

TPT Center for Lifelong Learning FY25 Annual Report

September 1, 2024 - August 31, 2025



TWIN
CITIES
PBS

LIFELONG
LEARNING



Pictured above: Lifelong Learning Specialists and Go Team staff at a **PBS KIDS at Your Library** event.



91.6M*

views via
websites
& apps*



1.1M

total reach
across social
media platforms



16,508 +

learners reached
across 134
engagement experiences



127

new media &
educational resources



234 +

partner
organizations

Our Mission

At Twin Cities PBS (TPT), we know that learning is a lifelong journey. That's why we created the Center for Lifelong Learning (CLL), which builds on our legacy of bringing high-quality educational media beyond the screen and into communities. Through researched-based approaches, hands-on activities, in-person programs—like afterschool science exploration for kids, professional development for educators, and enriching events for all—the CLL turns viewers into doers.

Developed in collaboration with educators, researchers, parents, and community partners, our key initiatives include **TPT Learn Academies**, **PBS KIDS at Your Library**, **Viewers Like Us** and educational content creation. Described in this report, these projects meet people where they are and reflect TPT's mission to enrich lives and strengthen communities through the power of media.

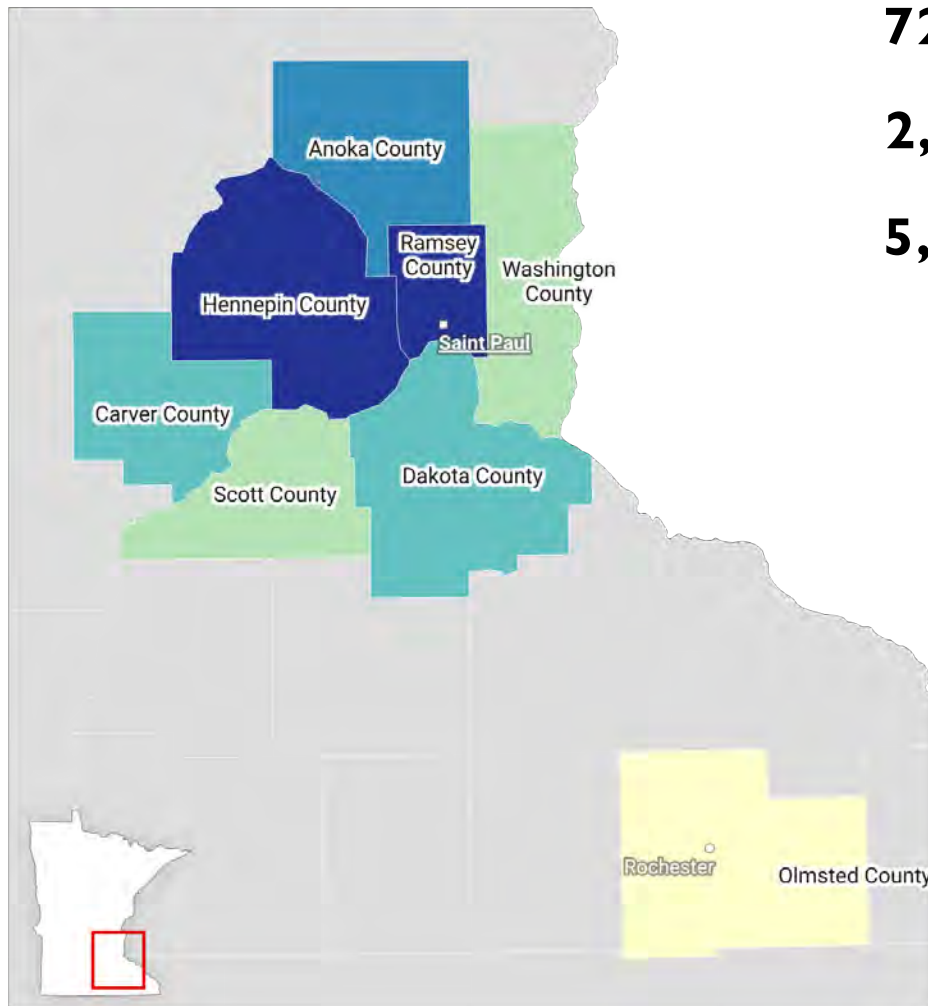
*Includes PBSLearningMedia.org, TPTLearn.org, SciGirls YouTube; PBS & PBS KIDS sites and apps streams

SERVING LEARNERS IN MINNESOTA AND ACROSS THE UNITED STATES

Local Reach

Participants

< 103 103–276 276–533 533–2,780 ≥ 2,780



724+ Adult Learners

2,105 Youth Learners

5,979 Learners of
All Ages

National Reach



203,588 users across all 50 states accessed TPT-produced content on PBSLearningMedia.org.



70 libraries in 28 states trained to implement *Book Drop* programming.

EDUCATIONAL CONTENT PRODUCTION

OVERVIEW

The Center for Lifelong Learning collaborates with community to produce media and aligned learning resources for youth and adults. It is shared nationally on PBSLearningMedia.org, public media's largest online educator resource, as well as on our own TPTLearn.org.



431,700 views of all TPT-produced content on PBS LearningMedia



12,052 views of all TPT-Produced content on TPTLearn.org

CONTENT CREATION

In FY25, the Center for Lifelong Learning saw the development of 127 new resources:

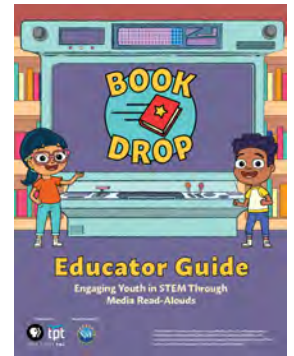
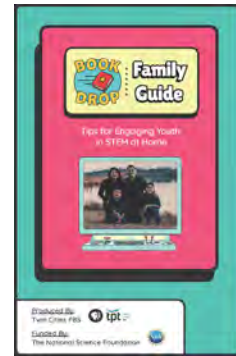
- Digital learning resources to align with new TPT media including **Relish**, **Jesse Ventura Shocks the World**, and **Worn Within**
- **STEM Kits** to support science learning in afterschool spaces
- **PBS KIDS at Your Library Kits** to encourage at-home literacy and science exploration
- **Book Drop** episodes, Educator Guide, Family Guide and hands-on STEM kits
- **Skillsville** videos and activities to help children enrich their executive functioning skills
- **SciGirls: Where Are They Now** videos to uplift how participating in the series inspired girls - who are now young adults - around STEM learning and career paths



SPOTLIGHT

Launched in May 2025 with support from the U.S. National Science Foundation (NSF), *Book Drop* blends STEM and literacy to inspire children ages 4-6.

Five short video episodes feature STEM professionals reading science-themed picture books, supported by an animated cast. Family Guides, available to download on TPTLearn.org, highlight STEM activities that foster at-home learning.



In partnership with the STAR Library Network (STAR Net), 70+ *Book Drop* kits were distributed to select libraries nationwide containing materials and best practices for integrating media into instruction. Included:

- Educator Guide
- Activities and materials to facilitate four onsite family STEM programs



Our small library in Barnstead, New Hampshire, greatly appreciated the educational kits provided by your organization. Both our homeschool group and storytime programs benefited from them and thoroughly enjoyed the hands-on learning experiences they offered.

- Children's Library Assistant



LIFELONG LEARNING IN ACTION

ADULT ENGAGEMENT

TPT has long used PBS media to spark adult learning and dialogue through broadcasts, screenings, expert panels, and educator conferences.



1,354+ adults reached in Minnesota and across the United States through new and sustained programming for adult learners

VIEWERS LIKE US CLUBS

The CLL expanded adult engagement by launching Viewers Like Us media clubs, which are like traditional book clubs, but swap out the latest best-selling novel with award-winning PBS media! Participants watched and discussed content like TPT's *Relish* and *The Electric Indian*, as well as PBS favorites like *NOVA* and Ken Burns films.

- 95% of participants said they learned something new
- The majority of club members felt welcome, engaged, and eager to return
- People reported making new friends and feeling more connected to TPT and public media

PROFESSIONAL DEVELOPMENT FOR PARTNER ORGANIZATIONS

The CLL supported informal educators in adopting best practices for media-based learning. We trained 100+ librarians nationwide through *Book Drop* programming, equipped 75 Minnesota afterschool educators with equitable STEM strategies via TPT Learn Academies trainings, and shared free resources at leading conferences such as the Association of Science & Technical Centers (ASTC), MN Educators Association (MEA), and a 3M Visiting Wizards event for teachers.



The training was excellent! Our facilitators provided clear and insightful explanations, helping us truly understand how the program can be effectively implemented in our libraries. Kudos to everyone involved!

- STAR Net Librarian



CLL ADVISORY BOARD

The 11-member board includes educators, parents and community members who meet quarterly to provide TPT with community-informed feedback on programming and resources, ensuring that they reflect the needs of Minnesota youth, families and educators.



LIFELONG LEARNING IN ACTION

YOUTH ENGAGEMENT

TPT provides year-round programming to youth in and out of school with TPT-produced media and activities that spark curiosity and learning around STEM and career exploration.



7,675+ youth and families reached in Minnesota and across the United States through new and sustained programming



48 partner organizations in Minnesota and across the United States engaged in **77** engagement experiences



TPT LEARN ACADEMIES

TPT Learn Academies engaged 2,030 youth in hands-on STEM learning at 30 local afterschool sites, providing the academic and social support essential for student success. We reached an additional 1,570 youth and families at nine family STEM events in the spring and summer. Sustained funding from the Cargill and 3M Foundations enabled TPT to partner with organizations like the Beacons Network, Keystone Communities, Minneapolis Kids, and Saint Paul Parks and Recreation to deliver programs that spark curiosity and extend learning beyond the school day.

SKILLSVILLE

Skillsville is an animated show for children that teaches simple strategies to enhance executive functioning skills and helps align interests to future career possibilities. Aligned digital games, classroom activities, and discussion guides help children practice the skills they need to succeed in everyday life while exploring real-world careers. The show premiered on PBS KIDS on March 3, 2025. We celebrated with 500+ children and caregivers at a launch party at American Indian Magnet School.

In FY25, *Skillsville* educational programming reached 18 states, serving 3,500+ children and families and 70 educators. Looking ahead, *Skillsville* programming will expand through the TPT Learn Academies to spark career exploration and build future-ready skills with local afterschool partners.



YOUTH FIELD TRIPS

TPT partnered with local organizations InspireMSP and KRSM Youth Media, welcoming 75 students to our studios to explore media career opportunities. These immersive field trips included behind-the-scenes station tours, meet-and-greets with TPT staff, and a storyboard exercise that sparked curiosity and creativity.

LIFELONG LEARNING IN ACTION

ENGAGEMENT FOR ALL

TPT strengthened our community presence by expanding family-focused programs filled with free resources, hands-on activities and great public media.



4,409+ youth and families reached at **30** community events



PBS KIDS AT YOUR LIBRARY

PBS KIDS at Your Library brought families together at local branches for learning and fun. In summer 2025, the program expanded to 22 libraries across the seven-county metro, engaging 2,875 children and caregivers. TPT also distributed 3,000 Summer STEM Kits to 100 libraries, reaching families for at-home learning. Events featured activities, PBS KIDS media, character visits, and take-home goodies, strengthening lifelong learning and community connection.



We loved this event! The variety of activities were great for all ages. - Parent/Caregiver

I wish these people (TPT) could come to the library every day! - Youth Attendee



NSF STEM DAY AT TPT

For over 30 years, the NSF has partnered with Twin Cities PBS to bring STEM education to audiences nationwide, shaping how we understand ourselves and the world.

On May 10, the Center for Lifelong Learning hosted a free public event at Twin Cities PBS showcasing NSF-supported programs like *DragonflyTV*, *SciGirls*, and *Book Drop*, which have inspired the next generation. NSF STEM Day featured screenings of select episodes, science activities, giveaways, and snacks.

COMMUNITY EVENTS

TPT engaged local lifelong learners at gatherings like the St. Paul Winter Carnival, South of the Southside Juneteenth Festival, Be My Neighbor Day, the Minnesota State Fair and at the Minneapolis, St. Paul and Rochester chapters of the Jeremiah Program. These events reflect our commitment to creating free, inclusive and fun experiences for all!



STAY CONNECTED

WONDER HUB

Wonder Hub provides parents and caregivers an inside look into TPT programming. Each month, our Wonder Hub community receives invitations to events and fun resources for children ages 2-8 and their families. Join at tpt.org/wonderhub.



TPTLEARN.ORG

In Fall of 2024, [TPTLearn.org](https://tptlearn.org) officially launched, featuring TPT-produced media and aligned activities for educators and learners of all ages. These free resources provide new ways to instruct and connect in youth and adult learning spaces.

WAYS TO ENGAGE

Scan the QR code or visit linktr.ee/tptlearn to:

- Find our STEM Resources Collection
- Sign up for free monthly resources in your email
- Like us on Facebook



THANKS TO OUR SUPPORTERS:



Cargill Foundation



3M

Ecolab Foundation

Gertrude R. Shiely Charitable Trust

Joyful Noise Charitable Foundation

McVay Foundation

Schott Foundation

Sit Investment Associates Foundation

The Kind World Foundation

Tim and Terri Traudt Family Trust

WEM Foundation

William D. Wells Fund

Xcel Energy Foundation