

GKE USA has established a strategic alignment with Jersey Cow Software, a New Jersey-based company that produces learning games, software and online learning communities. Jersey Cow Software was selected based upon CEO Robert Wickenden's award-winning, visionary approaches to gaming and web-based learning communities and Jersey Cow Software's award-winning development of over 190 products.

GKE needed a web-based, professional development design capable of supporting GKE's "Learner as Hero" pedagogies embedded in the GKE Innovative Learning System. An earlier agreement with Peking University's noted Allied Elementary School, GKE USA, and GKE Beijing 2 established an active research and development process to document international yet localized, 21st century pedagogy for young learners. Jersey Cow Software's contribution is designed to add strategic advantages to GKE's innovation-based, "empowered-learner" approach through experimental game-based learning and the scalability of global, game-based learning communities resulting in:

- high quality professional development and support of fresh pedagogies focused on innovation, creativity, leadership, global, and project-based achievement
- opportunities for user-directed investigations of learning problems
- technology-assisted learning and management efficiencies and customizations
- game-based learning development



Agreement was reached to test the initial prototype developed by Jersey Cow® for GKE USA at Peking University's Allied Elementary School and other international sites in America and Taiwan. Classroom educators and empowered learners will be involved directly in web-based project interactions and in learner-centric research and development strategies.



The GKE/Jersey Cow prototype's capacity is integrated with additional features of GKE's OnLine Educator's Toolbox including the GKE Innovation Café, a multidisciplinary, student models, online magazine Throughout the two volumes of the Café currently published,, special icons placed in individual, published student models are linked to a screen indicating units in China's National Primary School English Language Textbook Series edited by Dr. Wenfang Fan of Tsinghua University and published by Tsinghua University Press. Other on-line features of the GKE Educator's Toolbox include GKE INCITE, an audio interview magazine, and the GKE Student Art VIRTUAL MUSEUM.

JERSEY COW SOFTWARE



Jersey Cow® is a technology consulting and development company helping businesses and organizations design, build and manage enterprise-scale learning environments, web communities and CD-ROM based learning products. Jersey Cow works with clients, ranging from traditional educational publishers to entertainment media companies, who share a common trait. They recognize their need to embrace technology to help them deliver compelling learning experiences to motivated audiences Jersey Cow brings an approach to product development that marries a deep understanding of interactive gaming, learning and industry standard best practices for software engineering to focus on interactive technology-assisted learning.

GKE BEIJING II:

GKE Beijing II opened its offices adjacent to Peking University in the Spring of 2003. That facility manages the GKE Global Innovation Center in Beijing, oversees the GKE China Membership Alliance Services in China, collaborates in an education industry partnership relationship with AESPU.

ALLIED ELEMENTARY SCHOOL OF PEKING UNIVERSITY:

The primary school attached to Peking University was founded in 1906 and designated as a National Key Primary School in 1952. Covering an area of 24,800 square meters, Peking University Allied Elementary School is regarded as a "garden of learning" for its almost 2000 students. This award-winning elementary school serves as a core, representative model school for the GKE China Membership Alliance. The Peking University Allied Elementary School is a national model, and it has won Model Primary School and Advanced Primary School awards.

*This project is one of many GKE and GKE-facilitated projects.
With K-12, university, and corporate strategic partners,
GKE designs and integrates value-added, technology-assisted
learning interactions that are customized to suit
compelling regional and international education industry needs.*