



Truenorthlogic Integrates Live Coaching from MyLivePD™ Online Coaching Service to Increase Educator Effectiveness

NEW YORK, November 14, 2012 – Truenorthlogic, the leading provider of comprehensive human capital management systems for K-12 education agencies selected MyLivePD™ Online Coaching Service from Tutor.com, the highest-rated live tutoring and coaching services company, to integrate with their Coaching and Mentoring system. The addition of live connections to experienced instructional coaches will enhance Truenorthlogic's ability to help schools support and retain highly effective educators.

MyLivePD launched last year and was implemented in several school districts as part of a pilot program funded by the Bill & Melinda Gates Foundation. The service is the first professional development support tool that connects teachers to experienced instructional math coaches online for live help with the transition to the Common Core, planning, pedagogy, classroom management and more.. MyLivePD offers teachers timely, relevant, and practical support that is used to impact student achievement. Eighty-five% of teachers report they use knowledge from their MyLivePD sessions within one week in their classrooms.

Truenorthlogic provides powerful tools for setting up, managing and monitoring educator mentoring programs and relationships. Coaching and mentoring programs are streamlined with the ability to record and track mentor/mentee hours, allowing more time on communications and less time on paperwork. Mentors have easy access to suggesting learning activities, such as MyLivePD, through a single sign-on. With MyLivePD educators will have the choice to connect to a live coach for a support session during or after school. School leaders have visibility of the topics and standards mentors and educators are discussing, along with data on educators' goals aligned to professional development, which assists in program improvement and development.

"Live, online coaching is becoming an important part of overall professional development for educators and school leaders," said George Cigale, founder and CEO of Tutor.com. "We are excited to work with leaders in the professional development field such as Truenorthlogic to impact teacher effectiveness and student achievement."

"Online tools for creating, managing and monitoring educator mentoring programs provides transparency into improving educators. We are pleased to expand our coaching and mentoring offering by integrating with MyLivePD," said Jeanette Haren, President and CEO of Truenorthlogic.

About MyLivePD Online Coaching Service and Tutor.com

Tutor.com is the world's largest and highest-rated online learning service. The Tutor.com community of over 2,000 professional experts have delivered more than 8 million one-to-one tutoring and career sessions in a proprietary online classroom optimized for learning, since 2001. MyLivePD Online Coaching Service is being used by Hillsborough County School District and Baltimore County School District as part of a pilot program. Tutor.com is the preferred online coaching and tutoring company for the NEA



Academy and the company's coaching platform is used by Learning Forward. For more information, please go to www.tutor.com/schools.

About Truenorthlogic

Truenorthlogic is the leading provider of comprehensive talent management solutions to K-12 education agencies working to improve student achievement by increasing educator effectiveness. Our award-winning solutions help State and local education agencies build, support and retain a highly effective teaching force; allow for data driven human capital management practices; and generate efficiency gains and cost savings. With over one million licensed users, including the four largest school districts in the country, Truenorthlogic has a proven track record helping organizations achieve educational workforce excellence. For more information, visit www.truenorthlogic.com.