

Linkonlearning Inc. Press Kit



Corporate Philosophy

Linkonlearning Inc. is passionate about education, training and lifelong learning.

We live today in a technological era where information technology and Internet technology are transforming the character of life and work. Because of that organizations face the critical task of supporting individual and collective learning. The collective knowledge of employees is a vital asset and the acquisition, transfer and use of knowledge are crucial to long-term organizational performance. Knowledge is quickly becoming a key resource and the ability to acquire and share knowledge a key competency.

Today, a majority of people use the Internet to find information. We believe that education is the Internet's true purpose. It is our goal to provide institutions, corporations, government and business, etc. with powerful tools that efficiently deliver learning programs and assist in the creation of a solid learning culture. Our program harnesses state-of-the-art technology and fuses it with education. By combining curriculum with sound, images, and interactive lessons, we provide students with an appealing, effective educational experience.

Our mission is to become a global leader in education and training, utilizing technology to its fullest potential. We hope that our positive attitude and love of knowledge will be contagious to the global community.



Values

Our technical team collaborated alongside our 2,000 educators and trainers to develop a statement of values that best reflects Linkonlearning as an organization. Our values are a call to action and reflect our desire to lead the way for positive change, always with unyielding integrity.

We value...

Integrity

We strive to earn and sustain trust by doing the following: maintaining consistency between our actions and principles; acting with sincerity, honesty, accountability, and transparency; and honouring our commitments.

Customers

We regard our customers' success as our own success. We seek to be our customer's valued and trusted partner while striving to ensure maximum client satisfaction.

Quality

Our goal is to provide the best possible products and services. Since quality is essential, if we are to meet the expectations of our customers, we must work consistently on improving our products and services.

Education

Education provides substantial benefits to individuals, business and society. Here are but a few: higher levels of employment, higher lifetime earnings, greater job satisfaction and improved organizational performance. By understanding and combining traditional methods with technology, we aim to assist others in achieving their education and training goals by providing exceptional software and curriculum, utilizing experts in their respective fields.

Innovation

Technology offers infinite possibilities to add new value through innovation. We aspire to use and create the best available technologies and methods. We value continual improvement through new ideas, insights and knowledge that we use to constantly anticipate and innovate new and better ways to fulfill our mission.

Communication

Communication is central to knowledge creation and sharing. We seek to maintain open communication and to use our collaborative online technologies to produce,

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disseminate and apply knowledge. We aim to effectively facilitate our customers' knowledge creation and sharing goals so they can compete in a global knowledge economy.

Service

We are proactive, responsive and accessible for all of our clients' needs. We provide the highest possible level of customer satisfaction on products and services offered, continually seeking to exceed expectations. We are a creative and resourceful company that goes the extra mile to meet our clients' needs.

Individuals, Teamwork & Mutual Support

While we value independent thought and strong personal goals, our work is accomplished within teams. To this end, we strive to create an environment of self-reliance, personal initiative, individual responsibility, mutual support and respect, encouragement and teamwork. We seek to create an environment that rewards commitment and performance and is responsive to the needs of our employees and their families.

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BACKGROUND

Established over a decade ago, Linkonlearning Inc. is a technology company that provides e-Learning solutions using Internet-based software and curriculum. Founded as one of North America's first virtual schools, Linkonlearning makes available education and training to students around the world.

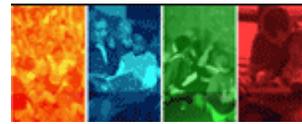
Linkonlearning offers over 10,000 Internet-based lessons for pre-kindergarten to 8th grade students, accredited online high school courses, site licences, customized online curriculum, and training and testing to students, schools, institutions, companies and government.

In December 2002, Linkonlearning launched the Ontario Elementary Virtual School as the first of its kind in Canada. The goal of the Linkonlearning elementary program is to help children reach their fullest potential. It is our hope that children will see it as an online home. It provides a safe place for them to do their work as well as relax and have fun, all the while feel completely comfortable in our environment.

In 2003, Linkonlearning expanded its efforts to include software licensing. The development of AZTEC (A-Z Training, Education and Collaboration) began at this time. Through AZTEC, which offers corporate clients and educational facilities customized solutions and full-scale implementations, we aim to assist others in achieving their education and training goals by providing exceptional software and curriculum.

Research is the key to delivering the best online courses possible. Since the beginning, Linkonlearning has invested heavily in scientific research and development (SR&D). A first-class group of innovative experts, including high level software engineers, IT specialists, programmers, graphic designers, teachers and instructors, curriculum experts, and design specialists, etc., have developed Linkonlearning's highly effective approaches to online learning.

Today, Linkonlearning has a unique market position. With a wide range of expert experience, we have developed tools to assist organizations with the development and deployment of comprehensive e-Learning solutions. What's more, Linkonlearning provides all of the technology and IT support to deliver an institution's online learning.



Our Team

Janice S. Frohlich, *President*

Janice is the vanguard and visionary behind the creation of Linkonlearning. Her computer programming skills and experience as an educator enable her to envision future possibilities, conceptualize solutions, strategize plans and procedures, and implement programs and applications.

Prior to founding Linkonlearning, Janice directed four companies in the communication and education industries. She has provided training for the *Royal Canadian Mounted Police (RCMP)* and for *Human Resources and Skills Development Canada (HRDC)*. Her private vocational institute, *Click-On Computer Learning Centre*, provided instruction in microcomputer applications to corporate clients and adult students. Janice is also responsible for training one of the youngest people ever to achieve Office Specialist certification. Janice has authored numerous instructional materials relating to computer applications including textbooks for *Click-On*. She is a member of the Canadian Society for the Study of Education (CSSE) and the Canadian Educational Researchers' Association (CERA).

In 2001, Janice merged *Click-On* with *Linkonlearning* to create a seamless learning environment for students and teachers. She has continued developing this robust online learning environment so that organizations can capitalize on the leading-edge technology. Thousands of students and teachers testify to the uniqueness and power of the Linkonlearning environment compared to other online learning systems.

Michael Taylor, *Vice President, Systems Engineer*

Having worked as a System Analyst in banking institutions and leading Fortune 500 companies, Michael Taylor brings his managerial skills and technological expertise with mainframe systems in the financial industry to Linkonlearning. Leveraging this knowledge, Michael has built the Linkonlearning System as an Enterprise N-Tier Application. He plans, designs and implements all aspects of the programming, including web-based applications.

Having steered Linkonlearning clear of present and future roadblocks that the online education industry is facing, he has made the Linkonlearning system the online learning model for educators today and beyond.

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Bruce MacIntyre, Sr. Developer

An expert in Flash, Adobe FLEX, C#, Microsoft “Dot Net” and other Internet programming languages and applications, Bruce has assisted in building the Linkonlearning system from the ground up. His ability to program in an object-orientated environment has helped make Linkonlearning what it is today.

Joel Lojko, Online Education & Training Specialist

Joel Lojko is Linkonlearning’s online education & training specialist. He provides strategic management leadership, ensuring that Linkonlearning customers receive quality products and services.

Joel recruits teachers, refines Human Resource processes, and analyses the uses and integration of corporate training applications. He participates in pilot project management and system testing to gain feedback from users, such as students and teachers.

Joel’s experience and expertise lie in the technology and security industries. Within these areas, Joel has been responsible for human resources, cost control and process analysis, project management, training, corporate accounts and marketing. He has extensive operations management and business consulting experience.

Responsible for training and managing a large number of employees, Joel understands the need for quality, cost-effective training.

Joel studied *Business Management* at the University of Toronto.

Marilyn Reid, Principal

Marilyn Reid has been the principal of the Linkonlearning elementary school since its inception. Having been educated at York University and the Toronto Teacher’s College, for the last 27 years, Reid has celebrated the rich diversity of the Canadian classroom and enjoyed teaching everything from grade one to grade nine. Reid has a passion for differentiated learning. She believes that each student presents individual needs, potentials, problems and interests and these must be recognized and accommodated in the classroom.

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Rosalind Golden, *Program Manager*

Rosalind Golden studied journalism at Centennial College and graduated Summa Cum Laude in *Professional Writing* at York University. She brings to Linkonlearning her experience in journalism, marketing, editing and business writing. Rosalind analyses, writes and edits marketing and educational material for Linkonlearning.

Educator's Network

The Linkonlearning Educator's Network consists of over 2,000 educators from across North America. These teachers, professors, and educational directors assist us with content development and course authoring, e-tutoring and online instruction, as well as e-learning system testing and feedback.



Our Elementary Philosophy

Today's children are growing up in a technological era filled with huge possibilities for a better future. Information technology and more specifically, Internet technology are transforming the character of life and work. At Linkonlearning, we believe that education is the Internet's true purpose. Our program harnesses children's fascination with technology and fuses it with education. By combining curriculum with sound, images, and interactive lessons, we provide children with an exciting educational experience.

Basic Tenets

The Linkonlearning program is based on the following tenets:

1. Every child is unique.

One of the greatest discoveries parents make is the fascinating diversity of life. Not only are children different from their parents, but also no two children are alike. Each child is uncharted territory and every child brings to the world distinct, special qualities. Children possess their own characteristics, temperaments, interests, gifts, learning styles and unique blueprint for development.

2. Children should be allowed to learn at their own pace.

Since every child is different, with his or her own timetable for development and learning, children should be allowed to learn at their own pace. In terms of education, growth and achievement should be emphasized, not competition. Forcing a child to grind through a prescribed educational stage, whether she or he is ready or not, can leave a child disengaged, disheartened, disenchanting and, in some cases, left behind or held back.

3. Parents are the cornerstone of their child's education.

Parents who are actively involved in their children's learning help their children become more successful learners. According to United States Department of Educational Statistics, children exposed at an early age to reading and phonics by their parents are ten times more likely to graduate high school and complete at least one to two years in higher education.

Consistent parental involvement fosters achievement and emotional well-being. Study after study confirms the importance of parental involvement in their children's education. When parents are involved in their children's education, and show support of learning in the home, school and community, children do better and go further. A home environment that encourages learning is more important to student achievement than income, education level or cultural background.

4. Understanding a child's development is key to his/ her success.

Understanding the stages of development can make parents an ally of their child's success. Much has been written on the normal stages of human development, and it is essential for parents to be informed. That information helps parents to understand what to expect from their child, though it is important to keep in mind that time frames are averages and some children achieve developmental milestones earlier or later than the average but are still within the normal range.

Many factors are crucial to a child's healthy development—positive social support from family and friends, positive experiences and good nutrition being three significant elements. Children need the support of people who will act as a buffer between them and life's ups and downs, help make sense of life and serve as a protector of brain development. Since sensory input into the brain creates neural pathways, and lack of input results in pathways disappearing, parents should be very interested in creating happy, life-affirming experiences that nourish spirit, soul and body and result in a lifetime of well-being.

5. Fundamentals come first.

Education is the key to achievement and success. Linkonlearning has an extensive curriculum with courses in reading, writing, spelling, language arts, mathematics, arithmetic, science, history and geography. Moreover, Linkonlearning employs rote-learning methods as these methods, historically speaking, have been proven effective for the majority of learners. These traditional methodologies are combined with state-of-the-art technology providing unlimited opportunities to read and interact with the lessons. The lessons are effective for those with learning difficulties and advanced learners.

6. Learning can be fun and educational at the same time.

Learning can and should be fun, and not tedious and boring. Education should not have to compete with fun and entertainment. At Linkonlearning, technology has been

fused with education in such a way that children often repeat a lesson because they enjoyed it so much. The library and recess area are packed full of activities that, as far as the children are concerned, are designed solely for their entertainment. The truth is, however, that they were designed to educate while entertaining.

7. Access to education should be equitable.

Education is fundamental to the success of an individual, a community and a nation. We believe, therefore, that access to education should be equitable. Every child deserves a solid education regardless of family circumstance. Linkonlearning strives to keep the cost of its programming affordable so all students can develop a sound foundation for future learning.



Our Program

Linkonlearning currently offers an elementary program and a high school prep program. The high school program is currently in development.

Our Market

- Parents who are seeking to enrich their children’s education
- Parents who are seeking to provide their children with extra help academically
- Parents who are home schooling their children
- Teachers/Schools/Administrators

What We Offer

Linkonlearning offers students access to 10,000 online lessons from JK to Grade 8 at three levels: beginner, intermediate and advanced.

How the Program Works

Linkonlearning is an assessment and diagnostic-based program. Real-time diagnostics are created the moment students login to the online classroom and complete lessons. As students progress through the three levels of learning—beginner, intermediate and advanced—patterns become evident. As real-time diagnostics accumulate, parents can create a customized learning plan, as they understand their child’s strengths and weaknesses.

Each unit incorporates sound, text, animation and images that appeal to visual, auditory and tactile learners. Units begin with an instruction page, which explains the topic, followed by interactive lessons, which reinforce the material.

Lessons are instantly marked and returned to the student. A mark of 60 per cent is considered a pass for each lesson. If a student does not achieve 60 per cent, he/ she must redo that lesson. We highly recommend, however, that students redo a lesson until they achieve at least 80 per cent as the retention rate increases when students achieve that level. A final review test assesses the student’s overall comprehension of the material.

Today’s success paves the way for future successes. The program allows children to progress at their own speed since each child has his or her own unique timetable for

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development and learning. Children work at their own pace, in the appropriate grade and level, so they can succeed and gain confidence in themselves and their skills.

Students and parents/administrators receive two separate accounts with different usernames and passwords. Through the parent/administrator account, parents/administrators manage both accounts. They can configure account settings, customize their student's program, view the student's report card and learn about the Linkonlearning student environment, among many other useful features. The student account gives the student access to the virtual classroom, the library, and the recess area, as well as our monitored children's chat rooms.

Curriculum

Linkonlearning's curriculum is written by certified teachers from across Canada and the United States. We have created over 10,000 lessons in Math, Spelling, Reading, Writing, Language Arts, Science, Social Studies, History and Geography.

Customization

Parents/Administrators can customize their child's program by enrolling them in a specific grade and level (beginner, intermediate or advanced) for each subject. In addition, Linkonlearning offers a teacher assessment form which is useful in pinpointing where a child should be enrolled in the program.

Child's Progress

Linkonlearning provides a report card, which parents/administrators can access on a daily basis. The report card provides a picture of student overall progress or within a particular subject area. That progress is measured through a view of the answers within the lessons, the grades obtained, the actual units and lessons completed and patterns that immerse daily and over time.

The report card also records every attempt at a lesson. For example, if a child receives 50 per cent on a lesson, and then attempts the lesson again and obtains a 70 and then once again and obtains 100, the report card provides the details of every attempt. Moreover, not only are the student's answers made available in the parent/administrator account, but also the correct answers. (We do not expect parents to search through lessons for answers.)

The report card is much more than a record of achievement: It is an assessment tool through which parents/administrators can gauge their student's strengths and weaknesses. If a student is struggling or excelling in a particular subject, the parent/administrator can modify their enrolment.

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Availability

Linkonlearning is available 24 hours a day, 7 days a week.

Required Materials

All a student needs to study is a computer and an Internet connection.

Customer Support

Clients can contact us by email, phone or via our online technical support.

Cost

The Linkonlearning elementary program costs \$34.95 per month, which gives parents and students unlimited access to the program.

The High School Prep program is currently available to all autorenew clients in the elementary program. Non-members can purchase the program for \$100 per course.

For more information, please contact:

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