

ABSTRACT: Project LAMP

Our nation faces a crisis in education. The National Assessment of Education Progress revealed that two-thirds of fourth graders failed to attain reading proficiency and nearly as many failed to reach mathematics proficiency. Failure rates are even higher among low-income students, minorities, and English language learners. In response to this need, the Learning Apps Media Partnership (Project LAMP) will create highly engaging, age-appropriate, transmedia learning applications that will produce experiences that promote achievement in essential literacy and mathematics skills. Each property will include multiple platforms and carefully developed training materials for families, educators, and caregivers to ensure that researched-based educational practices are seamlessly integrated into many aspects of children's daily lives. Evaluation will be integral to the project, measuring outcome scores determined by rigorous scientific, evidenced-based randomized control trials, to test the new transmedia platforms.

Project LAMP will bring transmedia storytelling to early childhood education in a manner where learning will be driven by the students' curiosity and need to know, as they engage in individualized paths to achieving their own success. To this end, HITN, Inc, a public telecommunications entity, will partner with Callaway Arts & Entertainment a digital publishing company, and The Michael Cohen Group, evaluation experts, to develop and evaluate three transmedia properties that will cross multiple platforms utilizing the inherent benefits of each to engage early learners. DOE funds will be leveraged with capital generated by the partners for sustainability. Partnerships with post secondary institutions in early childhood education and media production as well as low-performing schools will inform every aspect of this effort to ultimately increase literacy and mathematics skills among 3 to 8 year olds, and contribute to the body of scientifically-based research and practice in early literacy and numeracy across the nation.