

“The art of teaching is the art of assisting discovery.”

Mark van Doren, U.S. poet, writer, and eminent teacher

Share the thrill of discovery and engage even “hard to reach” students with the WeatherBug Achieve.

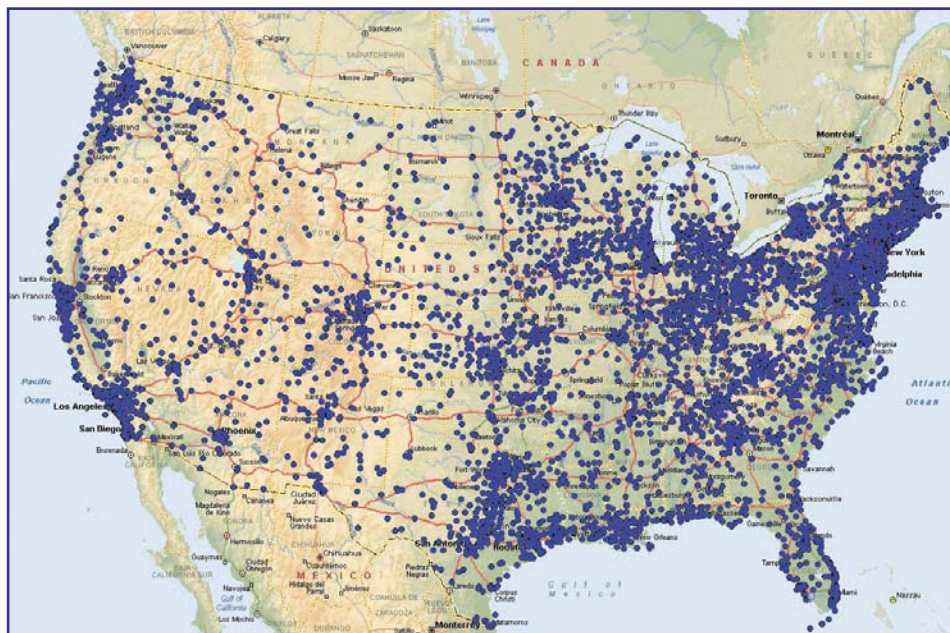
Connect with Your Students - and the World

When was the last time your students were really excited by a lesson? With so little time and resources at your disposal, it can be difficult to engage your students and achieve your teaching objectives.

WeatherBug Achieve is a unique combination of live weather data, dynamic graphics, lesson plans that teach to State Education Standards, and Web-based instruction.

Our award-winning curriculum can be used as is or easily tailored to meet your individual needs. Up-to-the-second data from the WeatherBug network, is automatically integrated into the lessons, helping your students grasp even the most complex concepts across a range of subjects.

WeatherBug Achieve makes the entire classroom experience more interactive, collaborative and fun - for your students and you.



The WeatherBug Network is the largest network of weather stations in the world and the only one that provides live (up to the second) weather data.



The WeatherBug Tracking Station gathers 27 parameters of live data in real-time.

The Big Idea
El Niño and La Niña are unusual weather conditions occurring in 2-7 year cycles, bringing about global changes in weather.

At the end of this lesson you will be able to...

- describe how El Niño and La Niña each deviate from normal conditions.
- explain the dynamic cause and effect nature of weather systems.
- give an example of how a small change can bring about dramatic results.

Line Graphs
All line graphs are alike. They have a title, an x-axis, a y-axis and a scale for each axis.

Temperatures and Time

To read this line graph, pick the hour. Find the point on the line above the hour. Then look across to the temperature.

For Example:
At 11:00 pm, it is 60 degrees F.

In the new “Exploration Zone” section, student-centric, computer-animated lessons let students learn at their own pace with engaging, interactive content that is always changing...like the weather! These new standards-based lessons, only available in WeatherBug Achieve can be used in self-taught or front-of-classroom paradigms

How It Works

The WeatherBug network is the largest weather network in the world. More than 8,000 schools across the U. S. operate our easy-to-use WeatherBug Tracking Stations to integrate live, local weather data and technology into classroom learning. This is accomplished through WeatherBug Achieve,

“Tell me and I forget. Show me and I remember. Involve me and I understand.”

– Chinese proverb

an online teaching tool that automatically embeds live weather readings and images from any source on the WeatherBug network into interactive lessons that can be used by students individually or in front of the classroom.

An Education Technology that Brings Prominence to Your School

With a single, affordable investment, you can outfit your entire school with a proven educational tool adaptable to every grade level, K-12. WeatherBug Achieve provides State Standards-based learning for science, math, geography, technology, and more.

WeatherBug schools not only produce better students; they also make better neighbors. Your community can access weather conditions and forecasts from your school's station, via WeatherBug, the Web's top weather information site, or one of our WeatherBug-affiliated TV stations.

Over 100 local meteorologists across the country use WeatherBug schools for local conditions during their weather reports, and they mention the schools on air! Over 80 million households across the country get their weather information from broadcasters that use WeatherBug schools as their source of data every day.

WeatherBug schools can also become part of the Homeland Security WeatherBug network, providing first response teams with local weather data during emergencies. Neighborhood weather conditions are a big help to optimizing rescue efforts in terms of choosing the right equipment and planning evacuation routes if needed.

"The WeatherBug program is a wonderful opportunity for hands-on learning."

*– Dr. Joe Hairston, Former Superintendent,
Clayton County Public Schools*

WeatherBug Achieve Components

WeatherBug Achieve includes three key components to get your students connected to the excitement of learning using real-world, real-time conditions.

1) Software

- ▶ WeatherBug Achieve – a 12-month subscription to the award-winning online teaching tool with over 100 lessons that teach to State Education Standards, automatically embedded with live weather conditions.

2) Hardware

- ▶ Professional-grade WeatherBug Tracking Station – records 27 different weather parameters.
- ▶ WeatherBug Blue Bug Box - easy connection to Internet, automatic re-boot.
- ▶ All necessary cabling and connections

3) Support

Professional Development

- ▶ WeatherBug Achieve comes with AYC (At Your Convenience) web-based training modules that are divided into easy-to-learn topics that last 7-18 minutes each and can be viewed on any computer with an Internet connection as many times as needed.

Technical Support

- ▶ We offer unlimited, live technical support during business hours from one of our specialists, either on the phone or online.

Warranty

- ▶ 1 –year comprehensive warranty

Program Options

Schools that join WeatherBug have several program options available to them, any one of which provide your school with an exciting learning environment that lets student become active participants on their education and their future.

WeatherBug Platinum:

- WeatherBug Tracking Station
- WeatherBug Achieve, 1-year subscription
- Unlimited access to self-paced AYC Training
- WeatherBug MotionCam Camera and Computer
- 1-year warranty

WeatherBug Gold:

- WeatherBug Tracking Station
- WeatherBug Achieve, 1-year subscription
- Unlimited access to self-paced AYC Training
- WeatherBug InstaCam Camera and Computer
- 1-year warranty

WeatherBug Silver:

- WeatherBug Tracking Station
- WeatherBug Achieve, 1-year subscription
- Unlimited access to self-paced AYC Training
- 1-year warranty

"As an educator, one of my goals is to make learning really live for my students - take it out of their textbooks, put it into their real lives. -The WeatherBug program really does that."

– Bill Kraye, Teacher, Gaithersburg High School, Montgomery County, MD



To receive information on how your school can become part of the WeatherBug Program, call the Educational Sales Team at 1-800-544-4429 or visit www.weatherbugachieve.com and complete the contact form.

Open the windows in your classroom to a world of learning! Announcing WeatherBug Achieve, the online teaching tool that incorporates live weather and real world instruction into student-centric, computer-animated lessons that teach science, math, geography, technology and more. Now there is a whole new way to improve student achievement using live weather readings from the world's largest weather network. And it's as easy to use as opening the windows in your classroom.

Features

Learner-Centered Lessons

WeatherBug Achieve is proud to announce a new innovation in student-centric learning, **Learner-Centered Lessons**.

These new standards-based lessons available in WeatherBug Achieve can be used in self-taught or front-of-classroom paradigms, and are supported by exciting graphics and the thrill of using live weather events from the WeatherBug network of over 8,000 schools nation wide.

Student-Centric Learning

- ▶ Students learn at their own pace.
- ▶ Interactive functionality provides instant feedback.
- ▶ Teachers are given the freedom to work with individual students or the entire class.

Dynamic Data Integration

- ▶ Data for the lessons are constantly changing with that day's weather conditions; i.e and are never outdated
- ▶ Students can study locations where weather extremes are taking place
- ▶ Concepts are reinforced through repetition of lessons using new data points.



WeatherBug Achieve's new student-centric, computer-animated lessons let students learn at their own pace with engaging, interactive content that is always changing...like the weather!

Visual Learning Environment

WeatherBug Achieve's powerful graphics tools provide a visually exciting learning environment that enables your students to literally see what they're learning. Even the most complex mathematical and scientific concepts become easier to comprehend through advanced mapping and graphing features and live/time-lapsed photographic images.

Map Gallery



Your students can view, interact with, and print maps of your school's region with readings from up to six additional sites in the area, enabling them to compare live weather conditions and learn spatial relationships.

WeatherBug Achieve's mapping tool teaches students how to gather information, categorize the data and find the right symbols or colors to represent it. Using familiar weather or other map symbols and graphics makes it simple and relevant to students at all grade levels.

Map Gallery features include:

- ▶ Interactive maps defined by zip code or desired region
- ▶ Interchangeable and animated topographic, radar, and infrared or visible satellite map options for every selection
- ▶ Comprehensive map legends with color codes and symbols

- ▶ Access to radar animations for the previous hour
- ▶ The ability to draw on maps on-screen, including:
 - Weather map symbols
 - Text labels
 - Lines
- ▶ Fully printable

Graphing

You can help your students to understand, analyze and manipulate all types of data using WeatherBug Achieve's graphing features. Multiple weather parameters can be plotted using historical weather information from any of the 8,000 WeatherBug schools.

Students can choose multiple types of



weather readings to structure charts and graphs of real-world weather conditions!

Live and Time-Lapsed Images

Over 1,000 WeatherBug Tracking Stations within our system are outfitted with cameras. Live and time-lapse images from all WeatherBug cameras can be incorporated into lessons. Your students can immediately see how weather changes the environment, as well as visually compare different regions of the country.

WeatherBug Achieve's DataCam brings



WeatherBug Achieve's DataCam brings learning to life like no other education product, connecting images and weather data so students can observe what happened and why.

Compliance with State and National Education Standards

Activity Explorer

The new Activity Explorer tool includes tools for teachers to "search and select" based on state standards and curriculum units they are covering.

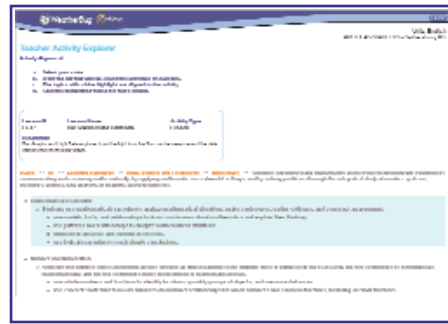
Teachers can easily generate lesson plans and projects that engage students while advancing their aptitude in alignment with state education standards. Additionally, each activity comes with a short description and a list of the education standards covered, making it easy for teachers to review and select lessons or projects to fit their needs.

Activity Explorer lets you search for lessons or projects by:

- ▶ Grade level: K-12
- ▶ State Standards
- ▶ Curriculum Units
- ▶ Subject: science, math, technology, or geography
- ▶ Keyword/topics: examples include hurricanes, tidal waves, clouds...whatever you like!

WeatherBug Achieve's standards database is continually updated, so teachers stay ahead of changing curriculum requirements. In addition, WeatherBug Achieve is regularly reviewed and updated to ensure that it continues to comply with the latest advancements in technology and Web-based instruction. No matter how teachers choose to use WeatherBug Achieve, they can have confidence in its proven ability to help improve student performance.

The Activity Explorer includes tools for teachers to "search and select" based on state standards and curriculum units they are covering.



StormCentral

Stay updated with all the latest information during hurricane season with StormCentral. You will find satellite and radar maps of the Eastern and Central Atlantic, the Caribbean, the Windward Islands, the Gulf Coast as well as the Atlantic coastal U.S.



Strike Probability and Storm Track maps will allow you to follow the storms as they develop. You can also print tracking maps for your students to plot the hurricane track on their own. As the storms close in on the U.S, you can view localized maps of areas in the storms path. Additional maps allow you to get the current weather data, camera images and storm alerts from affected cities. Your students can become Achieve-based hurricane hunters.

Part of a Community

WeatherBug Achieve makes your school part of a nationwide classroom. Several new features in the Community section allow teachers and classrooms to share and communicate through a range of

activities, all designed to enhance learning and connect lessons to real life in the context of a national network of schools.

Your PHOTOS

Share pictures, school activities, projects, artwork, plays, field trips – anything you can present in a digital image – with other schools in the WeatherBug Achieve program! Your classroom image(s) can be



posted in specific subject and category directories for easy reference with notes about the image(s) for context and subject attribution.

Controls for upload are completely safe and secure so only registered teachers can upload photos, and our editors approve all content before posting.

Lead Teacher Program

We recognize that if teachers do not use our product, it is a wasted investment. That's why we formed the Lead Teacher program: to provide recognition, visibility and credibility to the designated teachers who will become resident experts of the program.

As soon as a school joins the WeatherBug Achieve program and designates a Lead Teacher, that teacher will get immediate support through the Lead Teacher kit, including a user's manual, supplemental training materials, and a pennant designating the Lead Teacher as the campus WeatherBug Achieve expert.

The Lead Teacher also has access to special features in WeatherBug Achieve to keep them abreast of the latest updates, announcements and product enhancements throughout the year.



To receive information on how your school can become part of the WeatherBug Program, call the Educational Sales Team at 1-800-544-4429 or visit www.weatherbugachieve.com and complete the contact form.