

Classroom Connect Selected to Develop an Online Professional Development Environment Customized for Arizona State Educators; 40,000 Arizona Educators to Benefit From Portal Development

BRISBANE, Calif., Oct. 15

Classroom Connect, Inc. today announced it has been awarded a two-year contract by Arizona School Services through Educational Technology (ASSET) to develop and maintain an online professional development portal customized for the state of Arizona. The Web site will be developed using Classroom Connect's Connected University(TM) online learning environment and selected course content, and will enable the 40,000 educators in the state to take courses online to improve their teaching with technology skills.

"We chose to contract with Classroom Connect because we value the content of the online courses that Connected University offers to our teachers," said Kathryn Kilroy, executive director of ASSET. "This project will ensure that every Arizona educator can easily access the tools and resources necessary to make learning online a positive and rewarding experience."

"Arizona is clearly making great strides toward technology integration in the classroom and we're proud to be involved in the teacher training aspect of the initiative," said Judith Hamilton, president and CEO of Classroom Connect. "Teacher training is the first step to ensure that the technology being brought into Arizona's classrooms will be used to its fullest potential by teachers, which ultimately benefits their students."

ASSET's professional development portal, to be developed by Classroom Connect, will blend seamlessly with MyCompass, ASSET's newest tool to enable teachers to use technology effectively in the classroom. Arizona educators will access and complete ASSET's MyCompass technology assessment survey online. As soon as the survey is completed, the program will instantly calculate the teacher's score and show proficiency charts and recommendations on what type of professional development is needed.

Teachers will then be prompted to make their selection from a course catalog that includes a select list of Connected University courses, as well as other national, state and local resources. Individual districts within Arizona can customize the available list of professional development courses by including their own offerings in the course catalog. At any time, teachers can reassess themselves to monitor their progress, growth and response to their prescribed professional development plan.

ASSET is responsible for providing teacher professional development programs to fulfill a statewide technology initiative sponsored by the Arizona School Facilities Board. The initiative, called "Students FIRST: Fair and Immediate Resources for Students Today," requires equality of technology and financial resources among all Arizona school districts.

The professional development portal is planned for rollout in Spring 2002, although a small number of Arizona educators can sign up to take Connected University courses today. Contact ASSET at 480-965-1004 or visit the organization's Web site at <http://www.asset.asu.edu> to learn

more or sign up. For information about Connected University, contact Classroom Connect at 800-638-1639 or visit the company's Web site at <http://www.classroom.com> .

About ASSET

Arizona School Services through Educational Technology (ASSET), a department within KAET public television at Arizona State University, offers Arizona K-12 educators the latest professional development opportunities related to technology integration in the classroom and academic standards based curriculum and support through Web-based, broadcast, multi-media, and digital formats. Located in Tempe, Arizona, ASSET is a membership organization that also derives support from corporate sponsors, grants, and the Arizona State Legislature. ASSET's online professional development opportunities are totally funded through the statewide technology initiative developed by the Arizona School Facilities Board.

About Classroom Connect

Classroom Connect, Inc., a business unit within Harcourt, Inc., is a leading provider of professional learning and classroom learning resources that foster successful use of the Internet in K-12 education. Headquartered in Brisbane, CA, with offices in El Segundo, CA, Minneapolis, MN and Abilene, TX, Classroom Connect has more than 170 employees. Its primary product brands include: Connected University(TM) (online professional development); Classroom Today(TM) (online classroom curriculum); The Quest Channel(TM) (online adventure learning expeditions); Connected Conferences(TM) (live, nationwide events); Connected Workshops(TM) (on-site seminars); and Classroom Connect Newsletter(TM) (monthly Internet education journal). Its partners include some of the nation's most respected organizations, including the American Museum of Natural History, the Library of Congress and NASA. For more information about Classroom Connect, visit the company's Web site at www.classroom.com.

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