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FOR IMMEDIATE RELEASE

CLU's Growth Brings Digital Library

Dr. Somnath Basu, Professor of Finance and the Director at California Lutheran University's California Institute of Finance (CIF) (http://ww2.clunet.edu/financial_planning/), excitedly marveled that the college's virtual campus has grown by "leaps and bounds" since its launch eight months ago. In that short time, he added, it's grown larger than the physical version. Such phenomenal expansion has recently been accompanied by an essential component of the physical university experience – a library (Click the "Library" tab near the top of the Institute's homepage).

"We want to provide our online students with the same resources as those enjoyed by our on-campus students," said Dr. Basu. "The hallmark of any university's quality is its research and scholarship; therefore the heart of the university must be its library," making its provision an absolute requirement for any academic institution. "I'm ecstatic about this addition."

California Institute of Finance Virtual Library launched in mid-September, is made up of five components: journals, e-books, magazines and newspapers, databases and software, and a public domain for reference. All components of the library have a financial planning focus and can be downloaded and read by faculty, staff and students for free. The digital shelves, Dr. Basu explained, are in their early stages of construction and are still being stocked; the library will be run day-to-day by CLU's physical library and will even feature a reference librarian available for assistance.

Students and faculty have been asked for feedback on the new concept. "Everyone's saying 'Wow!'" Dr. Basu said. He foresees other institutions involved with online learning following the digital library trend. "We expect others to look at us as a model to emulate, because this is the future."

About California Lutheran University

California Lutheran University is an intellectually rich community nestled in the idyllic Conejo Valley halfway between Santa Barbara and Los Angeles. With its intimate size and beautiful location, CLU provides the perfect setting for lively debate, a diverse curriculum and a learning environment that values the individual. California Lutheran University's MBA in financial planning has been accredited through the Western Association of Schools and Colleges (WASC). CLU's program in Financial Planning has been registered with Certified Financial Planner Board of Standards Inc (CFP Board).

About Learning House, Inc.

The 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 Help Desk services, project management services, consultation and research services, editing services, and staff training for its clientele. The Learning House, Inc. provides eLearning services to numerous institutions of higher education, professional organizations, government agencies, and businesses.

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