

# **DIFFUSION OF INNOVATION MULTIMEDIA STORYBOARD PRESENTATION SOFT CHALK**

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# TEACHER HAVING A DIFFICULT TIME

Many are asking the question? How can I reach this new generation of students?



# TIMES HAVE CHANGED – PAPER AND PENCIL ARE BECOMING OBSOLETE



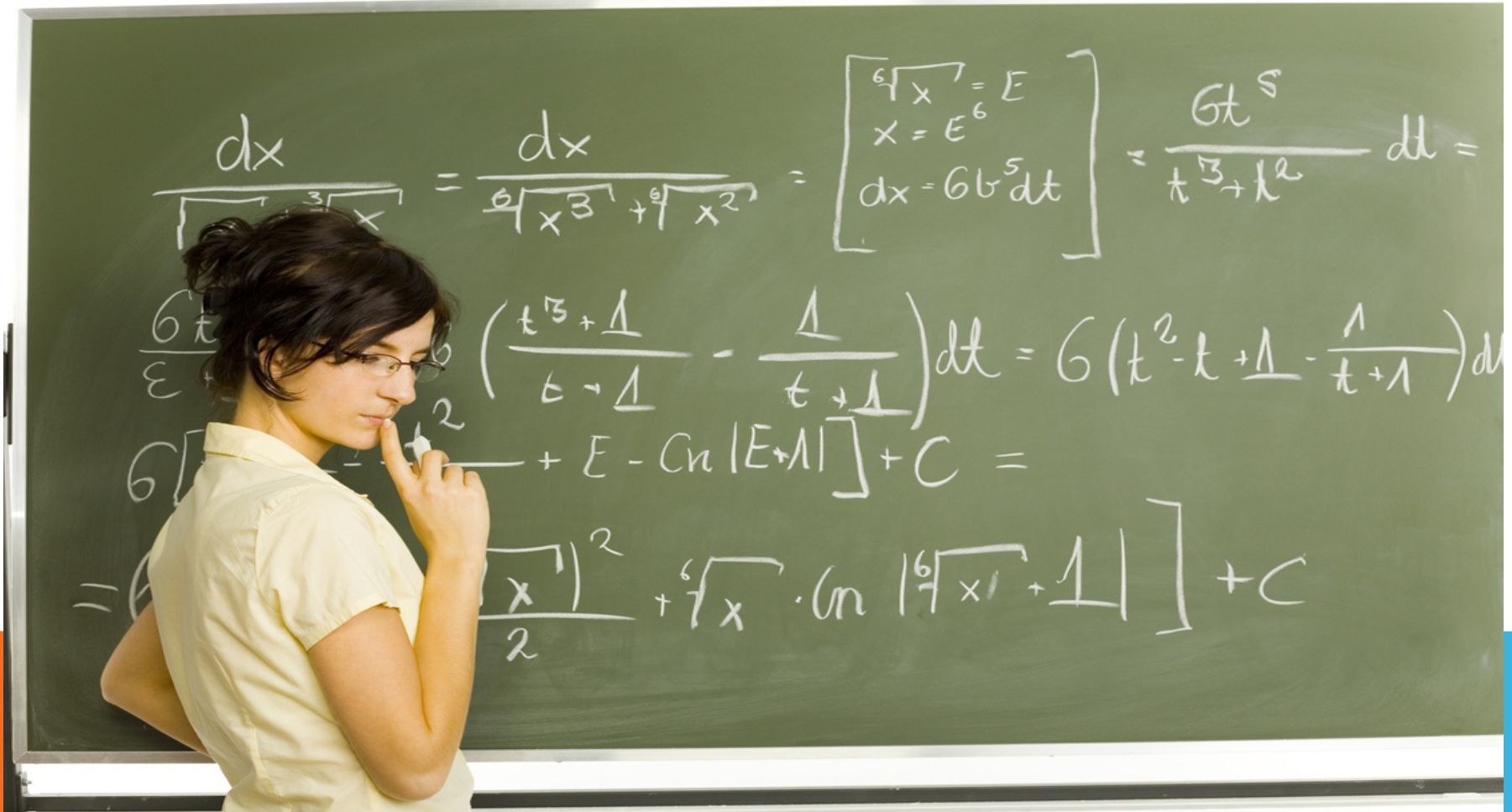
**CHALKBOARD ARE BECOMING DINOSAURS – IF CHALK WAS USED TO MAKE PREHISTORIC DRAWINGS AND WE HAVE WAY SURPASSED PRIMITIVE EDUCATION**





# STUDENTS DAYDREAMING AT THE BOARD

WHAT'S REALLY ON THEIR MIND? ARE WE LOSING THEM WITH OUR ARCADIC STYLE OF TEACHING. HOW CAN WE RAMP IT UP?



# **EVEN PARENTS HAVING A HARD TIME AT HOME MOTIVATING KIDS TO FOCUS AND STAY ON TASK**



**GETTING A STUDENT TO OPEN A BOOK, LET ALONE  
READ IT. REALLY !!! REALLY !!! HARD...**



**OLD TEACHING STYLES ARE JUST BECOMING  
ROUTINE AND OUTDATED. DON'T GET MAD...ITS TIME  
TO TURN THE TABLES**





# TECHNOLOGY IN EDUCATION

In preparing to enter the next century, educators of adults face new challenge of serving student population & a society that is increasingly diverse. Moving into the next century the student population is expected to be the fastest growing segment of higher education and technology; with older students constituting the majority. Educators will have to step up in order to create a student friendly technological environment.



# WE'VE BECOME COMPUTERIZED

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COMPUTERIZED



SO IT TIME TO  
STRATEGIZE



# POSSIBILITIES

Ten years ago only those with special skills were able to design computer or web-based instruction. Today, almost any subject matter expert can find an authoring tools that suits their skill level.

Effective instruction starts with sound instructional design principles.

Principles should be the foundation of any type of online instruction.

Allow me to introduce a up in coming popular learning management system better known as SoftChalk.

<http://www.youtube.com/watch?v=22lXdenOoy4>

We'll give you actual demonstrations, down a little further in this presentation.



# HISTORY OF SOFT CHALK

Founded in 2002 by Sue Polyson Evans, Robert Godwin-Jones and Peter Hunek, Soft chalk is a privately held company located in Richmond, Virginia, USA.

Evans and Jones have a history of innovation in educational technology.

In 1990, they worked on a project that resulted in the creation of Web course in a Box, later sold to E-education leader of Blackboard Inc.





# WAS THERE A NEED FOR SOFTCHALK ?

Evans and Jones recognized educators desired to create sophisticated, interactive content - but had time management problems when it came down to learning complicated authoring tools.

Softchalk is simple to use, yet powerful enough for educators to use to create interactive content.

And amazingly this lesson content is portable for use in virtually any learning management system on any web server.



# ADOPTION

SoftChalk is the leading provider of content authoring software for educators in K-12, colleges, universities and even medical programs.

SoftChalk educators can create professional, engaging, learning content quickly and easily, which enhances their teaching and improves the learning experience for students.

Many testimonials from educators has helped in moving forward with the adoption of this great innovation. Personal testimonies include praise such as “SoftChalk has definitely revolutionized the way that faculty teach.” Advertisement can definitely serve as a positive push toward adoption of the SoftChalk innovation.



# RELATIVE ADVANTAGE AND OBSERVATION

Relative advantage is the degree to which an innovation is perceived as better than the idea it supersedes. The SoftChalk innovation grew from the need that educators needed a new more invigorating way of enhancing innovative classrooms curriculum and preserving student interest. The SoftChalk innovation was definitely an advantage for educators in assisting them in creating interactive activities and lessons to enhance learning experiences.

Through observation, educators quickly saw the advantages of the Soft Chalk innovation in helping them to create lessons compatible with all learning managing software, such as blackboard, angel and other similar web based curriculum software.



# LESSON BUILDER DEMO - EDUCATOR

Online Lesson Demo for Instructor . . .

[SOFTCHALK HOW TO DEMO](#)





# SAMPLE LESSONS

LET'S TAKE A TRIP INTO A VARIETY OF 'SAMPLE' CREATED SOFTCHALK LESSONS

SCIENCE LESSON

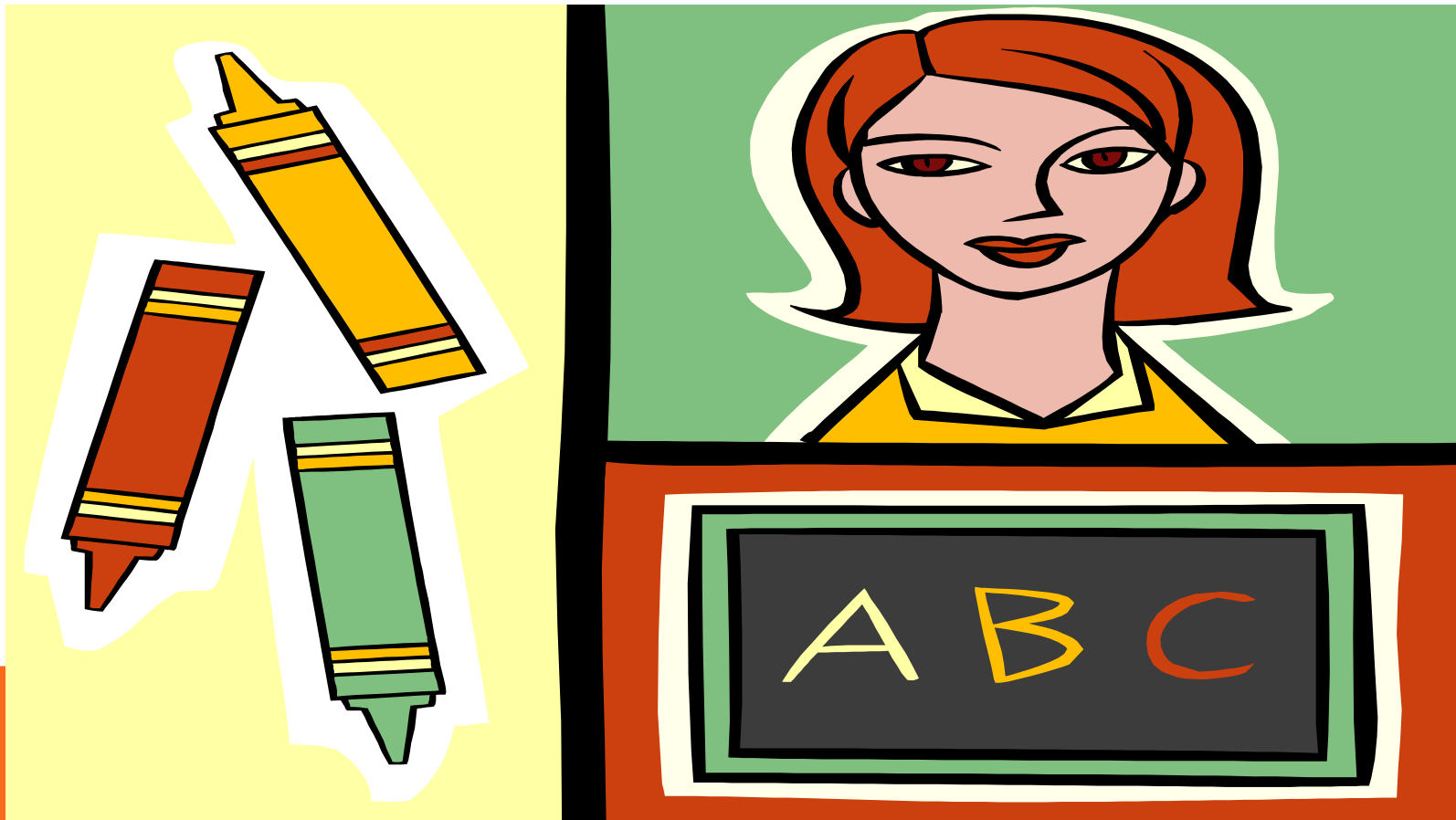
ENGLISH LESSON

HISTORY LESSON

MATH LESSON



**THE ABC'S OF NEW INNOVATION OF SOFTCHALK IS  
EMERGING – LOOKING FORWARD TO THE FUTURE**



# SOFT CHALK DEMONSTRATION

Oct 16, 2009. Teaching Educators How to Teach Online Using SoftChalk Lessons.  
<http://www.youtube.com/watch?v=YJiEdLBixII>.

June 15, 2010, SoftChalk: case studies. Retrieved from  
<http://softchalk.com/showcase/sample-lessons.htm>.

Rogers, Everett M. (2003). Diffusion of Innovations. New York, NY. Free Press.

SoftChalk Talk. (2011, November 4). Blendedschools.net is Empowering Schools to Teach and learn Online with Open Educational Resources. {blog post}. Retrieved from <http://softchalk.com/blog>.

SoftChalk Lesson Builder 5 Installation Guide. (2009). Softchalk: If it's not easy, it's not softchalk. Updated June 9, 2009.

