Science Journal for Kids:

A Year of Growth

2016 Impact Report

By Tanya Dimitrova, Founder and Editor-in-Chief.

A Year in Review

Who are we?

+ Science Journal for Kids is an online science magazine where we publish cutting edge peer-reviewed environmental science research adapted for students (and their teachers)
+ Science Journal for Kids is a 501(c)3 registered non-profit organization created in 2015 with a non-commercial public outreach goal.
+ Our mission is to make the latest scientific discoveries available to the general audience (especially children) and to improve the public's understanding of the scientific method.
Essentially, we convert this... into that!

What did we accomplish in 2016?
+ We published 13 adapted science articles (compared to six in 2015).
+ Just in November and December 2016 we published three articles per month and we are still ramping up.
+ We covered the scope of the entire AP Environmental Science curriculum - a comprehensive list of interdisciplinary topics ranging from climate, pollution, agriculture, population dynamics, atmospheric studies, biodiversity conservation to infectious diseases.

Who published in the Journal?
+ We adapted academic papers from leading peer-reviewed journals like PLOS One, IOP Environmental Research Letters, Nature Climate Change, AGU Geophysical Research Letters and Global Change Biology.
+ We collaborated with scientists from research institutions like UC Berkeley, Duke, Cornell, Yale, NASA, JPL, NOAA, Imperial College London, University of Melbourne, University of Tokyo. (See a full list here.)
+ These researchers referred to the adaptation process as “fast, intelligent, painless”, “refreshing” and contributing to public outreach awards. (See testimonials here.)
Who reads the Journal?

+ All science articles are completely open-access - freely available to anyone in the world.
+ In the last quarter of 2016 we had (on average) 700 unique visitors per day from 159 countries around the world (compared to 60 per day in the first 3 quarters of 2016 and 30 per day in 2015).
+ More than 500 people - mostly science teacher and scientists - subscribe for updates from the journal (compared to 60 in the first year).

How are we doing online?

+ Our Facebook page has 340 followers (more than doubled since 2015).
+ On Twitter we’ve posted nearly nearly 1500 tweets and have 600 followers.
+ We reached 700 views on our YouTube channel (compared to 60 in the first year).

Who are we collaborating with?

+ Each scientific paper is accompanied by multiple free teacher’s resources most of them a result of collaborations with other awesome educational organizations:
  + Classroom data exercises from DataNuggets.
  + Lesson plans from Edcite.
  + Gamified quizzes featured on the Kahoot! Homepage.
+ We have compiled a list of 30+ other awesome science teaching resources for our readers.
+ We received a Google Ad Grants award via Google for Nonprofits. Google Ad Grants is an in-kind advertising program that awards free online advertising to nonprofits via Google AdWords.
**Who’s making it all happen?**

+ In September 2016, the Journal's founder - Tanya Dimitrova - started working in it full-time.
+ We now have a team of nine science education professionals. Welcome to all our new science editors and curriculum writers!.
+ Our media outreach director - Christy Crabtree - takes care of social media and advertising.
+ We have an excellent design and web support team.
+ Two of our board members left and we are now interviewing new ones.
+ We are lucky to have a multitude of knowledgeable and authoritative scientific and business advisors on our team.