



*i*NACOL

International Association for K-12 Online Learning

A Guide to Programs,
Services and Membership



*i*NACOL is an international association for K-12 online learning. Formerly the North American Council for Online Learning (NACOL), *i*NACOL works to increase access to high-quality education and represents the interests of educational stakeholders, providers and students worldwide (www.inacol.org).

*i*NACOL's mission is to ensure all students have access to a world-class education and quality online learning opportunities that prepare them for a lifetime of success.

*i*NACOL is the host of the Virtual School Symposium (VSS), (www.virtualschoolsymposium.org), which brings together representatives from national, state, district, private and other virtual school programs to attend the industry's leading event in K-12 online learning. The VSS conference provides important analysis, interactive sessions and thought-provoking workshops for leaders looking to help shape the future of education.

Online learning is a powerful innovation that expands education opportunities. *i*NACOL supports access to high-quality online learning for all students.

iNACOL Programs and Services

iNACOL has more than 2000 members in the United States and worldwide representing online education providers, education leaders and policy makers, school districts, educators, practitioners, technology experts and researchers. iNACOL, in addition to operating the Virtual School Symposium conference annually, provides research, quality standards and advocacy for high quality K-12 online learning.

Webinars

iNACOL's highly interactive monthly Webinar series provide valuable professional development opportunities for online leaders and practitioners. Experts share their knowledge on a variety of topics, answer questions, and facilitate discussion during the webinars. These webinars are held on the second Wednesday of the month at 2:00pm ET. There are also occasionally Special Edition Webinars at various times of year. Members receive emails to notify them of these special opportunities.

Teacher Talk Webinars

iNACOL's monthly Teacher Talk Webinar series provides valuable professional development and time for online teachers to discuss a variety of topics specifically related to teaching online in order to support one another. These webinars are held on the third Thursday of each month at 6:00pm ET.



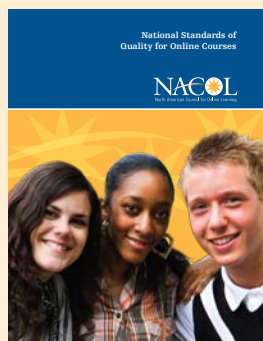
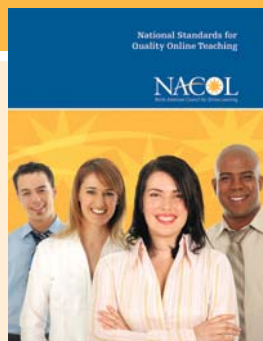
Virtual School Symposium (VSS)

The Virtual School Symposium (VSS) is the iNACOL annual conference focused solely on K-12 online learning and virtual schools. It draws over 1,000 attendees including the leading practitioners and policymakers with e-learning programs in the United States, Canada, Mexico and abroad. The 2009 VSS will be held in Austin, TX on Nov. 15 - 17, 2009. For more information, visit <http://www.virtualschoolsymposium.org>.

Online Course and Teaching Quality Standards

*i*NACOL released national quality standards for online courses in September 2007. The result of a recent research review of existing online course quality standards paved the way for *i*NACOL to endorse online course quality standards that we feel represent the highest level of course quality standards for our programs to strive towards.

Additionally, *i*NACOL published standards for quality online teaching following a similar research review. For more information, visit <http://www.inacol.org/nationalstandards>.



School and Students Needs Assessment Program (SNAP)

The School and Students Needs Assessment Program (SNAP) provides online schools leaders with the data on online courses and program needs for schools and students. States and districts use this data to make informed decisions about the courses and services that their online programs offer and for future planning. Not only does participation in SNAP assist with the prioritization of online offerings, it also has provided programs with information that they can use to gain political and financial support for their programs. School participation in the survey brings increased awareness about online learning options available. *i*NACOL has partnered for Needs Assessments in several states which include: Delaware, Florida, Georgia, Hawaii, Kentucky, Mississippi, New Mexico, South Carolina, and Tennessee. In addition to SNAP, *i*NACOL has received several requests to assist with other online school accountability issues such as online course reviews and customer evaluations. For information, visit <http://www.inacol.org/snap>.

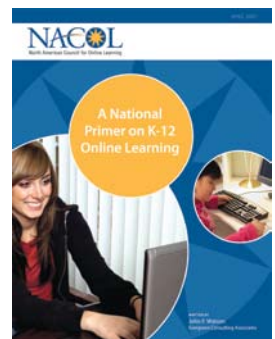
iNACOL Programs and Services

Online Course Review Program

The Course Review Program provides online schools and course providers with a full review of their online courses. Courses are reviewed to ensure alignment with *iNACOL*'s National Standards for Quality Online Courses and state academic standards specific to the state(s) in which the courses are offered. Schools and providers use this review to ensure they have created high quality online courses and to make informed decisions about how to improve courses that are not aligned with state and national standards. School and provider participation in the review program brings increased awareness about quality online courses available. *iNACOL* has partnered for Online Course Reviews in North Carolina and South Carolina.

National Primer on K-12 Online Learning

Online learning, cyber charter schools and virtual schools and online learning are increasing as a viable means of providing quality education to elementary and secondary school students. Much has been learned over the last 10 years about how to teach and provide quality online courses, and this has resulted in steadily increasing numbers of students enrolling in online education. While the success and growth of online learning is significant, we find that many leaders lack knowledge and understanding about online learning and its potential for students across the United States. We see this broad lack of understanding as a significant barrier to the broader acceptance and use of online learning. To address this issue, *iNACOL* published a national report: "National Primer on K-12 Online Learning" in the United States. The report includes an overview, definitions, key issues and recommendations. The report contributes to understanding the value of online learning students, including full-time and part-time programs, and what it is like to be an online student and online teacher.



International Survey

*i*NACOL collected data from over 15 countries across the world to learn more about policies, professional development, content development, online student and teacher profiles, challenges, and the current state of online learning in each country. A copy of the results and a matrix of the findings can be found on the *i*NACOL Resources website. Countries who did not participate in the first study are welcome to complete a survey to be added to the research.

Media Relations and Advocacy

*i*NACOL is the “Go To” organization with international, national and local media. *i*NACOL responds to media inquiries, provides a fact sheet for reporters and has citations in stories in the following publications: *New York Times*, *Los Angeles Times*, *Wall Street Journal*, *London Times*, *Washington Times*, *Houston Chronicle*, *Atlanta Journal Constitution*, *Christian Science Monitor* and many more, including industry publications such as *Education Week*, *District Administrator*, *Converge*, *eSchool News* and more.

*i*NACOL Website and Forums

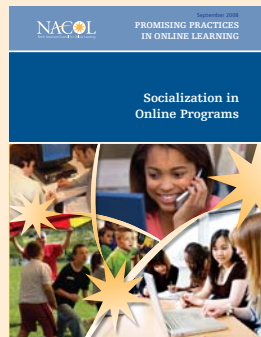
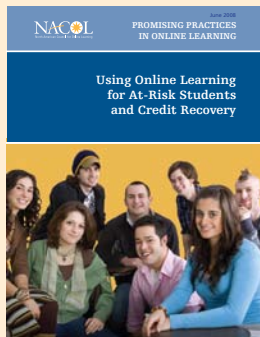
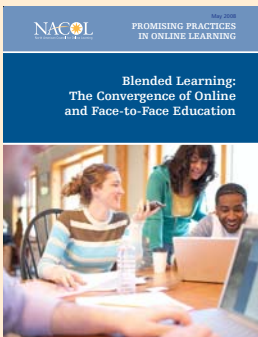
*i*NACOL’s website provides access to the latest resources, research and reports as well as news articles highlighting K-12 online learning. *i*NACOL continues to run the Forums section of the website to build community. In the online Forums, *i*NACOL members can discuss recent news related to online learning, post and search for jobs, look up conferences and grants, as well as discuss topics related to online learning, course development and professional development. For more information, visit <http://www.inacol.org/forum>.

iNACOL Programs and Services

Promising Practices in K-12 Online Learning

This series, *Promising Practices in K-12 Online Education*, explores some of the approaches being taken by practitioners and policymakers in response to key issues in online learning, in six papers being released by iNACOL throughout 2008. Because there are so many online programs of different types (full-time, supplemental, state-led, district-level, hybrid, etc.), there are also many different approaches to teaching, student support, professional development, etc. The most promising programs are building on the experience of online learning over the past five to ten years.

The title, *Promising Practices*, deliberately avoids the term “best practices.” There are too many approaches to online learning, too many innovative ways of teaching and learning in the 21st century, for one method to be labeled “best.” Instead, this series aims to discuss the issues and explore examples from the many online programs across the country, with a goal of illuminating some of the methods that are showing promise for being most successful in allowing online learning to address the many challenges facing education.



***i*NACOL Expertise as “Go To” on National Reports and Documents**

We are working to increase the visibility and recognition of *i*NACOL as the leading advocate of the promise of online teaching and learning to transform education in every region of the country and for all students. *i*NACOL is building a reputation as a repository of expertise and the latest research findings in areas of K-12 online learning. *i*NACOL was invited as the national expert to help develop, review and provide recommendations for several national publications including the Keeping Pace report, the APA Funding Virtual Schools report, and Education Sector’s Laboratories of Reform report.

Publications

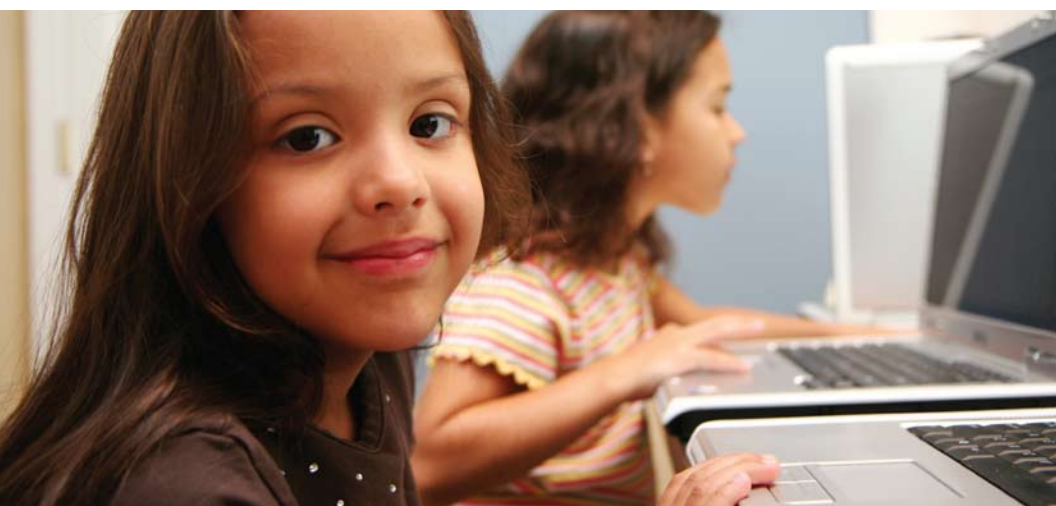
- Sorting Through Online Learning Options: A Guide for Parents, NACOL, July 2008
- Promising Practices in Online Learning: Using Online Learning for At-Risk Students and Credit Recovery, NACOL, July 2008
- Fast Facts About Online Learning, NACOL, June 2008
- Goals, Guidelines, and Standards for Student Scientific Investigations, NACOL, June 2008
- Promising Practices in Online Learning: Blended Learning: The Convergence of Online and Face-to-Face Education, NACOL, May 2008
- National Standards for Quality Online Teaching, NACOL, February 2008
- Virtual Schools and 21st Century Skills, NACOL and Partnership for 21st Century Skills, November 2007
- National Primer for K-12 Online Learning, NACOL, April 2007



iNACOL Publications

- Equity and Access in Online Classes and Virtual Schools, NACOL, November 2007
- Professional Development for Online Learning and Virtual Schooling, NACOL, November 2007
- Promising Practices in Online Learning: Socialization in Online Programs, NACOL, August 2008, and Keeping Pace with K-12 Online Learning: A Review of State Level Policy and Practice, John Watson, Evergreen Consulting, November 2008
- A Snapshot State of the Nation Study: K-12 Online Learning in Canada, Barbour, Michael and Robin Stewart, NACOL, October 2008
- Online Teacher Support Programs: Mentoring and Coaching Models, NACOL Research Committee, October 2008





***i*NACOL Program Committee**

The Program committee oversees the development and implementation of programs such as VSS, webinars, and other *i*NACOL sponsored events. The Program committee meets on the fourth Friday of the month at 10:30am PST / 1:30pm EST.

***i*NACOL Research Committee**

The Research committee works to advocate and improve K-12 e-learning by identifying the research needs and gaps and collaborating on and facilitating research projects that will disseminate important research findings to the K-12 online learning community. The Research committee meets on the first Wednesday of the month at 10:00am PST / 1:00pm EST.

***i*NACOL Advocacy and Issues Committee**

The Advocacy and Issues committee develops *i*NACOL advocacy and issues through work on policy positions and developing recommendations to address advocacy needs with external (including federal, state and local) policies. The Advocacy and Issues committee meets as needed, and not on a recurring schedule.

eLSIG (e-Learning Special Interest Group)

iNACOL members from online programs from across the state of California meet on a conference call to share updates of their programs, issues and discuss topics specifically related to online learning in California. The Membership committee meets on the second Tuesday of the month at 3:30pm PST / 6:30pm EST.

***iNACOL* State Committee in Georgia**

iNACOL members from online programs from across the state of Georgia meet online on a monthly basis to share updates of their program and discuss topics specifically related to schools in Georgia. The Georgia committee meets on the second Friday of the month at 9:30am EST.

***iNACOL* Midwestern Regional Committee**

iNACOL members from Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, and Wisconsin meet online on a monthly basis to share updates and issues they are facing in their state and within their programs. This committee meets on the first Friday of the month at 9:00am Central.

***iNACOL* Western Regional Committee**

iNACOL members from Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Washington, and Wyoming meet online on a monthly basis to share updates and issues they are facing in their state and within their programs. This committee meets on the third Friday of the month at 9:00am PST / 12:00pm EST.

As a member of *i*NACOL, you will join the largest, most inclusive non-profit association of online learning practitioners, advocates and providers.

Individual Membership

MEMBERSHIP FEE:

Individual Annual Fee:
\$125 (US\$/CAN\$)

BENEFITS:

- A voice in *i*NACOL networking and membership-wide initiatives
- Membership voting rights
- Subscription to *i*NACOL Newsletter
- Advanced notice and access to *i*NACOL-sponsored forums, events and conferences
- Exclusive *i*NACOL member discounts for products, services, events and conferences
- Access to members-only *i*NACOL Forums online

MEMBERSHIP GUIDELINES:

An Individual Member is employed by a for-profit company, a non-profit company, or is an administrator of a school or certified learning institution.

Educator Membership

MEMBERSHIP FEE:

Individual Annual Fee:
\$60 (US\$/CAN\$)

BENEFITS:

- A voice in *i*NACOL networking and membership-wide initiatives
- Membership voting rights
- Subscription to *i*NACOL Newsletter
- Advanced notice and access to *i*NACOL-sponsored forums, events and conferences
- Exclusive *i*NACOL member discounts for products, services, events and conferences
- Access to members-only *i*NACOL Forums online

MEMBERSHIP GUIDELINES:

An Educator Member must be employed by a school or certified learning institution, not a for-profit or a non-profit company. If you are employed by a company, please register for a Corporate Membership. There will be no exceptions.

To sign up for a
*i*NACOL membership
visit www.inacol.org

Membership Information

Associate Membership

MEMBERSHIP FEE:

Nonprofit Organization Annual Fee: \$500 (US\$/CAN\$)

BENEFITS:

- Up to 4 FREE corporate representative memberships in addition to the contact person
- A voice in *i*NACOL networking and membership-wide initiatives
- Advanced notice and access to *i*NACOL-sponsored forums, events and conferences
- Membership voting rights
- Subscription to *i*NACOL Newsletter
- Access to members-only *i*NACOL Forums online
- Exclusive *i*NACOL member discounts for products, services, events and conferences
- Name listing on a designated area of the *i*NACOL website

MEMBERSHIP GUIDELINES:

An Associate Member must be employed by a non-profit company. One exception to this applies to for-profit companies with 10 or fewer employees. These small companies may join *i*NACOL as Associate Members. No other exceptions will apply.

Institutional Membership

MEMBERSHIP FEE:

Institution Annual Fee: \$500 (US\$/CAN\$)

BENEFITS:

- Up to 4 FREE institutional representative memberships in addition to the contact person
- A voice in *i*NACOL networking and membership-wide initiatives
- Advanced notice and access to *i*NACOL-sponsored forums, events and conferences
- Membership voting rights
- Subscription to *i*NACOL Newsletter
- Access to members-only *i*NACOL Forums online
- Exclusive *i*NACOL member discounts for products, services, events and conferences
- Name listing on a designated area of the *i*NACOL website

MEMBERSHIP GUIDELINES:

Institutional Memberships are available to the following groups:

All School Districts

Private/Charter School Programs

County Offices of Education/Local Education Service Centers/BOCES

Colleges and Universities

State Dept. of Education/State Networks

Regional Networks/Regional Labs

Corporate Membership

MEMBERSHIP FEE:

Platinum: \$25,000 US

Gold: \$10,000 US

Silver: \$5,000 US

PLATINUM BENEFITS

- Platinum corporate membership includes access for up to 25 representatives with memberships and benefits
 - A contributing voice in all *iNACOL* networking and membership-wide initiatives
 - 50-word company update in the “Platinum Member Roundup” section of *iNACOL*’s quarterly newsletter, subject to . . .
 - Involvement, networking and participation in *iNACOL* projects with other members through a variety of initiatives (Research Committee, VSS Program Committee, Western Committee, etc.)
 - Advanced notice and access to research and development
 - Participation in market research initiatives, select *iNACOL*-sponsored international projects and activities
 - Access to members-only *iNACOL* Forums online: RFP announcements, job postings and more
 - Name /logo listing on a designated area of the *iNACOL* website with a link to your company’s homepage or a designated url of your choice
- First access to the latest updates and trends in online learning, updates on the latest research, information on publication releases, legislative reforms, proposal requests and more
 - Advanced notice and access to *iNACOL*-sponsored online forums, events and conferences
 - Subscription to *iNACOL* Newsletter
 - Membership voting rights
 - Exclusive *iNACOL* discounts, including reduced registration rates for Webinars and to attend and/or exhibit at the Virtual School Symposium (VSS)
 - Ability to be “in-the-know” in the online education field, keeping up-to-date on the latest research, publication releases, legislative reforms, and more

GOLD BENEFITS

- Gold corporate membership includes access for up to 10 representatives with memberships and benefits
- A contributing voice in all *iNACOL* networking and membership-wide initiatives
- 20-word company update in the “Platinum Member Roundup” section of *iNACOL*’s quarterly newsletter, subject to . . .
- Involvement, networking and participation in *iNACOL* projects with other members through a variety of initiatives (Research Committee, VSS Program

Membership Information

- Committee, Western Committee, etc.)
- Advanced notice and access to research and development
- Participation in market research initiatives, select *i*NACOL-sponsored international projects and activities
- Access to members-only *i*NACOL Forums online: RFP announcements, job postings and more
- Name /logo listing on a designated area of the *i*NACOL website with a link to your company's homepage or a designated url of your choice
- First access to the latest updates and trends in online learning, updates on the latest research, information on publication releases, legislative reforms, proposal requests and more
- Advanced notice and access to *i*NACOL-sponsored online forums, events and conferences
- Subscription to *i*NACOL Newsletter
- Membership voting rights
- *i*NACOL Member discounts, including reduced registration rates for Webinars and to attend and/or exhibit at the Virtual School Symposium (VSS)
- Ability to be "in-the-know" in the online education field, keeping up-to-date on the latest research, publication releases, legislative reforms, and more

SILVER BENEFITS

- Silver corporate membership includes access for up to 5 representatives with memberships and benefits
- A contributing voice in all *i*NACOL networking and membership-wide initiatives
- Involvement, networking and participation in *i*NACOL projects with other members through a variety of initiatives (Research Committee, VSS Program Committee, Western Committee, etc.)
- Access to members-only *i*NACOL Forums online: RFP announcements, job postings and more
- Name / logo listing on a designated area of the *i*NACOL website with a link to your company's homepage or a designated url of your choice
- Advanced notice and access to *i*NACOL-sponsored online forums, events and conferences
- Subscription to *i*NACOL Newsletter
- Membership voting rights
- Exclusive *i*NACOL discounts, including reduced registration rates for Webinars and to attend and/or exhibit at the Virtual School Symposium (VSS)
- Ability to be "in-the-know" in the online education field, keeping up-to-date on the latest research, publication releases, legislative reforms, and more



TOLL-FREE 888.95.NACOL (888.956.2265) DIRECT 703.752.6216 FAX 703.752.6201
EMAIL info@inacol.org WEB www.inacol.org
MAIL 1934 Old Gallows Road, Suite 350 Vienna, VA 22182-4040