

## **COLUMBUS PUBLIC SCHOOLS ENTERS INTO \$930,000 PARTNERSHIP WITH CLASSROOM CONNECT**

BRISBANE, CA - June 3, 2004 - Classroom Connect, an educational technology division of Harcourt, Inc., announced today that the Columbus, Ohio Public School District has selected eSchool\* Online for a customized online professional development program. The \$930,000 project, aimed at orienting new teachers to working in the Columbus Public Schools and demonstrating best practices in teaching, is a continuation of work with the district that includes online professional development in lab safety, elementary math and science instruction, and implementation of a new reading program.

Classroom Connect's platform for custom online professional development, eSchool Online, allows school districts and state departments of education to implement large-scale training programs at a fraction of the cost of traditional methods.

"With about 5,000 teachers spread over 145 campuses, Columbus needed an effective and efficient method of providing their staff with the training they need to be successful," said Cindi Baker-Flow, Ed.D, Vice President Teaching and Learning Initiatives for Classroom Connect. "The eSchool Online platform allows districts to reach more teachers with their existing professional development staff and budget."

The new Columbus program will feature videos of authentic classroom scenarios of active student learning and exemplary instruction, along with examples of model collegial interactions between teachers. Web content, synchronized with the video, will illustrate the planning tools, instructional materials and resources associated with effective instruction and also require teachers to apply what they have learned with authentic tasks. The responses to these tasks will be captured in electronic portfolios, which can be reviewed by both the teacher and district-level staff developers.

"Districts and State Departments of Education have unique professional development needs in these unprecedented times," said Jim Bowler, President and CEO of Classroom Connect. "We are proud to partner with the Columbus Public Schools and their staff development department's effort to reach more Columbus classroom teachers, and ultimately have a tremendous impact on student achievement."

In April, Classroom Connect refocused its business on the two core areas of Technology Integration and Customized Professional Development. eSchool Online is part of Classroom Connect's Customized Professional Development solution that also includes face-to-face workshops and made-to-order conferences for K-12 educators. For more information, contact Classroom Connect by calling (800) 638-1639 or by visiting the company's Web site at [www.classroom.com](http://www.classroom.com).

### **ABOUT CLASSROOM CONNECT**

Classroom Connect is an award-winning provider of professional development programs and online instructional materials for K-12 education. Headquartered in Brisbane, CA, Classroom Connect is part of Harcourt Education, a global education provider serving students and teachers in PreK through grade 12, adult learners, and readers of all ages. Harcourt Education is part of Reed Elsevier Group plc ([www.reedelsevier.com](http://www.reedelsevier.com)), a world-leading publisher and information provider. Reed Elsevier Group plc is owned equally by Reed Elsevier PLC (NYSE: RUK) and Reed Elsevier NV (NYSE: ENL).

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