Teachers’ Domain Metrics:

Teachers’ Domain has registrations from users in a majority of America’s public schools:

<table>
<thead>
<tr>
<th>Year</th>
<th>46%</th>
<th>58%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
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</tbody>
</table>

53,693 schools had Teachers’ Domain users as of August 2008

This penetration rate ranges by state from 23% to over 70%:

Our user base continues to grow rapidly:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total users</th>
<th>Teachers/Administrators</th>
<th>Parents/Students</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 2005</td>
<td>50,000</td>
<td>0</td>
<td>52,520</td>
<td>3,526</td>
</tr>
<tr>
<td>June 2006</td>
<td>100,000</td>
<td>5,000</td>
<td>105,000</td>
<td>10,000</td>
</tr>
<tr>
<td>June 2007</td>
<td>150,000</td>
<td>15,000</td>
<td>160,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Dec. 2008</td>
<td>200,000</td>
<td>30,000</td>
<td>210,000</td>
<td>30,000</td>
</tr>
</tbody>
</table>

This Year’s Accomplishments:

- Implemented new infrastructure supporting a dynamic site with multiple editions.
- Created a customized content management system.
- Expanded K-12 Edition with new STEM content from WGBH and public TV partners, as well as non-STEM content through complementary funding.
- Published standards correlation API, which now accesses ASN standards records in the K-12 editions.
- Expanded user base to 272,000 registered users in 58% of US K-12 schools (up from 180,000 and 46% a year ago).
- Led interactive workshops for middle and high school teachers throughout the US.
- Accelerated our marketing campaigns through regular e-newsletters, blogposts, PR Wire announcements, and outreach to media outlets.
- Hosted TD/NSDL Workshop held in September 2008 for state and regional education service agency staff.
- Offered Professional Development courses through PBS TeacherLine and regional agencies.

Next Year’s Plans:

- Add STEM content in Advanced Technology Education, open educational resources, biotechnology, cutting-edge science and more.
- Work with BSCS to adapt existing courses to include blended formats and less intensive survey courses.
- Research and implement social media tools, such as tagging, expanded user profile functionality, depositories for media mashups.
- Integrate metadata, user preferences, and fully accessible resource examples from current accessibility pilot.
- Extend training opportunities to include live seminars via the Internet, and utilize Web 2.0 strategies through blogs and social networks.
- Broaden public relations efforts through press releases, story pitching, and targeting prospective online and print publications.
- Develop face-to-face and online TD/NSDL workshop protocols for use by PTV and other NSDL partners.
- Begin archiving video and interactive master material for preservation and future-proofing.
- Expand collaboration with public media partners, including PBS and state departments of education.

STEM Funders:

- National Science Foundation (NSF)
- Argys Foundation
- West Penn Power Sustainable Energy Fund (WPPSEF)
- U.S. Department of Education (USDOE)
- The Camille and Henry Dreyfus Foundation
- The John D. and Catherine T. MacArthur Foundation
- The William and Flora Hewlett Foundation
- Corporation for Public Broadcasting (CPB)
- Partnership for a Nation of Learners
- Vulcan Productions, Inc.
- National Aeronautics and Space Administration (NASA)
- Pennsylvania Space Grant
- National Institutes of Health (NIH)
- National Institute of Allergy and Infectious Diseases (NIAID)
- Howard Hughes Medical Institute (HHMI)