

ABSTRACT: *Mashopolis: Leveraging Today's Educational Media to Build Tomorrow's Workforce*

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Invitational Policies Addressed

- Fostering workforce and future career readiness for children and aligned intergenerational learning opportunities for families
- Producing accessible and equitable transmedia resources that employ analytics and embedded assessments

Project Goal: This proposed initiative will employ research-based strategies around executive function (EF) to increase workforce and career readiness for children ages 5-8. All project components will reflect TPT's commitment to equity, and will support learning and enrichment for diverse children, particularly those who are low-income and/or experiencing housing.

Expected Outcomes:

- More children will participate in media-enhanced informal learning opportunities that focus on building foundational workforce-aligned skills.
- More children will demonstrate measurable increases in foundational workforce-aligned EF skills.
- Children will show increased interest in pursuing activities that build workforce-aligned EF skills.
- An increased number of parents/caregivers will value and support EF-enhancing activities that build their children's workforce readiness.
- An increased number of informal educators will be prepared to employ EF-enhancing activities and media with their learners.
- An increased number of informal education spaces will provide workforce readiness programming.

Project Description:

Mashopolis uses the power of narrative storytelling, interactive media, intergenerational learning and equity to engage children in building the critical skills they need to join—and lead—the 21st century workforce. Based in research around EF and its relation to learning and career pathways, all content will be provided in English and Spanish, and will incorporate best practices around the most effective uses of television and interactive media. This approach will enable TPT to significantly support EF enrichment and narrow achievement/opportunity gaps; use technology to maximize engagement and learning; and use formative research, embedded analytics and other assessment for continuous review and improvement of all project components. A third-party firm will conduct evaluation and research efforts.

The proposed project meets the RTL program's purpose by 1. Developing and nationally distributing innovative transmedia content for children and parents/caregivers; 2. Developing and broadly disseminating outreach resources, including professional development initiatives and media-enriched activities; and 3. Enrich and expand TPT's existing, extensive nationwide community of educators, parents/caregivers who are committed to employing *Mashopolis*' resources to strengthen children's workforce readiness and awareness of career pathways.