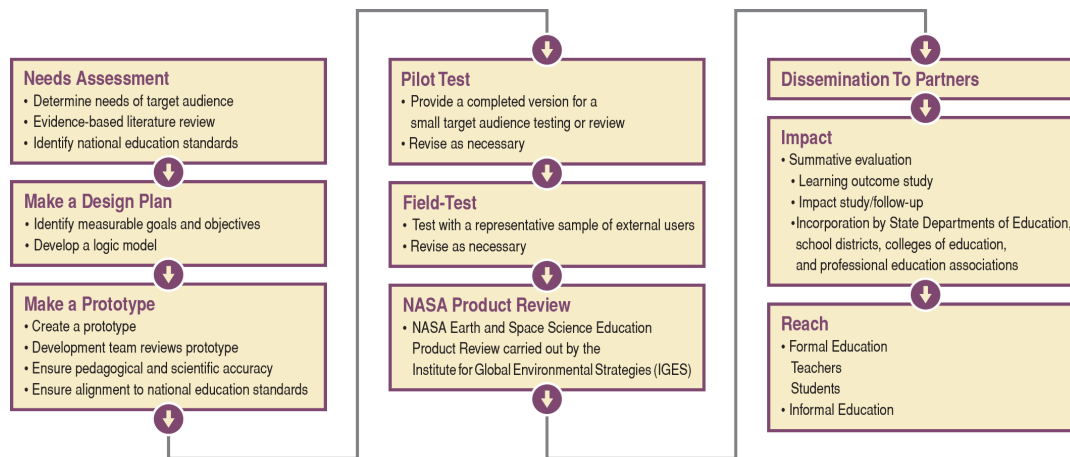


SUMMARY of 2012 Education Program METRICS Space Telescope Science Institute's Office of Public Outreach

“More pertinent to this [evaluation of OPO], of course, is the Education branch's long history in conducting both formative and summative evaluations for its own formal/informal science education products and services. Sound evaluation tools and techniques have been employed from the earliest days of the branch's work in developing, reviewing, revising, releasing and continually monitoring its products and services.”

—2000-2010 COMPREHENSIVE EVALUATION: CORNERSTONE EVALUTION ASSOCIATES LLC



**FORMAL EDUCATION – ½ million teachers per year, 6 million students at a cost
~ 25¢ per student per year**

STScI Formal Education	Metric	Leverage example
K-12 students: direct interactions	2,000	
K-12 teachers: direct interactions	1,100	Master Teachers trained, a further 55,000 teachers and 1.7 million students reached
K-12 students engaged*	6.7 million	Materials used in all 50 states , integrated into programs of more than half of the U.S. state departments of education
K-12 teachers engaged	520,000	STScI's <i>Amazing Space</i> website is integrated into Ohio's required pre-service educator training program, reaching over 20,000 educators annually

* A learning outcome study conducted by McREL showed that students using STScI's *Planet Impact Activity* would score 13 percentile points higher than a control group on a standardized test.

INFORMAL EDUCATION (e.g., museums, libraries) – 9 million people per year

STScI Informal Education	Metric	Measurement example
Participants/Observers	9 million	Preliminary result by Cornerstone Evaluation Associates LLC, library program measured a ~30% increase in astronomy book check-out rates