

Feedback & Survey Results for



5.14.18

Got You Covered! Program Overview:

- Distributed to 6-9 grade science teachers in 1,000 schools in client selected areas.
- **Program Components**
 - Four-color wall poster with teachers guide and three student/parent activities on reverse side
 - 9-Page Presentation Kit with experiments as downloadable PDFs
 - 2-Page Career Guide
 - Reply card
 - Mailing envelope
 - YMI microsite
- **Research Components:**
 - Educator Comment Cards
 - Educator Survey
- **Educator Reach**
 - Average number of educators reached per school: 3.7*
 - Number of educators reached in target area: 3,700
- **Student Reach**
 - Average number of students reached per school: 211*
 - Number of students and families reached: 211,000
- **Microsite Visits:** 487
- **Program Downloads:** 313

* 296 reply cards returned



Educator Ratings

- 98% rated the program's appeal to students as good-excellent
- 99% rated the program's educational effectiveness as good-excellent

GOT YOU COVERED! CAREER GUIDE

Dear Student,
Do you want to make an impact on the world? There's a career in science, technology, engineering, or math (STEM) right in the classroom for you. Scientists study the world around them and help find better ways for us to live, work, and play every day. And there's no limit to where their knowledge can be applied — science is behind everything we do! Consider your hobbies: — Obsessed with sports? There's science behind it! — Love fashion and beauty? There's science behind it! — Happen to be a growing cactus? Well, there's science behind it!

STEM careers are exciting, challenging, and rewarding — for you and the world. So, as you look toward the future, think: What do you love? And what's the science behind it?

Air, Space, and Space!
Automobiles, airplanes, sailing vessels, rockets, and more... The physics involved in building machines that can move our land, air, and space is just the first step. Take a deeper look and you'll see science at every level. For example, high-tech coatings on ships prevent corrosion of metals and deterioration by marine life, while coatings on satellites must accommodate the extreme temperatures in space. As we look toward the future of self-driving vehicles, there will be an increased need for more and more sensors and sensors like coatings, highways, markings, and more.

Architecture
Working at the crossroads between form and function, engineers and architects continuously strive to make our homes, offices, and cities more sustainable, aesthetically pleasing, and functional. Cost, safety, feasibility, and personal expression, and other goals are just the beginning when it comes to the development of buildings for the future and the future. Interior design gets a boost from advancements in paint technology and technology like the surface.

Arts and Entertainment
They say an artist is only limited by imagination, but the technology available to create is another challenge. Advancements in paints, pigments, and other physical mediums, conductive surfaces that can project sound and display imagery, and computer technology that makes characters come to life on screen can be both a tool and an inspiration for artistic expression.

Cosmetics and Wellness
The multi-billion-dollar cosmetics industry is a blend of scientific inquiry with technology and advancement. From light-reflecting makeup foundations to plumping lip gloss to anti-aging, a background in chemistry, physics, or materials science is as glamorous as it gets.

Artists
Love your sketch pad? Easy to do a polymer-based material? Materials scientists and chemists have provided the future world with some of its most important.

Quote: "In the last decade, growth in STEM jobs was three times as fast as growth in non-STEM jobs. In addition, studies show that STEM jobs command significantly higher salaries than non-STEM jobs. Clearly, careers in science, technology, engineering, and math create great opportunities for young people who are preparing today to take part in tomorrow's workforce."
— Ryan Reilly, Science Teacher

Educator Comments

PLEASE FILL OUT AND RETURN THIS RESPONSE CARD
TO RECEIVE FREE YMI PROGRAMS IN THE FUTURE.
Or respond online at ymiclassroom.com/feedback-aca

First/last name Holly Marksman
(Please print clearly)

School St Marks School

Address 1983 Dayton Ave

City St. Paul State MN Zip 55104

Email _____ Phone _____

I teach grade(s) 6-8 Subjects Science + Health

Number of teachers using this program 4 Number of students using this program 120+

Please rate this program's appeal to students: ☐ Excellent ☒ Good ☐ Fair ☐ Poor

Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor

Would you like to serve on one of our Educator Advisory Panels for future programs? ☐ Yes ☒ No

Your opinion of this program is important to us. Please take a moment to comment.
I appreciate this material. It's very useful lessons to share with my students.

YMI will not disclose your name to third parties. ACA 2018

Educator Comments

"Love that it matches our standards for science.
Thank you!"

Educator Comments

"I appreciate this material.
It's very useful lessons to
share with my students."

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First/last name Kenneth Marksman
(Please print clearly)

School Northern Middle School

Address 371 Pride Pkwy

City Accident State MD Zip 21520

Email _____ Phone _____

I teach grade(s) 6-8 Subjects Science

Number of teachers using this program 4 Number of students using this program 120+

Please rate this program's appeal to students: ☒ Excellent ☐ Good ☐ Fair ☐ Poor

Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor

Would you like to serve on one of our Educator Advisory Panels for future programs? ☐ Yes ☒ No

Your opinion of this program is important to us. Please take a moment to comment.
Love that it matches our standards for science, thank you!

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Educator Comments (continued)

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First/last name Mark Maceis
School Discovery MS
Address 1717 48TH AVES
City ARGO State ND Zip 58104
Email _____ Phone _____
I teach grade(s) 7TH Subjects SCIENCE
Number of teachers using this program 2 Number of students using this program 151
Please rate this program's appeal to students: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☒ Yes ☐ No
Your opinion of this program is important to us. Please take a moment to comment.
I SHARED THIS PROGRAM WITH OTHER TEACHERS.
GREAT RESOURCE!!

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Educator Comments

"Good program. Very Informative!"

Educator Comments

"I shared this program with other teachers. Great resource!!"

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First/last name Kelly Lovelace
School Ramsey Grade School
Address 516 W. 6th
City Ramsey State IL Zip 61080
Email Klovelace@ramseyusd.org Phone 618-423-2010
I teach grade(s) 7+8 Subjects Math/science
Number of teachers using this program 10 Number of students using this program 60
Please rate this program's appeal to students: ☐ Excellent ☒ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☐ Excellent ☒ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☐ Yes ☒ No
Your opinion of this program is important to us. Please take a moment to comment.
Good Program Very Informative!

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Educator Comments (continued)

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First/last name Beth McCord
School Old Mission School
Address 761 Broad Street
City San Luis Obispo State CA Zip 93401
Email _____ Phone _____
I teach grade(s) 6-8 Subjects All + Any
Number of teachers using this program All Number of students using this program All
Please rate this program's appeal to students: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☒ Yes ☐ No
Your opinion of this program is important to us. Please take a moment to comment. Maybe
I was able to use these lessons
with all of my students. They were
eager to learn about this.

YMI will disclose your name to third parties. ACA 2018

Educator Comments

"Very relevant program.
My students enjoyed it.
Thank you!"

Educator Comments

"I was able to use these
lessons with all my
students. They were eager
to learn about this."

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First/last name Charlene Whitaker
School Southside Middle School
Address 4949 Route 151
City Hooksdown State PA Zip 15650
Email _____ Phone _____
I teach grade(s) 7+8 Subjects Science
Number of teachers using this program 3 Number of students using this program 90
Please rate this program's appeal to students: ☐ Excellent ☒ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☐ Excellent ☒ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☐ Yes ☒ No
Your opinion of this program is important to us. Please take a moment to comment.
Very relevant program. My students
enjoyed it. Thank you!

YMI will disclose your name to third parties. ACA 2018

Educator Comments (continued)

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First/last name Beverly Gingrich
School Carver Middle School
Address PO Box 757
City Collins State MS Zip 39428
Email _____ Phone _____
I teach grade(s) 7-8 Subjects Science
Number of teachers using this program 1 Number of students using this program 116
Please rate this program's appeal to students: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☒ Yes ☐ No
Your opinion of this program is important to us. Please take a moment to comment.
Very usable activities. Great work!

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Educator Comments

"Informative poster. I've hung it on my classroom door!"

Educator Comments

"Very usable activities. Great work!"

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First/last name Joanie Weber
School Valmeyer CUSD3
Address 300 S Cedar Bluff
City Valmeyer State IL Zip 62295
Email _____ Phone _____
I teach grade(s) 6-8 Subjects Science
Number of teachers using this program 2 Number of students using this program 150
Please rate this program's appeal to students: ☐ Excellent ☒ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☐ Excellent ☒ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☐ Yes ☒ No
Your opinion of this program is important to us. Please take a moment to comment.
Informative poster. I've hung it on my classroom door!

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Educator Comments (continued)

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First/last name Amy Wentworth
School St. Joan of Arc
Address 120 Bordner Ave SW
City Canton State OH Zip 44710
Email _____ Phone _____
I teach grade(s) 6-8 Subjects Science + Health
Number of teachers using this program 3 Number of students using this program 115
Please rate this program's appeal to students: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☐ Yes ☒ No
Your opinion of this program is important to us. Please take a moment to comment.
Relatable activities help keep my students
interested. Good activities
YMI will not disclose your name to third parties. ACA 2018

Educator Comments

"Will be used in planning
for next year! I am
excited."

Educator Comments

"Relatable activities help
keep my students
interested. Good activities"

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Or respond online at ymiclassroom.com/feedback-aca

First/last name Angelica Bull
School Armada MS
Address 23550 Armada Center Road
City Armada State MI Zip 48005
Email _____ Phone _____
I teach grade(s) 7th Subjects Science
Number of teachers using this program 1 Number of students using this program all
Please rate this program's appeal to students: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☒ Yes ☐ No
Your opinion of this program is important to us. Please take a moment to comment.
Will be used in planning for next yr!
I am excited!
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Educator Comments (continued)

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First/last name Cindy Cox
School Independence Middle School
Address Blue Devil Drive
City Independence State VA Zip 24348
Email Cindy.Cox@gcpsva.org Phone 276-768-0775
I teach grade(s) 6 Subjects General Science
Number of teachers using this program 2 Number of students using this program 76
Please rate this program's appeal to students: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☐ Yes ☒ No
Your opinion of this program is important to us. Please take a moment to comment.
Excellent material - very concrete so students can understand and apply it.
YMI will not disclose your name to third parties. ACA 2018

Educator Comments

"Well thought out and designed. I learned a lot myself."

Educator Comments

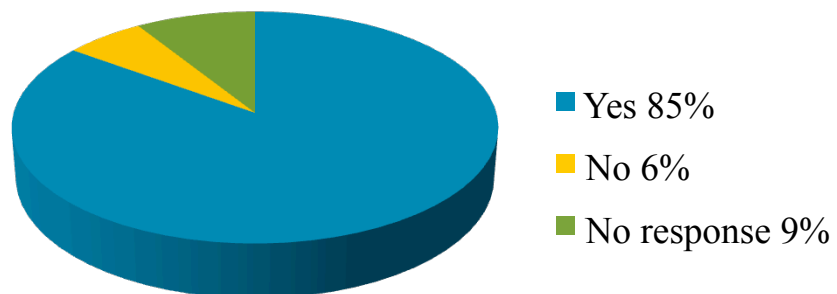
"Excellent material - very concrete so students can understand and apply it."

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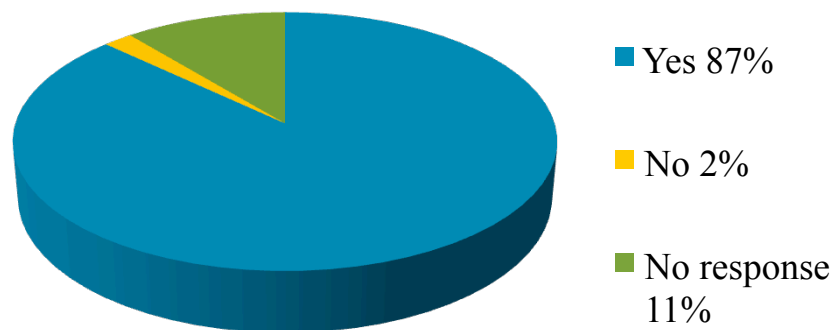
First/last name Erin Backer
School Sullivan Middle School
Address 1156 Elmout Road
City Sullivan State MO Zip 63080
Email _____ Phone _____
I teach grade(s) 7+8 Subjects Science
Number of teachers using this program 4 Number of students using this program 130+
Please rate this program's appeal to students: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Please rate this program's educational effectiveness: ☒ Excellent ☐ Good ☐ Fair ☐ Poor
Would you like to serve on one of our Educator Advisory Panels for future programs? ☐ Yes ☒ No
Your opinion of this program is important to us. Please take a moment to comment.
Well thought out and designed. I learned a lot myself.
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Educator Use of the Materials

Have you used or do you plan to use the *Got You Covered!* educational program?



Did you or do you plan to share the program with other teachers?



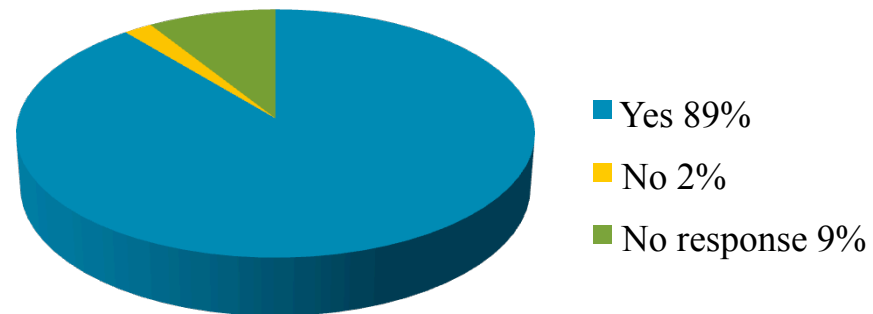
Educator Evaluation of Materials

Evaluation of components of the *Got You Covered!* educational program:

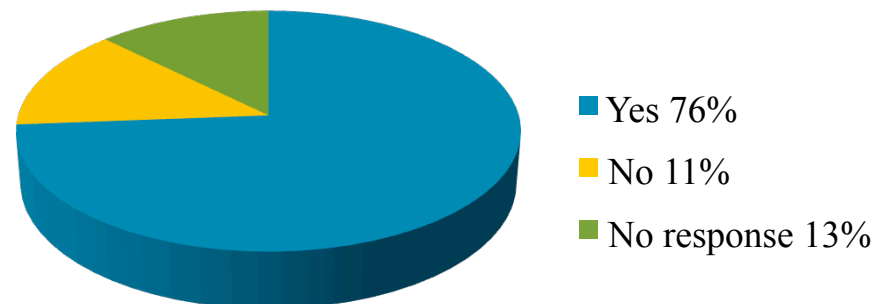
	Excellent	Very Good	Good	Fair	Poor
Teacher's Guide	89%	11%	0%	0%	0%
Student Activity Sheets	87%	12%	1%	0%	0%
Wall Poster	88%	12%	0%	0%	0%
Career Guide	83%	14%	3%	0%	0%
Follow-Up Activities	71%	20%	9%	0%	0%
Microsite (ymiclassroom.com/aca)	75%	21%	4%	0%	0%

Educator Use of the Materials (continued)

Did you display the wall poster?

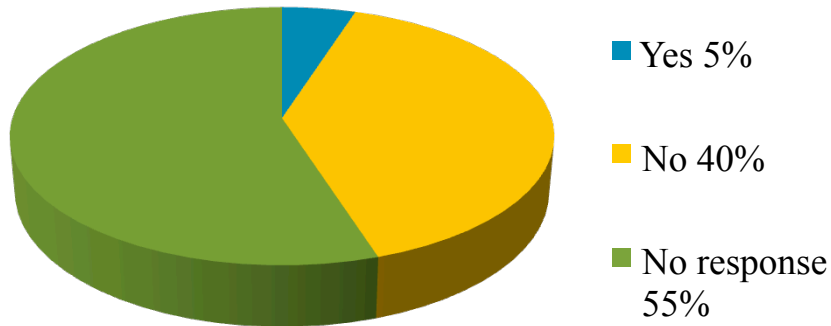


Did you use any of the additional resources on the ***Got You Covered!*** website?

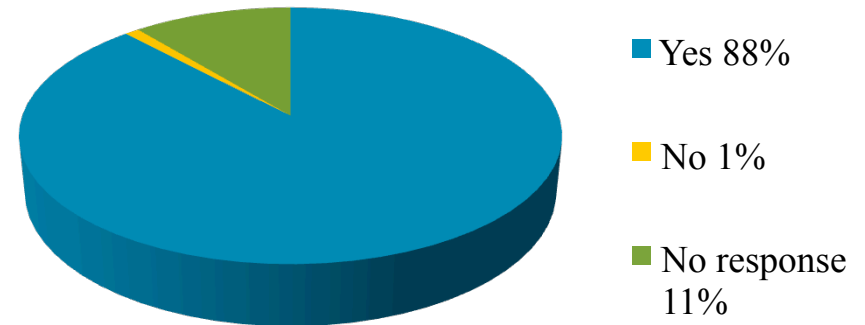


Educator Use of the Materials (continued)

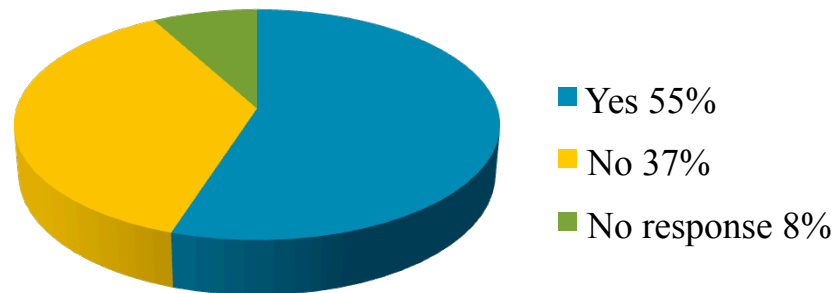
Did you or do you plan to request a classroom visit by a coatings science professional?



Would you be interested in receiving free YMI educational materials of this nature in the future?



Have you visited YMI's website (www.ymiclassroom.com) to download any other teaching materials?



Surveys out: 250
Surveys returned: 168