

Meetings: Tuesday 12 Noon, Virtual Meeting

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JUNE IS ROTARY FELLOWSHIP MONTH

Happy Birthday	Happy Anniversary

UPCOMING SPEAKERS:

June 14: Club Executive 2021-2022 Installation	June 15: No Meeting	June 22: Zajac Ranch
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OUR CLUB LAST WEEK'S MEETING:

President **Clint Callison** and **Patrick Dobbyn** presided.

Guests: **Shaun Dychko, Peter Tam, Caroline Nelson**

Program: **Shaun Dychko - College Physics Answers**

About Shaun:



Shaun is a former Vancouver high school physics and math teacher turned online edupreneur.

Among his two projects, <https://www.giancolianswers.com> and <https://collegephysicsanswers.com> he has recently finished his 6,410th educational video, finishing the College Physics Answers collection of 2,799 videos explaining the step-by-step processes of solving physics problems. With detours into freelance

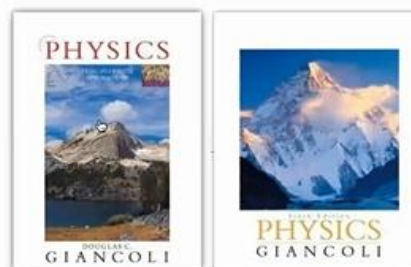
web development through his agency Checkmark Media (<https://checkmarkmedia.com>), this talk is a reflection on the journey from stepping back from full time teaching in 2008 to "now", with a focus on College Physics Answers.

Shaun's Presentation:

I taught at Point Grey Secondary School for about ten years in Vancouver, I was a physics and math teacher there. I went on a long trip to Ecuador with my now wife and in an airport bookstore saw this book called the 4 hour workweek and it sort of put in writing and sort of validated some thoughts I already had about the idea of generating some passive income. When I was teaching I was noticing how much effort I was putting into creating these lesson plans and how my work was benefitting only thirty kids an hour whereas if I went into an online format I could reach a global scale and at the same time have this as a goal of a passive income kind of lifestyle, that has yet to be realized but I am on my way there maybe but I always find new things to do so so maybe it is a never ending process of reaching that.

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I built this as my first big project. These are the covers of two different physics textbooks that are traditional copyrighted textbooks by a publisher called Pearson. So I created solutions in a screencast format. Embedded videos that walk you through a solution including closed captions and a yellow dot to indicate my cursor position. So it is a screencast format giving solutions to textbook questions.

In the process of making that I had to learn a lot because delivering video on the internet is, you can use Youtube of course to embed videos but that has it's drawbacks that I wanted to avoid. So putting video into a website doing something that is called self hosting without the use of YouTube or Vimeo is technically challenging, so I had to figure that out and then do the monthly billing which is what happens with this website and with today's main website with is College Physics Answers. This is the latest project that I finished for a different textbook called College Physics.

But in the process of building this website and learning a lot about web development I created a web development agency called Checkmark Media. As a result I built a couple of websites, one for a financial services company, I worked for them remotely from cafes and libraries in Paris. I also worked on the UBC department of Statistics website and the UBC Chemistry website and the UBC Physics and Astronomy websites.

The first site I built was for the outreach program at UBC Physics. I was hired to make instructional videos and the website they were

posting them on was a custom made PHP application that was a bit underwhelming, so I rebuilt it using a content management system called Drupal.

After finishing my project for the financial services company while in Paris I was looking for the next thing to do so I decided to do another textbook and chose one from Openstax. They are a foundation with the goal is to make free and open high quality educational content and so they create textbooks written by professors and so on, it is peer reviewed stuff. The foundation is supported by the Bill and Melinda Gates Foundation and the Hewlett Packard Foundation and so on and their textbooks are free. So I thought being a free textbook maybe it will become really popular and so this is the one I chose. Another feature of the textbook that I did not quite realize at the time how important it would be, but this textbook is licensed under the creative commons with attributions license. What that means, I am allowed to copy anything from the textbook, I already have automatic permission with that license and all I have to do is link back to them and say I got it from them.

When you look at College Physics Answers you can click on either of the textbooks, there are two editions, they are very similar, one has some extra questions for AP courses. I have a disclaimer to ask students to try the problem first before they look at my solution, to try to help with the academic integrity of the world. On each question that is copied straight from the textbook I have a link back to them and that is the attribution I have to do and this question has been really important for getting traffic because what people are doing is turns out is they are copying and pasting questions from the PDF version of the textbook or the online version, you can look at this textbook online, and at the end of every chapter are the problems and exercises I am solving so people are copying questions and putting it straight into Google and often my website will turn up. The highly specific search query tends to rank really well for my website only because I have permission to use the exact wording from the textbook.

People have been responding really well to what I have built here, I have a list of testimonials on TrustPilot, being a company that collects reviews and testimonials. When I sign up for them they will send an email to everyone of my customers after they cancel, that is who it is set up, so when someone cancels they get an email asking for a review and the reviews have been really awesome.

Caroline - How do you get your revenue Shaun?

Let's Get You Signed Up
Nothing beats practice to learn problem solving. Let College Physics Answers guide the way!

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7 days free trial then \$7.95 / month	7 days free trial then \$29 / month	Contact for pricing Your students will love it!
Get the help you need with an individual plan. Cancel any time.	Distinguish your agency and impress your students. Give up to 10 students the extra help they need between tutoring sessions.	Give all students at your school access to quality problem solving practice any time, any day, at affordable prices.

Shaun - So on the pricing here, I am trying to get schools to sign up but I have not been very successful in reaching out to them, I think teachers are overwhelmed by the number of different educational companies trying to get their attention. Mostly people are signing up for monthly access. So it is kind of a Netflix type model where you pay per month and get access to the entire collection. There is a seven day free trial with account creation using email and password or with Google or Facebook accounts. Customers can sign up with a credit card or Paypal,

It took 1300 hours to record all of these videos and I am happy to be done but what I am going to do next is redo the technology for the website, I kind of like technology so it is kind of a person interest but it is also good for Google search ranking because if a website is faster then Google likes it more especially now. Google recently announced they are going to put even more emphasis on fast loading pages.

Happy and Sad:

Libby Nelson gave 5 dollars by way of an apology for answering her phone during the meeting. Caroline said her mum would pay for her happy dollar for winning the TV in the Duck Race!! And another five because the Duck Race is over!

Chili has five happy dollars: he was camping at Rolley Lake last week, they had beautiful weather and the camper worked well. Chili's next booking has a pull through site!

Matt DeBruyn had **2 happy dollars** to see Sharon back at the meeting this week.

Ineke Boekhorst had a **happy 2 dollars** to see Sharon back because we really missed her at the Starfish packing. Another **2 dollars** in recognition of Caroline's support of the Duck Race and our club. And another **five** because the Duck Race is over!

Mark Forester 2 dollars for the fact that we are all happy to see him after he has not been to a meeting in a while plus another **2 bucks** because he did not know he was supposed to be sad that Sharon was away plus **SIX** more for congrats on the Duck Race and getting that done!

Clint Callison had a happy **5 bucks** in gratitude for all the hard work that the Duck Race Committee did.

Sharon Kyle had **5 happy** dollars, glad to be back, had a great holiday and brought back thirty rainbow trout! Also a happy **2 dollars** that Eric did the invocation today!

Eric Mollema is happy to be here, but has a sad one because an old school friend back in South Africa perished in his house as a result of arson this week.

Finemaster: **Walter Volpatti**

Can you name the president of RI this year?
Not knowing will cost you a buck!

Announcements:

Peter Tam: Rotary Club of Haney Installation happening Wednesday June 16, 2021 to an IN PERSON event! At the outdoor space at the Memorial Peace Park in Downtown Maple Ridge. Any funds from ticket sales in excess of covering rental fees will be donated to the Rotary Foundation. Gate opens at 6:00 pm and the event commences at 6:30 pm.

Patrick Dobbyn: Monday June 14, 2021 6:00pm Zoom Installation

We will not be having a noon Tuesday meeting on the 15.

Ineke Boekhorst was approached by the School District regarding the Starfish program - they would like to work together to address the need in the high schools

Clint's closing quote: "Live every day as if it were going to be your last, one day you are sure to be right"

Submitted by Deborah Hyslop