



# ProjectExplorer.org

Content & Usership Statistics  
2006 - 2012

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# Report Overview

The [Content & Usership Statistics 2006 -2012](#) report is a product of ProjectExplorer.org. This report contains information from publicly available data published by the [National Center for Education Statistics](#), as well as annual district and state report cards.

Online research for this report was conducted among 4,455 U.S. schools in which students and/or educators are registered or have demonstrated sustained use of ProjectExplorer.org. Enrollment data between 2009 and 2013 was used in research and analysis.

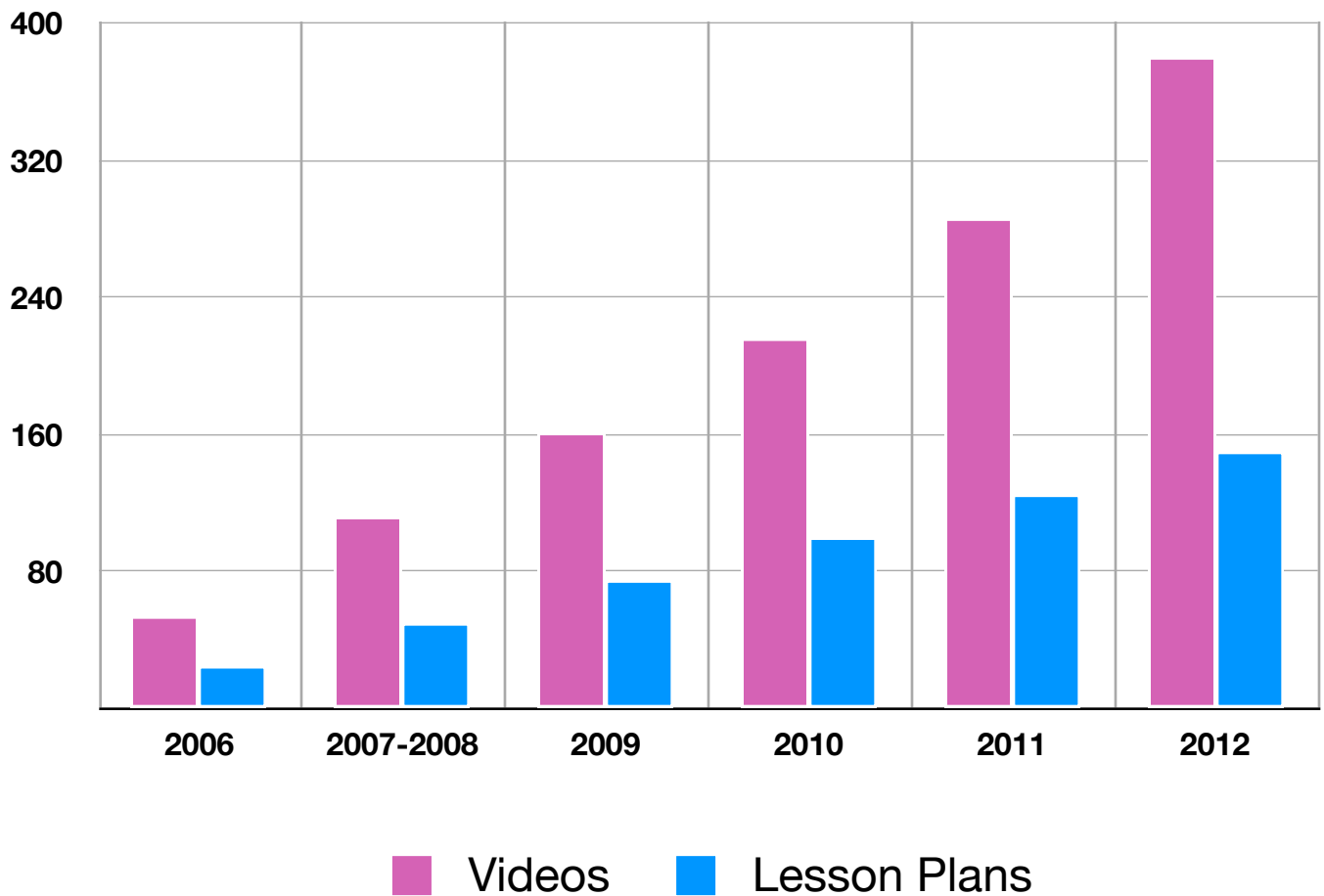
Data regarding ProjectExplorer.org's content creation and distribution (pages 3 & 4) and global usership (page 5) was gathered during an internal asset audit conducted between July 1 and July 18, 2013. This audit included the full inventory of educational videos, lesson plans, images, and written materials published by ProjectExplorer.org between September 1, 2006 and December 2012.

## About ProjectExplorer.org

ProjectExplorer.org is a nonprofit organization (501c3) that produces globally-focused multimedia programming for primary and secondary school students and educators.

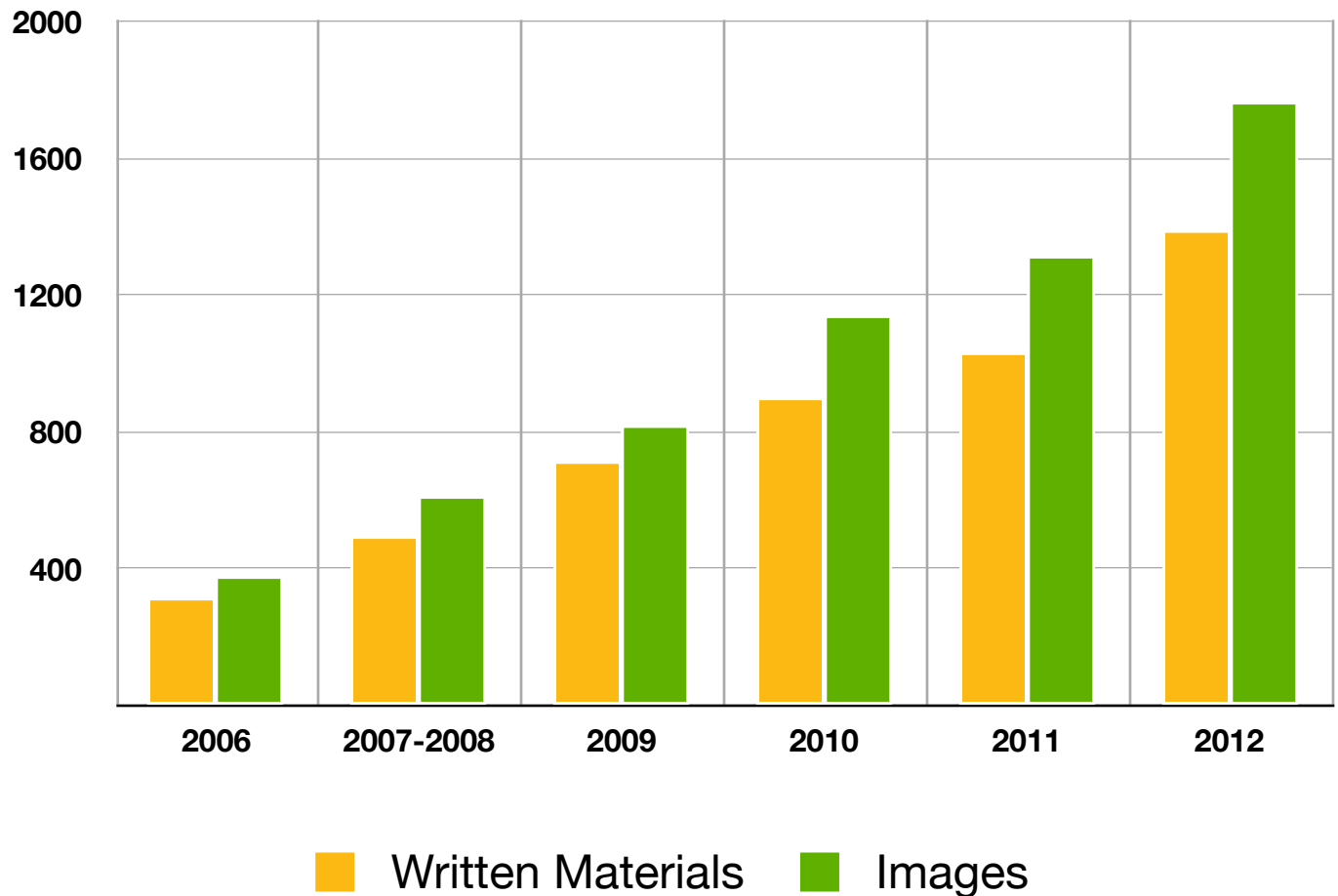
ProjectExplorer.org's free online educational programming debuted in September 2006. Now a leader in the EdTech community, our online curricula stress global competencies and cover a wide range of interrelated subjects: History, Language, Arts, Social Studies, Sciences, and Mathematics.

# Catalog of Videos and Lesson Plans



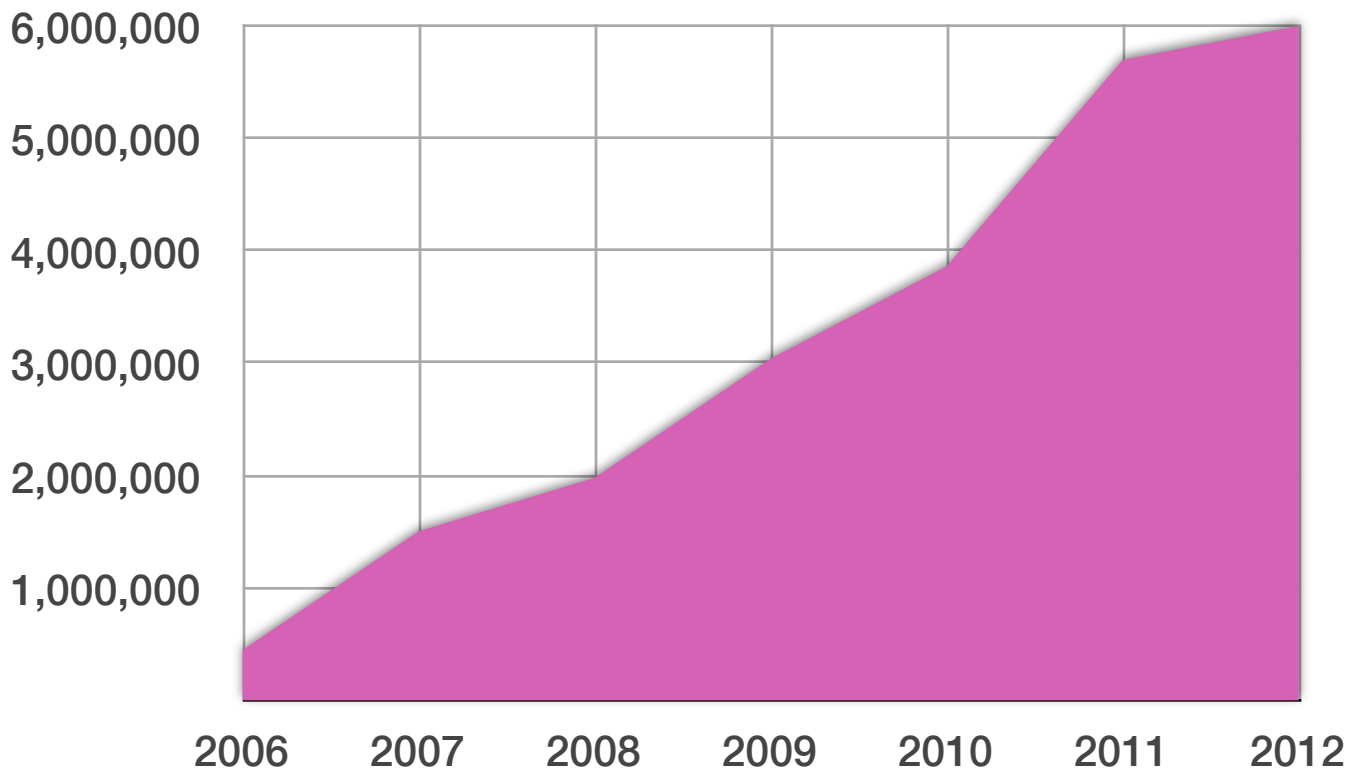
*Graph indicates total videos / lesson plans available on ProjectExplorer.org.*

# Additional Educational Resources



*Graph indicates total written materials / images available on ProjectExplorer.org.*

# Global Audience Overview



ProjectExplorer.org reaches over 6 million students and educators annually via our website. Our worldwide audience has grown an average of 40 percent annually.

# International User “Hotspots”

4.7 million viewers

**U.S.**

544,626 viewers

**South Africa**

335,893 viewers

**U.K.**

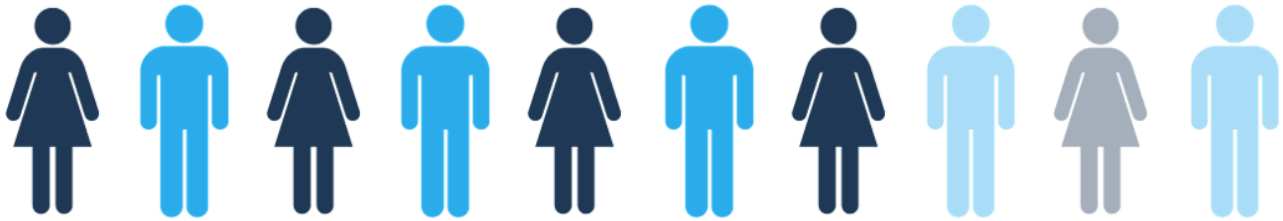
244,722 viewers

**Canada**

184,741 viewers

**New Zealand**

# Who We Serve



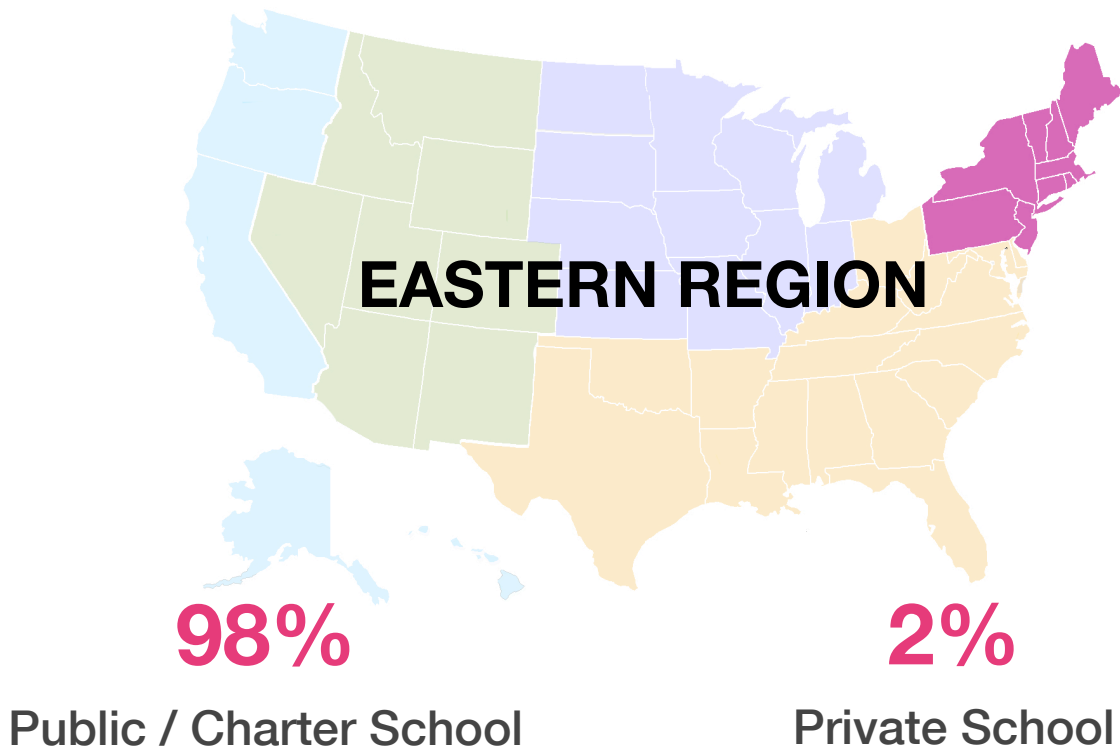
**7 in 10**

**ProjectExplorer.org users are economically disadvantaged**

ProjectExplorer.org primarily serves economically disadvantaged students (ages 8 - 18) across the United States. Currently, students and educators in 43 U.S. states and the District of Columbia benefit from our free academic programming.

Our videos and academic content are free to anyone, worldwide, who wishes to expand their global understanding. There is no registration process required by students, and there is no formal enrollment process required by schools.





### Demographics Served

Eligible for free/reduced lunch: .....68%

African American.....25%

Alaskan Native / American Indian.....1%

Asian / Hawaiian / Pacific Islander.....20%

Hispanic.....34%

White.....19%

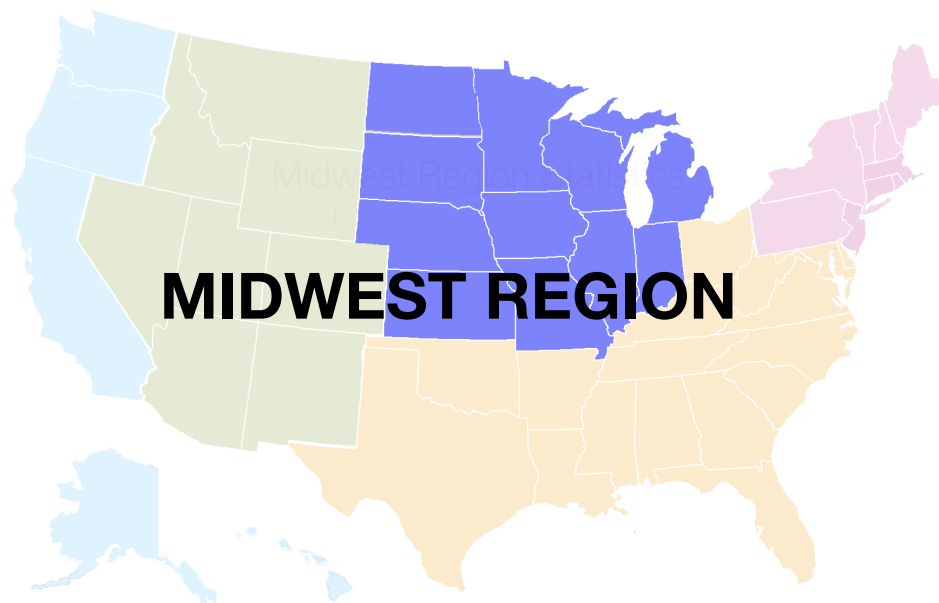
Multi-racial / Not Specified.....1%

**Percentage of Minority Students.....80%**

Grades 3 to 5.....32%

Grades 6 to 8.....28%

Grades 9 to 12.....40%



**97%**

**Public / Charter School**

**3%**

**Private School**

### **Demographics Served**

Eligible for free/reduced lunch: .....36%

African American.....19%

Alaskan Native / American Indian.....2%

Asian / Hawaiian / Pacific Islander.....5%

Hispanic.....8%

White.....64%

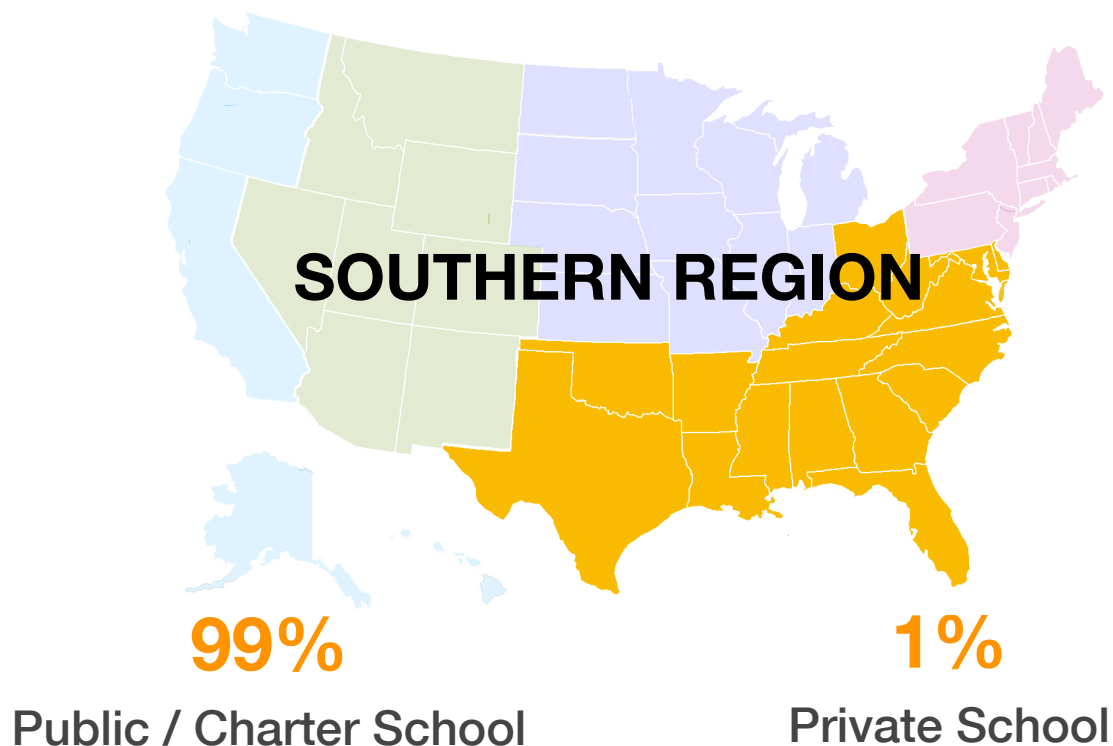
Multi-racial / Not Specified.....2%

***Percentage of Minority Students.....34%***

Grades 3 to 5.....24%

Grades 6 to 8.....26%

Grades 9 to 12.....50%



### **Demographics Served**

Eligible for free/reduced lunch: .....55%

African American.....42%

Alaskan Native / American Indian.....1%

Asian / Hawaiian / Pacific Islander.....14%

Hispanic.....16%

White.....24%

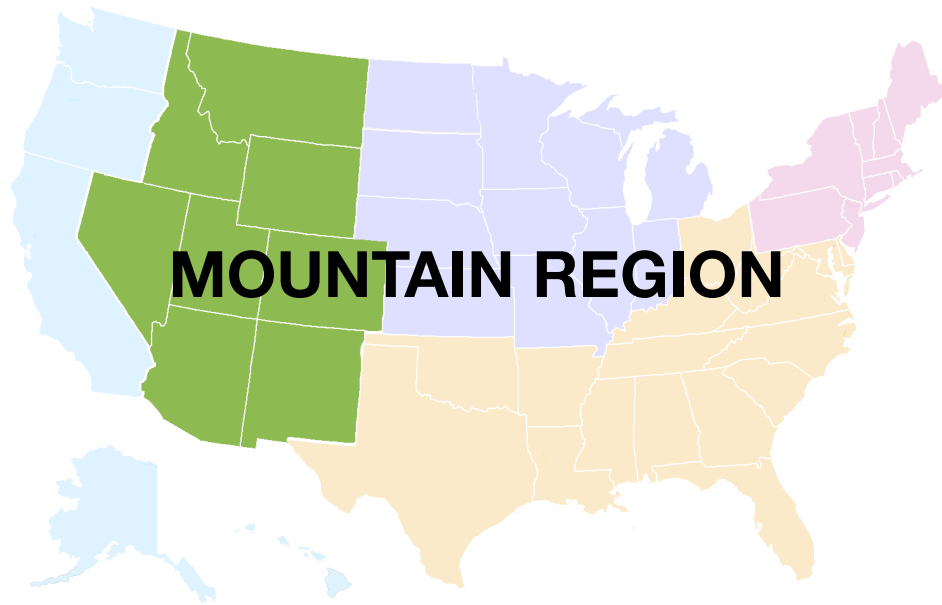
Multi-racial / Not Specified.....3%

***Percentage of Minority Students.....73%***

Grades 3 to 5.....31%

Grades 6 to 8.....30%

Grades 9 to 12.....39%



**99%**

**Public / Charter School**

**1%**

**Private School**

### **Demographics Served**

Eligible for free/reduced lunch: .....61%

African American.....10%

Alaskan Native / American Indian.....14%

Asian / Hawaiian / Pacific Islander.....4%

Hispanic.....34%

White.....32%

Multi-racial / Not Specified.....3%

*Percentage of Minority Students.....65%*

Grades 3 to 5.....29%

Grades 6 to 8.....26%

Grades 9 to 12.....45%



**92%**

**Public / Charter School**

**8%**

**Private School**

### **Demographics Served**

Eligible for free/reduced lunch: .....48%

African American.....4%

Alaskan Native / American Indian.....1%

Asian / Hawaiian / Pacific Islander.....20%

Hispanic.....33%

White.....35%

Multi-racial / Not Specified.....6%

*Percentage of Minority Students.....59%*

Grades 3 to 5.....22%

Grades 6 to 8.....11%

Grades 9 to 12.....67%

# Data Notes

## **EASTERN REGION DATA NOTES**

For the purposes of this report, the Eastern region is defined as: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey.

The data published on page 8 of this report is a regional sample of 1,656 schools in which ProjectExplorer.org is used by students and/or educators. See pages 15 to 19 for schools / school districts used in this analysis.

## **MIDWEST REGION DATA NOTES**

For the purposes of this report, the Midwest region is defined as: Wisconsin, Michigan, Illinois, Indiana, Ohio, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa.

The data published on page 9 of this report is a regional sample of 310 schools in which ProjectExplorer.org is used by students and/or educators. See pages 15 to 19 for schools / school districts used in this analysis.

## **SOUTHERN REGION DATA NOTES**

For the purposes of this report, the Southern region is defined as: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Mississippi, Alabama, Oklahoma, Texas, Arkansas, Louisiana.

The data published on page 10 of this report is a regional sample of 2,196 schools in which ProjectExplorer.org is used by students and/or educators. See pages 15 to 19 for schools / school districts used in this analysis.

## **MOUNTAIN REGION DATA NOTES**

For the purposes of this report, the Mountain Region is defined as: Idaho, Montana, Wyoming, Nevada, Utah, Colorado, Arizona, New Mexico.

The data published on page 11 of this report is a regional sample of 182 schools in which ProjectExplorer.org is used by students and/or educators. See pages 15 to 19 for schools / school districts used in this analysis.

## **PACIFIC REGION DATA NOTES**

For the purposes of this report, the Pacific region is defined as: Alaska, Washington, Oregon, California, Hawaii.

The data published on page 12 of this report is a regional sample of 111 schools in which ProjectExplorer.org is used by students and/or educators. See pages 15 to 29 for schools / school districts used in this analysis.

## **SCHOOL / SCHOOL DISTRICT DATA NOTES**

Student demographics were obtained through publicly available information for each school that has registered with ProjectExplorer.org, or where usage logs indicated sustained or repeat access of ProjectExplorer.org materials. Schools listed did not provide any feedback as part of this study. No endorsement is expressed or implied.

In some cases usage logs and registrations show multiple schools within a single district. In such cases and for the purposes of this report demographic data for the entire district was used. It is not necessarily the case that each and every school in each district uses ProjectExplorer.org.

For each school and district included, any Pre-Kindergarten to Grade 2 student demographics were removed, as ProjectExplorer.org programs are not designed for Pre-K to Grade 2 instruction.

**ALABAMA**

Bayside Academy  
St. Paul's Episcopal School  
Oakwood Adventist Academy High School

**ALASKA**

Chatham School District (5)

**ARIZONA**

Litchfield Elementary School  
Madison Simis Elementary  
Mesa School District (79)

**ARKANSAS**

no schools currently using ProjectExplorer.org

**CALIFORNIA**

Atwater Elementary School District (8)  
Campbell Union High School (6)  
Clayton Valley High School  
Cohasset Elementary School  
Cupertino Union School District (17)  
El Monte Union High School  
Granada Hills Charter High School  
The Harker School  
International High School (San Francisco)  
Jefferson Union High School (5)  
King Chavez High School  
Malcom Elementary  
Marin Primary & Middle School  
North Bay Christian Academy  
Pacific Ridge School  
Porterville USD (19)  
Santa Monica-Malibu USD (17)  
St. Joseph the Worker School  
St. Mark's School  
Regency High School  
William S Hart High School

**COLORADO**

Aurora Public Schools (50)  
Victor Junior/Senior High School  
Cresson Elementary  
Holy Family Catholic High School  
Sage Canyon Elementary  
Woodmen-Roberts Elementary School

**CONNECTICUT**

Bassick High School  
Central High School  
Frank T. Wheeler Elementary School  
The Hotchkiss School  
Notre Dame Catholic High School  
Stamford Public Schools (20)

**DELAWARE**

no schools currently using ProjectExplorer.org

**DISTRICT OF COLUMBIA**

Eaton Elementary School

**FLORIDA**

Audubon Park Elementary  
Bonita Springs Elementary  
Broward Country Schools (310)  
David Posnack Jewish Day School  
Hillsborough County Public Schools (288)  
Kensington Park Elementary  
Miami Central Senior High School  
Mill Creek Elementary School  
South Daytona Elementary  
St. Johns Country Day School



**GEORGIA**

Gwinnett County Public Schools (123)  
Marshpoint Elementary  
St. George's Episcopal School

**HAWAII**

Le Jardin Academy  
Waianae Elementary School

**IDAHO**

Preston School District (5)

**ILLINOIS**

Dr. Bessie Rhodes Magnet  
Lincoln Elementary School  
Lyon Elementary School  
Mahalia Jackson School  
Marian Catholic High School  
Our Lady Of Tepeyac High School  
Smyth IB Magnet School  
UNO-Garcia Charter High School  
Yale Elementary School

**INDIANA**

Brownsburg High School  
Carmel High School  
Culver Academy  
South Vermillion High School  
Taylor High School  
Wabash High School

**IOWA**

Akron Westfield Community School (3)  
Grinnell High School  
Pleasant Valley School District (6)  
Woodward Granger Community School

**KANSAS**

Basehor-Linwood School District (5)

**KENTUCKY**

Jefferson County Public Schools (172)  
Madison Southern High School  
Southwestern High School

**LOUISIANA**

West Carroll (Forest)  
Isidore Newman School  
Lafayette Parish School District (40)  
St. Mary's Parish School District (23)

**MAINE**

Bowdoinham Community School  
Orono High School

**MARYLAND**

Baltimore City Public Schools (189)  
Loyola Blakefield High School  
McDonough High School  
Montgomery County Public Schools (202)  
Pittsville Elementary & Middle School  
Western Heights Middle School

**MASSACHUSETTS**

Abby Kelley Foster Charter Public School  
Anne Sullivan Middle School  
Berkshire Country Day School  
Boston Public Schools (138)  
Codman Academy Charter Public School  
Dennis-Yarmouth School District (7)  
Lynnfield High School  
Meridian Academy  
Muriel Snowden International School  
Natick Public Schools (8)  
The Newman School  
Revere Public Schools (11)  
Springfield Renaissance School  
Taunton Catholic Middle School  
Wellesley Middle School

## **MICHIGAN**

Byron Center Public Schools (6)  
East Detroit Public Schools (3)  
Grandville High School  
Godfrey Elementary School  
Holt Public Schools (12)  
Kent City Community Schools (3)  
Lee Middle School  
Lee High School  
Lowell Area Schools (7)  
Pinehurst Elementary School  
Northview High School  
Portage Central High School  
Sparta Area Schools (4)  
Thornapple-Kellogg Schools (5)

## **MINNESOTA**

Anoka-Hennepin Public Schools (67)  
Beacon Preparatory  
Calvin Christian School  
Forest Lake School District (15)  
Hopkins Senior High School  
Hopkins West Junior High School  
Hopkins North Junior High School  
Mahnomen Elementary School  
Mahnomen Secondary School  
Minneapolis Public Schools (59)  
Seven Hills Classical Academy

## **MISSISSIPPI**

no schools currently using ProjectExplorer.org

## **MISSOURI**

Edgar Road Elementary  
Hazelwood East High School  
Wydown Middle School

## **MONTANA**

no schools currently using ProjectExplorer.org

## **NEBRASKA**

no schools currently using ProjectExplorer.org

## **NEVADA**

Coral Academy of Science

## **NEW HAMPSHIRE**

Berlin Public Schools (4)  
Newport School District (4)

## **NEW JERSEY**

Glen Rock High School  
Louise A. Spencer School  
Manville Public Schools (4)  
Mustard Seed School  
The Oakwood School  
Primary Prep Elementary School  
Saddle River Day School

## **NEW MEXICO**

Gallup McKinley County Schools (35)

## **NEW YORK**

Albany High School  
Amsterdam High School  
Ballston Spa Central School (6)  
Baruch College Campus High School  
Bethpage Senior High School  
Blessed Sacrament (Manhattan)  
Bloomfield Elementary School  
Brooklyn International High School  
Buckman Heights School  
Burnt Hills-Ballston Lake Senior High School  
The Churchill School  
Ethical Culture Fieldston School  
Fonda-Fultonville Central School (3)  
Grand Island Central Schools (5)  
Hackley School  
The Hewitt School  
Incarnation School  
Mayfield Jr. / Sr. High School  
New York City Public Schools

**NEW YORK (con't.)**

Oyster Bay High School  
Sag Harbor Public Schools (3)  
Schenectady High School  
Scotia-Glenville Senior High School  
Seaford Union Free School District (4)  
Sts Philip & James School  
Regis High School  
University Neighborhood High School  
Urban Assembly School for Law and Justice  
Utica City School District (12)  
Voorheesville Central School District (3)

**NORTH CAROLINA**

Archer Lodge Middle School  
Blessed Sacrament School  
Charlotte Catholic High School  
Charlotte-Mecklenburg Schools (158)  
The Epiphany School of Global Studies  
Kings Mountain Intermediate School  
Kings Mountain West Elementary School  
Moore Square Museum Middle School  
Pitt County Schools (35)  
Root Elementary School  
Salisbury High School

**NORTH DAKOTA**

Minot Magic City High School

**OHIO**

Akron Public Schools (53)  
Bay High School  
Bay Middle School  
Central Catholic High School (Toledo)  
Forest Hills School District (9)  
Hawken School  
Lake Ridge Academy  
River View High School  
River View Junior High School  
Woodward High School

**OKLAHOMA**

Bartlesville Public Schools (11)  
Tulsa Public Schools (185)  
Villa Teresa School

**OREGON**

Bend Senior High School  
Mountain View Senior High School  
Summit High School

**PENNSYLVANIA**

Bishop Guilfoyle High School  
Crestwood School District (4)  
Cumberland Valley School District (10)  
Elizabethtown Area School District (7)  
Lake-Lehman School District (4)  
Pittsburgh Public Schools (54)  
The Quaker School at Horsham  
Sewickley Academy  
Shady Side Academy  
Souderton Area School District (11)  
South Park Senior High School  
Spring Grove Middle School  
Springside Chestnut Hill Academy  
West Greene High School

**RHODE ISLAND**

Kickemuit Middle School  
Prout School

**SOUTH CAROLINA**

Blythewood High School  
Buist Academy Charleston County  
Dent Middle School  
Lake City College Prep  
Langford Elementary School

## **SOUTH DAKOTA**

Rapid City Central High School

## **TENNESSEE**

Bearden Middle School

Brown International Academy

East Tennessee School for the Deaf

Lincoln County High School

Sumner County Schools (45)

White Station High School

## **TEXAS**

Angelton ISD (14)

Carroll ISD (12)

George Bannerman Dealey Int'l Academy

Irving ISD (40)

Judson ISD (28)

Pasadena ISD (66)

Plano ISD (85)

St. Paul's Episcopal School

Staley Middle School

## **UTAH**

Central David Junior High

West High School

## **VERMONT**

Stowe Elementary

Stowe Middle & High School

## **VIRGINIA**

Albemarle County Public Schools (26)

Annandale High School

Chesterfield County Public Schools (44)

George H. Moody Middle

Newport News Public Schools (39)

The Potomac School

Prince William County Schools (55)

Thomas Jefferson Elementary School

Washington and Lee High School

Woodrow Wilson Middle School

## **WASHINGTON**

A.G. West Black Hills High School

Gonzaga Preparatory School

G.W. Bush Middle School

International School/Bellevue School District

Monroe Public Schools (8)

Tumwater High School

Tumwater Middle School

## **WEST VIRGINIA**

no schools currently using ProjectExplorer.org

## **WISCONSIN**

Green Lake High School

Greenfield School

Logan High School

School District of Beloit (4)

School District of Holmen (2)

Whitefish Bay Middle School

Whitnall High School

## **WYOMING**

no schools currently using ProjectExplorer.org

# Researchers

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