

February 2, 2016

To: Interested Colleagues

From: Lloyd Etheredge <sup>1</sup>

Re: **LearnStorm Challenge 2016**; <https://www.learnstorm2016.org>

You might want to keep an eye on the Khan Academy's new **LearnStorm Challenge 2016** for mathematics, grades 3-12 ([www.learnstorm2016.org](http://www.learnstorm2016.org)). This is an exciting nine-week partnership design with the first local, state, and national rollouts in Chicago (with support from Hyatt Hotels, the following news story), the Bay Area, the state of Idaho, and Ireland. Possibly a local (national and global) prototype that should be expanded rapidly for STEM education and other fields.

Khan Academy (<https://www.khanacademy.org/>) is a non-profit with innovative leaders who have a gift for explaining & a team that designs online modules (available worldwide, free, in 36 languages) that K-12 kids and college students seem to love – e.g., math and science, computer programming, art and history, learning how to learn. Each participating student has a personalized learning dashboard, with recognition of (“bragging rights”) masteries, and other features.

The **LearnStorm Challenge** goes beyond simply offering online resources. It’s a new, integrated Best Practices package that includes discoveries, and new dimensions and design elements, reflecting progress in psychology and other social sciences:

1.) The Khan Academy uses a new (“**Anybody Can Learn Anything**”) “framing” (expressed in a click-through video on their homepage). [It’s good psychology, based on research supported by the Carnegie Foundation for the Advancement of Teaching, the Gates Foundation, and others.] **LearnStorm Challenge** introduces this new mindset into school cultures: It helps to remove psychological barriers and support self-starting agendas, motivation, and personal growth. A spirit of coaching;

2.) Instead of being part of a daily, business-as-usual, educational system, **LearnStorm Challenge** is a high-visibility, enrolling, time-limited initiative (with launch events) that wakes people up;

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3.) It's designed to be fun for everyone;

4.) Alongside online modules, **LearnStorm Challenge** adds strong social dimensions. These include a degree of competition and two kinds of recognition and reward systems (points and real-world prizes), both along the way and at the end, for individuals and schools. Also, options for participation by parents and other coaches;

5.) Rewards two dimensions of the learning process (both mastery and "grit");

6.) Adds a civic context (community, and up to state and national levels) that intentionally sends a new, warm welcome to young people. There is public message-sending about adult and community commitments to give students the tools that they need for future jobs and success and a life that they love;

7.) Specific support for math teachers at participating schools;

8.) A period to help students who are behind to catch-up;

9.) Designed to accelerate math learning by students at all levels of current mastery;

10.) New online tools that help students to think about how learning works, and how to learn;

11.) Interested coaches (teachers and parents) have their own online resources;

12.) The very large Khan Academy databases and online problem sets – used by millions of students, worldwide, on a daily basis – allow schools and teachers to track student math mastery, efficiently, as a normal part of education without disrupting education for separate standardized testing.

### **"Grand Strategy": A First Rapid Learning Cycle in an Emerging Global System**

This is one of the first "learning cycles" of what is emerging as a national and global rapid learning system for education. The **LearnStorm Challenge** model for math education, grades 3-12, builds a package of research discoveries into new (free) resources, using new online technologies, for interested partners. There also are: 13.) Pre-designed discovery and research opportunities for partners to learn from design variations and experiments within the **LearnStorm Challenge** itself and from outcome variations. Initial impacts, with standard measures of mastery and feedback, are known in a nine-

week cycle; 14.) The design is affordable, worldwide. The Khan Academy resources always are free to students. Corporate partners and sponsors (sometimes with governments) pay for media launch events, in-school publicity materials, and high-visibility prizes for students and schools.

**LearnStorm Challenge**, for participating students, probably will have effects on individual motivation and learning rates in other fields. Also longer term effects - perhaps that could be monitored in the new Longitudinal databases that public school systems are developing?

Lloyd  
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## **Khan Academy and Hyatt to Launch First-Ever LearnStorm Math Challenge across Chicagoland**

***Former NASA astronaut and pro-football player Leland Melvin encourages students to participate in breakthrough math challenge focused on grit and hustle***

January 28, 2016 01:53 PM Eastern Standard Time. [www.businesswire.com](http://www.businesswire.com)

CHICAGO--([BUSINESS WIRE](#))--[Hyatt Hotels Corporation](#) (NYSE:H) together with [Khan Academy](#) today announced that [LearnStorm](#), a free and innovative digital learning challenge, will launch in Chicagoland on January 29, 2016 to help transform the future of tens of thousands of students. It is the first time the challenge will be available to students in the Chicagoland region, including Cook, DuPage, Kane, Lake, McHenry and Will counties.

**"I want to thank Hyatt and Khan Academy for engaging Chicago's next generation of innovators. This challenge will open more doors of opportunity for our students to land good-paying jobs today in the promising careers of tomorrow.**

"LearnStorm is a tangible way to engage Chicagoland students to help them to be their best and succeed in ways they didn't know were possible," said Mark Hoplamazian, CEO and President of Hyatt. "It is critical for us to support our hometown of Chicago, and there is no better way to do that than by strengthening our relationship with Khan Academy through an innovative program that invests in the talent of tomorrow through technology and education."

The free, nine-week math challenge will be available in schools across Chicagoland and will run through April 1, 2016. Local students in grades 3-12 will be able to participate to earn points and unlock real-life rewards for themselves and their schools by practicing math skills.

“We designed LearnStorm to not only teach math, but also to encourage a growth mindset, or the belief that anyone can build and grow intelligence through practice and perseverance,” said Sal Khan, Founder and CEO of the not-for-profit Khan Academy.

“We’ve seen that when students have resources to learn at their own time and pace, they not only find it valuable, but fun.”

“Hyatt shares our values and has been a great education supporter in Chicago. That makes them an ideal partner for LearnStorm,” added Khan.

There will be two types of points earned by students throughout the program: “mastery points” represent an understanding of math skills, and “hustle points” will be earned when a student demonstrates perseverance and grit when learning a new skill. LearnStorm is breaking new ground by rewarding not only the knowledge students attain, but also the learning skills they need to attain it. This broader focus means LearnStorm can challenge any student no matter their pre-existing level.

“By giving more of our students opportunities to learn math through the LearnStorm challenge, we will help them succeed in the STEM jobs of the 21st century economy,” said Mayor Rahm Emanuel. “I want to thank Hyatt and Khan Academy for engaging Chicago’s next generation of innovators. This challenge will open more doors of opportunity for our students to land good-paying jobs today in the promising careers of tomorrow.”

Chicago Public Schools has worked closely with Khan Academy and Hyatt to endorse LearnStorm and share the challenge with students across the district.

“CPS is always looking for innovative ways to get students excited about learning, and LearnStorm is another tool to do just that,” said Dr. Shawn Jackson, Acting Officer of Family and Community Engagement, Chicago Public Schools. “This challenge has the dual benefit of being a great resource for teachers and helping students conquer critical math skills.”

Weekly leaderboards will show school and individual results for both mastery and hustle. LearnStorm will culminate in a final in-person celebration of the hard work and effort of the participating students and schools in Chicagoland.

“I am so proud to be a part of this exciting effort that lets students know anything is possible when they put their minds to it,” said Leland Melvin, former NASA astronaut and pro-football player, who joined Hyatt, Khan Academy and more than 150 area students at the Jesse White Community Center and Fieldhouse Thursday to kick off the challenge. “My days as both a pro-football player and NASA astronaut not only taught me about grit, hustle and perseverance, but it also showed me how important it is to learn skills like mathematics. With the help of Hyatt and Khan Academy, LearnStorm has the ability to transform and inspire thousands of students to reach for the stars.”

For more information on LearnStorm Chicago or to sign up, visit [www.learn-storm2016.org](http://www.learn-storm2016.org).

### **About Khan Academy**

Khan Academy is a 501(c)3 nonprofit with a mission to change education for the better by providing a free, world-class education for anyone, anywhere. We believe that students of all ages should have free, unlimited access to the best educational content, and that they should be able to consume and master this content at their own pace. In addition, we believe that there are incredible opportunities to use intelligent software development, deep data analytics, and intuitive user interfaces to more effectively surface and present these educational resources to students and teachers around the world. Our library of content covers kindergarten to early college math, science topics such as biology, chemistry, and physics, and reaches into humanities with tutorials on economics, finance, music, philosophy, and art history. To date, we have delivered over 700m lessons and nearly 5 billion practice problems. For further information, visit [www.khan-academy.org](http://www.khan-academy.org).

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

### **About Hyatt**

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of

members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the **Hyatt®**, **Park Hyatt®**, **Andaz®**, **Grand Hyatt®**, **Hyatt Centric™**, **Hyatt Regency®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Zilara™**, **Hyatt Ziva™**, **Hyatt Residences®** and **Hyatt Residence Club®** brand names and have locations on six continents. As of September 30, 2015, the Company's worldwide portfolio consisted of 627 properties in 52 countries. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

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