



**GKE USA
Announces Membership Agreement
with the NYIT Educational Enterprise Zone (EEZ)**

FOR IMMEDIATE RELEASE:

GKE USA and EEZ announce joint membership agreements that make GKE USA a consortium member of the NYIT Educational Enterprise Zone and that make the EEZ a member of the GKE international alliance.

Wayne, New Jersey, USA (PRWEB) November 15, 2003 GKE USA, a global education company, announces that it has reached strategic agreement for NYIT's Educational Enterprise Zone to become a member of the GKE alliance, and for GKE to become a member of the EEZ.

Both GKE and EEZ have agreed to work together to accelerate opportunities to deliver a world-class education to students. The mission of the Project VIEW/EEZ grant to **"Envision a world where every child experiences the greatest cultural institutions in the world. Envision a classroom without walls and without boundaries"** is joined to GKE's vision of **"One World, One Classroom."** An international positioning of professional development opportunities and the learning programs of cultural institutions is planned.

GKE has agreed to introduce selected resources of the EEZ membership within its global education alliance. Several hundred institutions are members of the EEZ, a non-profit consortium, created by the Technology-based Learning Systems Department of the New York State Institute of Technology in partnership with Verizon and the Hitachi Foundation. Content providers come from public and private sectors. Among the EEZ member institutions providing content for professional development as well as programming and projects for K-12 classrooms are the George Lucas Educational Foundation, Guggenheim Museum, American Museum of Natural History, Museum of Modern Art, Museum of Television and Radio, National Indian Telecommunications Institute, Brooklyn Children's Museum, Albany Institute of Art and History, Intrepid Sea Air Space Museum, and many others. Critical to the EEZ consortium are BOCES (Board of Cooperative Educational Services) that are educational cooperatives of school districts throughout New York State, where rich resources for professional advancement are developed, archived, and made available. GKE's international professional development workshops and opportunities will integrate and align with EEZ resources.



GKE has enjoyed a long time relationship with NYIT and with Professor Stan Silverman, Director of NYIT's Technology Based Learning System Department and Director of NYIT's EEZ. Stan Silverman, as a pioneer in distance education, envisions a cutting edge, cultural network linking museums to schools. The EEZ consortium has its roots in a meeting between Professor Stan Silverman and Steve Kohn from Verizon from which emerged a NYIT lab to serve a nucleus for the testing and deployment of technology for the EEZ. An EEZ focus upon training programs and classroom programs was conceived. The

EEZ serves three distinct, but related communities including learners, educational entities, and content providers. Linda Unger, the EEZ's founding coordinator, established a Museum Fellowships program that has aligned the EEZ with major museums. Karen Mack coordinates the federally funded VIEW/EEZ initiative that utilizes interactive educational technologies, professional development, and learning communities to build comprehensive programs with cultural institutions and educators.

GKE brings to the EEZ an international network of learning. The GKE Innovative Learning System developed by Florence McGinn, GKE's Senior Executive Vice President, who was a Clinton administration, United States Commissioner on Web-based Education and former United States National Tech&Learning Teacher of the Year 1998, has been introduced to selected principals, educators, and

content developers in China. A GKE China network of Innovative Learning Centers is under development with a key center established in 2003 at Peking University's Allied Elementary School. Alignment of GKE initiatives to mandated initiatives of China's modern education reform have been initiated with the development of technology-assisted learning environments in Beijing, Shenzhun, and Xian as well as alignment of GKE learning materials to China's national English textbook series, newly published by Tsinghua University Press. A multimedia CD-ROM set of GKE Innovative Learning System supplementary materials is published by Centrix Technology, Shanghai, and Nankai University, Tianjin, China.



Key educators and education industry leaders in China support the international vision of GKE and its growing, global alliance. **Peking University Elementary Principal Yin Chao**, an advocate for high achievement and innovation in children's learning in China, stated in a recent GKE interview, **"Kids, no matter where they are in different countries, they should enjoy the best resources available in the world. That is our future."** AESPU already has in place a GKE Innovative Learning Center. For the 2004-2005 school year, AESPU has instituted a major building plan with the inclusion of a new GKE Innovative Learning Center.

Florence McGinn, GKE Senior Executive Vice President, stated in *The CEO Forum School Technology and Readiness Report*, "Our challenge is to reach into all curriculums to deliver global opportunities to all learners . . . beauty will be found in the powerful development of remarkable, authentic learning achievements and the intellectual vigor of lifelong learners."



Dedicated support to an international vision comes from GKE CEO and Founder, James Chang, who also is President of the GKE Foundation, CEO and Founder of the American-based COMWEB Technology Group, and Board of Trustees member of CODE, a consortium of over 30 American community colleges.

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.

GKE Website: <http://www.gke.com>

EEZ Website: <http://www.nyiteez.org/>

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