

I am pleased to present this Insider Report to illustrate the continued success that the Mineral Information Institute (MII) is having in reaching more and more teachers and their students. Our message is simple: mineral and energy resources are essential to society and are produced in an environmentally and socially responsible manner.

We just had an extremely productive meeting where Directors evaluated the mission and strategy of MII to make sure that we are using your valuable contributions to maximum advantage. The result was a ratification of the course which we have set for ourselves and a clarification of the mission and the strategy. We are on the right course!

We are using our financial resources efficiently and effectively. Usage of our web site is growing. One of our goals is to increase distribution through electronic and other technological means, as it becomes practical and possible, so we get wider distribution at lower unit cost.

Your support helps us create new materials, reprint existing materials and distribute them. With your donations, we will continue to get accurate information about mineral and energy resource consumption, use and production widely distributed in classrooms throughout the country.

Thank you!

Leslie Landefeld, MII Chairman

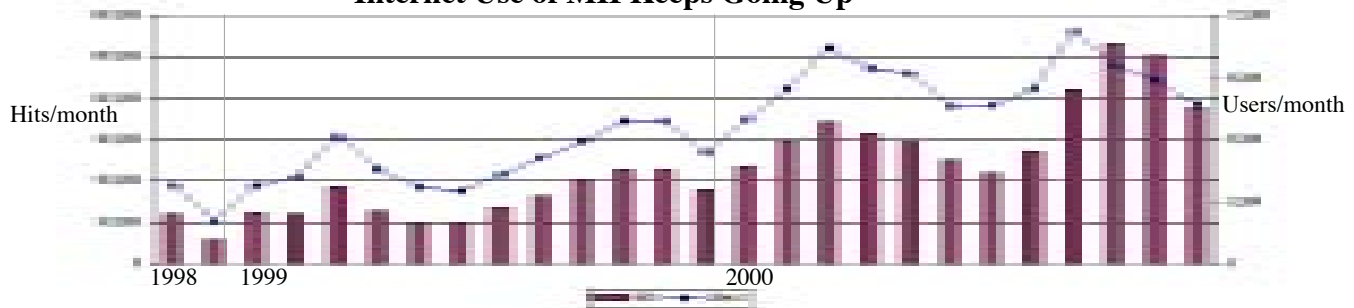
## Calendar Year 2000 Web Statistics

## www.mii.org is successful

	2000	Jan 2001
Hits	1,221,652	164,311
Users	105,847	10,325
Page Views	168,667	19,815
Pages Downloaded	695,054	70,457
Packets Downloaded	18,609	1,940

Most active day for Hits was Nov. 14 with 9,225 Hits; for Users it was Nov. 15 with 455 Users. Page Views at www.mii.org are deliberately minimized so teachers can download materials by the second mouse click.

## Internet Use of MII Keeps Going Up



Use is tracking the school year— down in summer and December

## American Honda Foundation steps forward again to support mineral literacy!

The American Honda Foundation has generously funded the National Education Project (NEP) with a \$50,000 grant. This is the second time that the Foundation has supported MII's mineral and natural resource education programs in K-12 classrooms across the country. With strong support from the business community, the National Education Project has been very successful in providing classroom teachers with accurate and balanced materials. The cost for this year's NEP program will be \$240,000.

## MII Education Materials Recommended by 18 State Departments of Education

There are now 31,200 teachers in the US and Canada who have contacted MII asking for help to teach about the importance of our natural resources. But this number doesn't count the teachers who are receiving our programs from other groups or through our web site. Each year nearly 5,000 teachers receive MII materials through other organizations. There are now 18 State Departments of Education who have made the special effort to tell teachers in their states about MII programs and how to get them.

▶ In **Kentucky**, the Department of Education is pilot testing a new education program and will use several of the programs from MII because it is a natural fit for development training for primary teachers, grades kindergarten through four, in inquiry and investigation learning involving earth materials and resources.

▶ In **New Jersey**, the Department of Education has asked MII to donate +700 minerals education packets to give to teachers who will be attending New Jersey's 2001 Professional Development seminar. This will cost \$3,500.

▶ In **North Carolina**, the Science Section of the NC Department of Public Instruction sponsored a Science Leadership Institute with the central theme of "inquiry approach to the teaching of science and making science relevant to the lives of students." The NC Department asked for and received MII programs to give to teachers because they helped satisfy both goals of the Institute and the implementation of that state's graduation requirements.

▶ In **New York**, a member of the New York State United Teachers Association science committee is using MII's materials to develop a presentation to show teachers how to incorporate the new (science) Standards into their lesson plans and promote new, innovative approaches.

### **MII's Periodic Table & High School Science Teachers**

This idea about how to use MII's "The Ultimate Periodic Chart" came from Christine Ash, Coeur d'Alene High School, Idaho:

*"Our physical science teachers got together to come up with this idea for the Periodic Table:*

*Since we had 100-120 students each (in science classes), we assigned or allowed students to pick a slip of paper and adopt an element. They were to 1) write a 1-2 page paper on their element, 2) make an original design (3-d) of their element's atom and show it to the class, 3) make*



*a 9x12 inch poster of their element. The poster was to display name, symbol, atomic number, atomic mass number and the electron configuration.*

*We color-coded the elements according to their family. We then taped the posters to our wall for a gigantic Periodic Table!*

*One teacher used her digital camera and took a picture of each student with his/her model and put it on the poster - for a VERY personal touch! I then had students present their models and papers with their fellow family members. One teacher suggested we video tape the presentations next year, to be shown to them when they are seniors."*

### **Global Science & Your Community High School**

The new 5th edition of **Global Science: Energy, Resources, Environment** may be headed for record sales. MII has helped create each edition of this high school science text. To get more information about this integrated, environmental science curriculum program, visit [www.mii.org/global](http://www.mii.org/global). It might be just the right kind of science book your community's schools need.

### **Types of Companies Donating to Minerals Literacy Last Year**

Aggregate & Industrial Minerals

65 or 41%

Hardrock & Coal

43 or 27%

Service & Suppliers

51 or 32%

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# "Is Your Company listed for this year's donation?"

Contributions received by February 28, 2001. MII's fiscal year is from July 1st to June 30th.

## **\$10,000+**

Franklin Industries  
Arthur Andersen  
Caterpillar Inc.

## **\$5,000+**

U.S. Borax, Inc.  
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## **\$2,000+**

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The Cleveland-Cliffs Foundation

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## **\$500+**

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Texas Crushed Stone Company  
Tower Asphalt, Inc.

## **\$200+**

Northshore Mining Company  
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California Portland Cement Company  
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## **Corporate Contributions**

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## **\$100+**

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## **Society & Organizations**

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Society of America \$30,000  
Society of Economic  
Geologists Foundation \$10,000  
National Stone Sand & Gravel  
Association \$8,500  
Ohio Aggregates & Industrial  
Minerals Assoc. \$500  
Missouri Limestone Producers  
Association \$100

## **National Foundations**

American Honda Foundation \$50,000

**A special thank you to the  
contributors who gave  
other amounts.**



**“ If you do not see your name on this list, send your gift before June 30!”**

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