



## Fact Sheet

<b>Founded:</b>	2002
<b>Equity:</b>	Privately Owned
<b>Headquarters:</b>	22 South Auburn Avenue Richmond, VA 23221
<b>Leadership:</b>	Sue Polyson Evans, Founding Partner and CEO Robert Godwin-Jones, Founding Partner and President Peter Huneke, Senior Partner & VP of Product Engineering David Evans, Director of Training Mary Beth Huneke, Director of Support Services Shelia Cunningham-Hodge, Director of Sales Steven Saltzberg, Marketing Director
<b>Core Technologies:</b>	<p><i>LessonBuilder:</i> A powerful authoring tool that allows instructors to easily create and edit interactive content for eLearning in K-12, higher education, and corporate training markets.</p> <p>With LessonBuilder, instructors create interactive lessons in HTML format that can be packaged for delivery in all major course management systems, on a web server or CD-ROM. SoftChalk created content can also be displayed on an eClassroom electronic whiteboard.</p> <p>LessonBuilder is the educator's only choice for content creation and is known for its interactive features including Flash-based learning activities; quiz questions, pop-up text annotations and formatting options. Developed using Java, both Windows and Mac compatible, the software is client-based and is simply installed directly to the desktop.</p>
<b>Tagline:</b>	If it's not easy, it's not SoftChalk.
<b>Contact Info:</b>	Sue Polyson Evans, CEO 877.638.2425 ext. 100 <a href="mailto:spolyson@softchalk.com">spolyson@softchalk.com</a> <a href="http://www.softchalk.com">www.softchalk.com</a>



**Company Facts:**

- SoftChalk’s principal product is *SoftChalk LessonBuilder-LessonBuilder V5* is scheduled for release in May 2009.
- A new product *eCourseBuilder* is also scheduled for a Spring 2009 release.
- As a privately held LLC, SoftChalk has seen its sales increase by 70% year after year.
- Over 90% of SoftChalk clients renew their licenses annually.
- Educators at more than 500 institutions worldwide use SoftChalk LessonBuilder.
- Approximately 90% of SoftChalk customers are Post-Secondary, 10% are K-12.
- SoftChalk’s moderate sized staff includes developers, graphic artists, instructional designers, trainers, sales and support personnel.
- SoftChalk employs a direct sales team. Marketing is done primarily via the corporate website and through product showcases at approximately 35 educational technology conferences per year.
- SoftChalk offers a 30-day free trial, online product demonstrations, along with web-based and on-site training. The company also sponsors an “Innovators” series- a popular, monthly, webinar-style presentation by educators who demonstrate the use of SoftChalk in the field.
- To increase customer involvement SoftChalk is launching its first ever “Lesson Challenge” February, 2009. The challenge is a way for users to show off the work they have done with LessonBuilder and compete for one of several \$500 awards.

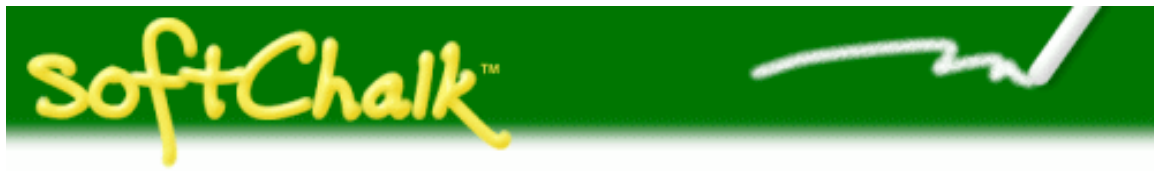
**Partnerships:** SoftChalk partners with corporations, educational institutions and organizations to provide services and to ensure the integration of SoftChalk products with a variety of e-learning technologies and media resources. Our partners include:

**Corporate Partners:**

3D4Medical  
ANGEL Learning  
Blackboard Inc.  
Citrix Online  
Design Science  
EBSuite  
eCollege  
Intelecom  
Maestro Learning  
Remote-Learner

**Organizational Partners:**

Common Cartridge Alliance  
Duke University TIP  
EDUCAUSE  
IMS Global Learning Consortium  
ISTE  
NISOD  
SIIA  
SIRIUS / FCCJ  
The Digital Marketplace CSU initiative  
The League for Innovation



## User Testimonials

*"The best thing I ever did as E-learning Coordinator was to bring SoftChalk to Delgado Community College because **it has revolutionized the way our faculty teach.**"*

-Edgar McGee, Delgado Community College, previous E-learning Coordinator and current Adjunct Psychology Instructor

*"I have a student who had barely passed every term of our professional program. Two terms ago, his grades shot up significantly. When I asked him what he had done differently, he said it was the time he spent with the activities in my new online lessons. He was referring to the SoftChalk activities. My experience is the more time students spend with their material, the better they do. They can do this in a variety of ways, but will probably pick the one that is the most fun. I think the SoftChalk activities that give instant feedback, are easy to use, and can be taken multiple times would be the one they will pick. **As I had hoped, SoftChalk was improving student learning!**"*

-Michael Chaney, Cincinnati State Technical and Community College, Respiratory Program Instructor

*"SoftChalk is one of the best things I've found and **it makes my job as a college professor so much easier.**"*

-Jackie McNair, Baltimore City Community College, Professor of Medical Terminology, Health Information Systems, and Health Care Management

*"SoftChalk LessonBuilder is one of my very favorite teacher-friendly tools for creating learning objects. **The learning curve is about 30 minutes and faculty love it!** We purchased a site license here at MSCC in January. Virtually all of our faculty who design online content are now using it regularly. I also love the fact that if there are any updates available, they are installed automatically each time SoftChalk is launched."*

-Sandy Cobb, Mid-South Community College, Director of Instructional Technology

*"SoftChalk LessonBuilder allows us to easily organize information for both teaching and professional development because it makes it so easy to integrate our own content and then add SoftChalk's interactive activities. Here in Hampton City Schools, we love having this resource to assist us in our instruction. **Using SoftChalk for my work has helped me be more productive so that I am working smarter, instead of harder.**"*

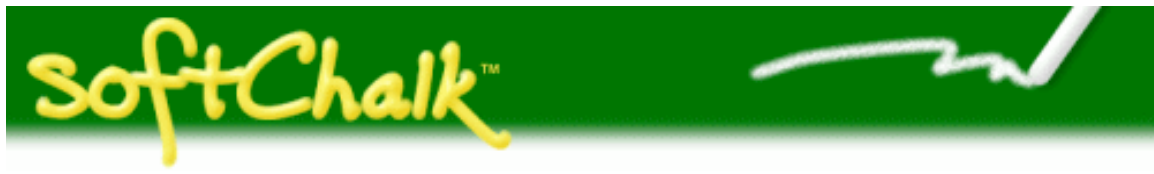
- Nancy Terrell, Hampton City Schools, Teacher Librarian



## Company History

Founded in 2002 by Sue Polyson Evans, Robert Godwin-Jones and Peter Huneke, SoftChalk is the result of a vision to create a software tool that made it easy for educators to connect with their learner. Evan and Jones have a history of innovation in educational technology, having worked on a project in 1996 that resulted in the creation of one of the first commercially available learning management systems, Web Course in a Box, which was later sold to E-education leader Blackboard Inc. As LMS systems began to proliferate on college campuses, we saw that educators needed an easy way to move beyond the static lesson content (word processing documents and slide shows) found in most on-line courses. Through our work with faculty, we found that although educators desire to create sophisticated, interactive content, they typically do not have the time to learn complicated authoring tools. Huneke joined as CTO and we set about creating a software product based on these principles: the software had to be simple to use, yet powerful enough that educators could create truly interactive content. And the lesson content had to be portable for use in virtually any learning management system or on any web server. The result was SoftChalk LessonBuilder.

Today, LessonBuilder is SoftChalk's flagship product and is used by more than 500 institutions worldwide for K-12, Higher Education and corporate training. Educators at institutions using SoftChalk have said, "SoftChalk has revolutionized the way our faculty teach." With over a 70% increase in sales every year since 2002, SoftChalk has experienced exponential growth. The company will be releasing the newest version of LessonBuilder Spring 2009, along with a new product for course management.



## Leadership Bios

### **Sue Polyson Evans, CEO**

Sue Polyson Evans has more than 20 years of experience in developing, managing and supporting educational technology in both academic and corporate environments. Prior to SoftChalk, she was a founding partner and the Chief Technology Officer for madDuck Technologies, and in 1996, the principal developer of *Web Course in a Box*, one of the first commercially available learning management systems in the US. Sue worked briefly with Blackboard Inc. after madDuck Technologies was sold to them in 2000. Past endeavors include various management positions with Virginia Commonwealth University in both instructional and academic technology.

### **Robert Godwin-Jones, President**

Robert Godwin-Jones, Ph.D., is a founding partner and responsible for product research and design. Prior to SoftChalk, Robert was a founding partner of madDuck Technologies where he was a co-developer of the *Web Course in a Box* Learning Management System. He is the former Director of the Instructional Development Center at Virginia Commonwealth University and is currently a faculty member in their Foreign Language Department. Robert presents and publishes widely on educational technology topics.

### **Peter Huneke, Senior Partner and VP of Product Engineering**

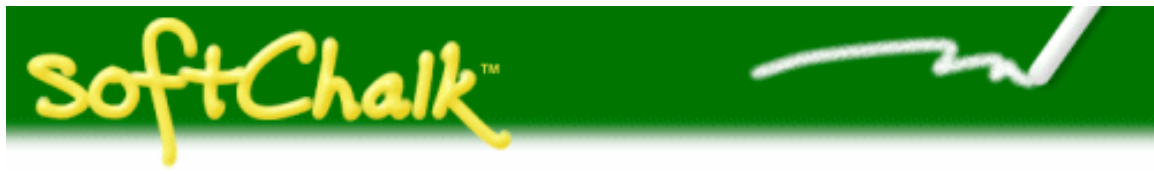
Peter has a diverse background that surprisingly includes several years as a professional ballet dancer. He has performed with 5 regional ballet companies. Now in his third career, Peter has re-directed his creative skills to lead the SoftChalk team in the development of world-class software. Technology runs in Peter's family—his father Gustav was head of Failure Analysis at Control Data Corporation. Peter is responsible for the product engineering team.

### **David Evans, Director of Training**

David has taught for over 30 years, from faculty and staff development classes for colleges and universities to training programs for corporations and the military. He first became involved in on-line education in the 1980's and has been leading the way for on-line training and education. His degrees include Instructional Technology, Distance education and Mathematics education.

### **Mary Beth Huneke, Director of Support Services**

Mary Beth has a diverse background that includes being an English teacher, technical writer and computer programmer. Before coming to SoftChalk Mary Beth worked as a technical writer for a dialysis and medical billing software company and worked at Virginia Commonwealth University as a programmer and project manager for dental software programs (Tooth Morphology and case studies for Dentistry), which won national awards. Mary Beth taught high school English and English as a Second Language to adults; she also taught English as a foreign language as a Peace Corps Volunteer in Niger, West Africa.



**Shelia Cunningham-Hodge, Director of Sales**

Shelia has held various management positions in sales and marketing regularly exceeding revenue goals and bringing visionary changes. As General Manager for MicroAge Technology Services with a staff of 23 employees, her leadership, enthusiastic and hardworking approach propelled the office into multi-million dollar revenue numbers. Prior to MicroAge she worked with General Electric Information Technology Services and various other IT Services companies. Shelia also served her country as a United States Marine.

**Steve Saltzberg, Marketing Director**

Steve has consulted nationally in distance education and online learning. Formerly he was a Vice-President at Blackboard, and co-founder of madDuck Technologies, the creators of *Web Course in a Box*. Steve served as Chief Information Officer at Randolph-Macon College in Virginia and before that held IT management positions at Virginia Commonwealth University. He has presented nationally at conferences and workshops on a diverse range of issues in education and online learning. In addition Steve has taught several college level courses and high school classes.