



August 4, 2008

Earth Adventure 2007-2008 School Year Summary

This report is a summary of our outreach activity for the 2007-2008 school year, running from July 1, 2007 to July 1, 2008.

Mission Statement

Earth Adventure is a nonprofit organization whose mission is to improve K-12 science, geography and standards based aptitudes and competencies through supplemental learning activities and programs which enhance classroom curriculum.

Earth Adventure provides a unique avenue of exploration and discovery with tools and hands on activities which are innovative in approach, capture the imagination, and engage participants.

Earth Adventure provides a new perspective of our earth and helps students to understand their place in it.

Earth Adventure provides its resources to schools, organizations, and the public everywhere, with a focus on disadvantaged youth and underserved school districts.

Overview of Activity

Earth Adventure had a very successful school year with exceptional growth in 2007-2008. Earth Adventure's activities impacted 231,500 individuals in 16 states. This represents a 700% increase in participants over the previous year.

School programs: 25,500 students benefited from earth Adventure programs this school year. This translates into a 45% increase in students participating in our programs. Earth Adventure was active for 120 program days which translates to 30% growth over the previous year.

Additionally, we were active in Earth Day festivals, International festivals, Environmental and Water Conservation events with 206,000 participants. This represents a 1,600% increase over the previous year.

Highlights

- Continued success of our TAKS earth science programs for 5th grade in Texas with 4600 students participating in our programs in Texas in 2007-08.
- Introduction of the "Earth in 3D" program which was developed by our partner, US Satellite Laboratory, Inc. This is 5-day program is comprised of 4 days of classroom and online instruction (web-based), highlighted with a 1 day Earth Balloon reinforcement session. Participating students receive 3D glasses for use during the classroom portion of this program.
- Introduction of the new Earth Adventure logo in October 2007 and the new Earth adventure website in June, 2008.
- Continued financial support from the Laskowski Family Foundation which allowed us to participate in 8 state and national conferences exposing nearly 14,000 teachers to our programs.
- Exhibited at 3 PTO Today regional conferences.
- Earth Adventure photo shoot in October, 2007 was a huge success with exceptional quality photos obtained to meet our marketing needs. A special thank goes out to BP Photography.
- Participated in 40 public events, i.e. Earth Day events, Water Festivals, vendor showcases, family night programs, energy fairs, community education events, conferences, etc. This is a 200% increase from the previous year.
- 45% annual growth in *students* benefiting from Earth Adventure programs.
- Participated in 2 major International Festivals introducing 175,000 individuals to our activities. These festivals also had an education component and nearly 5,000 students participated on our Earth Adventure programs during these events.
- 700% annual growth in *individuals* impacted by our programs.
- The Earth Balloon was featured on the Discovery Channel series "Dallas Campbell's Guide to the Impossible". Filming was in Hollywood, CA. The program has not yet aired.
- 100% of participating teachers felt that Earth Adventure's unique method of providing instruction created an opportunity for increased excitement and engagement by students in science and geography concepts.

Earth Adventure Program Effectiveness

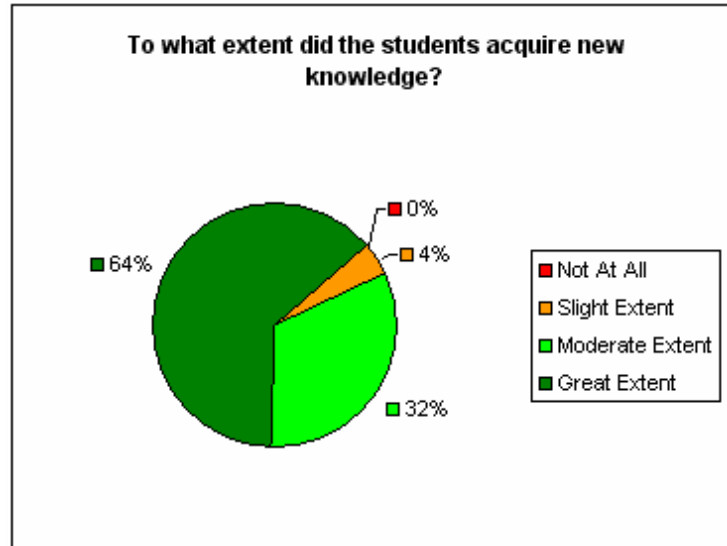
Acquiring New Knowledge

Earth Adventure programs were very effective in assisting students in gaining new geography, earth science and environmental science knowledge. 64% of teachers felt that Earth Adventure programs greatly exposed students to new knowledge, while 31% felt that our programs accomplished this objective to a moderate extent and 5% of teachers felt that Earth Adventure programs exposed students to new knowledge to a slight extent.

Year to year results: no change from 2006-07.

Teacher Comments:

- *"Motivated students to ask lots of questions about the earth."*
- *"We loved this! Very innovative!"*
- *"Teaches students a little bit more of what the earth is."*



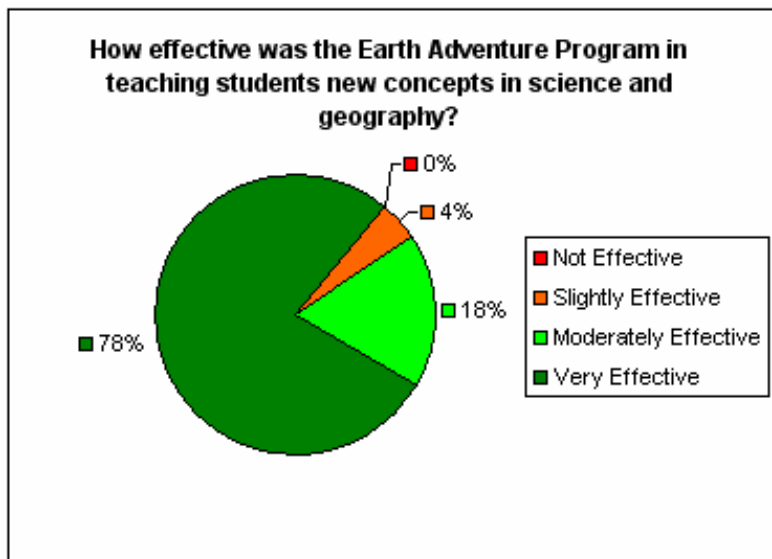
Teaching New Concepts

Earth Adventure programs were very effective in teaching students new concepts in geography, earth science and environmental science. 76% of teachers felt that Earth Adventure programs were very effective in teaching students new concepts, while 19% felt that our programs accomplished this objective to a moderate extent.

Year to year results: no change from 2006-07.

Teacher Comments:

- *“The material covered in the 45 minutes was great. It kept the students attention and gave them a lot of new information. The impressiveness of the balloon will help the kids retain the information.”*
- *“It allowed my students to visualize concepts.”*
- *“Students learned many important (as well as trivial) things about the earth.”*



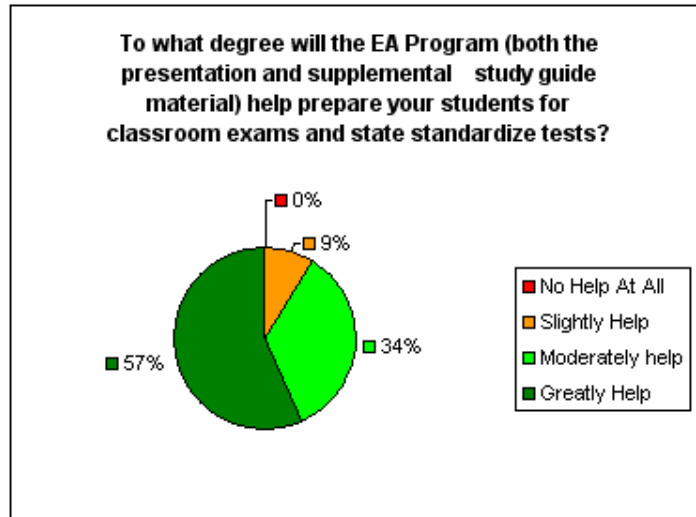
Benefits for Exams and Standardized Testing

Earth Adventure programs greatly assisted teachers in preparing their students for classroom exams and standardized testing. The majority of teachers (55%) felt that Earth Adventure programs greatly assisted students for exams and standardized testing, while 35% felt that our programs accomplished this objective to a moderate extent and 10% of teachers felt that Earth Adventure programs assisted teachers in preparing their

students for classroom exams and standardized testing to a slight extent. **Year to year results: no change from 2006-07.**

Teacher Comments:

- *“Excellent hands-on! Reinforces science info for the TAKS!! Timing was perfect!”*
- *“Very informative and aligned with the TAKS objectives. This is very helpful prior to taking the test.”*

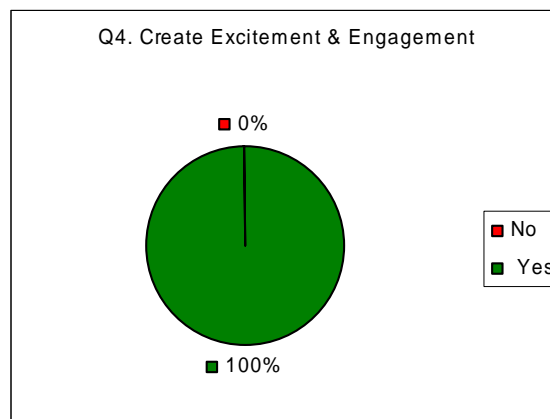


Create Excitement and Engage Students in Learning

100% of participating teachers felt that Earth Adventure’s unique method of providing instruction created an opportunity for increased excitement and engagement by students in science and geography concepts. **Year to year results: no change from 2006-07.**

Teacher Comments:

- *“The program is educational and interactive. It can be applied to our every day lives. The students loved the balloon and were very engaged in the lesson.”*
- *“The giant Earth immediately grabbed the attention of the students.”*
- *“The WOW factor! The Earth Balloon is fabulous.”*
- *“It was an awesome program - experiencing the Earth from a new perspective was an incredible experience.”*
- *“Child friendly, interactive, really engaged students, relevant content.”*
- *“Great job engaging students and making them excited to learn. Nice review of social studies and science concepts.”*
- *“Anticipatory setting, hands-on experience and interaction.”*
- *“The students were captivated! The program captured their attention so well. I wish it had been longer.”*

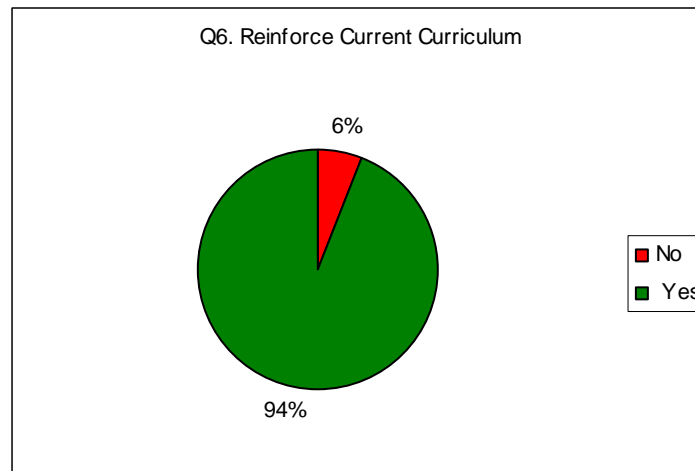


Reinforce Curriculum Taught in the Classroom

One of the program strengths of Earth Adventure programs is the value of reinforcing classroom curriculum being taught by teachers. Earth Adventure's unique method of providing instruction strengthens these concepts in student's minds in a new and exciting way. 94% of teachers participating in Earth Adventure programs felt that our program reinforced curriculum taught in the classroom. **Year to year results: no change from 2006-07.**

Teacher Comments:

- *"Very well organized, appealing to students, information tied in with curriculum."*
- *"Reinforced concepts learned in class. Exciting experience for students."*
- *"The Earth Balloon visual is very effective. Instructor was very knowledgeable of science and geography concepts."*
- *"It allowed students to see a picture of the entire earth. It also reinforced what we are doing in the classroom."*
- *"It was easy to follow, students enjoyed and completely understood material. Even those who don't understand easily got "it" and retained it!"*
- *"Reinforcement of concepts already covered in class."*
- *"Reinforcements of concepts covered in class; made it become real; lots of enthusiasm and excitement generated. One girl said, "There's a lot of stuff I learned that I didn't know."*

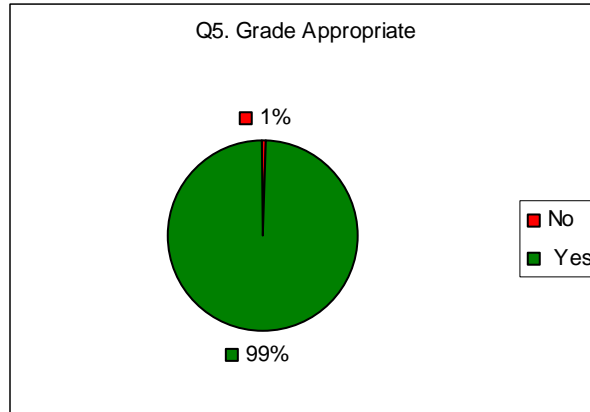


Program Content is Grade Level Appropriate

Earth Adventure aligns our program content with state education standards which is reflected by 99% of participating teachers feeling that our programs are grade level appropriate. **Year to year results: no change from 2006-07.**

Teacher Comments:

- *"Very well done, high interest, age appropriate"*
- *"It was visual with content brought to their level."*
- *"The program related to grade level, the instructor was flexible, patient, and reinforced curriculum"*
- *"He taught the children at their grade level."*

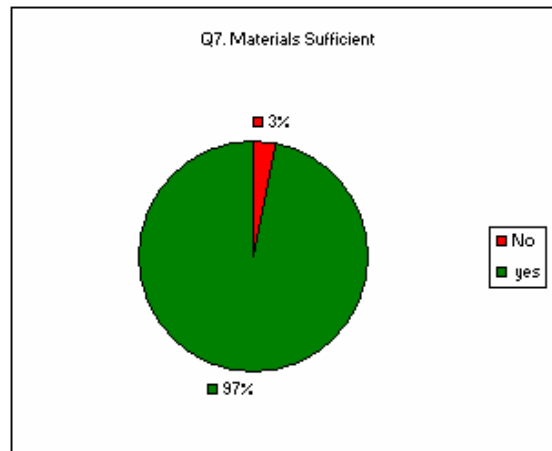


Pre-visit Study Guide Value

Earth Adventure pre-visit study guide includes worksheets, activities, maps and other curriculum. 99% of participating teachers felt that the study guide was sufficient. **Year to year results: 6 percentage point improvement over 2006-07.**

Teacher Comments:

- *“I really liked the study guide activities and the website. It was good to have assignments to do before and after.”*
- *“The combination of the packet and presentation were excellent.”*
- *“High interest - great video with pre-program activities.”*
- *“The variety - lots of concepts are addressed. Also, the teacher's guide is well-organized. Great instructor!”*
- *“Presenter was great with the kids. It was nice to teach the lessons prior to the presentation.”*
- *“Clear teaching materials, great student activities, good length of time.”*



Earth Adventure Instructor Effectiveness

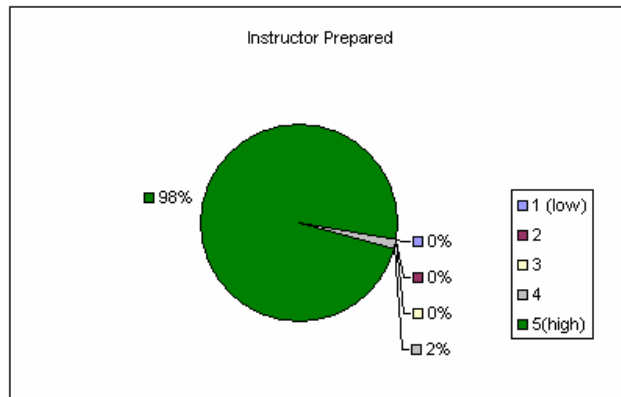
Earth Adventure Instructor Preparedness

98% of the participating teachers felt that the Earth Adventure instructor was very well prepared with 2% feeling that the instructor had good preparation. **Year to year results: no change from 2006-07.**

Teacher Comments:

- *“The program was visually attractive; presenter well-prepared”*
- *“The visuals were fantastic. The presenter was great and on the students' level.”*
- *“Very knowledgeable instructor”*

- *“The instructor kept the students engaged by asking them lots of questions.”*
- *“Instructor was very engaging, clear voice, and knowledgeable about content.”*
- *“Instructor was friendly and articulated information loudly and clearly. Program was fantastic for helping students to better grasp geography concepts and build excitement.”*

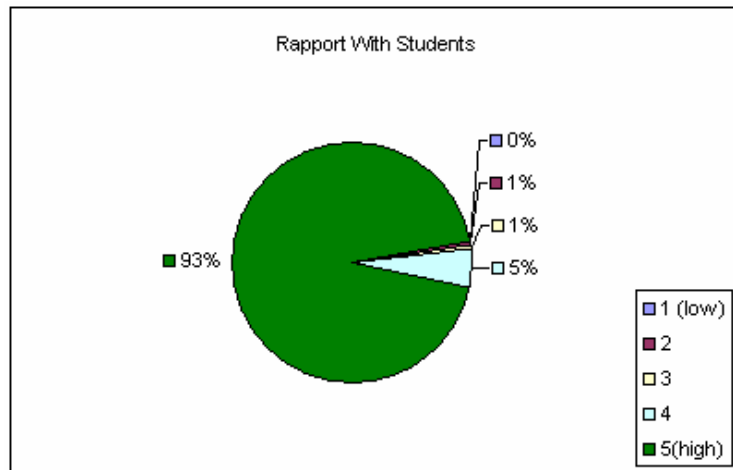


Earth Adventure Instructor Student Rapport

92% of the participating teachers rated the Earth Adventure instructor at the highest level and felt that the instructor interacted very well with students. **Year to year results: no change from 2006-07.**

Teacher Comments:

- *“Instructor was wonderful with the children!”*
- *“The presenter interacted well with the students. The Earth Balloon offers a unique perspective on the size of the Earth and the position of the continents.”*
- *“Active participation and anticipation for students.”*
- *“The program flows very smoothly and kept the students attention very well.”*



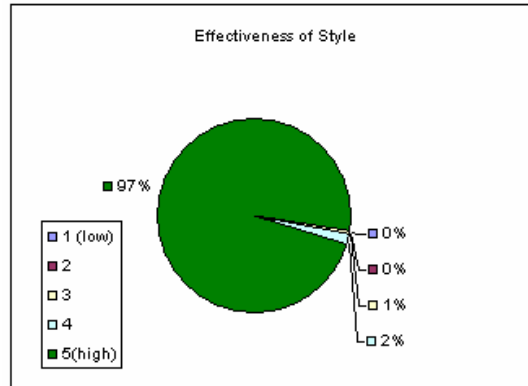
Earth Adventure Instructor Effectiveness

97% of the participating teachers rated the Earth Adventure instructor at the highest level and felt that the style of teaching impacted the students in a positive way. The other 3% gave the instructor high marks in instructor effectiveness. **Year to year results: 5 percentage point improvement over 2006-07.**

Teacher Comments:

- *“The best part was the excitement, interest, excellent instructor who knew his topics and how students learn.”*
- *“The instructor had a vast amount of knowledge and was able to easily answer any question.”*

- *“The instructor was very capable in keeping the children interested.”*
- *“The instructor’s ability to keep a very lively class of 24 engaged at all times.”*
- *“Instructor was informative, energetic and interacted well with the students.”*

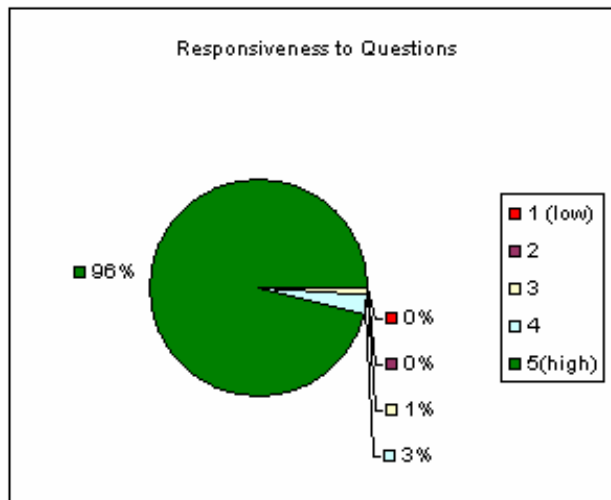


Earth Adventure Instructor Responsiveness to Questions

96% of the participating teachers rated the Earth Adventure instructor at the highest level in this area and felt that the instructor was very responsive to student questions. **Year to year results: no change from 2006-07.**

Teacher Comments:

- *“Instructor was knowledgeable of information and able to respond to questions.*
- *“The instructor was prepared for even the earliest learners and used appropriate questioning and review.*
- *“Energetic presenter, age-appropriate language. Lots of questions, interactive, exciting, great to get another perspective of Earth (sitting inside).”*
- *“Great information and questioning - very relevant”*

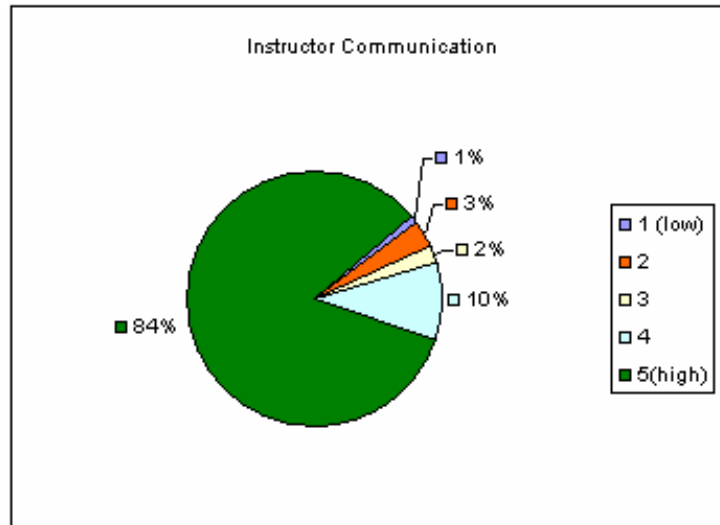


Earth Adventure Instructor Communication Prior to Program

83% of the participating teachers rated the Earth Adventure instructor at the highest level in this area and felt that the communication was excellent prior to the program. 11% of teachers rated us good in this area, while 1% rated us average, 4% below average and 1% rated our pre-program communication poor. **Year to year results: 9 percentage point improvement over 2006-07.**

Teacher Comments:

- *"I appreciated the instructor call the week before the program to introduce himself and see if I had any questions."*
- *"The teacher called on his way to the school to assure us that he'd be here on time."*



Earth Adventure Areas for Improvement

As demonstrated by this year's data Earth Adventure is a highly successful program. The key areas for improvement are once again things that Earth Adventure does not directly control.

By far, the most common area for improvement was that the sessions were too short. Unfortunately, program length is dictated by the school. The key impact for program length is a financial consideration. The schools strive to maximize the number of students going through the program, while not discerning that the overall value is diminished by shorter programs.

Another common comment concerns the pre-visit study guides. Many times there is a breakdown in communication between the school contact and the school's teachers. In extreme cases we have heard comments that the teacher didn't know about our visit until the day before the program. This occurs even though the pre-visit study guide is typically sent two weeks before the program date/s.

Teacher Comments:

- *"Sending the pre-lesson about 4 weeks before the balloon arrives would be more beneficial. More time to get them copied and prepped before the balloon arrives "More than 20 minutes would have been great."*
- *"My only complaint would be that it was too short. The kids loved it, so more time would be great."*
- *"I loved the program. Perhaps we could use 30 minutes - not just 20-25 minutes. "Smaller groups 1/2 class and more time. The children love the ocean - especially the names - not enough time to ask questions outside or hear about ocean."*
- *"If the activities were actually a little less involved they would be easier to fit into our schdeule prior to the Earth Balloon experience."*
- *"Pre visit materials more age appropriate"*
- *"Preactivities should be more closely related to program and more child friendly"*
- *"more time"*
- *"longer session"*
- *"at least 30 minutes per program"*
- *"Pre visit materials more age appropriate"*

Summary

Earth Adventure had a very successful school year with good growth in 2007-2008. We will continue to build on our strengths to sustain our rate of growth. We must continue to fine tune program content and delivery to meet our customer's needs.

We are in negotiations to absorb the Earth Balloon program portion of a well-respected and established nationwide educational company.

The travel component of our business is a financial burden. In the upcoming year we plan on hiring additional teachers in several major metropolitan areas to alleviate the financial burden put upon us for program delivery that require extensive travel.

We look forward to the challenges and opportunities that the upcoming school years brings and eagerly anticipate continuing growth during the 2008 - 2009 school year.

Sincerely,

David A. Knutson
Executive Director
Earth Adventure
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