



AI Integration in Achieve3000 Literacy: A Proven Approach to Personalized Learning

Dear Partners,

As you continue to respond to the growing needs of buyers of educational technology solutions in the global market to incorporate AI elements, we recognize the importance of providing clear and comprehensive information about how AI is embedded in Achieve3000 Literacy. It's essential to note that the application of AI in education is not a novel concept; McGraw Hill has been at the forefront of this innovation for over two decades.

McGraw Hill's Commitment to Responsible AI Use

Our vision is to unlock the potential of each learner at every stage of life. We are proud to support millions of educators and learners worldwide with high-quality, trusted content and personalized learning experiences driven by our thoughtful, research-based use of technology, including artificial intelligence. Learning is a fundamentally social experience, and AI should be used to strengthen human connections. As technology unlocks new possibilities, we are well-positioned to continue leading the way and driving results. Our teams ensure oversight, accountability, and partnership. We take great pride in our reputation for creating trusted programs and high-quality content in partnership with educators, and we commit to rigorously testing solutions that incorporate AI to ensure they are effectively improving the learning experience for all whom we serve.

As we continue to innovate, our goal is not to rush to be the first but to be the best. We will not implement new technologies simply for the sake of innovation. Instead, we take a deliberate and strategic approach, ensuring that any new product or functionality is thoroughly tested and proven effective before launch. We listen carefully to educators and students, making decisions about new products and services based on their needs.

AI Integration in Achieve3000 Literacy

Achieve3000 Literacy employs sophisticated AI methodologies to deliver personalized and adaptive learning experiences:

- **Bayesian Algorithm for Lexile Leveling:** The platform utilizes a Bayesian algorithm to automatically update students' Lexile levels on a monthly basis. This continuous assessment ensures that each learner receives content personalized to their evolving reading abilities, promoting optimal growth and engagement.
- **Text Pairing Based on Lexile Level:** After students complete the LevelSet assessment to establish their Lexile baseline, an AI-powered algorithm assigns texts



that align with each student's individual reading level. This ensures that students engage with content appropriately matched to their abilities, optimizing their learning experience and growth.

- **My Recommendations Feature:** Each lesson is individually rated by students. Based on these ratings and an algorithm that assigns weightings, the highest-rated lessons are added to the "My Recommendations" collection. This process curates a list of lessons aligned with a student's reading interests and history.
- **Distinguishing AI from Generative AI (GenAI)**

While both AI and GenAI are pivotal in advancing educational technologies, it's important to differentiate between the two:

- **Artificial Intelligence (AI):** Encompasses a broad range of technologies that enable machines to perform tasks requiring human intelligence, such as learning, reasoning, and problem-solving. In education, AI has been instrumental in personalizing learning experiences, as demonstrated by McGraw Hill's ALEKS platform, which has utilized AI for over 20 years to tailor instruction based on individual student needs.
- **Generative AI (GenAI):** A subset of AI focused on generating new content or data, such as text, images, or code, based on learned patterns. McGraw Hill is actively exploring GenAI applications to further enhance educational tools.

Looking Ahead

One of the most exciting applications of GenAI we are developing is the **Writing Assistant**. This innovative tool provides real-time feedback during writing assignments, helping students refine their writing skills with actionable suggestions. Currently in the testing phase within select school districts, the Writing Assistant exemplifies our commitment to delivering thoughtfully designed AI solutions. We are rigorously evaluating its efficacy to ensure it aligns with our principles of responsible AI use, prioritizing the needs of educators and learners alike.

While we understand how eager you are for a release date for the Writing Assistant, it is important for us to ensure that this valuable tool goes through all the necessary testing cycles to guarantee its safe incorporation into the classroom. For McGraw Hill, a multinational enterprise with far-reaching responsibilities, the concern isn't about keeping up with the (once rapid, now slowing) pace of AI scaling. It echoes the mantra of Apple CEO Tim Cook: not first, but best. While we recognize the urgency from international markets to adopt AI quickly, we remain steadfast in our commitment to doing it right—testing



Achieve3000®



thoroughly, refining rigorously, and ensuring our solutions genuinely enhance the learning experience for all whom we serve.

We hope this information equips you to confidently address inquiries regarding the integration of AI within Achieve3000 Literacy. Should you have any further questions or require additional support, please do not hesitate to reach out.