year! There is no charge for ETV to come to your school to provide quality professional development workshops for your teachers on Web tools, using mobile devices, StreamlineSC and more! Contact ETV now to setup training at your school. [Learn more](#)."

2. The middle section features a photo of a dinosaur. Text: "ETV Highlights for June 2015 ETV presents programs of interest to teachers and students! ETV Kids: Dinosaur Train Specials, a series of hour-long adventures, air each week in June. Don't miss a new series entitled First Peoples to learn how our species survived and thrived around the globe. [Learn more](#)."

3. The bottom section features a red circular button with the text "Donate NOW". Text: "I Support ETV 'I love ETV as a teacher and a parent. The courses offered for renewal credit/recertification are manageable and relevant. The programming is educational and engaging. I am a big fan!' – Anonymous SC Teacher"

At the bottom of the banner, there are several logos: "etv teacher recertification", "SC EDUCATION DIVISION COMMITTEE", "etvStreamlineSC", "TeacherLine Southeast", "PBS TeacherLine", and "etv". Below these logos are social media icons for YouTube, Facebook, and Twitter. At the very bottom, there are links: "Check Education Blog for Updates", "Unsubscribe", and "Privacy Policy".