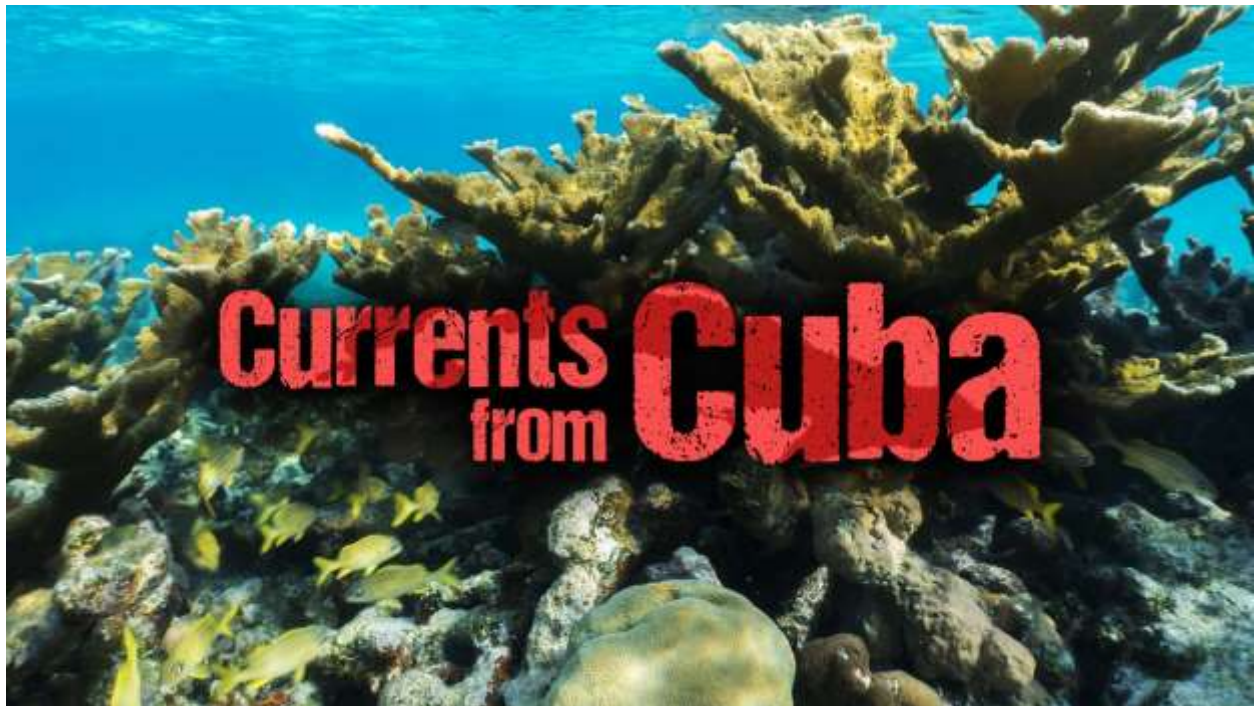




Final Report

2021/2022 Program Year



Persistence

During the 2021—2022 program year, *Encounters in Excellence, Inc.* delivered high-quality educational programming to thousands of public-school students. This was accomplished, once again, amidst the unpredictable circumstances of the Covid-19 pandemic.

For this year’s film series, we presented a new version of “Currents from Cuba.” We also produced a Spanish-language version of the film, with narration provided by Zoo Miami’s Ron Magill. Both are available on our website.

Scheduling began during the second week of August, which happened to correspond with a sharp rise in cases of the Delta variant. With that in mind, we decided to temporarily return to the video-chat format we used last year. Once cases began to taper off, we had the opportunity to schedule 20 live presentations in Miami-Dade County Public Schools during the month of February, 2022. The addition of these live shows, my first in two years, allowed us to reach almost 60% more students than the previous year.

Views of our videos on YouTube and www.OdysseyEarth.com declined from last year’s unprecedented numbers. This was expected, as students returned to brick-and-mortar schools. Still, video views on our website were 50% higher than the pre-pandemic 2019-2020 program year, despite zero investment in marketing and search engine optimization.

We are currently undergoing an extensive website re-build, a process that began several months ago with a team of science teachers from Miami-Dade with whom we have been consulting. www.OdysseyEarth.com 2.0 will feature many improvements on user experience and will include a host of new video content and supplemental teaching materials. As part of this re-build, we will also be investing heavily in search engine optimization. The launch of the new site will also correspond with a marketing campaign during the 2022-23 program year. We expect that these investments will greatly extend the reach of our web-based educational materials.

Below is a summary of data collected during the *Encounters in Excellence, Inc.* 2021-22 program year. A special thank you to all of our financial supporters and community partners who joined us on our mission to educate students about the environment. We greatly appreciate your support which made another successful year possible.



Richard S. Kern
Executive Director
Encounters in Excellence, Inc.
23050 SW 156th Ave
Miami, FL 33033

2021-22 Odyssey Earth film series

Zoom Q&A sessions for *CURRENTS FROM CUBA*

Miami-Dade County Public Schools

# of sessions	# of schools	# of classrooms	# of students
81	16	124	3,661

Live film presentations of *CURRENTS FROM CUBA*

Miami-Dade County Public Schools

# of sessions	# of schools	# of students
20	7	3,448

Stark County, Ohio Public Schools

# of sessions	# of schools	# of students
10	10	>1,200

Total Reach

# of sessions	# of schools	# of classrooms	# of students
111	33	>124	>8,309

Average Q&A Zoom session length

47.5 minutes

**Additional community interactions in support of
*CURRENTS FROM CUBA***

Date	Event	# of participants
4/19/2022	Pan American Orchid Society	TBD
4/21/2022	Village of Palmetto Bay	TBD
4/26/2022	Palmetto Bay Garden Club	TBD
6/17/2022	ArtServe	TBD
Total=		TBD

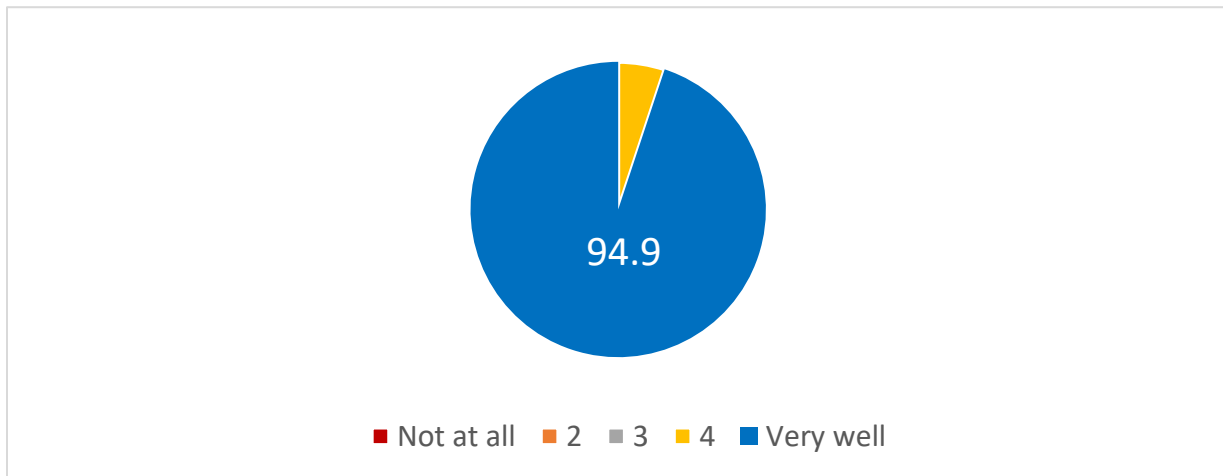
Teacher Evaluation Summaries

Below is a sample of data compiled from 3 sets of Teacher Evaluations collected during the 2021-22 CURRENTS FROM CUBA film series. A total of 78 Teacher Evaluations were collected. Full Teacher Evaluation sets can be provided upon request. Pie chart figures are expressed as percentages.

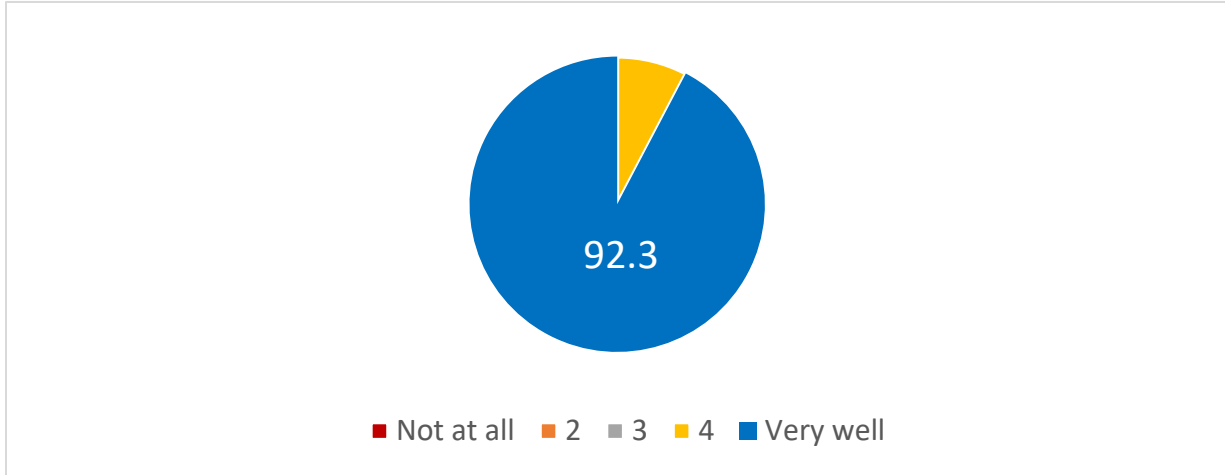
1.) How would you rate the overall quality of the film "CURRENTS FROM CUBA" as an educational resource?



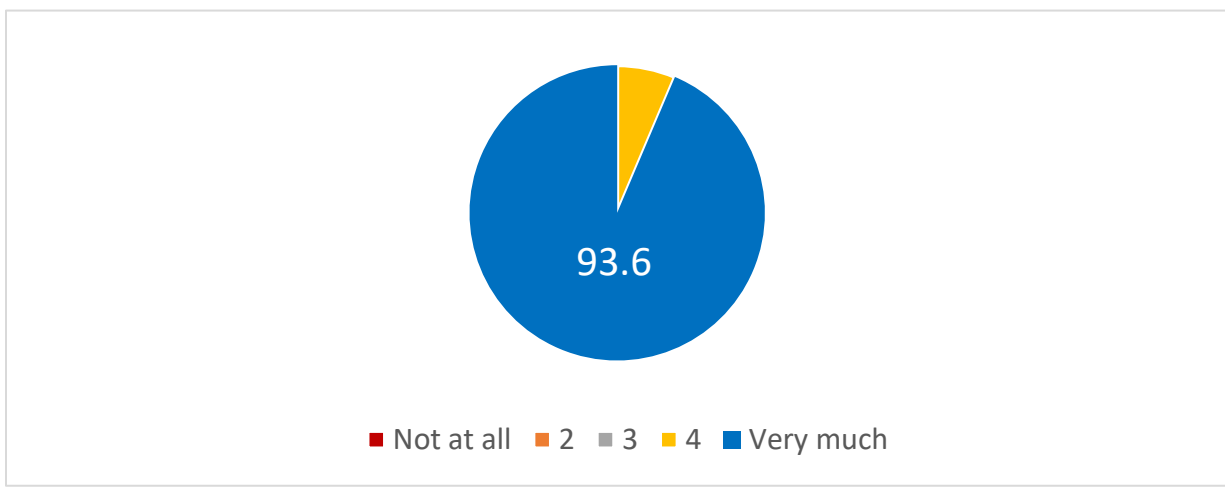
2.) How well did "CURRENTS FROM CUBA" reinforce targeted state science benchmarks that you cover in your classroom?



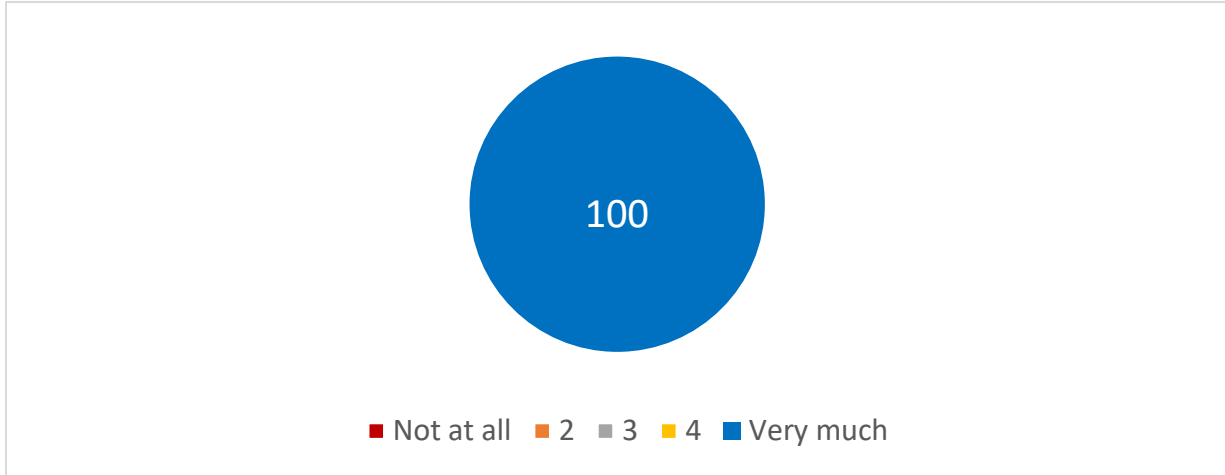
3.) How well did " CURRENTS FROM CUBA" capture and hold the student's attention?



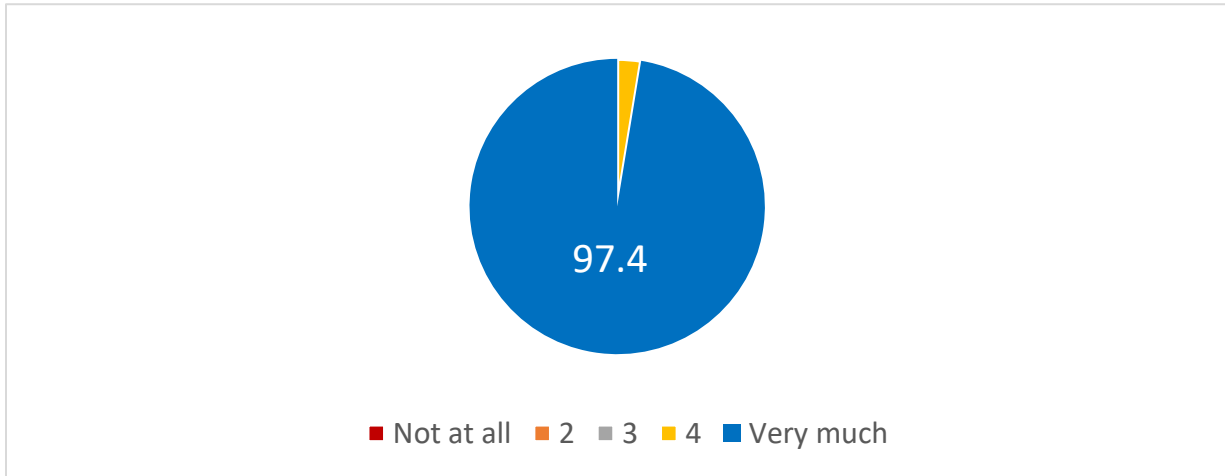
4.) Did the video-chat session/ Q&A session with the filmmaker help to clarify, enrich, and expand on the educational content of the film?



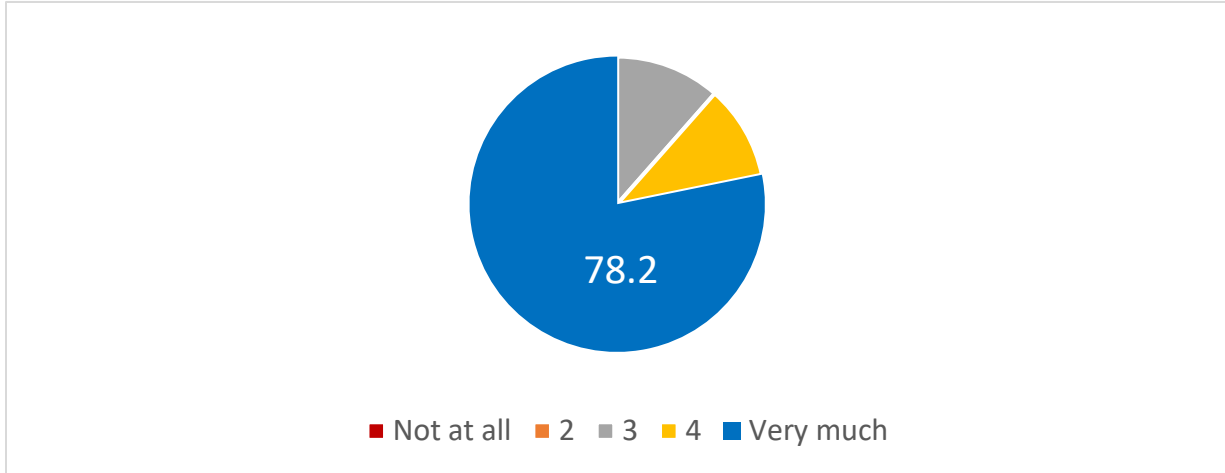
5.) Was the filmmaker well prepared to answer the student's questions and engage with the classroom?



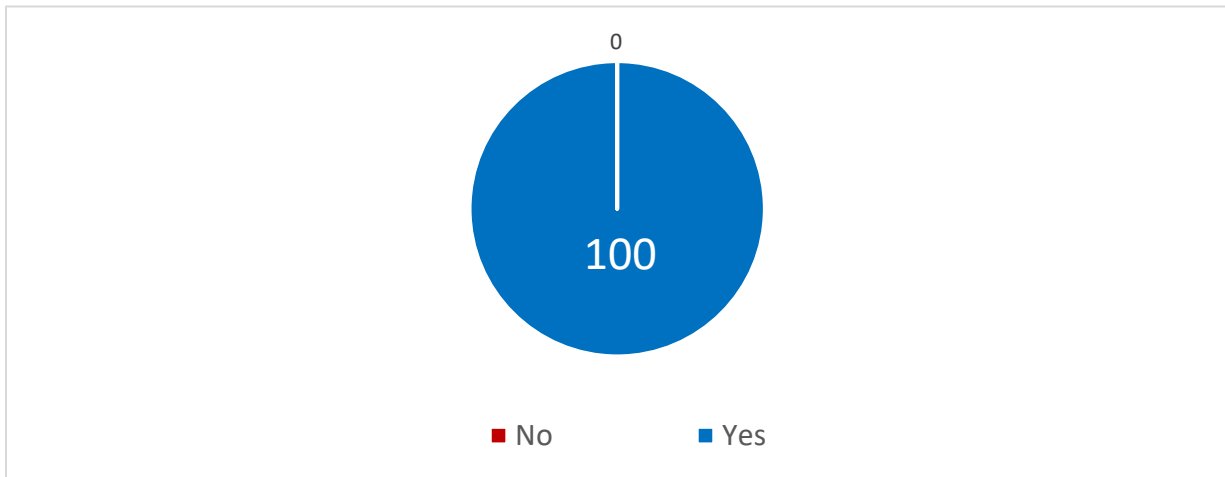
6.) Did the film, along with your classroom video-chat session promote discussion in your classroom?



7.) Was the supplemental Teacher's Guide useful and appropriate for the grade level(s) you teach?



8.) Would you like a similar program next year?



2021-2022 Website and YouTube video views

April 1, 2021 – March 30, 2022

OdysseyEarth.com video views

4/1/2020 -3/30/2021	Previous year
30,862	39,810
Percentage increase =	- 22%

Odyssey Earth YouTube channel

9,421 Subscribers

4/1/2020 -3/30/2021	Previous year
907,708	1,715,308
Percentage increase =	- 47%