

## PROJECT ABSTRACT

**Project Title:** *Learn Together: Connecting Children’s Media and Learning Environments to Build Key Skills for Success.*

**Invitational Priorities:** The *Learn Together* Project addresses both Priority 1 and Priority 2.

**Ages Served:** Children age 2-8 and their parents/caregivers/families and community educators.

**Summary of Project & Activities:** The Project Team will produce dynamic, new learning experiences that expose young children to career and workforce options; help them to build vital functional literacy, critical thinking, collaboration, and “World of Work” skills and knowledge (“Key Skills”); and empower and equip parents, caregivers, and communities to support children’s learning and growth in these areas. In partnership with early education and child development experts, local and national organizations, experienced content producers, noted research and evaluation partners, and other expert advisors, the Project Team will: **1)** create new transmedia experiences for children ages 2 to 8 that a) expose young learners to a range of career and workforce opportunities in ways that inspire them to explore the World of Work, and b) introduce, model, and promote the development the Project’s four Key Skills; **2)** innovate on new media platforms that hold promise for extending the reach and impact of quality learning content, and open up new avenues of accessibility; **3)** build new engagement models and resources that empower adults and communities to support early learning, with an emphasis on intergenerational learning; **4)** amplify reach and scale through distribution channels that meet children and families everywhere they are, and marketing and communication strategies that drive engagement; and **5)** conduct research that informs content creation, measures efficacy, and contributes knowledge to the field about how children learn from media and connected programs.

**Summary of Objectives & Outcomes:** As a result of engaging with the Project’s content and programs, young learners -- especially those who are underserved or from low-income families -- will begin to: **1)** develop increased Functional Literacy, Critical Thinking, Collaboration, and World of Work Skills and Knowledge; **2)** explore the World of Work, the way it is organized, and the opportunities it presents; and **3)** build an identity that enables them to connect their interests and talents to the World of Work, and to see themselves as meaningful future contributors. Families and communities will: **1)** become empowered with knowledge and skills to support children’s growth, learning, and development, specifically around development of the Project’s four Key Skills; **2)** be equipped with the tools and resources to support children’s learning anytime, anywhere, and develop the confidence and capacity to use those tools effectively; and **3)** contribute to increased learning gains in children as the result of intergenerational learning experiences. **Ultimately, children will be better prepared to succeed in learning, work, and life.**

**Special Project Features:** In alignment with the current RTL goals, the Project emphasizes intergenerational learning to improve outcomes; invests in data analytics to increase knowledge about how game design can drive learning gains; and pays special attention to accessibility, both in terms of how children and families access content, and how users with differing abilities can best be supported. The Project also innovates on new platforms, including with short-form content, podcasts, and new digital tools and experiences that will increase reach and impact.

**Organizational Partners:** Project Team = CPB and PBS. Research Team = EDC, UCLA CRESST, SRI, Rutgers School of Communications and Information, and Rockman et al. Strategic National/Local partners = U.S. Chamber of Commerce Foundation, National Association for the Education of Young Children, and Parents As Teachers, along with 40 PBS member stations participating in community interventions and 330+ PBS stations who will carry the PBS KIDS content created under the grant. The Project also relies on the expertise of 20 Advisors in the areas of workforce and career readiness, literacy, children and families, and, equity, accessibility, and children’s media.