

WPBS
DIGITAL TV



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<http://mygpsforsuccess.com>

Identifying the Need

- Shortage of skilled workers
- Unemployment/ underemployment
- School districts seeking earlier introduction for career planning
- Reduced dependence on large employment segments
- Displaced workforce
- Resource to be used by
 - 35 school districts and BOCES
 - Nearly 3,000 9th grade students and more
 - Parents, and adults seeking career information

Introduction

- Interactive website: <http://mygpsforsuccess.com>
- 16, 3-7 minute videos
- Extended interviews
- Education/ training requirements
- Income potential
- Local/ regional educational resources

Sponsors and Partners

- Over a dozen sponsors including BOCES, higher education, non-profit and corporate organizations.
- 25+ partners including local government agencies, colleges and universities, corporate and small businesses, and local unions.



Implementation

- Career Jam
- Indian River Central School District
- WPBS-TV Strategic Plan
 - New Family Learning Coordinator position
 - Presentations
 - Development of curriculum
- State funding consideration
 - GPS for Success/ Enterprise America

Strategic Plan

- Funded by the Corporation for Public Broadcasting
- Mission, Vision, Goals, Objectives, Champions, and Timeframes

Entrepreneurship, Interview skills, resume building, ethics/ soft skills, benefits of living in NNY, opportunities for students with disabilities, adult learners, transitioning military, local college and university spotlights, professional development, student-led initiatives.



Analytics



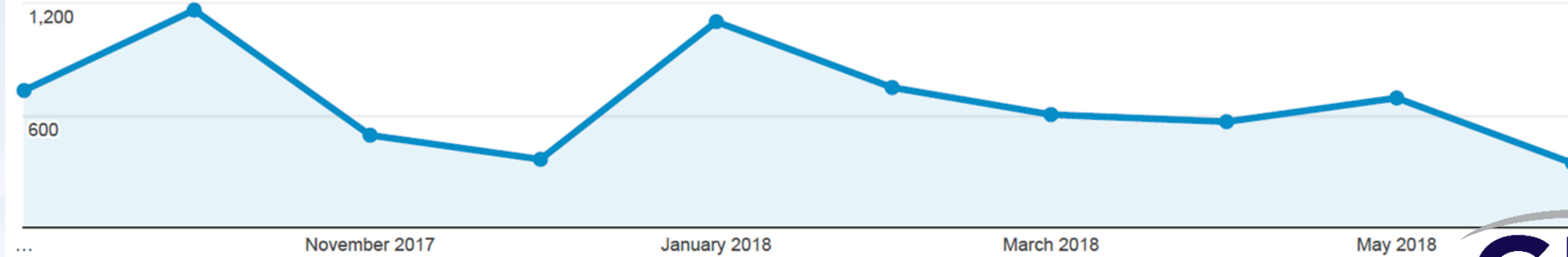
All Users
100.00% Users

Sep 1, 2017 - Jun 30, 2018

Explorer

Site Usage

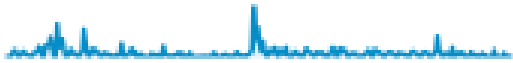
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Analytics

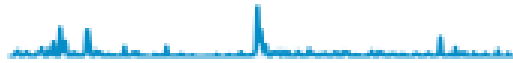
Users

6,262



New Users

6,226



Sessions

8,945



Number of Sessions per User

1.43



Pageviews

22,322



Pages / Session

2.50



Avg. Session Duration

00:03:57



Bounce Rate

53.68%



Page Rankings

- Agriculture, Food, and Natural Resources
- Law, Public Safety, Corrections, Security
- Arts, AV Technology, and Communications
- Education
- Health Science
- Business Management and Administration
- Human Services
- Architecture & Construction
- Science, Technology, Engineering, and Math

In-Market Segments Ranking

- Education/Primary & Secondary Schools (K-12)
- Employment
- Employment/Career Consulting Services
- Education/Post-Secondary Education
- Travel/Hotels & Accommodations
- Software/Business & Productivity Software
- Home & Garden/Home Décor
- Financial Services/Investment Services

Thank you!



PBS.