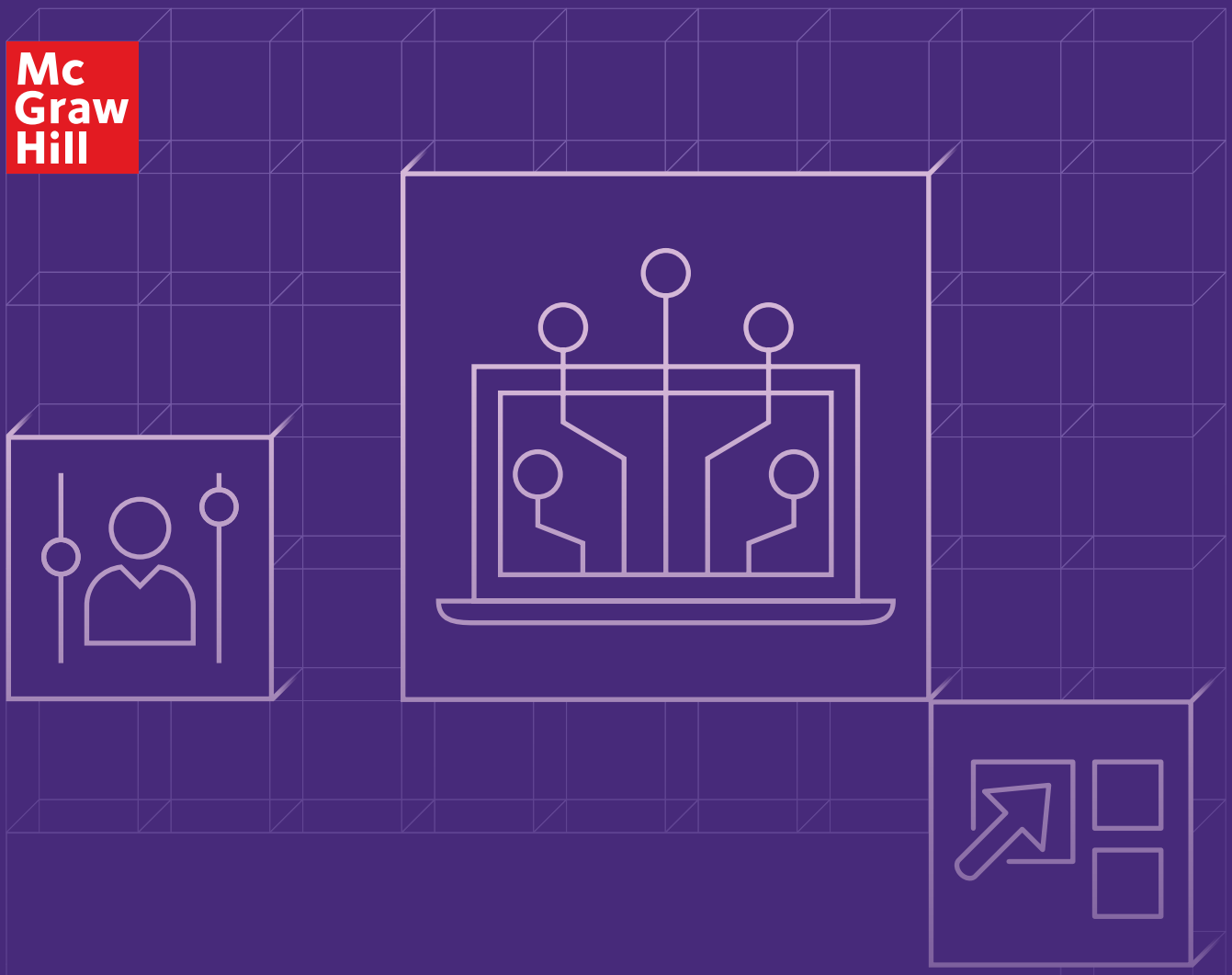


McGraw Hill PreK–12

Commitment to Ethical Artificial Intelligence

Our Commitment to Ethical AI in PreK–12 Education

Updated June 2025

Our vision for Artificial Intelligence (AI) in PreK–12 education involves transformative technologies that revolutionize teacher workflows, enable differentiation, boost student engagement, and foster deeper student-teacher partnerships. As we leverage AI in our digital learning solutions, we commit to the following principles to ensure that our AI is designed ethically, with the needs of students, educators, and families at its core.

Above all, our AI exists to automate otherwise manual workflows, assist educators, engage learners, make personalized instruction scalable, and elevate human relationships.

We Practice Unwavering Adherence to Responsible Use of Data

- Our AI work follows overarching, global McGraw Hill privacy practices.
- We leverage data within AI systems only to improve our AI's ability to serve users and drive better learning outcomes.
- Our data scientists focus on identifying how best to collect and use data to inform instruction in a way that protects each individual's right to privacy.
  - **In action:** When building a proficiency model in *McGraw Hill Plus* for PreK–12™, our innovative tool that leverages rich student data to provide individualized instructional recommendations, we:
    - look not only at response correctness but also question type, assessment type, and skipping/guessing behavior.
    - check our models on students from a variety of schools, districts, and performance levels to ensure generalizability.
    - validate the resulting proficiency estimates against other proficiency measures like standardized tests to ensure agreement.
  - **In action:** Our adaptive online supplemental math and science program for Grades 3–12, *ALEKS®*, uses "big data" (billions of data points gleaned from over 30 million students) and sophisticated applied math theory to drive improved student learning outcomes by identifying precisely what content the individual student has mastered and what the individual is now ready to learn.

  - **In action:** Writing Assistant, our generative AI tool, provides students in Grades 6–12 who use *Achieve3000 Literacy*™ or *Actively Learn*™ with guidance and feedback on their writing. To protect student privacy, interactions (inputs) and the tool's responses (outputs) are retained only for a limited time.

We Build Technology That is Accurate and Effective

- We define effectiveness via improved student learning outcomes, increased personalization, and decreased educator workload.
  - **In action:** *Actively Learn,* our digital supplemental curriculum platform for Grades 3–12 ELA, science, and social studies, uses students' past performance on assignments to determine whether they would benefit from scaffolding and additional contextual instruction, carefully written and embedded into the texts by *Actively Learn* content writers. With this feature enabled, students receive targeted help that will adapt based on their performance throughout the school year. Educators can choose whether to manually adjust scaffolding for individual students or enable this automated feature, removing the mental load of having to update their class settings as they monitor student progress over time.
  - **In action:** *Achieve3000 Literacy*, our adaptive, digital literacy solution for Grades 3–12, uses robust data and differentiated texts to double or even triple literacy gains. The program uses a diagnostic assessment to identify a student's current reading level, provides them with timely, culturally relevant content, and then uses embedded assessments and automatic adjustments to accelerate growth.
- We strive to make data-based reporting illuminating, formative, and actionable for educators.
  - **In action:** *Reveal Math®*, our core K–12 math program, incorporates MAP Growth® reports from NWEA at the classroom level alongside recommended instructional content to prepare all students for the upcoming unit.
  - **In action:** *McGraw Hill Plus* supports data from PRoPL, NWEA MAP Growth, STAR, and iReady assessments to provide a holistic view of classroom performance and inform student instructional recommendations.
  - **In action:** In *ALEKS®* and *McGraw Hill Plus*, we evaluate the effectiveness of the instructional recommendations the tool makes by checking whether students using those resources show greater increases in proficiency.
  - **In action:** All *ALEKS* courses are continually evaluated to ensure real-time accuracy of both precise student assessment and the identification of specific content the student is ready to learn.
- Our AI is leveraged within the context of proven pedagogy and learning science.
  - **In action:** *ALEKS Adventure™*, a program for early grades with the same technology as *ALEKS*, has a dynamic AI engine that uses Knowledge Spaces to identify exactly what a student is ready to learn next, providing students with choices that all fall precisely within their Zone of Proximal Development. By positioning students to experience success, the program motivates them to learn more and builds their self-efficacy.

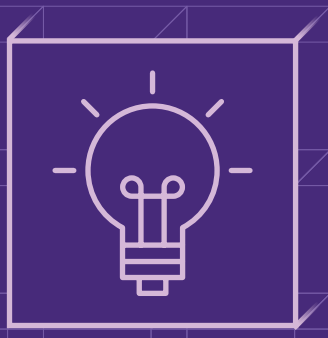
Our Teams Ensure Oversight, Accountability, and Partnership

- Every phase of our AI design process is informed by our expertise in learning science and cognitive science. Our team of data scientists, learning scientists, privacy professionals, and technologists has thorough oversight of our AI, and our leadership teams play an active role in ensuring accountability.
  - **In action:** *ALEKS* draws from exceptional, non-multiple-choice digital math content that we have developed and curated for K–12 schools for over 25 years. Our scientists harness their deep understanding of AI in relation to the content to ensure that each student is always working in their zone of proximal development.
- Educators and students make valued, ongoing contributions to the creation and iteration of the instructional programs in which we use AI, including user design, content, and application.
  - **In action:** *McGraw Hill Plus* and *ALEKS* have been informed by user-research sessions with teachers to evaluate the clarity and usefulness of the language and visualizations we use to show student proficiency.
  - **In action:** In *Reveal Math*, Observational Checklists allow teachers to input their own observations about student growth against standards and skills.
- We collaborate with schools to ensure teachers have the data literacy and agency to make instructional decisions throughout implementation.

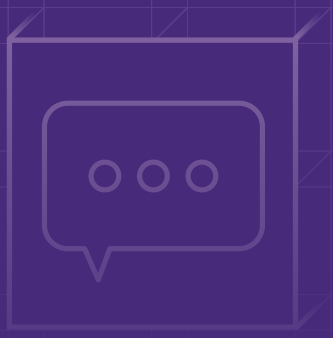
Our AI Empowers, Protects, and Elevates Educators and Learners

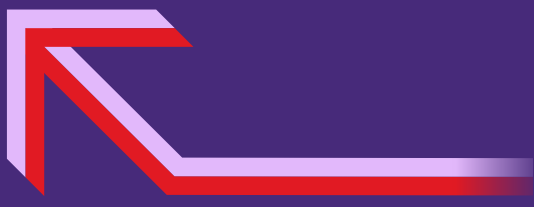
- We empower educators to leverage AI without relying on them to be computer science experts.
  - **In action:** In *Actively Learn*, all automatic features that affect the teacher's instructional experience, the student's reading experience, or student feedback and scoring can be easily turned on or off by the teacher on a granular level, allowing for highly customizable instruction that keeps the teacher in control.
- We designed the AI in our products to enable educators to make informed learning decisions that best benefit their students and enable students to make informed decisions about their own paths.
  - **In action:** *McGraw Hill Plus* and *ALEKS* use student data insights to present recommended individualized learning content to teachers, who can then assign or adjust it to meet their differentiation and personalization goals. *McGraw Hill Plus* even recommends teacher-led mini lessons for small group instruction based on student data insights.
  - **In action:** In our Career Center, students can complete a research-based career assessment to identify paths that match their interests and personality types. The Lexile Tracker in *Achieve3000 Literacy* allows students to monitor their reading growth against the reading requirements of various careers.
- We train our AI systems using student data that matches the demographics of the students we serve. All student data is protected with robust privacy measures.
  - **In action:** When *Actively Learn* automatically scores student responses, we take care to prioritize data from the environment of the individual student—their classroom, teacher, school, district, etc.—to make the most accurate decision that is contextually appropriate for that student.
- We strive to use AI to make outcomes more equitable and to reduce achievement gaps related to wealth, gender, race, ethnicity, geography, and other factors.
- Our student-facing generative AI is carefully designed to ensure student interactions are safe and age-appropriate.
  - **In action:** Writing Assistant is designed to prevent the generation of violent or inappropriate content by strictly adhering to content moderation policies and aligning responses with the educational objectives of each assignment. Teachers can actively monitor student interactions, while our team regularly updates and oversees the technology to ensure its effectiveness. During development, appropriate content safeguards were rigorously tested by a team of experts to ensure that harmful content was not exposed during the testing process.

We understand that AI in education is a rapidly evolving space. As innovations continue to change the education technology landscape, AI's role in the lives of students, educators, and families will also change. We are committed to evolving our approach to AI development and use by listening to the voices of all stakeholders, and we look forward to collaborating with research organizations and governing bodies as new guidelines and regulations are created.



To get in touch with us with any feedback, questions, or thoughts about our approach to ethical AI in education, reach out using this form.





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