



# SCETV Digitization Project

Utilization Trends FY2010





## New Google Analytics<sup>®</sup> Baseline

- SCETV has replaced its cumbersome hybrid (WebTrends<sup>®</sup>, Google Analytics<sup>®</sup>, manual server log counts) methods with a metrics system driven entirely by Google Analytics<sup>®</sup>. A new metrics baseline was established in FY2009.



## FY2009-FY2010 Utilization Comparison

	2009	2010	% Incr./Decr.
Visits	597,648	989,023	+65.5%
Page Views	5,023,608	6,010,566	+19.5%
Unique Visitors	423,216	643,390	+52.0%



## *Knowitall's* SC-Produced Learning Content Attracts National Notice

*Web of Water*, a component of SCETV's *RiverVenture* Web site received a prestigious Corporation for Public Broadcasting **MySource Education Innovation Award** in March, 2010. The awards recognize and showcase local public media stations using innovative approaches and emerging technologies to meet the educational needs of their communities.





# Knowitall's SC-Produced Learning Content Attracts National Notice

**Web of Water**, traces a kayaking trip from the mountains to the sea, along South Carolina's rivers and employs video, blogging, simulations, and tie-ins to other *Knowitall* sites, such as *RiverVenture*, *A Natural State*, and *SCLife*, to illustrate how water interconnects the state's history, cultures, ecosystems, and people.





# Knowitall's SC-Produced Learning Content Attracts National Notice

The PBS *Digital Learning Library* is a comprehensive source of learning objects, including video, audio, images, games, and interactive learning activities designed specifically for classroom use and delivered to teachers exclusively through local PBS member stations.





# Knowitall's SC-Produced Learning Content Attracts National Notice

SCETV was invited to contribute content to the PBS *Digital Learning Library*—Producer Pilot Project because of its record of developing award-winning, high-quality, interactive digital learning media. The PBS DLL currently contains 87 assets from *Knowitall's Artopia* web site, with more assets scheduled to be added from sites such as *Hobby Shop*, *Gullah Net*, and *RiverVenture*.

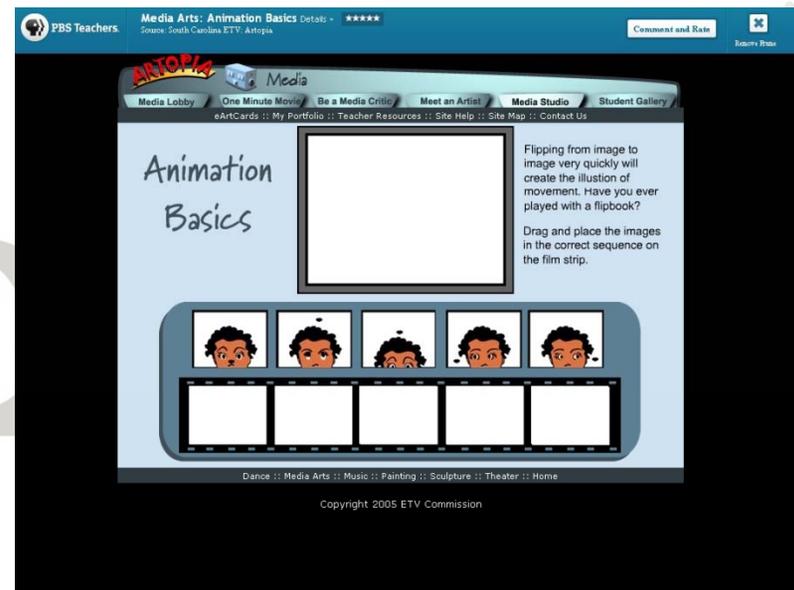
A screenshot of the PBS Teachers website search results page. The page is titled "Search PBS Teachers" and shows 87 resources matching the search term "SCETV". The results are displayed in a list format, with each resource card showing a title, a brief description, and tags. The first resource is "Media Arts: Animation Basics", which is an interactive resource. The second resource is "Music: Meet an Artist - South Carolina Philharmonic Woodwind Section", which is an audio resource. The third resource is "Music: Meet an Artist - South Carolina Philharmonic String Section", which is also an audio resource. On the right side of the page, there is a sidebar with a "Show by Media Type" section, which lists various media types and their counts: Lesson Plans (8), Interactive (26), Offline Activity (0), Audio (3), and Video (50). There is also a promotional banner for "The Cat in the Hat Knows a Lot About That!" on the right side of the page.



## *Knowitall's* SC-Produced Learning Content Attracts National Notice

“I think that the *Knowitall.org* interactives are exceptional learning modules and are a perfect fit with the mission of the DLL.”

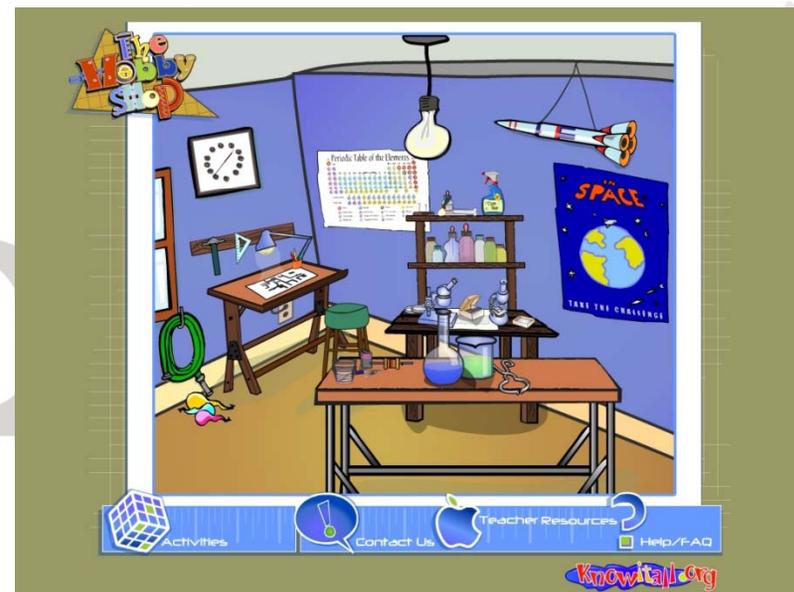
Tami Mount, PBS DLL Content Mgr.





## *Knowitall's* SC-Produced Learning Content Attracts National Notice

*Monster.com*™, in its “*The Apple*” K-12 teacher resources for differentiating instruction through technology for varying learning styles cited SCETV’s ***Hobby Shop*** as one of the nation’s top picks (#11) for students employing a logical-mathematical learning style.



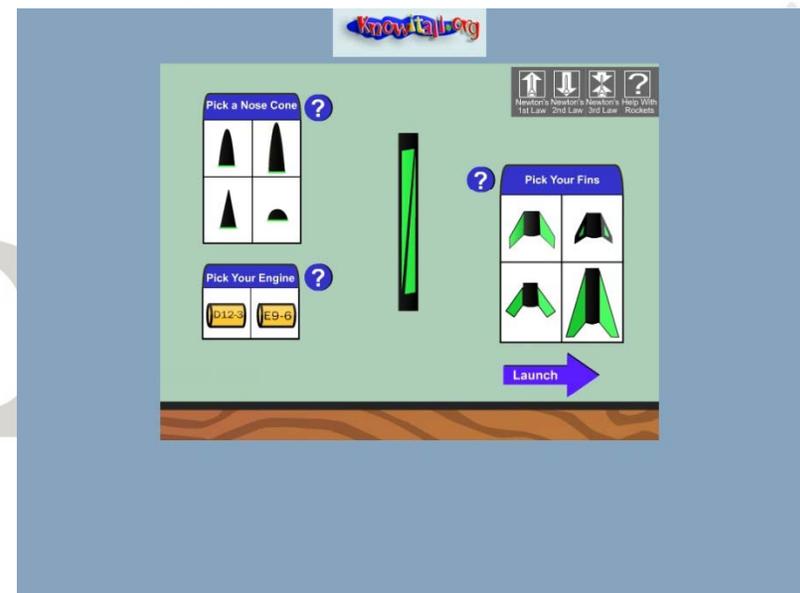


# Teachers Love SCETV's *Knowitall* K-12 Standards-Based Content

"I cited the *Hobby Shop* as a great resource for science fair project ideas on our media center's pathfinder page.

The 4<sup>th</sup> grade students enjoyed the rocket launching aerodynamics activity."

Pamela Maggio  
Gordon Elementary School  
Simpsonville, SC

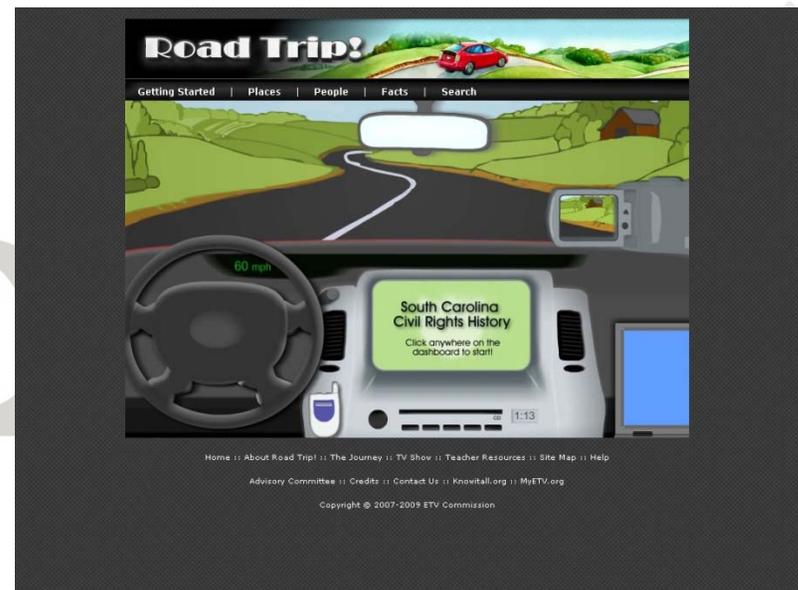




# Teachers Love SCETV's *Knowitall* K-12 Standards-Based Content

"*Knowitall.org* has a great civil rights activity focused on South Carolina."

Heidi Lewis  
Guinyard-Butler Middle School  
Barnwell, SC





# Teachers Love SCETV's *Knowitall* K-12 Standards-Based Content



"I'm a first year guidance counselor and I need some materials and resources to expand my guidance program."

Excerpt from SC Guidance Listserv

Claire Steverson  
Minnie Hughes Elementary School  
Younges Island, SC





# Teachers Love SCETV's *Knowitall* K-12 Standards-Based Content

"One really, really great resource is the ETV Web site [www.knowitall.org](http://www.knowitall.org)."

Excerpt from SC Guidance Listserv

Joy Hume  
Alice Birney Middle School  
Charleston, SC





# SCETV's *Knowitall* Leverages the Power of Multiplatform Learning

In 2009, PBS aired Ken Burns' six-part series entitled "The National Parks—America's Best Idea". Accompanied by a major promotional campaign, the series attracted a large, national audience.





# SCETV's *Knowitall* Leverages the Power of Multiplatform Learning

Connected with the PBS initiative, SCETV launched the Web site *Congaree Swamp Stories* as part of *Knowitall*. The site focused on the Congaree National Park, the state's only National Park, on the people who lived on the land, on the people who fought to save the land and on their shared history.





# SCETV's *Knowitall* Leverages the Power of Multiplatform Learning

An innovative feature of the *Swamp Stories* project was the summer video story-telling camp at the park. Youngsters from families that have lived on the Congaree for generations were reconnected to their own history through learning and telling the stories of their ancestors.





# An Open, “Anytime—Anywhere” Learning Resource

“Wow! What a wonderful resource for our South Carolina students! Many of our students have very limited experience with travel outside of our county and will no doubt enjoy learning more about (and feeling more connected to) the beautiful state in which they live through Knowitall.org.”

Mary Whitman  
Sanders Middle School  
Laurens, SC

