



SoftChalk Facts

Overview

- SoftChalk, LLC is the leading provider of digital curriculum authoring and hosting solutions for educators in higher education and K-12.
- SoftChalk digital curriculum authoring and hosting solutions are critical to the success of online learning initiatives, giving educators an easy, affordable way to create, manage and share rich media content that captures students' imaginations and inspires learning.
- SoftChalk's primary product is SoftChalk Cloud, the world's first educator-friendly, digital curriculum authoring platform and OER 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 digital curriculum content quickly and easily.
- The original SoftChalk digital curriculum 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 enabled 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 digital curriculum authoring solution and learning object repository, which educators can access and use entirely from the web.
- On September 17, 2015, SoftChalk launched a Complex File Upload feature in SoftChalk Cloud. This feature allows educators to upload content created by tools like Articulate, Camtasia and Captivate, to be included in their SoftChalk lessons.
- On January 18, 2016, SoftChalk launched Create Online, a Browser 'Quick Editor.' With Create Online, educators can use their tablets and smart phones to make quick edits to their SoftChalk Lessons.
- On July 9, 2016, SoftChalk launched Create (local launch), allowing educators to download the Create authoring tool locally on their computer so they can create and edit their lessons with or without Internet connection.
- On May 24, 2016, SoftChalk launched an eBooks publishing feature in SoftChalk Cloud. This new feature gives educators the ability to package their SoftChalk lessons as

interactive eBooks for students to download and view using a free SoftChalk eReader App available in iOS, Android and Windows app stores. *(Coming soon to Chrome Web Store.)*

Products

- **SoftChalk Cloud** – The world’s first educator-friendly, digital curriculum authoring and hosting solution in the cloud. SoftChalk Cloud makes it easy for educators to create, manage and share rich content inside and outside any LMS. Digital curriculum content created and hosted in SoftChalk Cloud can be saved as web-based lessons and learning objects and as eReader-based eBooks.
- **SoftChalk Create** – Included in SoftChalk Cloud is this easy-to-use digital curriculum authoring solution that educators can use anytime, anywhere to create web-based lessons and learning objects (Create Web Launch). SoftChalk Create can also be downloaded to user computers for offline use (Create Local Launch) and can be accessed as a browser ‘quick editor’ for editing lessons from tablets and smart phones (Create Online).
- **SoftChalk Share** – SoftChalk Cloud’s open educational resource learning object repository, provides thousands of free learning resources created by educators and shared online through Creative Commons licensing. Educators with SoftChalk Cloud accounts can copy and customize materials for use in their courses.

Awards

- Readers’ Choice Top Product Award *(2015 District Administration)*
- Cool Tool Award Finalist *(2014 Edtech Digest)*
- Connected Learning App Challenge, 2nd Place Winner *(2014 IMS Global)*
- CODiE Award Winner – SoftChalk Cloud *(2013 SIIA)*
- Reader’s Choice Award *(2012-2013 eSchool Media)*
- Bronze Medal for “Best Advance in Content Authoring Technology” *(2012 Brandon Hall Learning Technology Awards)*
- Bronze IMS Learning Impact Award, in conjunction with the Kentucky Technical & Community College System, the Learn On Demand program offered by KCTCS *(2012 IMS Global Learning Consortium Learning Impact Awards)*
- Bronze Medal for “Best Advance in Content Authoring and/or Content Management Technology” *(2011 Brandon Hall Learning Technology Awards)*
- CODiE Award Finalist *(2011 Software & Industry Association [SIIA])*
- Gold Medal for the “Best Advance in Technology for Rapid Authoring” *(2010 Brandon Hall Learning Technology Awards)*
- LearnSAT Best in Category for Content Authoring *(2010 IMS Learning Satisfaction and Trends Survey [LearnSAT])*
- CODiE Award Winner *(2010 SIIA)*
- CODiE Award Winner *(2009 SIIA)*

- Award of Excellence for “Curriculum and Data Management” (*2005 Technology & Learning’s Award of Excellence Winner*)

Partners

Because SoftChalk products are mission critical to digital curriculum initiatives, the company partners with many LMS providers, technology companies, industry associations, and media and publishing companies:

- LMS Partners include: BlackBoard, BrainHoney, Brightspace by Desire2Learn, eCollege, Canvas by Instructure, Moodle, Schoology, Pearson, Haiku Learning Management System, Jenzabar, NetLearning, Remote-Learner, and Sakai
- Technology Partners include: Citrix Online, Design Science, EBSuite, IMS Global and ReadSpeaker
- Sponsoring Partners include: Educause, ISTE, League for Innovation, NISOD and SIIA
- Media and Publishing Partners include: College Open TextBooks, Connexions Consortium, Equella, INTELECOM, IntraLibrary, MERLOT and SIRIUS

On the Web

- softchalk.com
- softchalkcloud.com
- softchalk.com/blog/
- facebook.com/softchalk
- twitter.com/softchalk
- youtube.com/user/SoftChalk#p/u
- linkedin.com/groups/3891402

Media Contact

- Jenn Montrose, jenn@softchalk.com, 877-638-2425, ext. 1506 (toll free)

(Last revised: May 25, 2016)