SoftChalk Facts

Overview

- SoftChalk, LLC is the leading provider of content authoring and hosting solutions for educators in K-12 and higher education.
- SoftChalk content authoring and hosting solutions are critical to the success of eLearning initiatives, giving educators an easy, affordable way to create, manage and share rich content that captures students' imaginations and inspires learning.
- SoftChalk's primary product is SoftChalk Cloud, the world's first educator-friendly, eLearning content authoring solution and learning object repository in the cloud.

History

- SoftChalk was founded in 2002 by Sue Polyson Evans, Robert Godwin-Jones and Peter Huneke, all of whom had backgrounds in educational technology innovation and learning management systems (LMS).
- The founders' vision was to build a software tool that empowered educators to create, manage and share content quickly and easily.
- The original SoftChalk content authoring software was built to be easy to use; powerful enough that educators could create interactive content; and portable for use in virtually any LMS or on any web server.
- In 2010, SoftChalk launched SoftChalk CONNECT, a free, cloud-based learning object repository that enables educators to share SoftChalk learning content.
- In 2011, SoftChalk launched CONNECT Plus, an enhanced, subscription-based version of CONNECT.
- On June 11, 2012, SoftChalk launched SoftChalk Cloud—an enhanced content authoring solution and learning object repository, which users can access and use entirely from the web.
- On July 14, 2014, SoftChalk released SoftChalk Create 9, our most robust version of the product yet. Create 9 includes the SoftChalk eBook Builder tool, which allows users to save their SoftChalk content as an interactive eBook for use on iBooks on iPads and Readium on Chromebooks.

Products

- **SoftChalk Cloud** - The world's first educator-friendly, eLearning content authoring solution in the cloud. SoftChalk Cloud makes it easy for educators to create, manage and share rich content inside and outside any LMS.

- **SoftChalk Create** - Included in SoftChalk Cloud is this easy-to-use content authoring solution that educators can use anytime, anywhere to build multimedia lessons and other learning objects. SoftChalk Create is also available as a desktop application.
- **SoftChalk Share -** SoftChalk's own Open Education Resource, learning object repository with thousands of free learning materials, created by educators.
- **Private SoftChalk Cloud –** Institutions can implement a private, institutional learning object repository to create, manage and share eLearning content. Private SoftChalk Cloud is created to integrate seamlessly with any institutional learning management system.

Awards
- Second Place winner of 2014 IMS Global Connected Learning App Challenge for Content Authoring (*IMS Global Learning Consortium*)
- 2014 'Cool Tool' award finalist *(EdTech Digest)*
- 2013 CODiE Award winner for Best Cross-Curricular Solution in Education Technology *(Software & Industry Association – SIIA)*
- 2012 Bronze IMS Learning Impact Award, in conjunction with the Kentucky Technical & Community College System, the Learn On Demand program offered by KCTCS (*IMS Global Learning Consortium*)
- 2012 Bronze Medal for "Best Advance in Content Authoring Technology" (*Brandon Hall Learning Technology Awards*)
- 2012-2013 Reader's Choice Award *(eSchool Media)*
- 2011 Bronze Medal for "Best Advance in Content Authoring and/or Content Management Technology" (*Brandon Hall Learning Technology Awards*)
- 2011 CODiE Award Finalist for 'Best Postsecondary Instructional Solution' and 'Best Education Technology Solution for Productivity/Creativity' (*Software & Industry Association – SIIA)*
- 2010 Gold Medal for the "Best Advance in Technology for Rapid Authoring" (*Brandon Hall Learning Technology Awards)*
- 2010 LearnSAT Best in Category for Content Authoring (*IMS Learning Satisfaction and Trends Survey [LearnSAT]*)