2008-2009 Website Report
The State of Texas Special Education Recruitment and Retention Grant

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Introduction
Since 2005, Texas A&M University-Texarkana has received funding from the Texas Education Agency for The State of Texas Special Education Recruitment and Retention Grant to (1) increase the number of teachers entering special education certification programs; (2) increase the retention rates of special education teachers who enter the teaching profession; and (3) define the most effective recruitment and retention strategies for Texas special education teachers. The project website, www.BeASpecialEducator.com, provides information about special education teacher certification and has links to the participating universities.

The West Texas Office of Evaluation and Research (WTER) at West Texas A&M University provided external evaluation services for the project. In order to collect information about use of the project website, WTER worked with project management to create a survey which was placed on the project website. The survey provided an opportunity for visitors to the website to indicate why they came to the website. In addition, WTER reviewed statistics provided by Google about website visits. This report is based on information from Google statistics and from the project website survey.

Google Statistics
Statistics about visitors to the project website were accessed from Google on July 31, 2009, that indicated for the time period from September 1, 2008 through July 31, 2009, a total of 668 visits to the website were made by 449 unique visitors with an average of 2.0 visits per day and 1.3 unique visitors per day. In order to look at the impact on website visits of the Public Service Announcements (PSAs) showed in movie theaters, data was disaggregated based on the time periods when these announcements were shown. The PSAs were scheduled to begin in movie theaters on June 26, 2009 and continue through July 16, 2009. Additional showings of the PSAs were scheduled to begin on July 3 and continue through July 16. The following table provides data for appropriate time periods.

Visit and Unique Visitor Rates for Various Time Periods

Time Period	# Visits	Visits Per Day	# Unique Visitors	Unique Visitors Per Day
9/1/08-7/31/09	668	2.0	449	1.3
9/1/08-6/25/09	571	1.9	383	1.3
6/26/09-7/2/09	16	2.3	16	2.3
7/3/09-7/16/09	53	3.8	41	2.9
7/17/09-7/31/09	28	1.9	20	1.3

Website Survey

Visitors to the project website are given the opportunity to respond to a survey in which they identify why they came to the website. Not all visitors to the website complete the survey. From September 1, 2008 through July 31, 2009, a total of 151 visitors have responded to the survey. Survey respondents did not answer every question they were asked. The following table provides data collected from the survey. The data are disaggregated by the dates associated with showing of the PSAs in movie theaters.

What Brought Visitors to Project Website

Time Period	# Completing Survey	# Saw PSA in Theater	# Saw PSA in Theater Lobby	# Saw Project Poster	# Found Link on Other Website
9/1/08-7/31/09	151	11 (7%)	15 (10%)	40 (26%)	72 (48%)
9/1/08-6/25/09	117	4 (3%)	7 (6%)	34 (29%)	59 (50%)
6/26/09-7/31/09	34	7 (21%)	8 (24%)	6 (18%)	13 (38%)