



TCI

Brings Learning Alive!

TCI Launches Ground-Breaking, Online Technology for Social Studies Teachers and Their Students

PALO ALTO, CA—September 21, 2009—TCI, a leading publisher of innovative K–12 social studies curriculum, recently launched TeachTCI and LearnTCI, online instructional technologies for teachers and students.

TeachTCI for teachers builds on the dynamic, student-centered strategies found in TCI's print materials. When teachers sign in to their TeachTCI account online, they have access to all the resources found in TCI's print materials, plus links to lesson-specific discussion groups that facilitate professional exchange, an assessment creator, and a Classroom Presenter tool that translates the printed lesson guide into a visual format that enables teachers to lead dynamic classroom activities.

"TeachTCI turns the countless hours I would usually spend on lesson planning and activity development into a one-stop, shopping-like experience for everything I need for class. The fact that it is online makes it easy for me access these resources from any computer and allows me to work as easily from home as from school," said Steve Innamarato, a social studies teacher at Central High School in Philadelphia.

LearnTCI is TCI's Student Edition text online plus innovative Reading Challenges, a text-to-audio accessibility feature, a main idea viewer, and a text highlighting tool. The Reading Challenges allow students to test their comprehension in an engaging, game-like setting, encouraging them to read more. Teachers have immediate access to students' scores so they know how much their students understand and which topics need reinforcement.

Making the content of both TeachTCI and LearnTCI web-based was a strategic decision by TCI. "We can insure that our content remains cutting-edge," said TCI's founder and CEO, Bert Bower. "With print publishing, we weren't able to make updates as often because of long printing cycles. Updating digital content is a snap. Another advantage is that teachers can

prepare and plan lessons from anywhere, and students can interact with their text at home, from the library, or anywhere they can get online.”

About TCI

TCI is a unique K–12 social studies publisher created by teachers, for teachers. For 20 years TCI has partnered with fellow educators to fundamentally change how social studies is taught. TCI’s K–12 programs are based on the TCI Approach—proven teaching strategies and practices that bring learning alive and achieve consistent, positive classroom results. TCI is headquartered in Palo Alto, California. For more information, please visit www.teachtci.com.

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