Feedback & Survey Results for

American Coatings Association
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
“I appreciate this material. It's very useful lessons to share with my students.”

“Love that it matches our standards for science. Thank you!”
**Educator Comments**

“Good program. Very Informative!”

“Great resource!!”

“I shared this program with other teachers. Great resource!!”
Educator Comments

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

Educator Comments

“Very relevant program. My students enjoyed it. Thank you!”
Educator Comments (continued)

“Very usable activities. Great work!”

“Informative poster. I’ve hung it on my classroom door!”
Educator Comments

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

**Educator Comments (continued)**

"Will be used in planning for next year! I am excited."
Educator Comments (continued)

“Excellent material – very concrete so students can understand and apply it.”

Educator Comments

“Well thought out and designed. I learned a lot myself.”
Educator Use of the Materials

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

- Yes: 85%
- No: 6%
- No response: 9%

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

- Yes: 87%
- No: 2%
- No response: 11%
## Educator Evaluation of Materials

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

<table>
<thead>
<tr>
<th>Component</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher’s Guide</td>
<td>89%</td>
<td>11%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Student Activity Sheets</td>
<td>87%</td>
<td>12%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Wall Poster</td>
<td>88%</td>
<td>12%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Career Guide</td>
<td>83%</td>
<td>14%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Follow-Up Activities</td>
<td>71%</td>
<td>20%</td>
<td>9%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Microsite (ymiclassroom.com/aca)</td>
<td>75%</td>
<td>21%</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Did you display the wall poster?

- Yes 89%
- No 2%
- No response 9%

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

- Yes 76%
- No 11%
- No response 13%
Did you or do you plan to request a classroom visit by a coatings science professional?
- Yes 5%
- No 40%
- No response 55%

Would you be interested in receiving free YMI educational materials of this nature in the future?
- Yes 88%
- No 1%
- No response 11%

Have you visited YMI’s website (www.ymiclassroom.com) to download any other teaching materials?
- Yes 55%
- No 37%
- No response 8%

Surveys out: 250
Surveys returned: 168