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USDLA Launches National Distance Learning Week to Increase the Awareness of Distance Learning

United States Distance Learning Association announces new members to serve on the 2007 National Distance Learning Week committee.

Philadelphia, PA September 19, 2007 – The United States Distance Learning Association (USDLA) will hold the 2007 National Distance Learning Week (NDLW), November 12 -16, 2007. NDLW is an initiative that will generate broader awareness and appreciation for distance learning within the areas of pre-k-12 education, higher and continuing education, home schooling, as well as business, corporate, military, government, and telehealth markets. Since 1987, USDLA has been the world's premier distance learning association.

“[Distance] learning programs are invaluable because they provide a segment of our population with critical literacy and job-related skills as well as the means to take their careers to the next level,” said Senator Edward M. Kennedy (D-MA), Chairman of the Senate Health, Education, Labor and Pensions committee. “It is important that people have a greater awareness and appreciation for distance learning.”

The appointed 15 member USDLA national committee for NDLW is made up of representatives from various constituencies, including university and K-12 educators, corporations, military and government representatives, home schooling administrators, and media professionals. These members were chosen for their dedicated work in their professions and the field of distance learning. The committee members will work to promote the awareness of distance learning within their organizations and communities.

Dr. Kenneth E. Hartman, Academic Director for Drexel University Online will serve as the national committee chairman. “I am honored to take on such an important project. Our goal is to educate the public on the exciting and ground breaking events occurring each day in distance learning”, says Dr. Hartman. “Millions of students and workers go online each day to learn new concepts and we want to share their stories and advice.”

USDLA defines distance learning as the acquisition of knowledge and skills through mediated information and instruction, encompassing all technologies and other forms of learning at a distance. This week-long event will also be publicized in “*Distance Learning Today*,” a USDLA sponsored quarterly supplement in *USA TODAY*. *Distance*

Learning Today (DLT) appears in *USA TODAY's* top-tier markets for distance learning - major commuter hubs, convention centers and hotels. Timed to hit the newsstands Friday, November 9, before National Distance Learning Week, DLT will be read by 2 million people. In addition, the section will be featured on the USDLA website (www.usdla.org), which averages 2.6 million hits per month.

“It is with enthusiasm and excitement that USDLA launches National Distance Learning Week, November 12 – 16. The Association invites you to join us at www.ndlw.org for webinars and information on all aspects of the distance learning industry,” commented Dr. John G. Flores, CEO of the USDLA (www.usdla.org).

The world of learning is changing. Distance learning is a multi-billion dollar enterprise and the fastest growing segment of the education market. Commercial and government markets around the world recognize how distance learning, education and training makes a strategic contribution to achieving organizational performance objectives, leveraging talent and resources, and implementing and preserving institutional knowledge. “Employers increasingly cite distance learning as a key to increased employee satisfaction and retention and expect the role of distance learning to increase in their organizations within the next two or three years” says Dr. Hartman.

For more information regarding NDLW, contact Dr. Kenneth Hartman, national committee chair, at 1.215.895.0501 or visit www.ndlw.org

For more information on advertising opportunities in the November 9 Issue of *Distance Learning Today* – Close is September 25, contact Marilyn Maccio at 1.800.915.6877 or sosmaccio@optonline.net.

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About USDLA:

The United States Distance Learning Association is a non-profit organization formed in 1987 and is located in Boston, Massachusetts. USDLA promotes the development and application of distance learning for education and training and serves the needs of the distance learning community by providing advocacy, information, networking and opportunity. Distance education and training constituencies served include pre-k-12 education, higher and continuing education, home schooling, as well as business, corporate, military, government, and telehealth markets. The USDLA trademarked logo is the recognized worldwide symbol of dedicated professionals committed to the distance learning industry. For more information, visit www.usdla.org or call 1.800.275.5162.