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To the APA Board of Officers,

We thank you for your time and your consideration. Below is a yearly review of the Small Grant we received from the APA in January 2015 for Wireless Philosophy (Wi-Phi). The Goals section describes how we have met or failed to meet those goals set in our evaluation plan, and the Funds section describes how we have spent the funds so far.

Goals:

Videos:

Wi-Phi now has over 100 online videos that are accessible to people all around the world. On YouTube, Wi-Phi has over one million views (Figure 1) and over twenty thousand subscribers. Since January 2015, Wi-Phi's YouTube views have increased by nearly 400% (Figure 2). Given our release of at least one video every week and our upcoming release of three unpublished video series, we expect these numbers to steadily increase. We have surpassed our goals for content creation and viewership.

Assessments:

We have also surpassed our goals for assessment creation. On Kahn Academy, we have about 20 critical-thinking assessments that help viewers build their critical thinking skills. Beyond the Kahn Academy assessments, we have been working with Argument Mapping, Essay Assay, and others to develop future assessments and resources.

Audience Diversity:

We have not met our goals in terms of audience diversity. As our Western audience grows, it becomes less diverse – although more people from all over the world have started watching our videos. This failure deeply concerns us, for it is one of our primary missions to make philosophy accessible to diverse audiences.

To resolve this problem, we have done four things. First, we have applied for funding and contacted researchers to study why our audience has become less diverse. We hope to learn how we can bring our videos to different audiences in the future. Second, we have been using funds from other grants (and applied for future funding) to incentivize contributions from philosophers from underrepresented groups. We hope that if we can attract diverse contributors to our project, we can attract a diverse audience. Third, we have developed mini-series in areas of philosophy that have a higher number of philosophers from underrepresented groups (Philosophy of Race and Feminist Philosophy). Fourth, we have adjusted our social media strategy to spotlight philosophers from underrepresented groups.

We have also started to translate all of our videos into 10 languages. These will be released slowly over the next year.

Funds:

So far, we have spent \$2,445.99 of the \$5,000 (Figure 3). The funds so far have been used for content creation, and none has yet been used for assessment creation. We will use funds for assessment creation in the Spring as we work more with Argument Mapping.

Again, we thank the Board for their time and their consideration. We are grateful that the Board has helped fund Wireless Philosophy.

Sincerely,

Paul Henne

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The Wireless Philosophy Team

Figure 1:

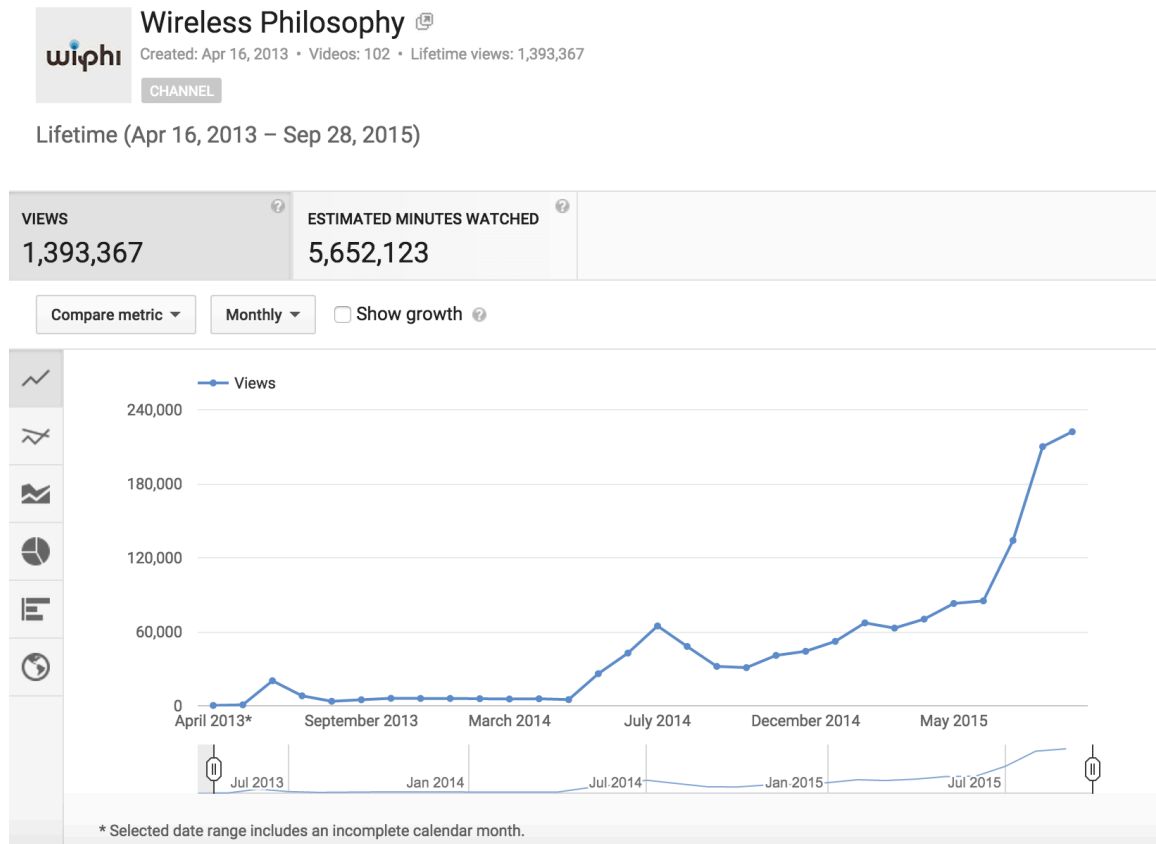


Figure 2:

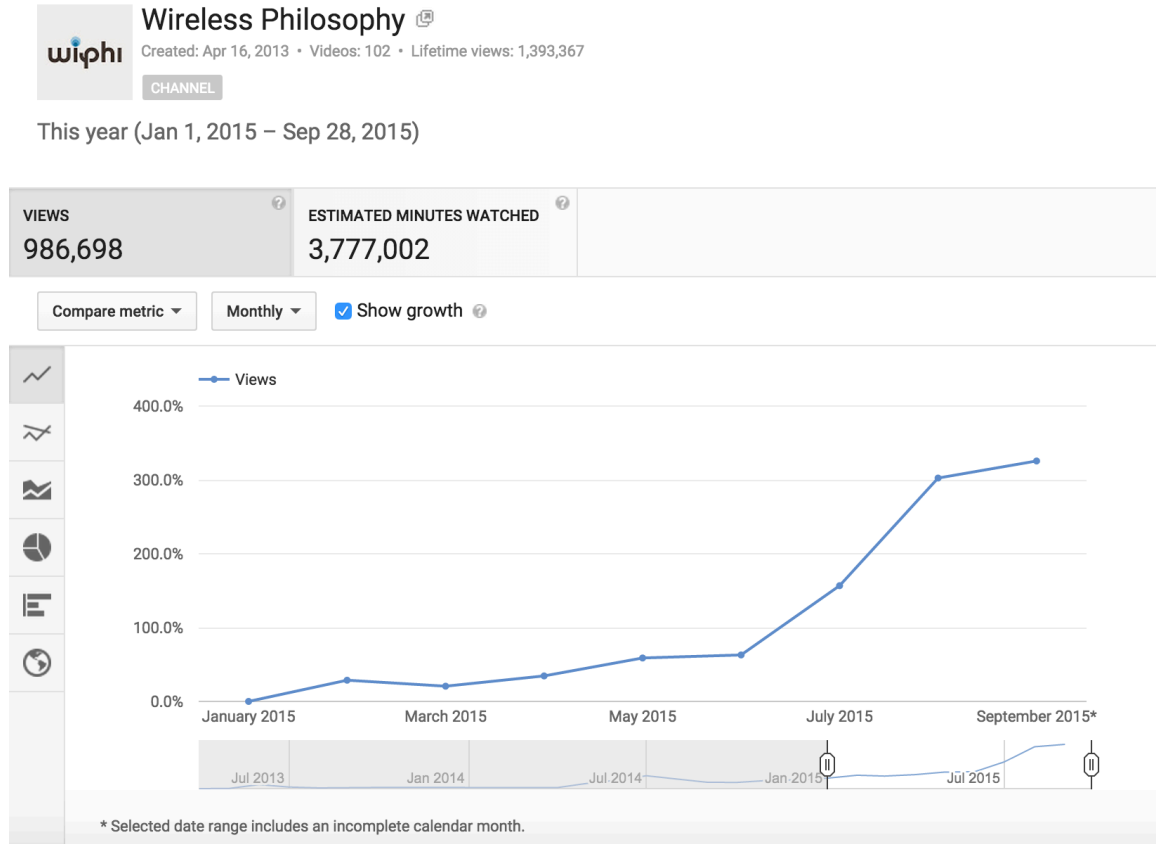


Figure 3:

Item No.	Item	Cost	Grant Amount	Amount Remaining
1	Alex Chituc Animation	\$1,000.00	\$5,000.00	\$2,554.01
2	Nathaly Garcia Spanish Translation	\$500.00		
3	Dan Drake (Critical Thinking)	\$100.00		
4	Paul Microphone	\$68.99		
5	Nina Strohming (True Self Series)	\$100.00		
6	Alex Chituc Animation	\$500.00		
7	E. Brake Microphone Mailed	\$24.00		
8	Microphone (S. East Region)	\$129.00		
9	E. Camp Microphone Mailed	\$24.00		
		\$2,445.99		