

## STEMming America's Math Achievement Gap

**MIND in  
Motion**



### A Message from MIND's CEO and COO

Dear Friends,

Across America, children are headed back to school, including half a million who will experience how you and MIND Research Institute are reimagining math education. Fall is an exciting and busy time as MIND helps current ST Math schools prepare for the year and welcomes new school partners to the program.

In this edition of *MIND in Motion*, you'll read about our expanded public-private partnership with Hyundai that is bringing ST Math to 15 new schools across the nation this year. Additionally, you'll learn about our innovative school scholarship program that brings together MIND Research, funders and schools to give more high-need children access to deeper learning through ST Math, propelling them toward a love of learning and a lifetime of success.

Also profiled in this issue is long-time ST Math advocate and former California Senator and Secretary of Education Marian Bergeson. We hope you will join us to celebrate her, as well as other supporters and successful schools, at MIND's "Breaking the Barrier" 2013 Awards Gala on November 23rd at the Island Hotel, Newport Beach.

Thank you for joining us on this incredible journey of reimagining math education in America. Together, we can ensure that all students are mathematically equipped to solve the world's most challenging problems.

Sincerely,

*Ted Smith*

Ted Smith  
Chairman and CEO

*Matthew Peterson*

Matthew Peterson  
Co-founder and COO



## PROBLEM SOLVING INDEPENDENTLY



When Tylicia Brown entered third grade at Occohannock Elementary in Northampton County, Virginia, she was failing math, but wouldn't ask questions when she needed help. Two months into the school year, Tylicia had what her teacher describes as a breakthrough moment. She had created her own place value chart to work through a series of ST Math problems on the computer.

"It wasn't a strategy anyone had given to her, and she was able to explain to me how she was using this tool she'd created," says third grade math teacher Jenna Bassette. "She was problem solving independently."

Tylicia is one of 6,000 Virginia students at 22 schools who piloted the Spatial-Temporal (ST) Math instructional software program in 2012. When asked about why his district chose to also participate in the ST Math pilot, Lynchburg City Schools Superintendent Scott Brabrand stated, "Our students deserve the best educational opportunities, including blended learning programs like ST Math."

According to Tylicia's teacher, ST Math is already putting at-risk students on track to successful futures. "Their newfound ability and willingness to problem solve and to try multiple strategies is translating from ST Math to test-taking skills, in-class assignments and language arts," she says. "It's been phenomenal for us."

“ Our students deserve the best educational opportunities, including blended learning programs like ST Math. ”

- Scott Brabrand, Lynchburg City Schools Superintendent

Reimagining  
Math Education for...

111 Academy, Suite 100  
Irvine, CA 92617

A neuroscience and education nonprofit

Research Institute

**MIND**

500,000 Students  
21,000 Teachers  
1,780 Schools  
30 States



3-D model of possible  
ST Math puzzle



## ENGINEERS IN THE MAKING

Meet Jay Gragnani, Samuel Dull and Thomas Schramm of Colfax Charter Elementary School in Los Angeles. They are future mathematicians and engineers poised to help lead and shape America's 21st century knowledge-based economy.

These young men caught the attention of MIND's Education Support Specialist, Brianna Rojas, with a video they posted on YouTube. Together, Jay, Samuel and Thomas created a 3-D model of a potential ST Math puzzle featuring JiJi the penguin. During the video, they not only understood tough mathematical concepts, but

described them accurately and were able to tangibly explain these concepts with actions using their puzzle model.

On June 12, Jay, Samuel and Thomas were invited to MIND's headquarters in Irvine, CA. There, they met with MIND's engineers and presented some new ideas to the content creation team.

"Their presentation, ideas and models were strong and very creative. I look forward to seeing where these students decide to apply their skills," said Nick Chen, MIND Content Creation Specialist.



Left to right: Jay Gragnani, Thomas Schramm and Samuel Dull with Dr. Matthew Peterson



JiJi replica in clay

# #HYUNDAILOVESJJI

Hyundai Motor America and MIND Research Institute announced a partnership that will bring ST Math to 15 more high-need schools in four metro areas across the country. Walter Rodriguez, Hyundai's Manager of Diversity Inclusion & Social Responsibility and a member of MIND Research's Diversity Council, answers a few questions about the partnership.



Left to right: Ingrid Ellerbe, Walter Rodriguez, Dr. Matthew Peterson and Maria Cervantes

## MIND'S CIRCLE OF CHAMPIONS

**Imagine a classroom where students thrive on success.**

Math is embraced with excitement and children overcome learning obstacles that were previously insurmountable. A passion for learning is born and students' accomplishments in math facilitate successes in other academic subjects.

**For the cost of two cups of coffee you can help make this classroom a reality.** Pledge to donate at least \$10 each month and help ensure that all students are mathematically equipped to solve the world's most challenging problems.

**Join MIND's Circle of Champions today.** Every dollar raised helps provide MIND's innovative ST Math® learning program to a student in need.

Donate online at:

[www.mindresearch.net/circleofchampions](http://www.mindresearch.net/circleofchampions)

or return your contribution in the envelope enclosed with this newsletter. As a token of our appreciation, all Circle of Champion members will receive a stylus pen featuring JiJi, the beloved penguin in the ST Math puzzles.

MIND Research Institute is a 501(c)(3) non-profit organization, Federal Tax ID 33-0798804. All donations are tax deductible as allowed by law. The JiJi Stylus Pen market value is \$3.



Smiling student in a JiJi hat celebrating MIND and Hyundai's East LA Math Project

**What is it about MIND's mission that aligns with Hyundai's community outreach goals?**

At Hyundai, we have made education a major focus for our Corporate Social Responsibility strategy called Bright Ideas. By supporting innovative programs like MIND Research's ST Math, we believe that students will exceed expectations and become a new generation of leaders in the fields of science, technology, engineering and math. These are areas of importance to Hyundai's future success in the automotive industry.

**The Hyundai/MIND partnership is very unique in its broad scope. Why was the partnership created this way?**

We wanted to make sure that the investment Hyundai made was in fact a true partnership. By using the approach of matching grants and equal commitment, the schools are making an investment just as much as Hyundai and MIND are doing. There is now accountability amongst all partners for the successful implementation and utilization of the ST Math software. In the long term, we all have a shared commitment to see an increase in math proficiency and graduation rates.

The JiJi Veloster by Hyundai made its debut at the US News and World Report STEM Solutions Conference. #HyundaiLovesJiJi



MIND's JiJi Runners supported the Hyundai Hope on Wheels 5K on August 31.

**Hyundai's brand tagline is "New Thinking. New Possibilities." How has that translated in your relationship with MIND?**

New Thinking New Possibilities is a guiding brand principle that reflects Hyundai's willingness to use innovation to create unique experiences. We are excited about our partnership with MIND Research and the early results we have seen. Any time you have two innovative companies working together for the betterment of society, we believe you will have a potential for great success.

**What would you tell people or other organizations who are considering making a gift to MIND?**

At Hyundai, we place great value on our partnerships and the ability to create value through our investments. From our experience in partnering with MIND the last three years, we have come to see that they have highly knowledgeable managers and extremely bright thought leaders. Most importantly, they are passionate and driven to fulfill their mission.

**HYUNDAI**  
NEW THINKING.  
NEW POSSIBILITIES.



**NATIONAL  
SCHOOL  
SCHOLARSHIP  
LEARNING ALLIANCE**

# REIMAGINING OUR CHILDREN'S FUTURES

Two-thirds of students fail to meet math standards by middle school. Seventy percent fail to demonstrate math proficiency by the time they leave high school. But the problem isn't the students. It's how math is taught. Our children need us to reimagine math education. So that's exactly what MIND Research Institute is doing.



The **National School Scholarship Learning Alliance** partners

contributors, schools and MIND Research Institute to give more teachers and high-need children access to the powerful ST Math education program. The Alliance builds on our success in turning students across the United States into creative problem-solvers. Our results speak for themselves: students participating in ST Math experience double, and even triple, the growth in math proficiency. Consequently, these children gain the critical-thinking skills and love of learning necessary for success in science, technology, engineering and mathematics (or STEM) – fields essential to our innovation-driven world.

Contributions to the Alliance provide disadvantaged and low-performing elementary and secondary schools with access to the ST Math program, including:

- Access to ST Math for a minimum of 200 students at a participating school;
- Professional development to improve math comprehension and proficiency of participating teachers; and
- Ongoing training and support from dedicated education support professionals.

We invite you to be part of the solution to math education. Help us reimagine our children's futures.

For more information about the National School Scholarship Learning Alliance, contact Lori Burrill at 949-345-8700, ext. 689 or [lburrill@mindresearch.net](mailto:lburrill@mindresearch.net).



# Breaking the Barrier!

## 2013 Awards Gala

Saturday, November 23 • 6:00 p.m.  
Island Hotel, Fashion Island, Newport Beach

6:00 p.m. Auction and Reception  
7:15 p.m. Dinner and Program



**Emile and Dina Haddad**  
Event Co-chairs

Join us in recognizing....



**Marian Bergeson**  
Gordon L. Shaw  
Lifetime Achievement Award

2013 Outstanding Students, Teachers and Principals



Corporation of the Year



A Corporate Social  
Responsibility Initiative

National Partner in Innovation

For more information, please contact Peggy Lamberton  
at [plamberton@mindresearch.net](mailto:plamberton@mindresearch.net).

## AN HISTORIC CAREER

**1955**

Taught at a lower socioeconomic school in Santa Monica

**1984**

Elected California State Senator  
(first woman ever to serve in both houses of the legislature)



Nancy Reagan, Marian Bergeson  
and Ronald Reagan

**1986**

A Laguna Niguel elementary school named after Marian Bergeson

**1996**

Appointed California State Secretary of Education



California State Secretary of Education  
public school event

**1949**

Earned bachelor's in elementary education from Brigham Young University

**1964**

Elected to Newport-Mesa Unified School District Board of Education

**1974**

Elected to California State Assembly



Bill presentation to the  
California State Assembly

**1994**

Elected Orange County Supervisor

**1999**

Appointed to California State Board of Education

**2004**

Appointed to California Transportation Commission

## A LEAGUE OF HER OWN: Q & A WITH MARIAN BERGESON

Long-time MIND Research Institute supporter and board member Marian Bergeson will receive the Gordon L. Shaw Lifetime Achievement Award at MIND's annual gala on November 23, 2013.

**Q: What were your early teaching experiences like?**

Teaching at an all-minority school in Santa Monica in the mid-1950s was a very challenging situation. Not much was expected of kids in those days and that sort of offended me. I introduced the kids to science and they really performed well. I had them building a hands-on example of the solar system when the administrators came in, and they were very impressed.

**Q: What was it like being a woman in politics at that time?**

Women weren't really considered politicians then. The prevailing thinking was, how can a woman go up there and be effective in smoke-filled rooms? And I thought, why not make them perfume-filled?

**Q: Education has clearly been a lifelong passion of yours. Why is it so important to you?**

Education is the root of everything – from the economy to democracy. As a teacher, I could see how developing children's minds was so important to allow them to grow into skilled workers and productive citizens and to enjoy life's opportunities.

**Q: What's the biggest change you've seen in the education system over the years?**

Unfortunately there hasn't been enough of the needed change. We need to train teachers for a future that hasn't been designed – that needs adaptability and creative thinking.

**Q: What's the greatest opportunity you see in education today?**

We have the opportunity in our communities to cooperate, collaborate and work together to improve education. We need to take advantage of the partnerships with local businesses and develop new technologies and tools to better engage students both young and old. I say "tools" for learning, because I always think the human element is important to bring together new ideas and creativity.

**Q: How do you see MIND's mission fitting into the big picture in education across the country?**


MIND was ahead of its time. The whole idea of spatial-temporal thinking and cognition is exactly what we need. You use algebra every day without understanding why you need it. We've got to develop algebraic concepts from kindergarten on up. This is what MIND has done so brilliantly. Education is going toward developing critical-thinking skills these days, and MIND was going there first.



Dr. Arnold Beckman and Marian Bergeson


April 15-17  
GSV/ASU Education  
Innovation Summit  
Scottsdale, AZ

MIND's co-founder and COO, Dr. Matthew Peterson, gave a presentation entitled "Neuro to Hero: How Brain Research is About to Drive the Learning Train".



GSV/ASU Education  
Innovation Summit

April 17-20  
National Council of  
Teachers of  
Mathematics  
Denver, CO



Erich Zeller, MIND's Senior Content Specialist, Professional Development, provided a hand-on demonstration entitled "Building Student Visual Schema for Solving Word Problems" at MIND's booth.

May 1-2  
Business4Better  
Anaheim, CA



Student experiences a hands-on ST Math featuring touch demonstration.

May 22  
LA STEM Symposium  
Los Angeles, CA



Nigel Nisbet, MIND's Director of Content Creation, participated on a panel regarding working with innovative nonprofit partners in STEM.

MIND ON  
THE MOVE


May 22  
Cosmo For Latinas  
Fun Fearless  
Latina Awards  
New York, NY



Maria Cervantes, 2013 Fun and Fearless Latina Award Recipient

MIND's diversity partnerships manager, Maria Cervantes, was one of 12 individuals in the Latin community to be recognized by Cosmopolitan for Latinas for making outstanding strides in her field.

June 17-19  
US News and  
World Report  
STEM Solutions  
Conference  
Austin, TX



Dr. Matthew Peterson, MIND's co-founder and COO, was featured on a panel about blended learning, flipped classrooms and other innovative teaching techniques. Additionally, Hyundai presented a check to MIND at a press conference on-site.

July 15  
CME Group  
Foundation  
Early Childhood  
Education  
Conference  
Chicago, IL



Andrew Coulson, MIND's Chief Strategist and VP of Product Management, presented about the importance of blended learning for early childhood education.

SAVE  
THE DATE

September 22-24  
New York Council  
of Superintendents  
Fall Conference  
Leadership Summit  
Saratoga Springs, NY

Sun	Mon	Tues	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

September 21  
2013 Bammy  
Awards  
Washington, D.C.

October 16-18  
National Council  
of Teachers of  
Mathematics  
Conference  
Baltimore, MD

Sun	Mon	Tues	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 21  
National  
Philanthropy Day  
Luncheon  
Irvine, CA

Sun	Mon	Tues	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

November 23  
"Breaking  
the Barrier!"  
Annual Gala  
Newport Beach, CA

December 3-5  
Texas Charter  
Schools Annual  
Conference 2013  
Austin, TX

Sun	Mon	Tues	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

December 5-7  
California School  
Board Association  
Annual Education  
Conference  
San Diego, CA