



GKE USA NOVEMBER, 2003 ANNOUNCEMENT

GKE USA Announces *GKE Innovation's Café's* Alignment
with China's National Primary School English Textbook Series

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GKE USA, a global education company, announces that it has added additional features in its online magazine *GKE Innovation Café* to aid educators in locating resources related to China's National Primary School English Textbook Series edited by Dr. Wenfang Fan of Tsinghua University.



Throughout the two volumes currently published in *GKE Innovation Café*, special icons can be clicked by users to pull up a screen indicating units in the Primary School English textbooks series published by Tsinghua University Press. Individual pieces within *GKE Innovation Café* are aligned as supplemental resources by the editors of *GKE Innovation Café*. To further help educators, a page was created to allow educators to choose a unit from China's National Primary School English textbook series and to generate a list of works published in *GKE Innovation Café* assessed to be effective in engaging and challenging students.

GKE and the USA-based editors of *GKE Innovation Café* are currently in discussion with Dr. Wenfang Fan on strategies to provide further support on the development of innovative materials for the Primary School English Textbook series.

GKE Innovation Café Editor, Neela Mookerjee, states, "The new alignment linkages in our on-line, multidisciplinary magazine to a textbook series that is part of China's mandated educational reform demonstrate that innovation and creativity link directly to clear curricular goals."



Through the facilitation of GKE China, the *GKE Innovation Café's* newest features were introduced in Beijing, China, by GKE USA in professional education development seminars held on October 22nd through October 24th. Additionally, GKE USA through GKE China invited special submissions to *GKE Innovation Café* from outstanding educators and young writers at Peking University's Allied Elementary School, where a GKE Innovative Learning Center is located.

GKE Innovation Café contains outstanding models of student writing and visual art in all genres, including creative writing, analytical writing, computer-aided art, and traditional art. *GKE Innovation Café's* purpose is to provide inspiration, models, resources, and opportunities for extensions of class materials. It is designed to be a center for the recognition of creativity and to grow into a collaborative, international electronic forum and an Information Age resource highlighter for leaders in K-12 education, learners, and families.

To view the on-line *GKE Innovation Café* with its links to China's Primary School English textbook series published by Tsinghua University Press, go to <http://www.gke.com/cafe>

GKE Innovation Café is designed by GKE Senior Executive Vice President, Florence McGinn, who is the United States National Tech&Learning Teacher of the Year 1998 and a former United States Commissioner on Web-based Education during the Clinton administration. *GKE Innovation Café* is produced through a collaborative effort between Florence McGinn and a group of exemplary American

university student editors, who have demonstrated excellence through participation in extraordinary, technology-assisted learning accomplishments. *GKE Innovation Café* is part of GKE's global involvement in collaborative, 21st century educational innovation and a key element of GKE's "One World, One Classroom" learning approach.

GKE™ -- THE HUMAN KNOWLEDGE NETWORK: A GLOBAL SYSTEM OF UNLIMITED POSSIBILITIES -- GKE is a global education corporation that utilizes a worldwide business alliance approach aligned with its GKE Innovative Learning system to provide multidisciplinary, multicultural strategies with creative, Information Age priorities. GKE interactions create and implement customized processes of systemic, innovative educational design, customized technology-assisted learning environments, 21st century skills-oriented pedagogies, and a developing network of GKE Innovation Centers to energize its GEM (Global Education Model) education industry alliance strategies.

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