

PRESS KIT



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INTRODUCTION

Hello from GCFLearnFree.org!

Created in 1999, GCFLearnFree.org creates and provides quality and innovative online learning opportunities to anyone wishing to improve upon their skills in technology, literacy, and math. The entire concept behind what we do is to educate our learners and empower them to have the skills necessary to be successful in both work and life. And it's all completely free.

To further explain what we do, we've put together a press kit that includes some important pieces of information. We have some fast facts and frequently asked questions about our organization, as well as a brief timeline of our history in downtown Raleigh. There also are some recent press releases and learner testimonials we couldn't help but share.

Take a look through this information to get a sense of the kind of work we do, the types of classes we offer, and the kind of people we are. Then see what GCFLearnFree.org can do for you!

Sincerely,



Matt Robinson

Director of Distance Learning

A program of Goodwill Industries of Eastern NC Inc.® (GIENC®), all GCFLearnFree.org® educational content is designed and produced in the GCF Global Learning® building in downtown Raleigh, N.C.



ABOUT US

For the past decade, the GCFLearnFree.org program has helped millions around the world learn the essential skills they need to live and work in the 21st century. From Microsoft Office and email to reading, math, and more, GCFLearnFree.org offers more than 125 tutorials, including more than 1,100 lessons, videos, and interactives—completely free.

IF YOU'RE WILLING TO LEARN, WE'RE READY TO TEACH.

View one tutorial. Complete an entire class. We believe there's freedom in the ability to learn what you want, when you want, regardless of income or circumstances. We offer more than 125 tutorials on the subjects you need to continue your education—or get it started.

LEARN ANYWHERE, ANYTIME.

Our classroom is open 24 hours a day and serves people from around the world. Join the more than 18 million people who have come to the site to learn the essential skills they need to live and work in the 21st century. All you need is an Internet connection.

ALWAYS HERE. ALWAYS GROWING.

Online education isn't new. We've been here for more than 10 years, and today we offer more tutorials than ever. When you take a class with us, you know it's up to date—and that it will be available later when you need to review it.

WHO USES US?

People from every country and walk of life visit our site, from seniors learning computer basics to seasoned professionals brushing up on Microsoft Office to unemployed individuals gaining career skills to students practicing math. Organizations such as the Peace Corps and UNESCO use us too, as well as K-12 schools, homeschool groups, colleges, libraries, prisons, churches, community centers, employment centers, hospitals, businesses, government agencies, and nonprofits with a variety of missions and populations.



WHAT WE OFFER

CONTENT

- 125 topics
- 1,138 lessons
- 5,243 pages
- 452 videos
- 49 interactives and games
- 12 instructor-led online classes

TUTORIAL TOPICS

- Computers
- Email Basics
- Internet Basics
- Mac OS
- Online Safety
- Windows
- Devices
- Digital Skills
- Photos & Graphics
- Social Media
- Using the Cloud
- Microsoft Office
- Everyday Life
- Math
- Reading
- Career Planning
- Job Search
- Money
- Workplace Skills

MOBILE APPLICATIONS

- 7 iOS apps (includes iBook, iPhone, & iPad)
- 10 Android apps
- 5 Kindle Fire Apps

PEOPLE SERVED

- 18,559,831 million people since 1992
- 85,218 CEUs awarded since 2002

FAQs

HOW CAN ALL OF THIS EDUCATIONAL CONTENT BE FREE?

When you donate gently used items to Goodwill, you are supporting programs that provide education, employment, and life-enrichment opportunities for people in your community. Funds raised through GCF Donation Centers & Stores® make GCFLearnFree.org possible, not only for the residents of eastern North Carolina but also for people all around the world.

WHERE IS GCFLEARNFREE.ORG?

Although we serve people in every country around the world, we're based in downtown Raleigh, North Carolina.

WHY DON'T YOU OFFER CLASSES AT YOUR PHYSICAL LOCATION?

We served more than 10,000 people from 1992 to 2006 at the GCF Global Learning® building. We discovered that other organizations were using our tutorials and lessons in developing curriculum for the people they served. To better assist these organizations and their learners, we decided to focus on creating educational content that would be more easily accessible online.

HOW DO YOU CHOOSE WHAT TOPICS YOU COVER?

The topics and lessons we create are based on feedback from our learners. If there are a significant number of requests for a certain subject, we make every effort to create tutorials and lessons for it.

WHY DON'T YOU OFFER MORE ADVANCED TUTORIALS?

We do all we can to keep up with the pace of technology and make sure to offer the latest, most up-to-date information. However, we have a small staff, and we're simply limited in the amount of content we can create. Additionally, by only covering beginner and intermediate levels, we feel we are able to reach and serve more people.

WHY DO YOU ONLY OFFER CERTIFICATES OF COMPLETION IN YOUR INSTRUCTOR-LED CLASSES?

Our instructor-supported online classes are accredited by the International Association for Continuing Education and Training (IACET). It is through the rigorous requirements of this accrediting organization that we are able to offer continuing education units (CEUs) through our Microsoft Office classes.



LEARNER TESTIMONIALS

“Easy-to-follow tutorials ... very professionally made.”

“I will definitely put this skill into practice at work.”

“I took classes, and it helped me build my confidence and resume.”

“You guys are the bomb. I actually got a job because of your site.”

“Anything I don't know how to do, I go to the site for a refresher.”

“I am a different person today because of GCFLearnFree.org.”

“These classes are well-organized and very easy to follow.”

“Passing these courses has given me the confidence to apply to jobs I wouldn't have before.”

“This is exactly what I needed to help boost my confidence.”

“I have even had teachers ask me about these classes because they need to brush up on some skills.”

“Fantastic. Better than a college diploma.”

“Your lessons have been the most methodical and well-presented resource I have found.”

“The way the concepts are presented the video exceed anything else available online.”

“Many of my students learned so much from your courses.”

“As an educator, I think this is the most fantastic resource a person can use for learning anything.”

“I can't wait to shout about GCFLearnFree.org from the mountaintops!”

“You have given me hope of increasing my employment opportunities”

“Thanks so much for sharing your skills so others can improve theirs”

“Thanks for helping us nondigital natives hang with the crowd”

“You guys rock! I mean, out-of-this-world rock!”

“Please keep adding to this site. I'm an educator and use it every day”

“I love that you can take your time. There's no rush. I love that!”

“Your website is one of the best instructional resources I've ever seen!”

A BRIEF HISTORY

- 1982:** GIENC opened free training program in Raleigh
- 1989:** Began offering DOS-based computer training
- 1992-1994:** Developed vocational rehabilitation-funded computer training programs throughout the Triangle and in Fayetteville; shifted from DOS-based to Windows-based training
- 1995:** Developed long-range plan and goals for online training
- 1998:** Launched TALENT, a keyboarding and computer skills training program; began development of online curriculum
- 1999:** Introduced Goodwill character to help demonstrate learning concepts; implemented new website design
- 2000:** Published first tutorial renditions; formally introduced computer training curriculum as GCF Global Learning®; began renovations at Hargett Street learning center
- 2001:** Introduced online membership and Spanish component of online curriculum
- 2002:** Redesigned website; received IACET accreditation for online classes to begin awarding CEUs for successful completion
- 2003:** Opened GCF Global Learning Center in Bogota, Colombia
- 2004:** Opened GCF Global Learning Center in Kitwe, Zambia; redesigned website
- 2007:** Began adding videos to lessons; changed name from GCF Global Learning® to GCFLearnFree.org®
- 2008:** Added blogs for English and Spanish sites; launched Everyday Life lessons and activities
- 2009:** Launched new online class system; introduced social media campaigns
- 2010:** Introduced Reading program; received IACET's Exemplar Award for External Training
- 2011:** Launched mobile apps and the mobile site
- 2012:** Launched first interactive game, Good at Math; published popular mouse tutorial; debuted ESL program
- 2013:** Added popular typing tutorial and initial grammar content; introduced GCF Labs
- 2014:** Redesigned website, introduced Excel Formulas tutorial



WHO WE ARE



MATT ROBINSON

DIRECTOR OF DISTANCE LEARNING

In his role as director of distance learning, Matt Robinson oversees the entire GCFLearnFree.org program. In his decade-plus tenure at GCF, he has worn a number of hats, from curriculum writer to instructional designer to flash and web developer. Prior to joining GCF, Robinson taught in the School of Design and College of Architecture at N.C. State University in Raleigh. He earned an art history degree from Penn State University and a master of arts degree in architectural history from the University of Virginia.



JESSICA MEADOWS

CURRICULUM COORDINATOR

As curriculum coordinator for GCFLearnFree.org, Jessica Meadows manages the overall production of all learning and multimedia content and oversees all marketing and public relations efforts. She holds an undergraduate degree in art history from Hollins University in Virginia, a graduate degree in education from Campbell University in North Carolina, and a certificate in nonprofit administration from Duke University, and has held jobs in the classroom, the newsroom, and the world of nonprofits.



SHANE KELLER

TECHNOLOGY COORDINATOR

As technology coordinator for GCFLearnFree.org, Shane Keller oversees the programming, design, 3D, and mobile teams. With more than 10 years of experience as a designer and senior producer serving the videogame industry, he has gained extensive expertise in game design, UI, brand management, and team leadership. After attending Hartford Art School and the School of Visual Arts in his native New York City, Keller worked for and with such companies as Disney, Pixar, and Microsoft before joining the nonprofit.

HOW TO REACH US

CONTACT INFORMATION



321 W. Hargett St., Raleigh, N.C. 27601



www.GCFLearnFree.org

SOCIAL CHANNELS



facebook.com/GCFLearnFree.org



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