



StraighterLine Announces March 19th Webinar
Hosted By *The Chronicle Of Higher Education*
Education Leaders Discuss New Solutions
Allowing Colleges To Increase Revenue, Serve More Students

WASHINGTON D.C., February 25, 2009 – StraighterLine (www.straighterline.com/institution), a company that combines award-winning technologies into a new service that provides highly-affordable, better-supported and a more flexible solution to fulfilling college general education requirements, has announced that the company will be the featured topic of discussion for an upcoming webinar hosted by *The Chronicle of Higher Education* on Thursday, March 19 at 2 p.m. ET. The webinar is free, open to all public and positioned as a “must-attend” event for college professionals to learn how to increase revenue and serve more students without having to build additional capacity. Webinar registration is available online at: <http://chronicle.com/webinars/smarthinking>. Attendees will learn how to:

- Overcome enrollment caps and faculty capacity constraints with packaged online courses.
- Meet remedial education needs or pre-requisite fulfillment by enrolling students in affordable online developmental and general education classes. Students can enroll immediately.
- Generate revenue and improve student performance with online courses that utilize the best educational resources available, including McGraw-Hill, SMARTHINKING and Blackboard.

The March 19th *Chronicle* webinar comes in the midst of nationwide budget cuts for higher education, surging enrollments, lower endowments, increased competition and needier students; a combined criteria illustrating the critical need for new solutions for 21st century higher education.

The webinar will be moderated by Mark L. Walston, a veteran communications professional with a 20-year history of researching and reporting on the development of information technology in Higher Education. Walston is the former president and CEO of Concept Foundry, and has created award-winning integrated communications campaigns for universities and colleges across America, as well as for the industry-leading IT corporations that serve higher education.

Featured presenters for the March 19th webinar include:

- **Dr. Larry Gould**, Provost/Chief Academic Officer, Fort Hays State University
- **Dr. Elena Murphy**, Director of Learning Assessment, Nyack College, N.Y.
- **Burck Smith**, CEO, SMARTHINKING and StraighterLine

Burck Smith is the CEO and Co-Founder of SMARTHINKING and Founder of StraighterLine. He has grown SMARTHINKING into the nation’s largest online tutoring provider for schools. In 2008, Smith spearheaded StraighterLine, which has received critical acclaim from education experts. Prior to SMARTHINKING, he provided independent consulting to a number of different education companies and organizations. He has written for *Wired*, *Converge*, *University Business*, *Community College Weekly* and others.

Related Links:

<http://www.straighterline.com>
<http://www.smarthinking.com>

<http://www.eschoolnews.com/news/top-news/index.cfm?i=55748>
<http://chronicle.com/wiredcampus/article/?id=3095>

Quotes:

"We are looking forward with the webinar hosted by *The Chronicle of Higher Education* with high anticipation," said Burck Smith. "StraighterLine offers educational institutions immediate solutions to meet the growing challenges the 21st century, led by the ability to help schools serve more students with fewer available resources. This webinar will bring together some of the of industry's top minds to address some of the most critically important topics in education today."

About StraighterLine:

StraighterLine provides students with a new online option for obtaining required college credits from accredited colleges and universities. StraighterLine's affordable courses are the first to include up to 24/7 live, on-demand instruction. StraighterLine students may choose to receive credit from StraighterLine's regionally accredited partner colleges. Student-earned credits may also be transferable to non-partner colleges that recognize StraighterLine's partner's courses as equivalent programs. There are no set due dates for StraighterLine courses. Students may start and stop at any point with up to six months of access. StraighterLine offers two remarkable pricing programs; individual courses cost only \$399, include 10 hours of one-on-one instructional support, and allow up to six months of access; and the StraighterLine for \$99 program: a \$99 per month subscription with no additional start-up costs which includes unlimited access to any and all courses one at a time, plus 10 total hours of one-on-one instructional support, with no minimum or maximum time limit for course completion. For more information, visit <http://www.straighterline.com> or call 202-507-7020 or 1-877-str8erline (1-877-787-8375).

TAGS:

SMARTHINKING, StraighterLine, Ryan Busch, Burck Smith, Online Education, Online Tutoring, Education Technology, Online Academic Support, E-structor, e-Scholars, McGraw-Hill, Blackboard, Whiteboard, Online Learning, College Accreditation, Low cost College Courses, Education Webinar, The Chronicle of Higher Education, Dr. Larry Gould, Dr. Elena Murphy, Mark L. Walston, Concept Foundry

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