



Pennsylvania curriculum provider expands nationwide reach

A quarter million students benefitting from innovative learning tools

ROCHESTER, Dec. 7, 2020 – In the aftermath of what has been characterized as the most challenging back-to-school season in modern history, Pennsylvania-based curriculum and services provider Lincoln Learning Solutions announced its enrollment increased more than 1,300%.

“Not surprisingly, the pandemic has led to an unprecedented demand for our curriculum and services,” Bob Clements, CEO, said. “Since about the time most schools here and around the country closed back in mid-March, our website traffic and phone inquiries went through the roof.”

Vice President of Sales and Marketing, Dr. Rachel Book, said enrollments grew 1,378%, from about 17,985 students last school year to 265,789 this year. She said the partnership forged last spring with the Arkansas Department of Education alone accounts for blended and virtual learning opportunities for more than 160 schools and 150,000 students.

“The increases are exciting for our small team. It was all hands on deck as we took care of an extraordinary number of requests and performed more demos than we ever imagined,” she said.

In addition to enrolling and integrating 43 new partner districts from across the country, Lincoln Learning Solutions has responded to hundreds of inquiries, supported schools as they implemented the new curriculum, provided professional development and training sessions, attended parent nights, and worked with school administrators to find the best solution for their students.

Book said her team overhauled the LLS website to focus more specifically on client support, adding that the professional development team created, updated and uploaded support materials, individualized demonstrations, Q & A sessions, teacher tutorials, student experience videos, and self-service tools so clients can find the answers they’re looking for without having to wait.

“We knew last summer that when schools reopened, they were going to have a lot on their plates, including initiating recommendations from their state health departments,” Clements said, “so we were prepared to help them make an easy transition on the curriculum front. We’ve been doing this for 15 years, so we are confident in our menu of

products, support, service and expertise, as well as our flexibility to guide teachers in developing an educational experience they believe is high quality and best suited to their students.”

Clements said that even as the Lincoln Learning Solutions staff continued to deal with the anxiety of the virus, the challenges of working from home, and the many other complications brought on by COVID-19, they put it all aside to focus on making a smooth transition for administrators, teachers, parents and students – many who were apprehensive.

“Everyone worked together. The teamwork and camaraderie were awe-inspiring, he said. “There are no egos here, just an honest-to-goodness mindset to facilitate the online learning process for teachers, parents and students.”

Because flexibility is a Lincoln Learning Solutions hallmark, Clements said its staff has been able to help educators develop a blended-learning program that allows them to smoothly pivot back and forth between being on site and learning online, in addition to allowing teachers to tailor lessons to meet the individual needs of their students.

“It is our hope and thought that, when schools realize that we offer a way for students to learn through snow days, sick days and vacation days and when they see it maximize the talents of their educators, they’ll begin to understand more fully the benefits of providing a variety of educational options for their students,” Clements said.

While Lincoln Learning Solutions may not maintain pandemic-level increases, Clements said the trend for all schools to offer virtual, blended, and traditional on-site instruction will continue to grow.