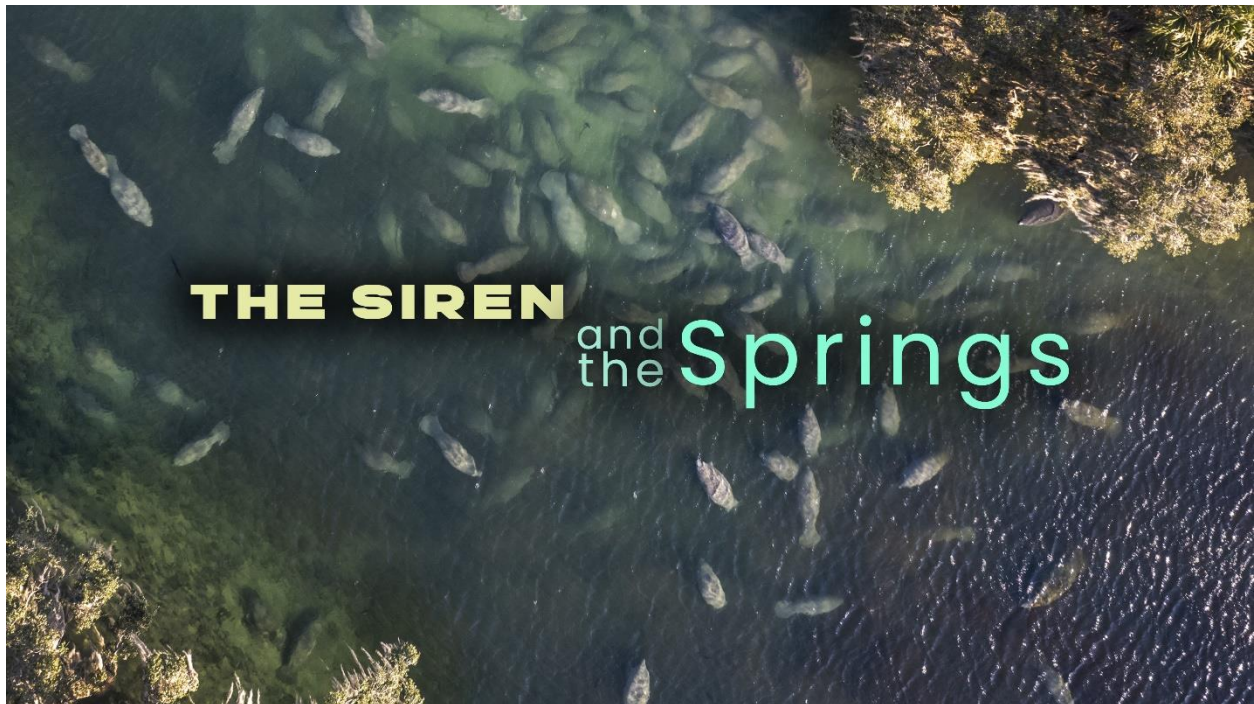




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# Final Report

2022/2023 Program Year



## Blazing ahead

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For the first time since 2020, Encounters in Excellence was thrilled to relaunch our popular Odyssey Earth film series with a full, in-person calendar. While we were grateful to reach thousands of students through virtual tools during the Covid-19 pandemic, nothing can duplicate the experience of our auditorium presentations accompanied by live narration.

Our newest film, *“The Siren and the Springs,”* received overwhelmingly positive reviews from teachers. During the course of the series, I personally presented the film to 50 schools in South Florida and Stark County, Ohio. Students were engaged. Students were inspired. Students were educated. I am already looking forward to next year’s series.

In addition to our live presentations, I also engaged in 14 virtual classroom visits. 11 of those were with schools that chose Encounters in Excellence as their official STE(A)M Partner for Miami-Dade County Public Schools’ STE(A)M Designation program. I also partnered with the Fairchild Challenge to design and perform 4 virtual workshops called “Filmmaking 101.”

On August 1, 2022, we launched a brand-new version of our website. This was not a renovation, but rather a re-building from the ground up. OdysseyEarth.com is more mobile friendly than ever, beautifully designed, and intuitive to navigate. Teachers now have the option of creating a teacher log-in which gives them access to all of our supplemental Teacher’s Guides, quizzes and activities, along with answer keys. In the 9 months since we launched, we already have over 250 teacher accounts created.

Video views on our website have seen a decline from last year. We believe that can mostly be attributed to our first post-pandemic school year where students were back in brick-and-mortar classrooms. Also, it takes time for Google to scrub new websites and web pages for search engine optimization. We expect these numbers will grow in the coming years.

We are particularly excited to announce the recent hire of our first Director of Marketing and Outreach. Jordan Page recently graduated with her master’s in marine science from Nova Southeastern University. She will spearhead a new marketing plan for the 2023-24 program year and will help us reach many more schools, teachers and students.

Below is a summary of data collected during the *Encounters in Excellence, Inc.* 2022-23 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.

# 2022-23 Odyssey Earth film series

## Live film presentations of *The Siren and the Springs*

### Miami-Dade County Public Schools

# of schools visited	# of presentations given	# of students reached
<b>40</b>	<b>106</b>	<b>26,335</b>

### Stark County, Ohio Public Schools

# of schools visited	# of presentations given	# of students reached
<b>10</b>	<b>10</b>	<b>&gt;1,600</b>

### Community presentations

# of presentations given	# of audience members
<b>8</b>	<b>150</b>

## Virtual interactions with public schools

# of sessions	# of schools	# of students
<b>14</b>	<b>6</b>	<b>420</b>

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# Total Reach

# of presentations/ sessions	# of schools	# of students/ audience members
<b>138</b>	<b>56</b>	<b>&gt;28,505</b>

Average virtual interaction session length

**45 minutes**

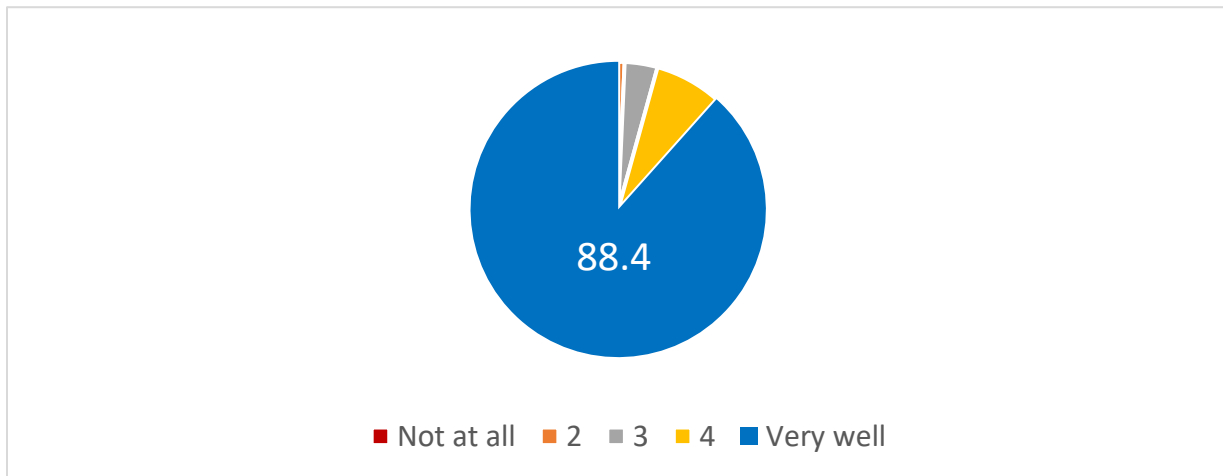
# Teacher Evaluation Summaries

Below is a sample of data compiled from Teacher Evaluations collected during the 2022-23 THE SIREN AND THE SPRINGS film series. A total of 138 Teacher Evaluations were collected. Full Teacher Evaluation sets can be provided upon request. Pie chart figures are expressed as percentages.

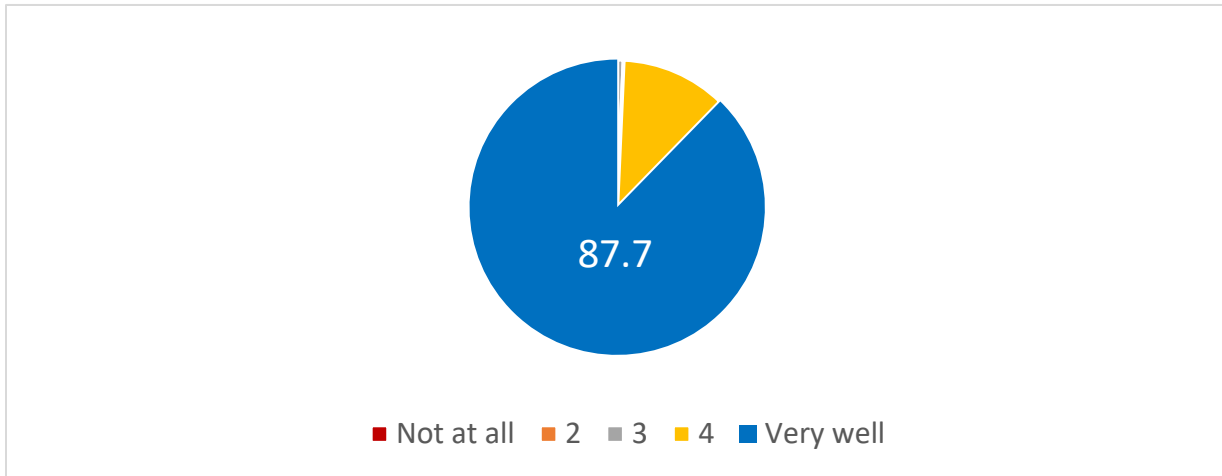
1.) How would you rate the overall quality of the film "The Siren and the Springs" as an educational resource?



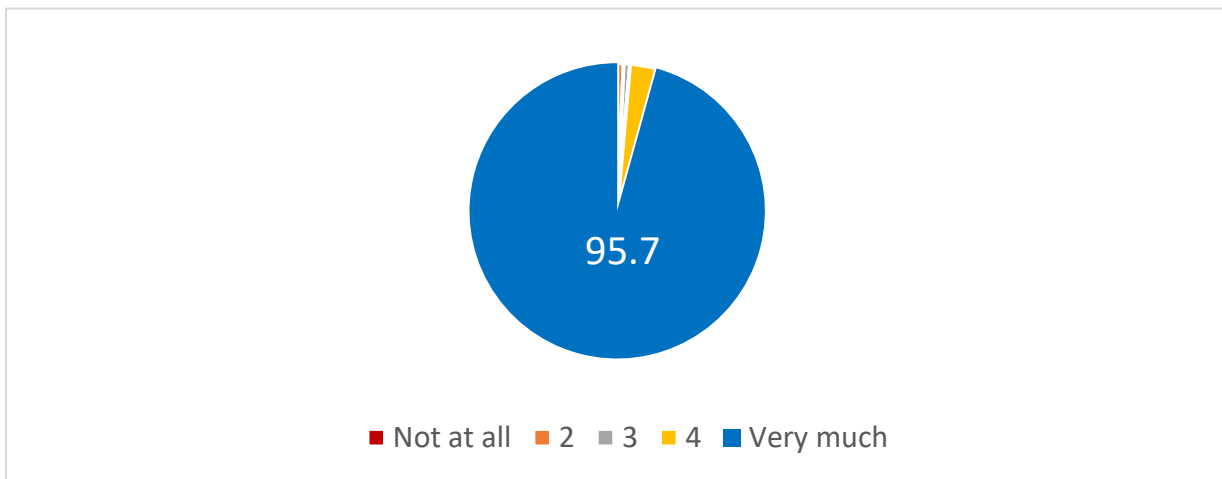
2.) How well did " The Siren and the Springs" reinforce targeted state science benchmarks that you cover in your classroom?



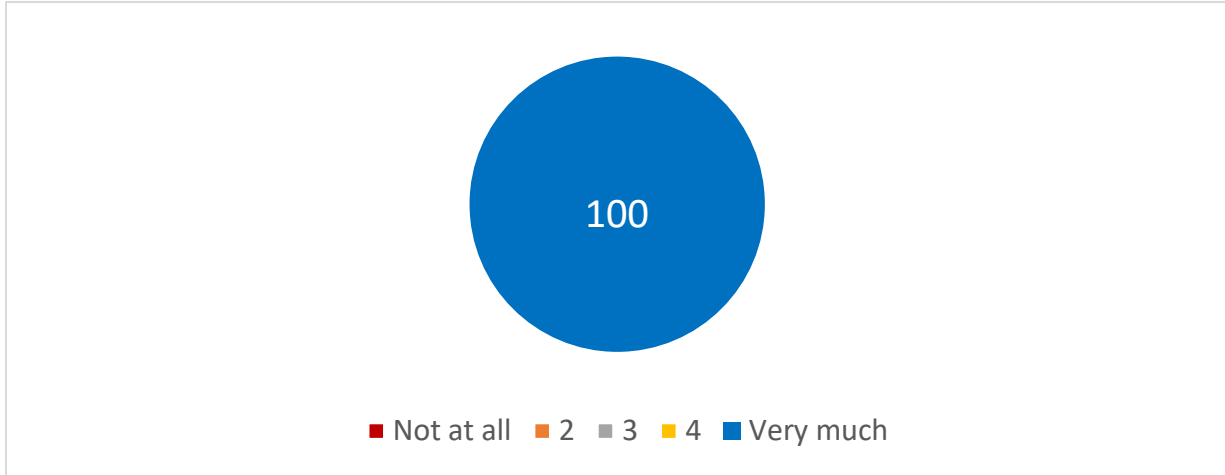
3.) How well did " The Siren and the Springs " capture and hold the students' attention?



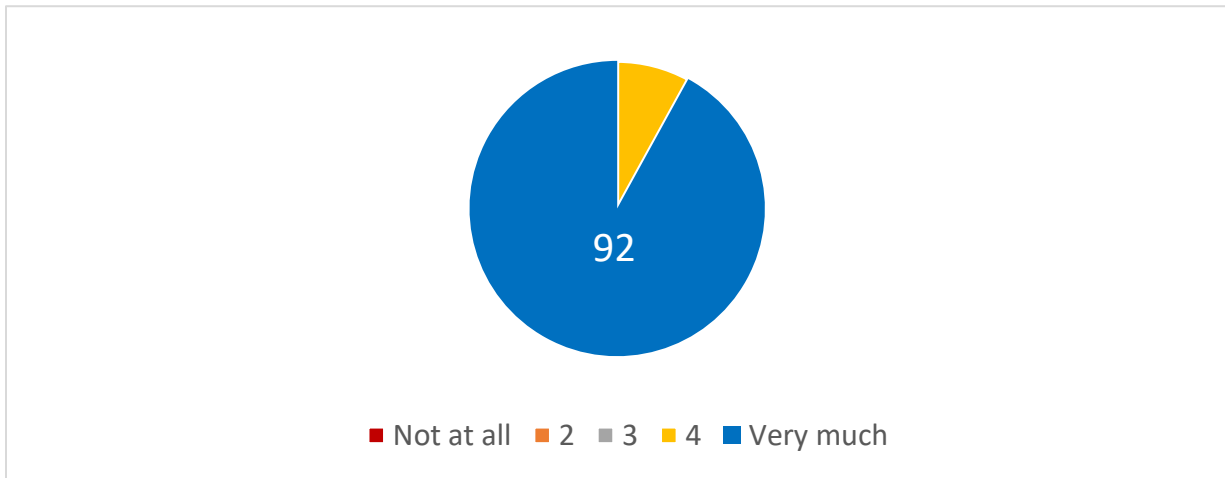
4.) Did the video-chat session/ Q&A session with the filmmaker help to clarify, enrich, and expand on the educational content of the film?



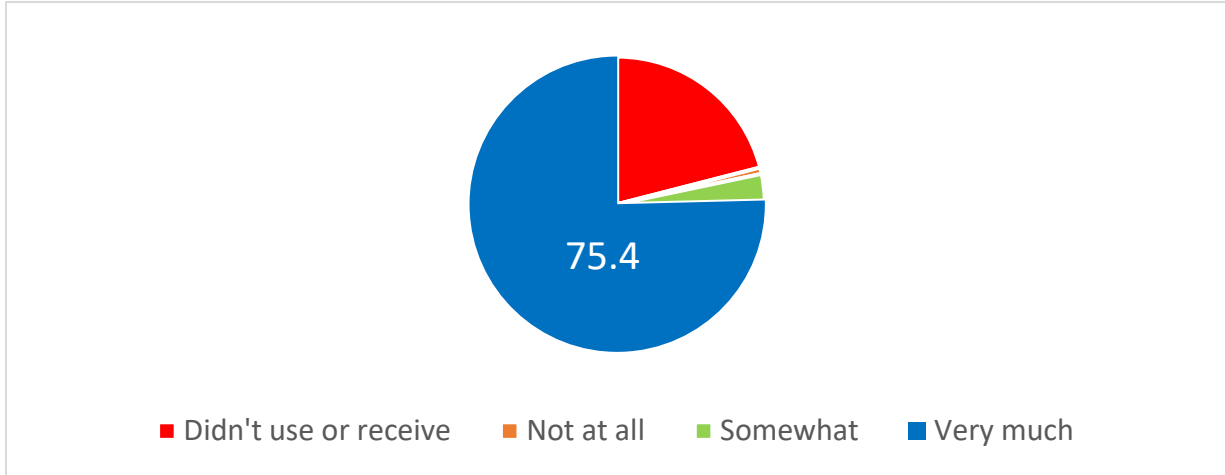
5.) Was the filmmaker well prepared to answer the students' questions and engage with the classroom?



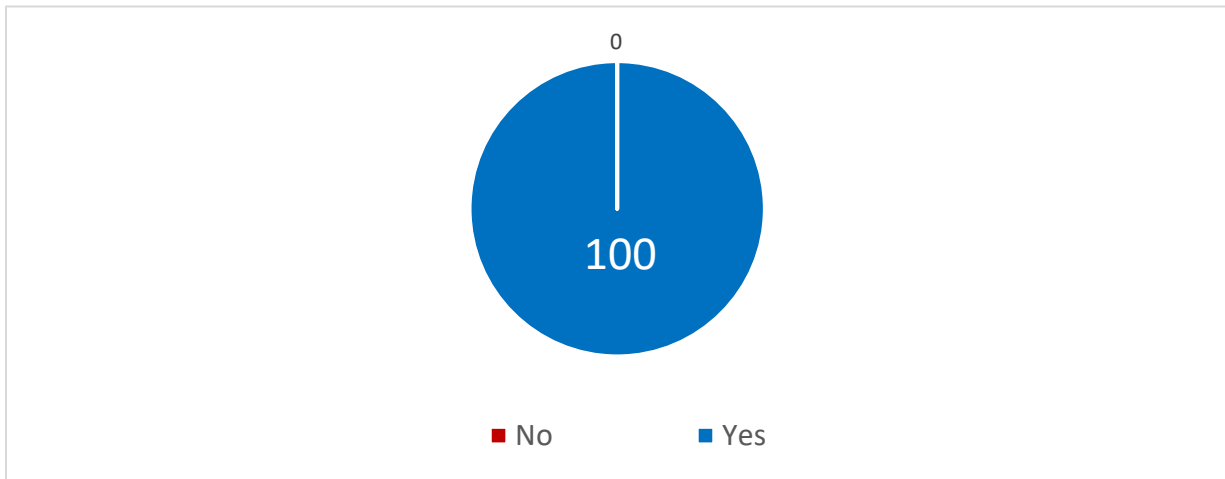
6.) Did the film, along with your classroom video-chat session promote discussion in your classroom?



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?





# 2022-2023 Website and YouTube video views

April 16, 2022 – April 15, 2023

## OdysseyEarth.com video views

4/16/2022 -4/15/2023	Previous year
<b>20,488</b>	<b>30,862</b>
Percentage increase =	<b>- 34%</b>

## Odyssey Earth YouTube channel

14,055 Subscribers

4/16/2022 -4/15/2023	Previous year
<b>560,081</b>	<b>907,708</b>
Percentage increase =	<b>- 38%</b>