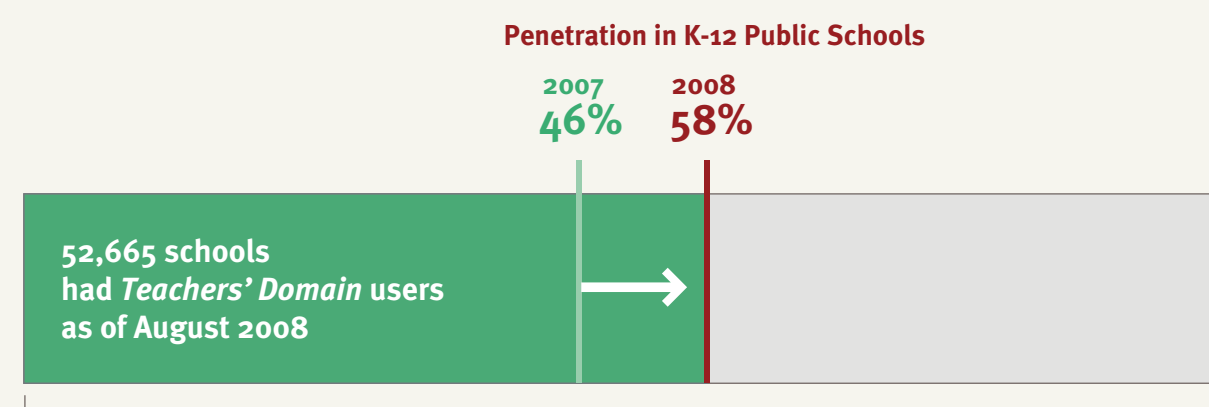




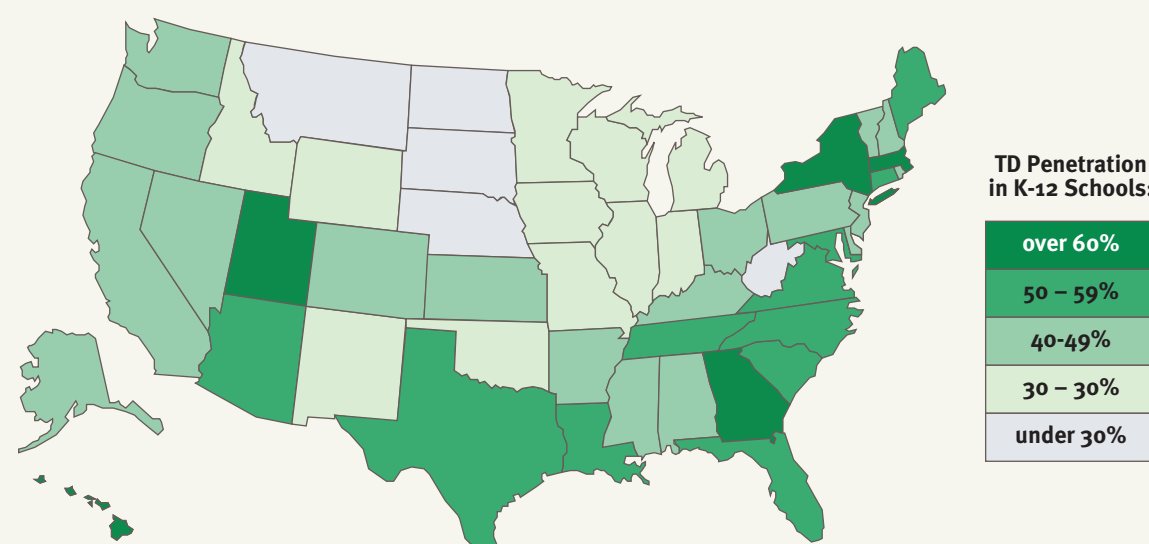
Teachers' Domain Metrics:

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

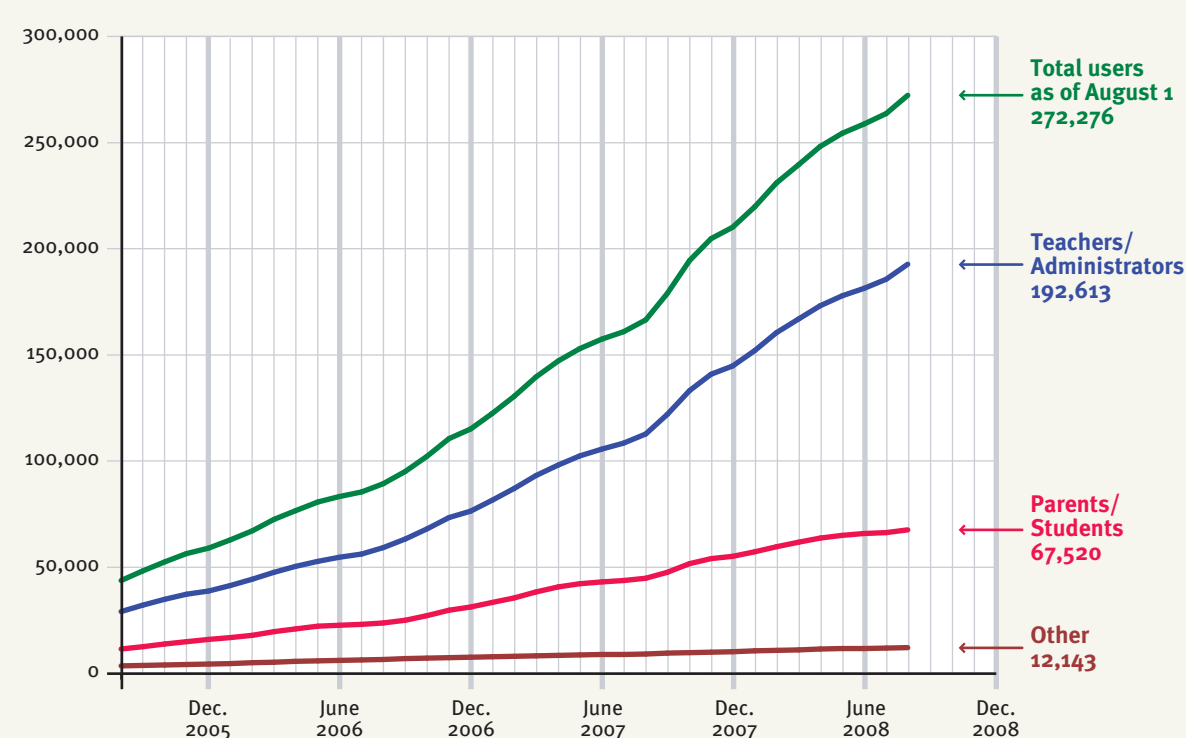


based upon a count of 91,380 public K-12 schools in the U.S.

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



Our user base continues to grow rapidly:



STEM Funders:

National Science Foundation (NSF)
 Argosy 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)

Now presented in three new editions customized for specific audiences:

K-12 Edition
 organized by common subjects and skills for preschool, elementary, and secondary grades.

vital on teachers'domain[®]
 Video in Teaching and Learning for New York State Educators

VITAL New York Edition: provides New York State Educators with resources organized by the New York State Core Curriculum, and well as by common subjects and skills for preschool, elementary, and secondary grades.

teachers'domain[®] Digital Media for Higher Education
COLLEGE EDITION

College Edition: resources for post-secondary use, organized by college subjects and common courses.

This Year's Accomplishments:

- Implemented new infrastructure supporting a dynamic site with multiple editions.
- Created a customized content management system.
- Launched College Edition and VITAL New York Edition.
- 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.