



# Mind in the Making

## *National Campaign - An Overview*

**Mind in the Making: The Science of Early Learning**, developed by FWI in partnership with New Screen Concepts, is an unprecedented and unparalleled collaborative effort to communicate the science of early learning to the general public, families and professionals who work with children and families. The goal of Mind in the Making (MITM) is to share the most rigorous knowledge of how children learn best.

The far-reaching and penetrating potential of MITM is in its multi-dimensional approach. In partnership with New Screen Concepts, an Emmy Award-winning production company, FWI films researchers “in action”—showing actual experiments, presenting the science of early development with children from birth through eight years old in an accessible, engaging and inspiring way—and creates an array of multimedia materials that are designed to help diverse audiences bridge the gap between knowledge and practice.

We are planning an official “launch” of the national *Mind in the Making* initiative in 2009-2010 with intensive outreach activities on the national, state and local levels. We will also work closely with our large network of partner organizations that serve children and families in order to ensure that Mind in the Making has a deep and lasting impact. The campaign will include:

- a network television show planned for late 2009 or early 2010;
- an accompanying book by Families and Work president Ellen Galinsky for HarperCollins planned for publication at the same time as the network show;
- Learning Modules for Early Childhood Teachers (in English and Spanish);
- a series of articles in Wondertime magazine and others;
- family videos;
- tip sheets for families; and
- community mobilization efforts.

Our launch activities will include:

- a meeting in Washington, DC of national organizations where we will offer up to 10 mini-grants for national organizations that would like to partner with Mind in the Making to promote engagement in learning;
- monthly Mind in the Making conference calls for national and community partners to share the plans for the campaign;
- a Congressional launch event (a bipartisan event hosted by members of Congress that will be pod-casted around the country); and
- a National Press Club media event and satellite media tour to announce Mind in the Making.



Until 2008, Mind in the Making focused on children ages zero to five. We know that the earliest years of children's lives set the stage for success later in school and in life. We also know, however, that the first years that a child spends in school are important for building on the successes or addressing the challenges in the early years and that the transition from home to school is a critically important transition in life.

In 2008, we received grants from the W.K. Kellogg Foundation and a family foundation that have enabled us to include children up through age eight in the Mind in the Making initiative. In addition, this funding has enabled us to film more diverse researchers. To date, we have filmed 67 researchers and have 17 or more filmings planned—giving us the most impressive collection of research on children's learning ever created.

With the Kellogg Foundation's support, we will also be able to extend and deepen our outreach activities to ensure that communities across the country are active participants in this initiative. Through our work on the Mind in the Making Learning Modules for Early Childhood Teachers (now available in both English and Spanish), we have already been able to reach thousands of early childhood professionals and the children they teach. The Modules are now being used in eight states: Arizona, Florida, Massachusetts, New Jersey, New Mexico, Oklahoma, Pennsylvania and Rhode Island. We are now working with several additional states to plan implementations in the next two years.

In collaboration with these and other national, state and community partners, we will use Mind in the Making as a focal point to develop learning communities across the country that will focus on how to engage children in learning. Communities have very creative ideas about how to hold public conversations about learning in their locales, and we will share the most promising ones.

We are also developing a range of opportunities for families to become involved in Mind in the Making and to afford families the opportunity to be part of a broader learning community. We will do this both directly and indirectly. For example, we will post segments of the parenting videos online so that they are available to a broad audience (including parents themselves as well as parent educators, home visitors, health care professionals, and early childhood educators). Beginning in the fall of 2009, articles in *Wondertime* magazine will also directly reach families. This work with families is seen as an opportunity to create more lasting change, as the children will be hearing and experiencing consistent messages from both their teachers and their parents.

With funding from The Marks Family Foundation, we will also design and pilot-test effective ways to bring the lessons of Mind in the Making to families, especially those in underserved communities. We will use the same process of experimentation that we used to develop the Mind in the Making Learning Modules for Early Childhood Teachers, which have been implemented across the country with tremendous success. This involves creating and field-testing pilots. We know that Mind in the Making presents an exciting opportunity to engage families as active participants in developing skills to help their children succeed. By taking cutting-edge research and presenting it in an accessible, inspiring way, we will help families bridge the gap between knowledge and practice—and help parents take simple, effective steps to promote children's learning.

Finally, Ellen Galinsky is now writing a book that will be published by HarperStudio. In the book, which will be launched along with the national Mind in the Making campaign, Ellen synthesizes the lessons of Mind in the Making and identifies a set of essential skills that are the most important for children AND for adults to succeed in the 21<sup>st</sup> century.



These skills are:

Skill 1: Focus and Self-Control—Learning to Pay Attention in an Over-Stimulating World

Skill 2: Perspective Taking—Learning to Anticipate and Understand the Viewpoints of Others

Skill 3: Communicating—Learning to Understand and Communicate in the Languages of Spoken and Written Words

Skill 4: Making Connections—Learning to Find Patterns and See the Unexpected

Skill 5: Critical Thinking

Skill 6: Taking on Challenges

Skill 7: Engaged Learning—Being Motivated

Through this book and the Mind in the Making campaign, we will translate the latest science to help parents, teachers, families and the general public understand how children really learn, what keeps them engaged in learning and how they can help their children develop the skills that are most essential for success in school, work and life.

For more information about Mind in the Making initiative, please contact Sharon Huang, Program Manager, at [REDACTED]