



LEARNINGHOUSE™

Heather Gough
Learning House, Inc.
333 Guthrie Street, Suite 200
Louisville, KY 40202
1-877-456-6705
www.learninghouse.com

FOR IMMEDIATE RELEASE

Baptist Colleges and Schools Promote Online Programs via New Web Site

Louisville, KY, March 30, 2006, –“I often get calls from individuals asking what schools have online programs,” said Tim Fields, Director of Communications at the Association of Southern Baptist Colleges and Schools (ASBCS). He used to have to spend a good deal of time finding an accurate answer; today, though, that information is right at his – and potential students’ – fingertips.

Mr. Fields now refers inquiries to www.baptistcollegesonline.com (BCO). ASBCS has been an important partner with Learning House, Inc. (www.learninghouse.com) in the development of the Web site. The Baptist organization has been a client of Learning House for years, and Learning House has long advertised the ASBCS schools for which they have created online programs. With www.baptistcollegesonline.com though, the company also lists ASBCS colleges offering online programs not developed by Learning House. The Web site, Mr. Fields said, will be immensely helpful to ASBCS in relating with not only prospective students, but also with the organization’s schools themselves. He referred to it as a good recruiting tool, saying “it will be accessed heavily.” There are 51 association schools with online programs, and several are listed on the new Web site.

“This has opened new doors for us that are important,” Mr. Fields said. “The demographics of our students are changing,” he added, as more explore the realm of online education. Many of the association’s member institutions are small to mid-sized schools, who now find themselves able to reach a far larger number of potential students through the Internet.

The benefits of more promotion for members’ online programs will be multi-faceted, Mr. Fields said, providing more learning opportunities for students and a wider base of students for the schools. “That’s the goal,” he said, “to continue to provide outstanding education with a Christian perspective.” “We are excited to partner with ASBCS on this Web site,” states Ian Minderman, Vice-President of Operations for Learning House, Inc. “Students have ever increasing choices for their online education needs. Baptist Colleges Online was built for those students who consider a faith-based college or university to be an important factor in their decision-making process. The advice and guidance provided by Mr. Fields has been invaluable in the development of the site.”

About Learning House, Inc.

Learning House, Inc. was founded in 1985 by Dr. Denzil Edge. It is a comprehensive eLearning company that develops customized eContent, as well as audio and video products; hosts and leases course management systems; leases or sells eContent; and provides 24/7 HelpDesk services, project management services, consultation and research services, editing services, staff training and marketing services for its clientele. Learning House, Inc. provides eLearning services to numerous institutions of higher education, professional organizations, government agencies and businesses.

Sources: Learning House, Inc. – www.learninghouse.com and www.baptistcollegesonline.com