



FOR IMMEDIATE RELEASE

MY eCOACH® PARTNERS WITH CALIFORNIA STATE UNIVERSITY,
HAYWARD EDUCATIONAL TECHNOLOGY PROGRAM

Oakland, CA-December 19, 2003-My eCoach® is pleased to announce a formal internship program partnership with the Educational Technology Graduate Program at California State University, Hayward (CSU-Hayward). The My eCoach® University Internship Program's mission is to provide professional experience for graduate students in the field of Education, Educational Technology, Instructional Technology, and Graphic Design.

Dr. Li-Ling Cheng, associate professor of Educational Technology at CSU-Hayward said, "the internship opportunity with My eCoach® brings our educational technology graduate students at CSU-Hayward into business settings for quarter-long experiences that include a range of responsibilities, from graphic creation, to Web design, and to project management."

The My eCoach® University Internship program was established two years ago as an informal partnership between My eCoach® and San Francisco State University's (SFSU) Instructional Technologies department. Peggy Lin, SFSU graduate student and My eCoach®'s first intern said, "I interned with My eCoach® for a year and a half while attending graduate school at SFSU. Through this internship, I was able to participate in the development of an online coaching system for teachers and see first-hand how the product was implemented in several districts and programs across the country."

"Our partnership benefits both sides where graduate students have a real opportunity to apply what they have learned and earn graduate school credit while helping our company grow," said Barbara Bray, President and CEO of My eCoach®.

About My eCoach®

My eCoach®, a division of Computer Strategies, LLC, provides an all-in-one support network learning community and program that allows schools, districts, and university education programs to facilitate the coaching and mentoring process and integrate technology seamlessly. Since 1991, Computer Strategies, LLC has delivered successful professional development and technology integration solutions to the educational community. My eCoach® was formed in 1999 to expand the company's coaching and mentoring division focused on personalized professional development for schools and universities. Computer Strategies, LLC is headquartered in Oakland, CA, with associate branches throughout the United States.

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