

TEACH California Website

The TEACH California website, www.teachcalifornia.org, was established in 2004 to help in addressing the continuing teacher shortage in California. The Institutions of Higher Education (IHE) Leadership Project, funded by the California Department of Education (CDE), is focused on delivering information resources to potential teachers via the convenient interface of [teachcalifornia.org](http://www.teachcalifornia.org).

After five years of operation, the website has seen over **two million visits**, from over **one million visitors**, generating over **eight million page views**, and continues to be a resource attracting an average of approximately **1,000 visits per day**.

Web-tracking software has recorded that **over 10% of visitors made two or more visits** in the same month, including 120,000 who accessed the site at least three times in a single month. Additional web statistics are summarized starting on page 2.

TEACHCalifornia.org Activity Summary				
	Prior to SPDG	2008-09	2009-10	Total
Website Visits	1,769,000	274,000	321,000	2,364,000
Unique Visitors	980,000	169,000	167,000	1,316,000
Visitors who made one visit	776,000	146,000	145,000	1,067,000
Visitors who made two visits	103,000	14,000	12,000	129,000
Visitors who made 3+ visits	101,000	9,000	10,000	120,000
Pages Viewed	5,660,000	1,171,000	1,302,000	8,133,000

TEACH California is part of California's special education teacher recruitment effort under the State Personnel Development Grant (SPDG), offering additional information and materials to bolster teacher recruitment in all areas, particularly math and science. It has been operated by the Sacramento County Office of Education (SCOE) since it was established in March, 2004.

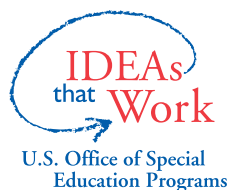
Web development and outreach activities initiated in these first two fiscal years of the SPDG (Year 1, 2008-09 and Year 2, 2009-10) have solidified TEACH California's web presence and administration.

CalSTAT (California Services for Technical Assistance and Training), at Napa County Office of Education, is a special project of the California Department of Education, Special Education Division. Visit CalSTAT at <http://www.calstat.org>.

"California Department of Education, Special Education Division's special project, California Services for Technical Assistance and Training (CalSTAT) is funded through a contract with the Napa County Office of Education. CalSTAT is partially funded from federal funds, State Grants #H027A080116A.

Additional federal funds are provided from a federal competitively awarded State Personnel Development Grant to California (#H323A070011) provided from the U.S. Department of Education Part D of the Individuals with Disabilities Education act (IDEA).

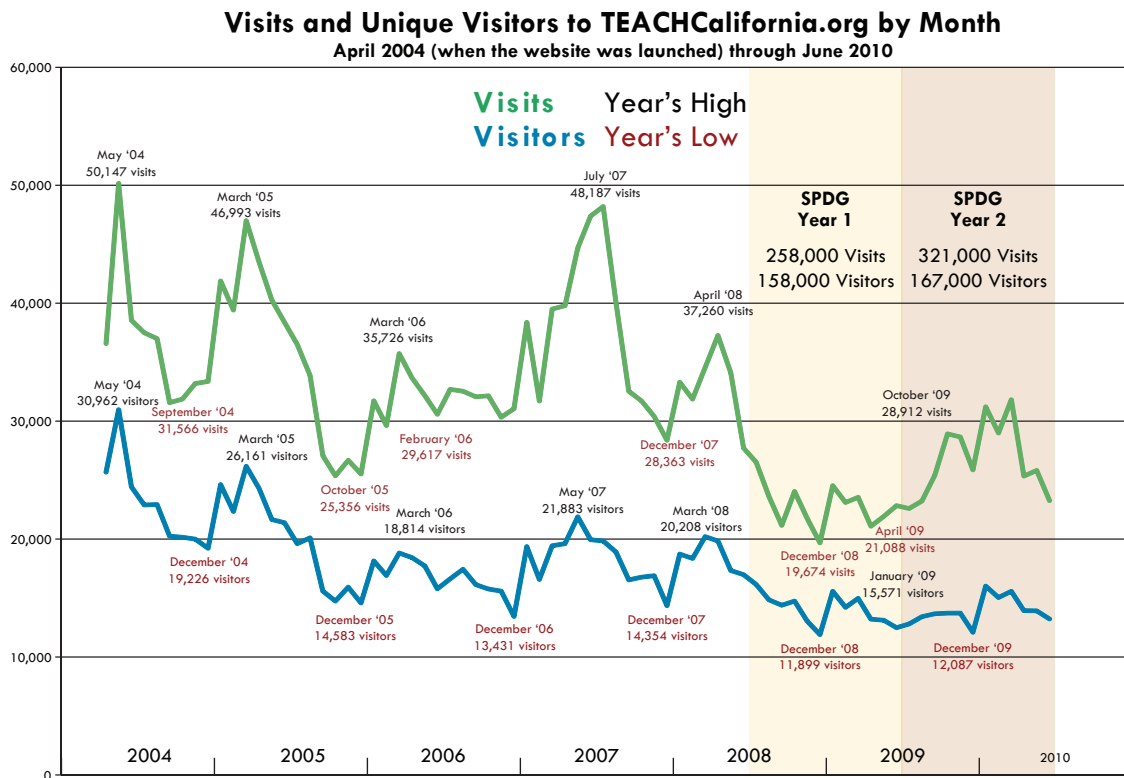
"This project is supported by the U.S. Department of Education, Office of Special Education Programs (OSEP). Opinions expressed herein are those of the authors and do not necessarily represent the position of the U.S. Department of Education."



Website Usage

A *visit* is a series of actions that begins when a visitor views the first page of the website, and ends when the visitors leaves the site. A single visit can be brief and cursory or extended and meaningful. While visits are somewhat reduced in volume from the first four years that the website was online, **the number of visits to *teachcalifornia.org* increased by 17% in the second year of the SPDG.**

A *visitor* is someone who may visit the website one or many times. Unique visitors are tracked on a monthly basis, so an individual who visits several times over the course of the year may be counted as multiple “unique visitors.” **Despite the increase in visits to *teachcalifornia.org*, the number of visitors declined by 1% in the second year of the SPDG, suggesting that while more people aren’t accessing the site, they are accessing more of its content.**

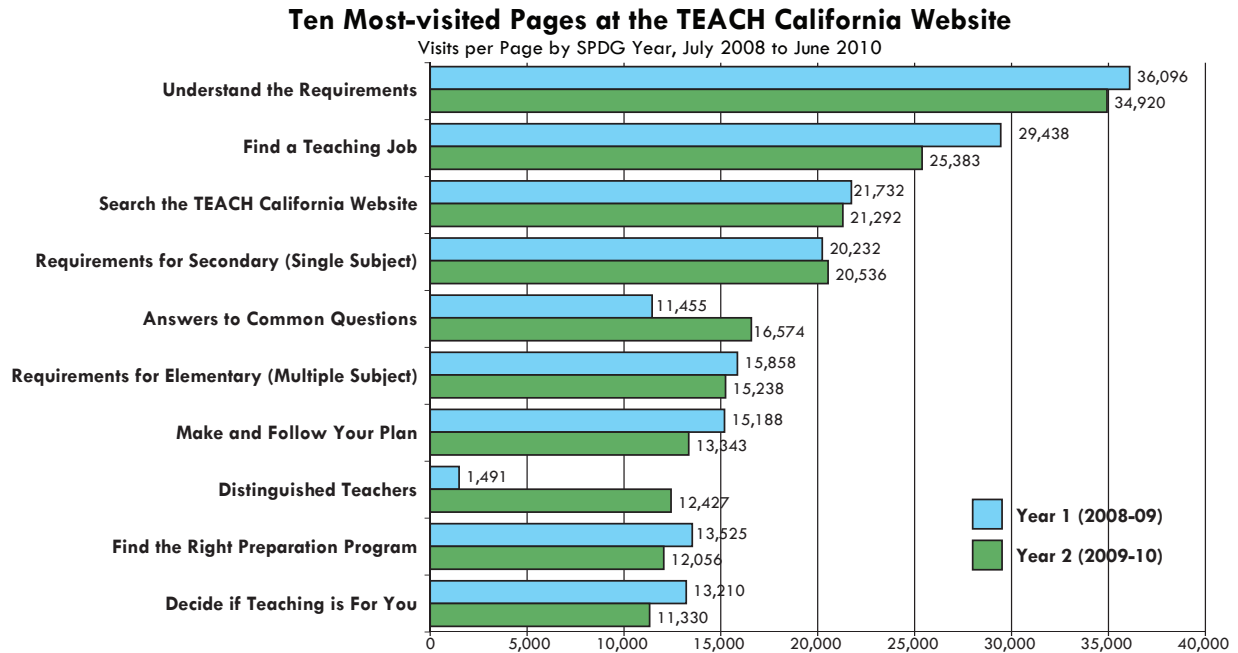


One of the goals of the SPDG is to see the number of visitors to *teachcalifornia.org* increase by 10% per year. While this goal is being met in terms of visits (+17%) and visitors who visit three or more times (+11%), it must be noted that this explicit goal was not met in the second year of the SPDG.

Change in Activity on At TEACHCalifornia.org

	2008-09	2009-10	Change
Website Visits	274,000	321,000	+17%
Unique Visitors	169,000	167,000	-1%
Visitors who made one visit	146,000	145,000	-1%
Visitors who made two visits	14,000	12,000	-14%
Visitors who made 3+ visits	9,000	10,000	+11%
Pages Viewed	1,171,000	1,302,000	+11%

The TEACH California website includes a number of pages offering different content. The following chart summarizes the most-accessed pages at *teachcalifornia.org*. **The entry page of the website was the highest-traffic page with almost 229,380 visits so far since July 2008, and is excluded from the chart.**



The TEACH California website also offers a number of materials for educators and prospective teachers to order or download, with a distribution of nearly 125,000 over the first two years of the SPDG.

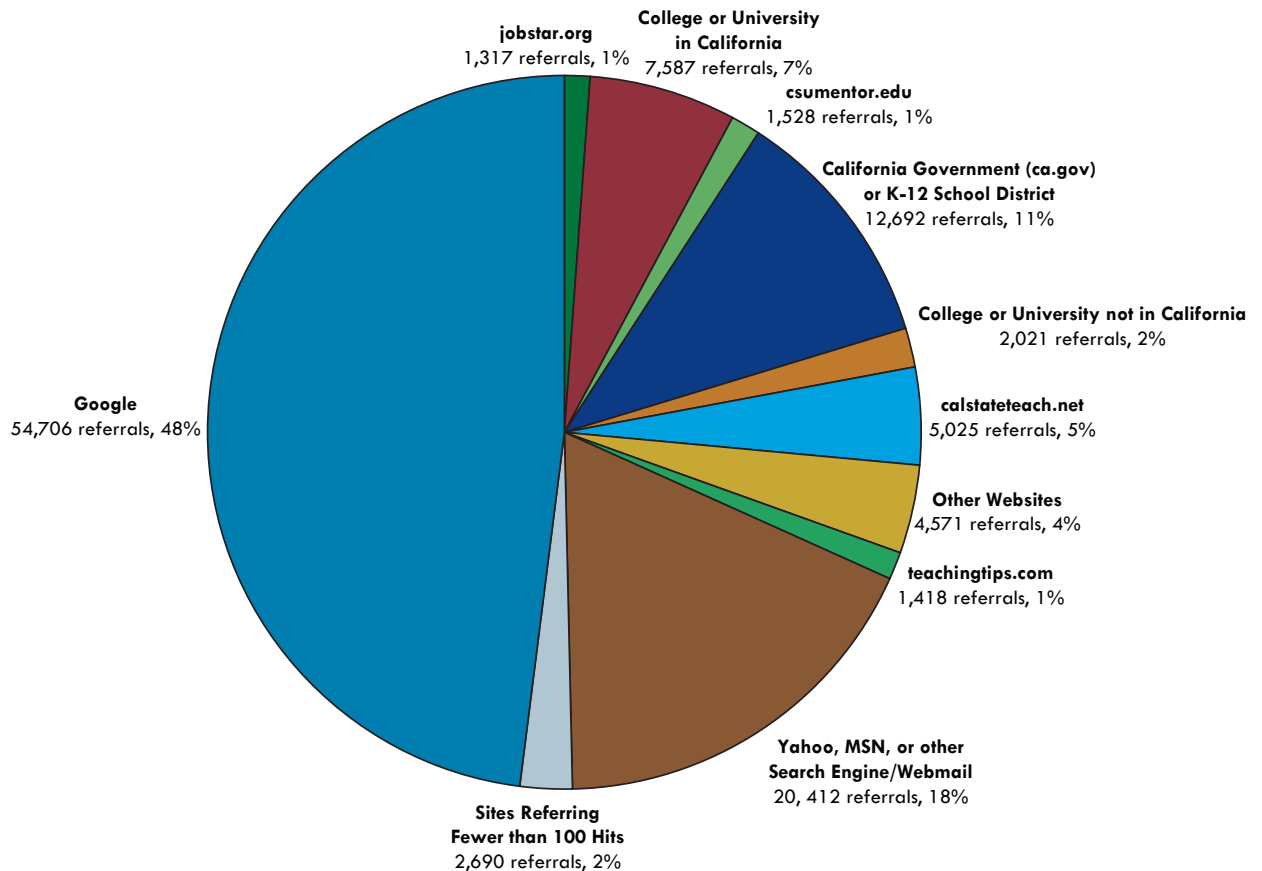
➤ With nearly 14,000 downloads, *Teach Special Ed* was the most popular item in Year 2.

Materials Distributed by TEACH California

	Year 1		Year 2		Total Distributed
	Shipped	Downloaded	Shipped	Downloaded	
Teach Math	9,486	881	4,944	11,646	26,957
Teach Special Ed	0	993	4,525	13,788	19,306
Teach Science	9,237	414	4,947	3,903	18,501
Paraeducator	6,497	1,247	2,585	4,731	15,060
Service Learning	7,084	340	2,733	2,370	12,527
Prep Programs Chart	0	5,557	0	6,277	11,834
Become a SE Teacher	7,991	3,662	0	0	11,653
Bookmarks	0	0	5,524	0	5,524
Poster	33	555	829	1,047	2,464
Toolkit	448	0	58	0	506
CD	16	0	293	0	309
CD Guide	8	0	290	0	298
Total	40,800	13,649	26,728	43,762	124,939

Web-tracking software also collected statistics on how visitors to the TEACH California website arrived, either directly or referred by another website. Roughly 50% of visits came directly to *teachcalifornia.org*, as when a visitor types in the url directly or accesses a bookmark. When a visitor was directed to *teachcalifornia.org* by another website, that websites' address was recorded.

Visits to TEACHCalifornia.org Originating at Other Domains
113,967 referrals between July 2009 and June 2010



Education-related websites accounted for 39,000 (27%) referred visits to *teachcalifornia.org*.

- Ca.gov, the domain hosting the California Department of Education's website and other state services, and other K-12 domains and government websites were the largest portion of these education-related websites, with 11%.
- CalStateTEACH, a CSU online teacher preparation program, was another leading referrer (5%). It features a link to TEACH California on its entry page.

Google was the largest single referrer to *teachcalifornia.org*, with 48% of all internet referred visits, and other search engine domains such as Yahoo and MSN accounted for another 18%. It should be noted that some internet users find it easier to use a search engine than to type out a URL, even when they have a direct reference available. Some of these referrals may have also come from links clicked in an email, as most of these domains also host free email services.