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News Release

FOR IMMEDIATE RELEASE

DALLAS ISD SELECTS CLASSROOM CONNECT FOR \$340,000 CUSTOM PROFESSIONAL DEVELOPMENT PARTNERSHIP

BRISBANE, CA – November 18, 2004 – Classroom Connect announced today that the Dallas Independent School District has selected the firm's eSchool® Online platform for two customized professional development contracts. The contracts, worth over \$340,000, are to develop a total of six online professional development modules in the areas of Special Education and Health Education. This is a continuation of past custom online professional development projects with the district that includes teacher induction, early childhood math/science, and multilingual education.

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.

"As a large urban city school district with over 13,000 Special Education students, we needed an effective vehicle for training with a consistent message across our entire department," said Meredith Smith, Assistant Superintendent for Special Education. "In eSchool, we immediately saw the ability to customize our content and as well as the potential for teachers to access their professional development from home or school, which made it ideal for getting them up to speed quickly."

Classroom Connect will collaborate with the Dallas ISD to create four Special Education and two Health Education professional development modules to be used by over 1,500 teachers and staff. The program will feature videos of authentic 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.

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“In the current education climate, the ability for Districts and State Departments of Education to deliver effective, efficient, customized professional development is paramount,” said Jim Bowler, President and CEO of Classroom Connect. “We are proud to partner with Dallas’s Special Education and Health Education departments to help them successfully address their unique professional development goals.”

About Classroom Connect

Classroom Connect is an award-winning provider of professional development programs and online instructional materials for K-12 education and is focused on two core areas: 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 visit www.classroom.com.

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