

# Local Service Initiatives

**Name of Initiative:** APTPLUS

**Station:** Alabama Public Television

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## Briefly describe the initiative and be as specific as you can be about the products or services that the initiative includes.

APTPLUS is a free, online, video-on-demand, multimedia resource of K-12 core curriculum content, professional development, national and local video libraries, links to Alabama Virtual Library, Alabama Learning Exchange, MarcoPolo, Annenberg Media, and PBS educational Web sites. Teachers and school administrators may enroll in a password-protected section to access Unitedstreaming content designed specifically to serve the needs of educators in the classroom. Other digital libraries on APTPLUS include *Discovering Alabama*, *McWane Science Center*, *GED Connections*, *Workplace Essential Skills*, *Going to School*, *Frontline*, *National Geographic*, *Newhour* and *Nova*. The goal is to expand the educational libraries on APTPLUS with the continuous development of our local services initiatives.

## How does this initiative fit into your “portfolio” of other Local Service Initiatives? Is it one of many initiatives and projects, or does it take the bulk of your “Local” resources?

APTPLUS is one of many local service initiatives. Alabama Public Television received a five-year grant from the U.S. Department of Education in partnership with 9 other states to train facilitators and course developers with the intent of providing online courses for K-12 teacher professional development. Educational outreach projects include partnerships with Honda Manufacturing of Alabama, YMCA Camp Cosby and Girls, Inc., the McWane Science Center to conduct teacher workshops, sponsor interactive student activities, and create curriculum support materials and digital video libraries through events such as *What’s Up in Factories*, *SciGirls Science Camp*, *Planet H<sub>2</sub>O* and the *Einstein Exhibit*. In addition, Ready to Learn Educational Services offer 5 resource-rich training workshop initiatives that include *Ready to Learn*, *Right from Birth*, *Going to School*, *Ready to Lead in Literacy*, and *Ready to Grow*. The Ready to Learn educational initiatives are funded with grants from the Alabama Department of Human Resources, the Alabama Children’s Trust Fund, CPB, and the Alabama Education Television Foundation Authority. Within each of our local services initiatives, we may produce content, host a training or educational outreach event, develop a set of curriculum materials, etc., which can be digitized, loaded onto APTPLUS and delivered to our population as a training opportunity or resource support system. We serve as the conduit through which these data files can be delivered via the internet, through local hosting, and/or through datacasting.

## What station assets, competencies and/or relationships does the initiative build upon?

All of the local service initiatives are built upon the educational expertise of the APT staff and their efforts to forge partnerships in the business and governmental communities. In-house production capability has enabled the development of digital video-on-demand content which enhances the value of APT as an educational service provider to the community. Production, Development, Communication, Education, and Outreach work together to expand the content and educational offerings on APTPLUS. Therefore, we build upon our leadership team direction, our internal communications, and our overall strategic mission to provide the people of Alabama an educational service that offers lifelong learning opportunities.

**How would you describe the community benefit of this work? What needs are being addressed?**

The service provides access of educational content, with some digital files being password or zip code protected. The service is about access, particularly to high-risk populations, to quality digital educational content in order to achieve success. All populations can benefit from this service with internet connectivity. The use of 21<sup>st</sup> century technology as a content delivery mechanism responds directly to suggestions from a group of community leaders obtained as a result of a Leadership Summit meeting in September of 2005. This group and the process of soliciting information will serve as a springboard for identifying other needs throughout the community as video-on-demand becomes an integral part of the education system and feedback from educators and, in general, the people of Alabama becomes standard practice.

**Who is the “customer?”**

The “customer” includes educators, parents, students, and the people of Alabama at large.

**How do you know or measure if the customer’s needs are being met?**

At this time, “success” in terms of meeting the needs of the customer is primarily measured by growth and utilization of the local service initiative. Growth in APTPLUS (password protected area) averages 6% a month with over 52% of public school teachers enrolled. Growth can also be measured by the number of visitors to APTPLUS and access to the resources provided on the site.

**Who benefits from the initiative?**

Educators, students, parents, caregivers and children all benefit from the content provided through APTPLUS. Our community partners also benefit by joining APT in efforts to provide educational services that supply a wealth of resources free of charge to the community.

**How do you measure the benefits?**

The benefits are measured primarily by the continued use of the programming and resources offered through APTPLUS. Since APTPLUS is relatively new, we have not determined a formalized methodology to measure benefits yet. We are confident that donors, who see the impact of this service on how teachers teach and how students learn, will provide financial support for APTPLUS.

**Describe the financial model for the initiative, being as specific as possible. How much does it cost? What are the sources and amount of revenue? How does it fit into your station's overall economic model?**

APTPLUS –

Costs:

Unitedstreaming content on APTPLUS will cost \$2.1 million over a 5-year period. This content and access to it through Unitedstreaming's interface is leased with state funding appropriated annually by the Alabama state legislature. This service and content on APTPLUS is provided free to all K-12 teachers, students, preservice teachers, involved in public, private, and homeschool teaching and education programs.

Other digital libraries on APTPLUS are funded with money from foundations, grants, and educational partnerships. The development of a set of 6-learning objects (digital concepts) totaling approximately 30 minutes can cost from \$16,000 to \$35,000 (at this time) based on the input from production, curriculum and instruction, and other consulting costs to complete a single library.

Revenue Sources: This is a free service that we offer to the state and, therefore, there is no revenue generated from the end user.

Limited revenue funds have been accessed for production of new content. Our Development department is working to acquire major gifts that may be used for this project.

**Could other stations use this idea or model? Would it work for any size station or licensee type?**

Yes – it could work for any size or license type.

The implementation of these local service initiatives is totally dependent on the financial and human resources available to the station considering them.

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