For immediate release

EAST CAROLINA UNIVERSITY TO HOUSE EASTERN CHAPTER OF NORTH CAROLINA ADVANCED LEARNING TECHNOLOGIES ASSOCIATION

Greenville (October 28, 2009) – In response to its increasing capacity to support growth of North Carolina’s Advanced learning Technologies firms, East Carolina University (ECU) will be the base for the eastern chapter of the North Carolina Advanced Learning Technologies Association (NC ALTA). Serving as the eastern NC ALTA chapter propels ECU’s effort to become a leading edge institution in the development of technology-based education, health care, and training. This alliance will continually enhance the workforce, research, product development and economic development collaborations already underway between ECU and NC ALTA’s member firms.

Over 50 faculty, staff and students of ECU’s Creative Technologies/Cybernetics innovation group will form the core of the new chapter’s membership. The faculty represents ECU’s research capacities that contribute to the industry’s foundations: technology, education and instructional design, the arts and human factors. By joining this association, members gain the leverage of ECU and other leading universities, game companies and other corporations interested in fostering the creative advancement of learning.

NC ALTA is a nonprofit organization that provides a vital network and bridge between educators, legislators and technology developers regarding the use and creation of Advanced Learning Technologies. These technologies include innovative web-based learning and teaching/ training technologies, streaming multimedia technologies, reusable learning objects, virtual reality, learning simulations and serious games. NC ALTA focuses on advancing research and multidisciplinary collaboration on the innovative paradigms, architectures and implementations of learning systems for adaptive learning related to STEM education (science, technology, engineering, and mathematics), mobile learning, life-long-learning, just-in-time, and on-demand learning.

ECU’s Office of Engagement, Innovation and Economic Development (OEIED) recently hosted a Chancellor’s Industry Roundtable to advise Chancellor Steve Ballard and members of the administration about what the advanced learning technologies industry needs from ECU graduates. The roundtable generated several outcomes to be facilitated by the OEIED:

- An ALT Advisory group has been formed to offer guidance regarding preparation of students and supply projects and opportunities that lead to a stronger eastern NC workforce, attracting new industry, investment, and jobs to the region.
- ECU is creating an Innovation and New Ventures multi-disciplinary undergraduate certificate using ALT building blocks in education, engineering, design, art, medicine, and health and human performance.
- ECU’s new Innovation Design Lab, a technology-facilitated environment which supports multi-disciplinary teams in creating Advanced Learning Technologies, Advanced Health Care innovations, and solutions for the Military, will be the chapter’s innovation hub.

--more--
Add one/NC ALTA

“We are pleased that NC ALTA has chosen to locate its eastern chapter at ECU. The relationship signifies the organization’s confidence that ECU is an innovative educational, research and product development partner in the emerging field of advanced learning technologies,” said Dr. Ted Morris, associate vice chancellor of Engagement, Innovation and Economic Development.

Headquartered in the Triangle, NC ALTA’s mission is to provide long-term economic and societal benefits to North Carolina through fostering the statewide growth of research, development and education in the creation of Advanced Learning Technologies for workforce development. For more information about NC ALTA, please visit www.ncalta.org.

ECU’s Office of Engagement, Innovation and Economic Development actively aligns, supports and celebrates ECU faculty, staff and student engagement with industry, government and communities to address pressing regional needs. This engagement not only makes ECU a go-to partner in enhancing the region’s economic vitality and quality of life but also improves education, research and innovation, and scholarship across the campus. For more information about the Office of Engagement, Innovation and Economic Development, call (252) 737-1380 or visit http://www.ecu.edu/oeied.

###