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GCFLearnFree.org Celebrates Several Milestones Reached in 2011

(Raleigh, NC) – After a successful 2010 which saw incredible growth in number of learners served and the launch of several new topics, GCFLearnFree.org has once again enjoyed an exceptional year in 2011.

Educational Content

GCFLearnFree.org now offers over 90 different topics that include over 1,000 lessons, video, and interactives. In 2011 alone, 20 topics were launched that are comprised of 145 lessons, 85 screencasts, 13 videos, 64 interactives and 7 infographics. This is an increase over 2010, which saw 11 topics launched with 106 lessons, 77 screencasts, and 56 interactives.

Technology topics are some of the most popular on the site and in 2011, visitors to the GCFLearnFree.org were introduced to a number of new topics in this subject area. In February 2011, Microsoft Office 2010 tutorials and online classes were made available and immediately became one of the most popular topics on the website. Topics in Social Media, Google Applications, Apple Products, and Email Basics are a few other popular subjects introduced throughout 2011.

After introducing a Reading program aimed toward adult, low-literacy learners in April 2010, the program enjoyed a significant milestone in 2011 by launching educational content for 1,000 of the most commonly used words in the English language. The Math Basics course, also geared toward adult learners, was updated with new videos and instructional content in 2011.

Mobile Applications

Beginning in February 2011, GCFLearnFree.org launched the first of its mobile apps. By August of 2011, 12 mobile applications had been launched for iPhone, iPad, and Android with over 100,000 downloads worldwide.

Starting with a Vocabulary Dictionary Mobile app for iPhone, GCFLearnFree.org quickly added Tutorial Apps for Word 2010, Excel 2010, and PowerPoint 2010, all available for iPhone, iPad, and Android. The Access 2010 Tutorial App is also available on iPhone

and iPad.

By the end of 2011, the GCFLearnFree.org mobile app family had been downloaded over 300,000 times. The most popular mobile application is the Word 2010 Tutorial App for iPhone with over 100,000 downloads alone. While the iOS apps have outperformed the Android apps in total downloads, all 12 applications have earned high ratings and positive feedback.

To download GCF Mobile Apps, visit the Mobile Apps page at GCFLearnFree.org:
<http://www.GCFLearnFree.org/mobileapps>

In 2012, updated versions of current mobile apps will be introduced, as well as original content created specifically for mobile application platforms.

Learners Served

In 2011, GCFLearnFree.org had 3.5 millions visitors to its website with daily traffic being as high as 30,000 visitors in September. Of these 3.5 million visitors, 2 million were considered “Learners Served,” which are defined as visitors who have been served through interaction with educational content on the site, whether it be a written lesson, video, instructional graphic, or interactive. This is an increase over 2010 with 2 million visitors and 643,000 learners served.

An increase in visitorship to the GCFLearnFree.org blog and various other social media sites around the Web was also seen in 2011. Visitors to GCFLearnFree.org social media sites such as Facebook, Twitter, and YouTube more than doubled (in some cases tripled) over visitors to the same sites in 2010.

To learn more about GCFLearnFree.org, please visit
<http://www.GCFLearnFree.org>.

GCFLearnFree.org

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GCFLearnFree.org is a program of Goodwill Industries of Eastern NC, Inc. All GCFLearnFree.org educational content is designed and produced in the GCF Global Learning® building in Downtown Raleigh, NC.

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