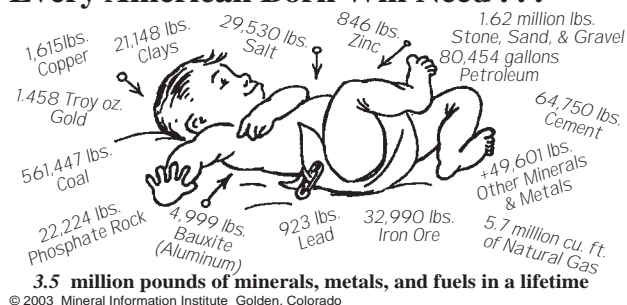




## Helping people understand the importance of using our mineral and energy resources

There is no shortage of teachers wanting to use MII in their classroom. The challenge is to meet the demand.

### Every American Born Will Need . . .



## Now Serving in the Millions

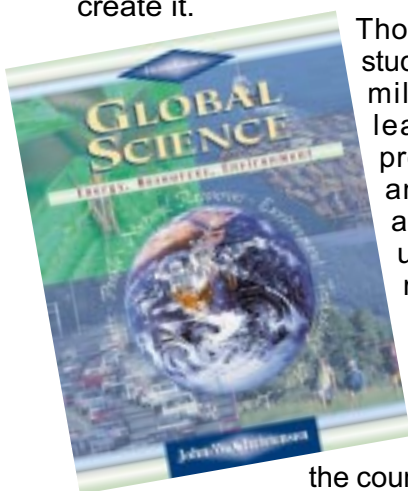
### National Education Project

We have provided more than 250,000 *Teacher Helper* packets to teachers since we began the NEP—those totalled 9.9 million pages of classroom support materials and 872,000 color posters.

Nearly two million pages of lessons and activities were included in the 56,000 packets that we mailed to teachers earlier this year.

—more information on Page 2 —

More than 1 million students have used the **Global Science** high school textbook, and MII helped create it.



Those 1 million high school students have spent about 135 million classroom hours learning from a science program that provides fair and balanced information about how we obtain and use our mineral and energy resources.

There are about 125,000 copies of the **Global Science** textbook being used every year in classrooms throughout the country (assuming the first two editions are too old to still be in use).

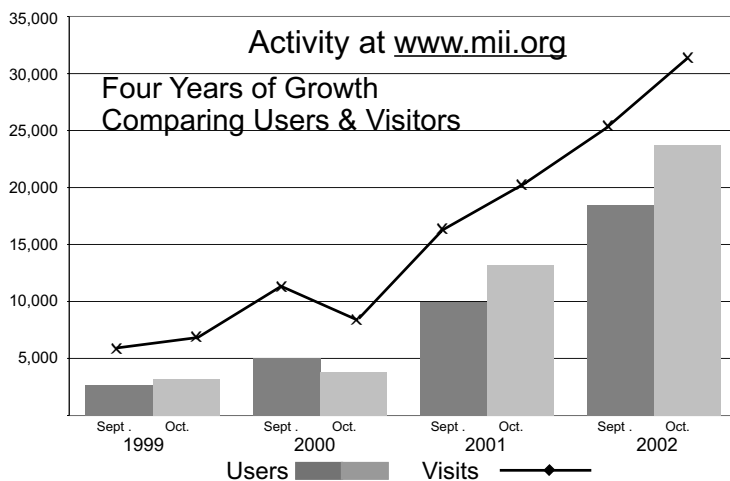
—more information on Page 6 —

### On the Internet [www.mii.org](http://www.mii.org)

Users at our website keep increasing, dramatically.

- More than **1 million pages** of Acrobat files downloaded since January (averaging more than 4,200 pages per day this year).
- Over **1 million Hits** in October (actually *Hits* don't measure usage at all, but can measure activity within a website— *Visits* and *Users* are better indications).
- More than **31,650 Visitors** in October (half a million in the last three years). Those *Visits* were by 22,000 different *Users*, which means that about a third of the people seeing our site are coming back.

—more information on Page 4 —



We do more than Earth Science, Much More.

Read the comments from teachers inside and find out what we really do

# National Education Project— reaching 33,000 teachers

It costs \$5 to get one of our packets into the hands of a teacher

## Teachers Use MII in a Variety of Subjects at a Variety of Grade Levels

We don't really know how many students are being reached by our materials, but we are going to find out.

Every year, we get thousands of responses from teachers who receive our materials and return our surveys, and that helps us find out a little information. Make sure to read some of their comments printed in the center section of this newsletter.

Jacqueline Elliott in Calgary, says she used us with 150 students in two days. Others, like special education teacher Julieanne Oberholzer in Rochester, New York, may only have a dozen or so students in her classes, but she used our programs for about 10 days.

70% of the teachers using our materials teach at the elementary grades. They are usually self contained, which means they teach different subjects to the same students, all day long— usually from 20 to 25 students.

25% of our teachers teach grades 7 through high school, and those teachers are usually departmentalized, meaning the students (and sometimes the subject) they teach change every period, and some may teach six different classes every day. They will teach somewhere between 40 and 150 students, every day.

And there are teachers like Brent Murphy of Jackson, Michigan who says, "I have been using MII materials to teach social studies for the past 5 years." That's a long time, and a lot of students.

We stopped advertising to teachers six years ago because the number of teachers asking for our materials far exceeded the money we had to print and mail materials to meet the demand. Now, teachers only learn about us by word-of-mouth and referral from others. Imagine what would happen if we had the money to start advertising again.

*40% of existing teachers will retire or leave the profession within the next 5 years.*

US Dept. of Education

## MII is helping teach the teachers of tomorrow

Tom Gibbons has retired as the History, Social Sciences Consultant for the Los Angeles County Office of Education, where he gave staff development seminars for classroom teachers (using MII materials) and he is now providing programs for elementary teachers at Cal State (Long Beach) and the National University, and he is still using MII to train teachers.

Tom believes that many elementary teachers are not well prepared to provide classroom instruction in the sciences and for history and the social sciences. This is the philosophy behind the strategies of teaching and the methods courses he provides for teachers in training and for recertification of teachers already in the classroom.

In addition to helping teachers learn about MII and other organizations that can provide resources to use in the classroom, Tom specifically uses several of our materials for more in-depth instruction on different teaching strategies.

He stresses learning the content of materials, both for the teacher's professional knowledge and for passing that content on through the student lessons. Tom uses

The LA County Office of Education serves:

- 81 school districts, including the LA Unified District (the country's 2nd largest school district)
- 1,700 schools
- 1,700,000 students

This school system is larger than the school systems in 42 states. The entire state of Colorado has nearly 1,800 schools serving 750,000 students.

materials from MII and two other groups as examples, and he considers MII as having the best content.

Another major instruction area for Tom is to help teachers look at materials critically to evaluate their effectiveness as a teaching tool, including the process of studying a poster. Tom uses our *A Study of the Earth* packet to help teachers learn this skill. Again, he considers MII's posters as good examples to help teachers create the teachable moments when their students can learn.

Tom teaches eight classes a year at Cal State, four each year through the National University, and is continuing to provide recertification programs for the LA County Schools. He distributes MII materials and encourages his students to contact MII for more.

The acceptance and use of our materials by educators like Tom proves that our philosophy of providing fair and balanced materials to teachers is one of the best ways to create literacy about our natural resources and of society's dependence on using those resources.

Incidentally, Tom's wife, Barb, is an elementary school principal and, after seeing our *Teacher Helper* packets, said, "I want some."

MII mails to more than 300 college and university addresses

# Directors of the Institute

The Mineral Information Institute has a large Board of Directors. Please take the time to find a Director you know and ask them about our good work.

Six new Directors were elected to our Board this year— five are new to MII and one (Alexis Fernandez) is filling the unexpired term of former Director Joe Carrabba.

Alex Fernandez, Vice President of Ingersoll-Rand, is not pictured.



**Alexis Fernandez**, Global Executive  
U.S. Borax, Rio Tinto



**Jerry Grocock**, Vice President  
Ensign Oil & Gas



**Scott Alexander**  
Vice President  
Rogers Group, Inc.



**Frank Chaney**, Chairman  
Chaney Enterprises



**Jack Gerard**, President  
National Mining Association

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- \* **Amy James**, *Vice Chairman of MII*, Stone & Webster Consultants
- \* **Guy Johnson**, *Secretary/Treasurer of MII*, President, Technology Applications & Marketing

## DIRECTORS \* are members of the Executive Committee

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- Scott Alexander**, Vice President, Rogers Group, Inc.
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- Milton Ward**, Corporate Executive
- J. Steven Whisler**, Chairman, President & CEO, Phelps Dodge Corporation
- Jeffrey L. Zelms**, Vice Chairman, President & CEO, The Doe Run Company



*Our website has become absolutely phenomenal. The amount of information and the number of people using that information is increasing dramatically.*

*Spend some time looking at what we have and help us make it better. With half a million Visitors, people from your community have been coming to us to find out about mining.*

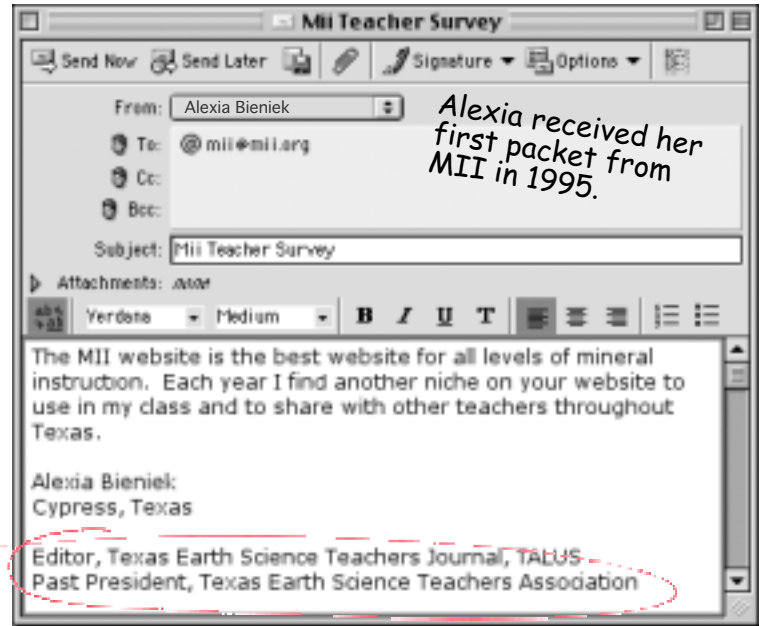
*Nelson Fugate  
President of MII  
nfugate@mii.org*

Remember, our website is primarily used by teachers and students—that means that during the summer vacation months the number of visitors is about half of normal. This year there were 36,714 Users in the June-July-August months and nearly that many Users just in October (31,800 Users).

We spent more than \$7,000 last year for the programming to begin surveying the visitors to our website. We receive great surveys back from teachers who ask for and receive hard copies of our packets. But we don't yet have that kind of information from teachers getting our materials from the Internet.

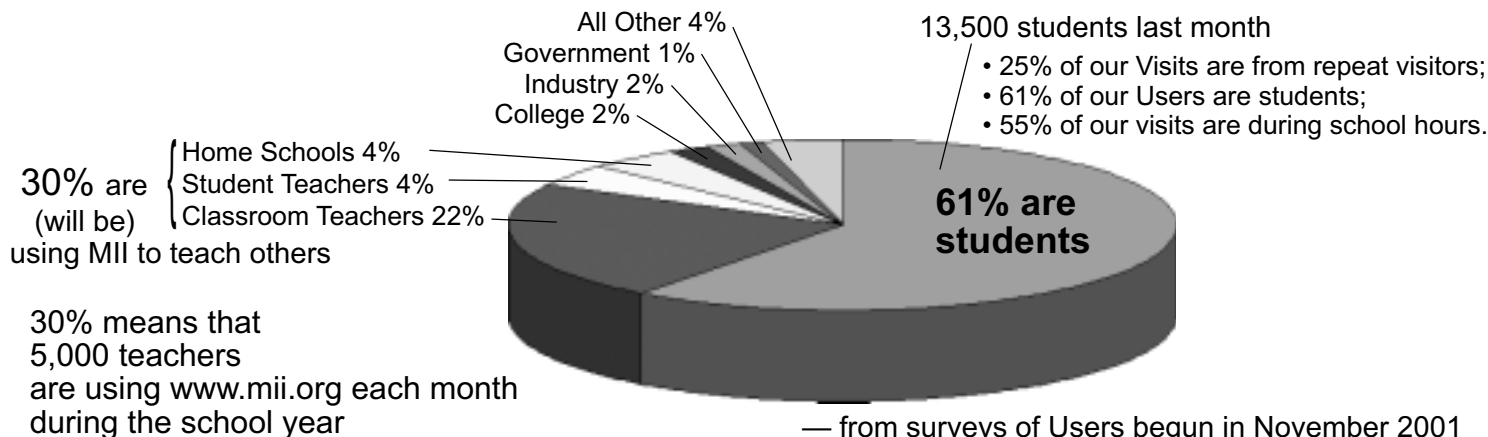
This year we are trying to expand that programming so we can write back to those teachers who are downloading our materials to see how they are using us in their classroom.

With Users and downloaded files increasing +50% each year we can assume that they like and are using our products, but we need to be able to prove it. Unfortunately, it will take more time and money to get this information from our Internet Users.



We used to have a place on our web survey for comments. But we received so many requests needing a response that we couldn't handle them. So we eliminated the "Comments" box. That's a shame. We had to quit advertising our NEP program, too, because we got too many requests.

## Who Is Visiting www.mii.org



**22,057 Users Provided 31,648 Visits Last Month**

# Mining and the Environment

Our website has the traffic and that means people will see the results of responsible mining companies.

The number of mine reclamation success stories on our website continues to increase— 170 and growing. Visit [www.mii.org/recl.html](http://www.mii.org/recl.html) to see how we are doing.



*Creating better wildlife habitat areas at mines has become important as cities and recreationalists increase their use of the outdoors.*

This section on our website was created to present positive stories that the public should know about—our successes in creating new land uses when mining operations have ended.

We need more stories. We need to show the many beneficial land uses that mined lands are providing to our communities.

Send us information on operations you know about. Send us before and after pictures and an accompanying story (300 words is perfect).



*Cows help revegetate mined lands in the west.*



*Jackie Dorr  
Vice President of MII  
[jdorr@mii.org](mailto:jdorr@mii.org)*

*One of Jackie's jobs is getting new reclamation stories added to our website. Help her do her job.*



*Water-front home sites and recreational areas developed at quarry sites have become valuable additions to many communities.*



*The old quarry that became Butchart Gardens on Vancouver Island created one of the major tourist attractions in the Pacific Northwest.*

**We need more stories**

**We need to show people the many successes in creating new land uses**

# Put MII to work in your local schools

## The perfect tools to support mineral education in your community

Every elementary student in the country will study Rocks and Minerals. Now you can provide them with a memorable introduction about the importance of mining.

In our opinion, **Rock Odyssey** is the best educational video there is for the elementary grades. With the support of the NSSGA, MII has been able to back up this video with lessons, activities, and posters about the importance of mining and minerals.

The Rock Odyssey package contains: the *Rock Odyssey* video, a 32-page curriculum guide of lesson plans, activities, and student page; and two large posters showing mineral uses.

**Orders of 250 or more—Your company logo in the video. Call for details.**

## Rock Odyssey



Only Available to NSSGA Members & Donors to MII  
\$20, plus \$5 shipping

Sponsored by National Stone, Sand & Gravel Association

**Go Kit**  
for Classroom Speakers  
and public presentations  
Mineral Education for Your Community

WHY? I've got to talk to 3rd Graders!

**MISSION: POSSIBLE**

- Tips To Live By
- Activities/Lessons
- Teaching Guides
- Student Pages to Use
- Background Information
- Sources For More Information
- Selected Books for Schools
- Recommended Videos
- Posters

A program from the Mineral Information Institute

• Awareness • Understanding • Acceptance • Appreciation •

### Go Kit for Classroom Speakers

**\$35, plus \$5 shipping**

contains +80 pages of . . .

- Tips To Live By
- Activities/Lessons
- Teaching Guides
- Student Pages to Use
- Background Information
- Sources For More Information
- Selected Books for Schools
- Recommended Videos
- Posters
- PLUS, Two videos

### Global Science, continued from Page 1

By the time the 6<sup>th</sup> edition of **Global Science: Energy, Resources, Environment** becomes available in 2005, more than 1 1/2 million students will have spent a full year learning about natural resources and the environment with this textbook, a textbook that the Mineral Information Institute helped create and still updates.

MII has been working with the author and publisher for more than 20 years, and has been involved in all five editions. We are beginning work on the 6<sup>th</sup> edition and this new edition will take nearly two years.

### Al Hoyl, Founder and Longtime Director

Institute founder and longtime Director Al Hoyl died at the age of 89 at his home in Rollinsville, Colorado.

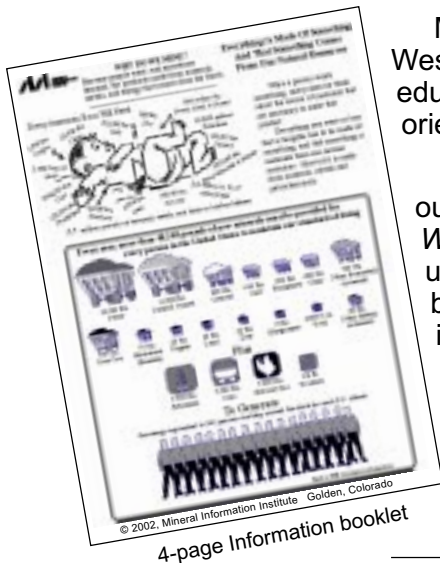
In remembering Al, his family asks that you please spend the next sixty seconds contemplating the fact that the products of mining are essential elements of every piece of technology you use and aid the harvest of virtually every scrap of food on your table.

Thank you, Al.

Programs can be purchased at [www.mii.org](http://www.mii.org)

# Use MII with your employees

Think about using our programs in your new employee orientation training  
Help your employees learn more about the importance of their job



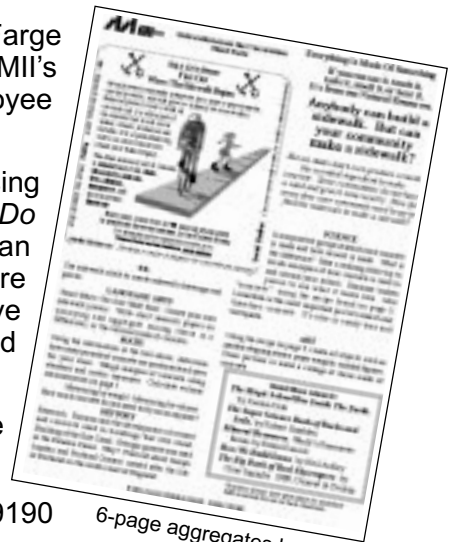
4-page Information booklet

Malinda Feola, with the Denver Office of LaFarge Western US Region, has been using several of MII's educational booklets in that company's new employee orientation programs.

For the last two years, Malinda has been using our *Sidewalks Across the Curriculum* and *Why Do We Mine* series to help new employees gain an understanding and appreciation of why they are being hired, and the important role they will have in helping provide the aggregates that will be used in surrounding communities.

MII programs are well-suited to help people develop the knowledge about the need to mine.

Call us to find out how we can help. 303/277-9190



6-page aggregates booklet

## Help Us Make A Difference— Every Dollar Counts



Angie Simonton  
Director of Development  
asimonton@mii.org

Thanks to our generous contributors, we have been able to respond to every teacher who has asked for information.

Help us continue to serve teachers and their students by sending in your donation today using the enclosed envelope. We need your support to ensure that future decision makers have the information they need to help us use our natural resources wisely in the future.

The cost to produce and distribute one *Teacher Helper* packet is \$5.00. A donation of \$50 helps us reach 10 teachers with one packet. Think about the number of teachers in your community who would benefit from MII's materials. Your donation is important!

Help us double your contribution through your employee Matching Gift Program. Contact your personnel department to determine whether your company or organization has a matching gift program.

We appreciate all of the generous contributions we receive each year. Thank you for enabling MII to be the leading mineral education organization in the country.

You can also help us reach more teachers by encouraging your company, friends and colleagues to contribute. If you know of someone who should be contacted, please complete and return the form below.

My name is \_\_\_\_\_ and I recommend you contact the following individual with more information about MII:

Name: \_\_\_\_\_ Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Fax to 303/277-9198  
or e-mail info to [mii@mii.org](mailto:mii@mii.org)

## MII uses your donations wisely



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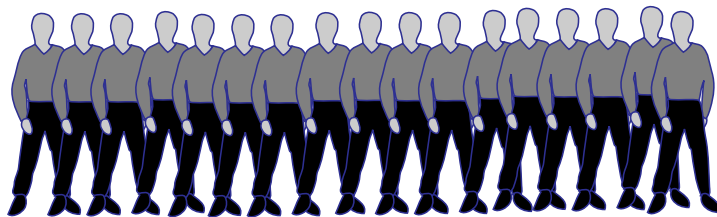
Our job is to help people understand how much we depend upon our mineral and energy resources to maintain our standard of living.

Last year, we gave more than 51,000 educational packets about mining and minerals to teachers who have contacted us for help.

Every year, more than 47,122 pounds of new minerals must be provided for every person in the United States to maintain our standard of living



**To Generate**  
the energy equivalent to 300 persons working around the clock for each U.S. citizen



© 2002, Mineral Information Institute, Golden, Colorado

Based on 2000 consumption and population

Pass this around to the people at work. Ask your company to support our good work.