McGraw Hill Education

connect®2

Your course. Your voice.™

Get more control over course design, content
and the student experience.

> It is the supreme art of the teacher to awaken joy in creative expression and knowledge.
>
> —Albert Einstein

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TEACHING IS A UNIQUE EXPRESSION of information, inspiration and knowledge. This is the beauty of education...not just learning facts, theories and equations, but how you learn them, and who you learn them from.

Today, technology has given us the ability to provide educators with tools to teach more efficiently and effectively. But we ask a lot. We ask them to improve student outcomes while reducing course delivery costs, to meet the needs of not just the students, but the faculty, parents and administration.

We listened to educators describe the ongoing struggle with time and resources to build and maintain their course. That's why we created **Connect2**, a more efficient and comprehensive course solution that enables educators to keep what they have told us is most important...their unique voice. With **Connect2**, educators gain more control over course design, content and the classroom experience.

We believe educators are more important than ever, and we are doing everything we can to make their jobs easier and more rewarding. **Connect2** is our way of showing that.

Introducing **Connect2** by McGraw-Hill Education.

> We believe technology is here to enhance the educator's voice, not replace it.

Connect2 Targets Key Pain Points

We listened to educators from around the world describe how effective course design and implementation is key to achieving success. We also heard educators describe the many key challenges and pain points associated with current course design and management solutions. Flexible solutions that offer high levels of interoperability and customization are key to improving overall satisfaction.

CURRENT COURSE ELEMENTS

CONTENT

- Educators' content
- Publisher text
- Publisher technology assets
- Open Educational Resources

⚡ Pain Points

- Building, vetting, curating and maintaining course content is complex and time-consuming
- Building a course from multiple content sources makes it difficult to ensure course flow that follows best practice instructional design and alignment principles

TECHNOLOGY

- Publisher platforms offer courseware repositories, assessment, analytics and learning assets
- More than 75% of faculty use an LMS *

⚡ Pain Points

- Faculty struggle to integrate publisher courseware and technology that complements their own content and current pedagogical approach
- Courseware platforms offer limited content scope vs "Complete Course" definition
- LMS course shell is an incomplete solution—faculty typically required to source own content and build their own course design framework

DESIGN

- Fewer than 25% of educators use curriculum design services

⚡ Pain Points

- Faculty struggle with access and funding for instructional design support —3rd party services typically charge fees in excess of $10K per course
- Most instructors today build a course in collaboration with their department peers making it heavily debated and difficult to align stakeholders
- Increasing pressure for educators to design a course that improves student outcomes and hold or reduce costs for course delivery

Source - McGraw-Hill Education global instructor course behaviour research - 2016

Are you struggling with these course challenges?

CONTENT

Q Do you find it difficult to integrate multiple content sources that are aligned with instructional design principles?

Q Are you finding it difficult to achieve course design approval with your peers and administration?

Q Are you struggling with the time you spend building, curating and maintaining course assets?

TECHNOLOGY

Q Are you able to leverage learning analytics to pinpoint course elements that are working or not working?

Q Does your course personalize learning to ensure each student is mastering course content, engaged and motivated throughout the learning process?

Q If you are using technology, are you satisfied with the level of flexibility you have to incorporate your own content and instructional design preferences?

DESIGN

Q Are you getting the instructional design support you need to build, implement, and manage your course?

Q Are you meeting your course goals and capturing clear evidence for student mastery of course learning objectives?
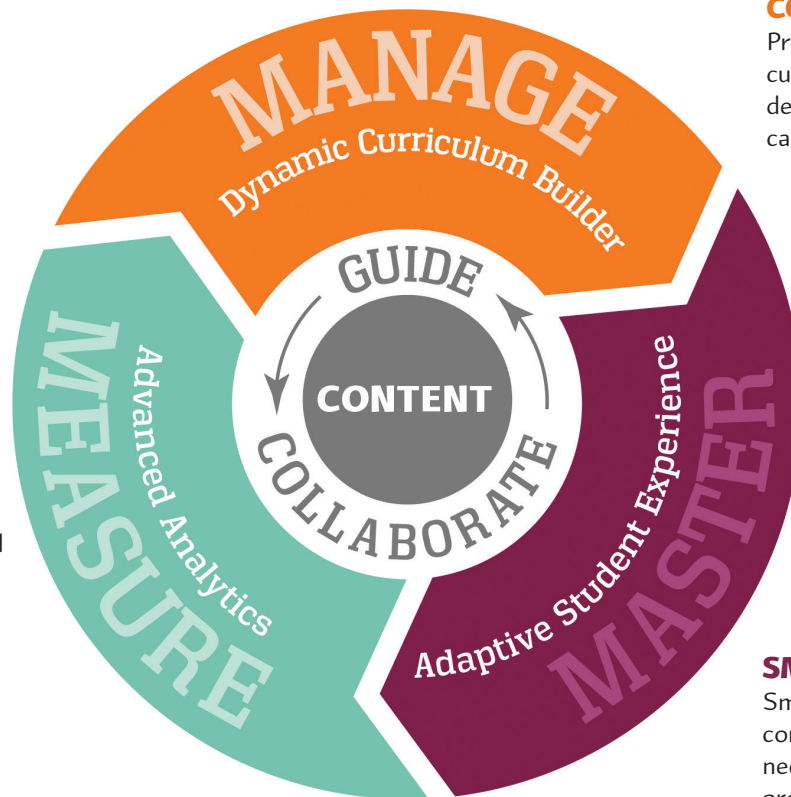
Q Are you seeing improvements in course delivery efficiency and student outcomes?

Discover how Connect2 can help.

Why Connect2?

COURSE DESIGN AND CONFIGURATION
Provides a unique blend of curriculum and instructional design with customization capabilities.

SMARTBOOK
SmartBook personalizes the content to a student's individual needs, and continually adapts to provide the most impactful study path.

ANALYTICS AND REPORTING
Comprehensive dashboard provides immediately actionable insights about student performance.

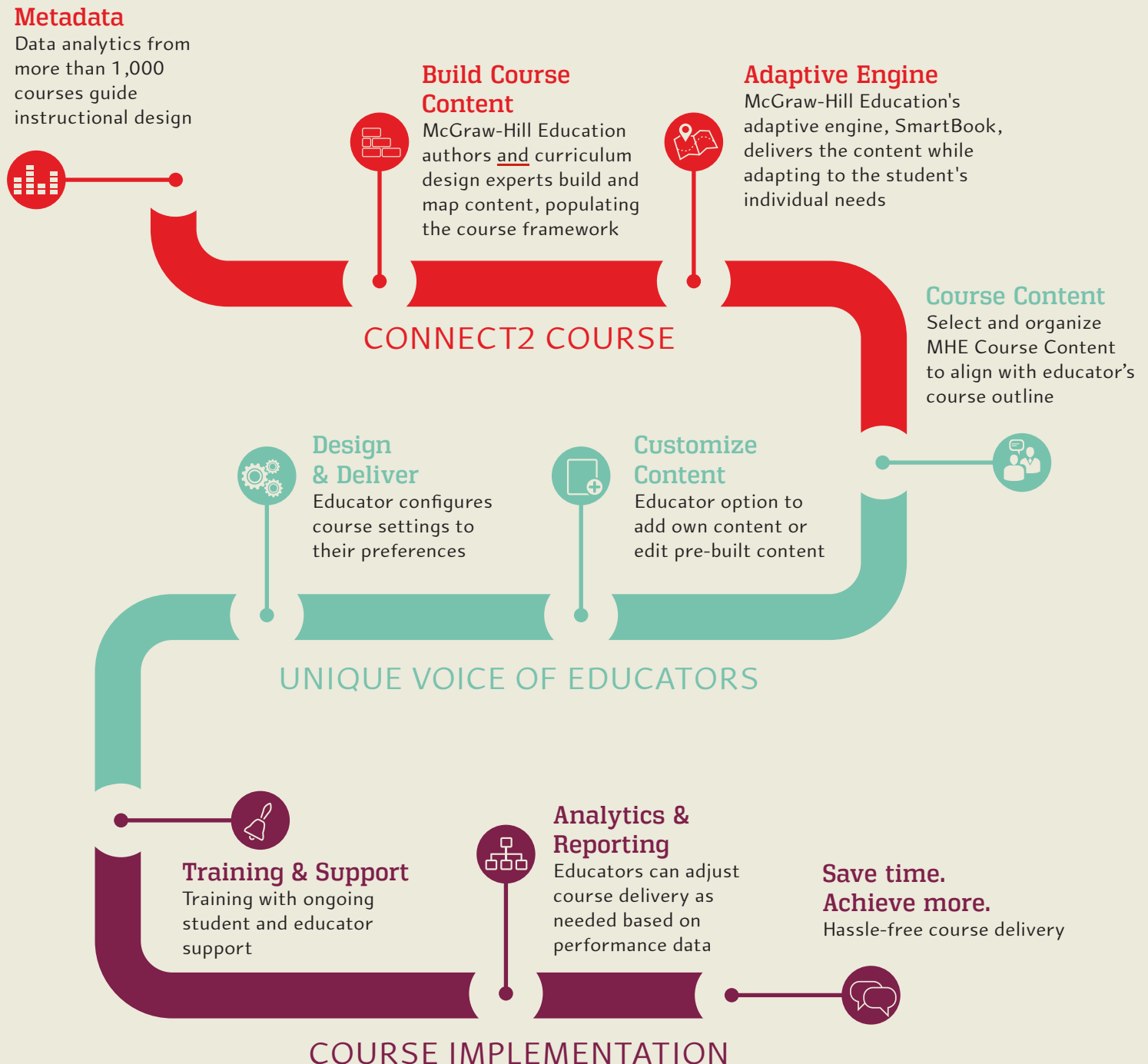## Connect2 is a collaborative teaching and learning environment

Our unique approach offers a complete course framework that educators can customize with their own content. Every course is developed by a curriculum design expert to ensure content is aligned with instructional strategies and learning objectives for optimal student learning. Connect2 includes a proven adaptive learning system that drives learning mastery with measurable results. Educators receive onboarding support and in-program guidelines for a smooth implementation. The benefit, educators save time and resources while improving student outcomes.
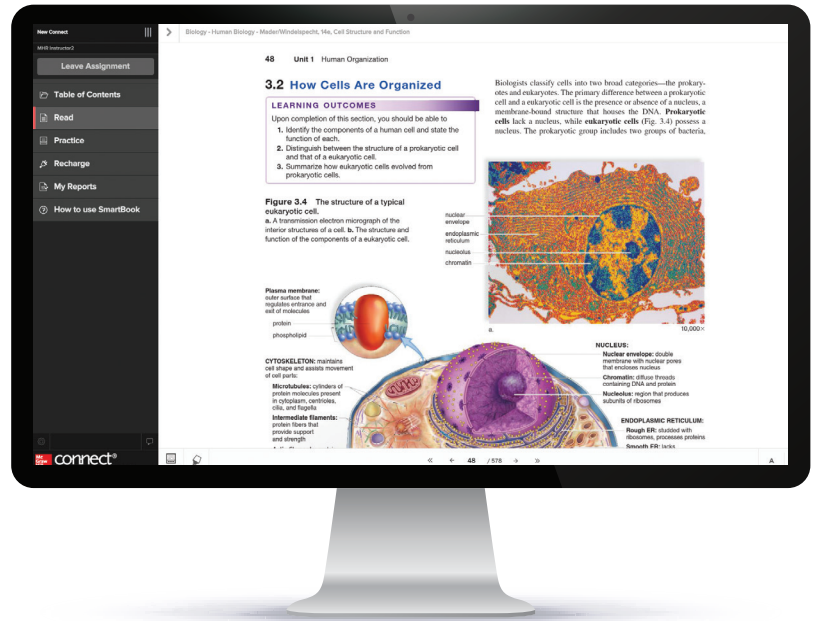
Complete Course Framework
You can easily customize

Every Connect2 course is informed by a deep understanding of curriculum design principles and data analytics from over a thousand adaptive products spanning hundreds of course areas. Our authors and instructional design teams apply the data to identify content elements that optimize learning with pinpoint precision. The result is a tested and proven complete course framework that educators can customize with their own content—time savings with all the control and flexibility faculty expect and need.

Metadata
Data analytics from more than 1,000 courses guide instructional design

Build Course Content
McGraw-Hill Education authors and curriculum design experts build and map content, populating the course framework

Adaptive Engine
McGraw-Hill Education's adaptive engine, SmartBook, delivers the content while adapting to the student's individual needs

Course Content
Select and organize MHE Course Content to align with educator's course outline

CONNECT2 COURSE

Design & Deliver
Educator configures course settings to their preferences

Customize Content
Educator option to add own content or edit pre-built content

UNIQUE VOICE OF EDUCATORS

Training & Support
Training with ongoing student and educator support

Analytics & Reporting
Educators can adjust course delivery as needed based on performance data

Save time. Achieve more.
Hassle-free course delivery

COURSE IMPLEMENTATION

SmartBook® Advantage

AWARD-WINNING ADAPTIVE LEARNING SYSTEM

Available within Connect2, SmartBook is an adaptive reading experience. Unlike a typical eBook, SmartBook personalizes the content to a student's individual needs, continually adapting to provide the optimal study path for each learner. This ensures that every minute spent studying with SmartBook is the most productive minute.

HOW DOES IT HELP STUDENTS?

• Studies show SmartBook technology can help increase student grades by a full letter grade.

• Save time by studying smarter. SmartBook makes sure students focus on the things they don't know so they can prioritize their study time.

• SmartBook helps students retain core concepts so instructors can teach at a higher level in class.

• SmartBook provides the right amount of challenge and struggle for each student to drive learning while engaging, motivating and building confidence.

• SmartBook provides feedback in real time so students know exactly how well they know the material.

• With SmartBook reports, educators can tailor their instruction based on learner progress and engagement.

Students read the material and are guided to adaptive highlighting that emphasizes topics they should spend the most time studying.

To ensure mastery and retention, SmartBook directs students to recharge material they're likely to forget.

Read ▶ Practice ▶ Recharge ▶

As students read the material, SmartBook presents questions to help identify what content they know and don't know.

How Our Adaptive Engine Works

Collects Data Points

Determines Student Confidence Levels

Predicts Memory Decay

DATA POINTS – 10 PER QUESTION

- Captures the user's behaviour
- Creates a baseline of the student's knowledge
- Determines the next question to assign

STUDENT CONFIDENCE LEVELS

- Collects context from the student
- Shows what they really know as opposed to what they think they know (metacognition)
- Provides opportunity for deliberate practice
- Addresses overconfident learners

MEMORY DECAY PRINCIPLES

- Helps transition course concepts from short-term to long-term memory
- Predicts the exact moment the learner is about to forget something
- Determines question sequencing and enhances retention

Personalized Learning
- **ACCOMMODATES ALL LEARNERS** by adapting more than two times a minute.

Knowledge Retention
- **APPLIES MEMORY DECAY PRINCIPLES** for efficient learning and long-term knowledge retention.

Motivation
- **APPLIES METACOGNITION PRINCIPLES** to gauge learning and boost student motivation.

Productive Studying
- **HELPS STUDENTS OPTIMIZE STUDY TIME** by tailoring the experience to their knowledge gaps.

Learning Science Powers Connect2

Informed by learning science and analytics, Connect2 content, assessment, and learning outcomes are designed to reflect fundamental principles such as Bloom's Taxonomy, and metacognition and retention.

INSTRUCTIONAL ALIGNMENT Each Connect2 course achieves alignment between its learning objectives, the assessments of those learning objectives and the instructional strategies. Instructional alignment is a fundamental principle known to increase student learning outcomes.

BLOOM'S TAXONOMY Bloom's Taxonomy is applied to define learning objectives and design-appropriate means of assessment. Additionally, Bloom's was utilized to scaffold student activities and instruction along its six levels of learning.

METACOGNITION AND RETENTION Frequent formative assessment within Connect2's adaptive reading experience support metacognition and retention. This allows students to gauge their current level of knowledge, confidence and how well they're learning the material .
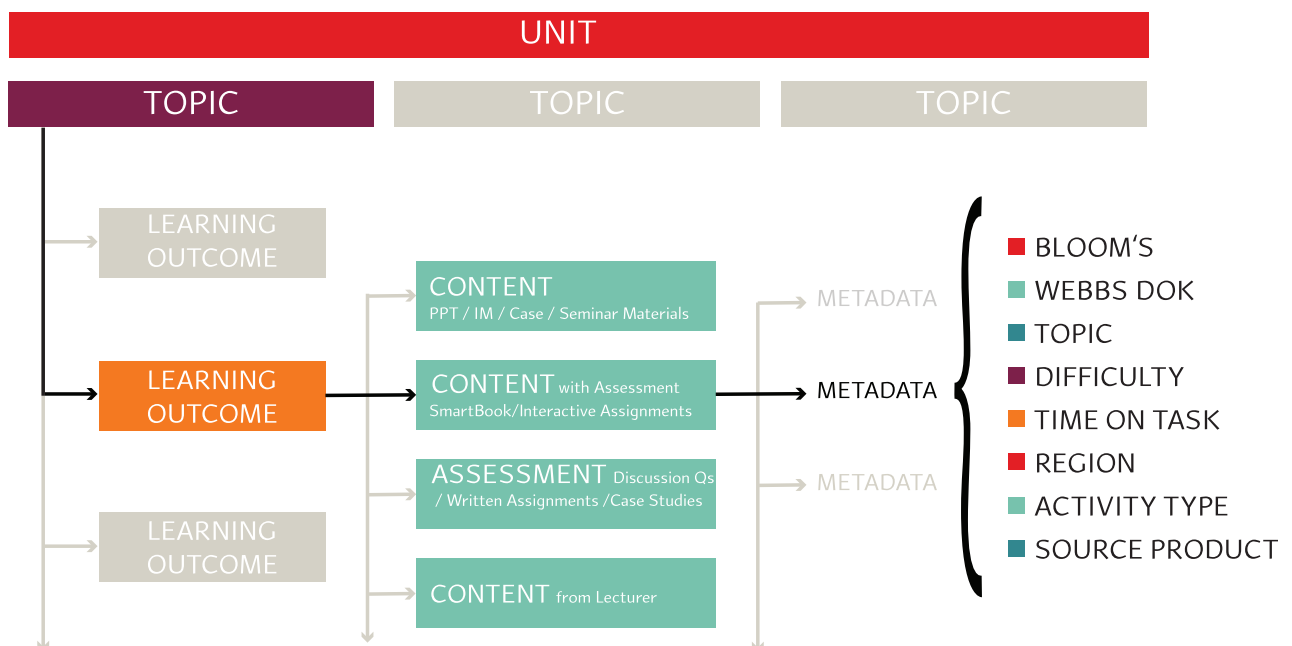
LEARNING ANALYTICS Data collected from more than 1,000 adaptive products reveal key insights for authors and curriculum designers to optimize course design with pinpoint precision.

Complete Course Advantage

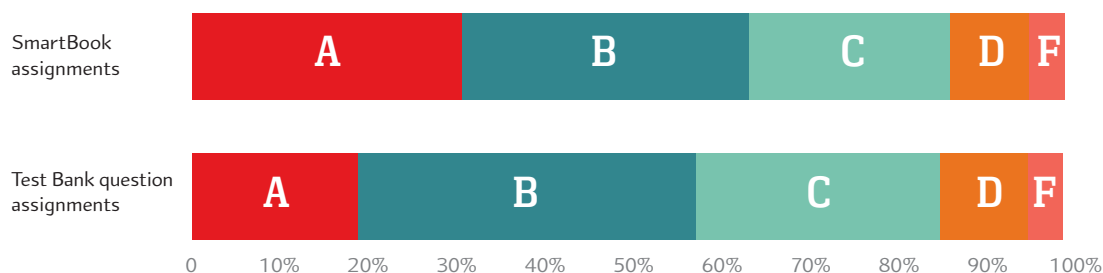| Traditional —Homework Management—	Connect2 —Complete Course Framework—
Developed with textbook model	Developed around a course model
Organized by chapters and topics	Organized by learning objectives and topics
Narrow range of tagging	Expanded topic tagging for ease of use
Topical assignments	Assessments aligned to learning objectives
Instructor Manual	Instructor materials, course rationale, and Implementation Guide
Few high-level assignments	Assignments that span cognitive levels of Bloom's Taxonomy
Limited discussion questions	Discussion questions as an integrated part of each unit
Limited use of rubrics	Exemplary rubrics for all complex assignments

Connect2 offers a COMPLETE COURSE OUTLINE with best practice instructional alignment that ensures content is delivered to achieve learning objectives. Metadata from multiple data points allows faculty to easily select and organize content.

UNIT

TOPIC | **TOPIC** | **TOPIC**

LEARNING OUTCOME

CONTENT
PPT / IM / Case / Seminar Materials → METADATA

LEARNING OUTCOME → CONTENT with Assessment
SmartBook/Interactive Assignments → METADATA

ASSESSMENT Discussion Qs
/ Written Assignments /Case Studies → METADATA

LEARNING OUTCOME

CONTENT from Lecturer

- BLOOM'S
- WEBBS DOK
- TOPIC
- DIFFICULTY
- TIME ON TASK
- REGION
- ACTIVITY TYPE
- SOURCE PRODUCT

Proven Results

Better Outcomes[1]

More B students earn As. More C students earn Bs.

SmartBook assignments

| A | B | C | D | F |

Test Bank question assignments

| A | B | C | D | F |

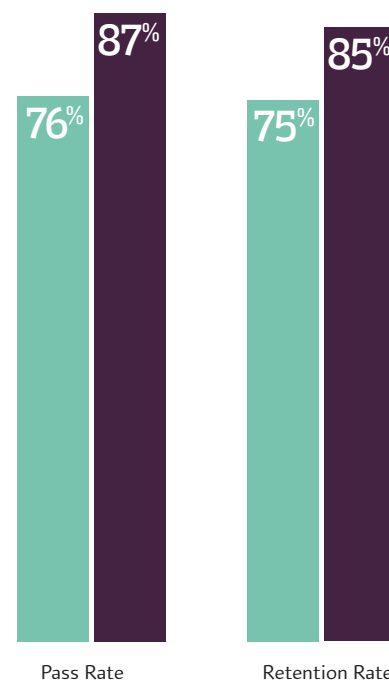0   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Better Retention and Pass Rates[2]

Retention rates increased an average of 10% across the schools and a weighted average of 8% across all students.

Passing rates increased by an average of 11% across the schools and by a weighted average of 7% across all students.

■ Test Bank question assignments
■ SmartBook assignments

Pass Rate: 76% / 87%

Retention Rate: 75% / 85%

Sources
1. http://learnsmartadvantage.com/instructors/case-study/the-mcgraw-hill-ls-effectiveness-study/
2. Independent study of more than 700 students studying Anatomy & Physiology I at 6 distinct institutions (McGraw-Hill, U.S., June 2012).

Market Leader

- 5 million+ users
- 100 million+ assignments submitted
- 4.4 billion+ probes answered
- 90+ disciplines

SmartBook's adaptive learning technology was the first of its kind in higher education. It is also the only proven system that spans the higher education curriculum, with 90+ disciplines represented and both qualitative and quantitative data to support improved outcomes.

Preferred by Students

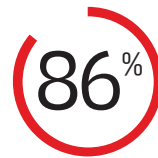## Compared to other eBooks, students agree that SmartBook helped them:

87% Retain more **knowledge** for longer periods of time

87% Use their **study time** more **efficiently**

83% Improve their **confidence** before tests and exams

86% Be **better prepared for class**

85% Achieve better results

Compared to a print textbook, students agree that SmartBook helped them:

75% Retain more **knowledge** for longer periods of time

80% Use their **study time** more **efficiently**

77% Improve their **confidence** before tests and exams

77% Be **better prepared for class**

75% Achieve better results

2016 Student SmartBook user survey. McGraw-Hill Education.

Preferred by Educators

//CODiE//
2015 SIIA CODiE WINNER

McGraw-Hill Education's SmartBook won Award for Education Technology
BEST Learning Capacity-Building Solution

What is a CODiE award?
The CODiE Awards remain the only peer-recognized program in the content, education, and software industries, so each CODiE Award win serves as an incredible testament to SmartBook's innovation, vision, and overall industry impact.

"
These awards will only strengthen our commitment to developing products that bring together the science of learning and the art of teaching.
"

— Stephen Laster
  Chief Digital Officer
  McGraw-HIll Education

Support You Can Trust

LEARNING SOLUTIONS CONSULTANTS

Our Learning Solution Consultants (LSCs) are the educator's primary contact and support representative. They are trained and certified experts on McGraw-Hill Education products and services.

DIGITAL SUCCESS CONSULTANTS

Our Digital Success Consultants (DSCs) are part of the extended team that helps support customer training and flawless implementation of McGraw-Hill Education digital products and services. Similar to LSCs, our DSCs undergo rigorous certification to achieve additional technical-level skill sets to support a wide range of implementation requirements, including LMS integration.

CUSTOMER EXPERIENCE GROUP

The Customer Experience Group provides 7-day-a-week post-implementation product and technical support to educators and students. Our mission is to empower and support you and your students as you connect, learn, and succeed.

DIGITAL SUCCESS ACADEMY

This is your go-to online resource for building your Connect2 knowledge from the ground up. Whether you're new to Connect2 or looking for advanced tips, you'll find just what you need.

STUDENT-FOCUSED FIRST DAY OF CLASS PROGRAM

We can help you get your semester off to a great start, in person. An LSC can come to your classroom and show your students why Connect2 will help them get a better grade, how to order Connect2, and how easy the registration process is.

McGraw-Hill Education Customer Experience Group

Chat, log a ticket or call...

McGraw Hill Education

connect®2

Your course. Your voice.™

COMPLETE SOLUTION

Unique approach that offers a complete course framework that you can configure with your own content, saving you time and effort to build and manage your course.

PEDAGOGY YOU CAN COUNT ON

Every course is developed by a curriculum design expert to ensure content is aligned with instructional strategies and learning objectives for optimal learning.
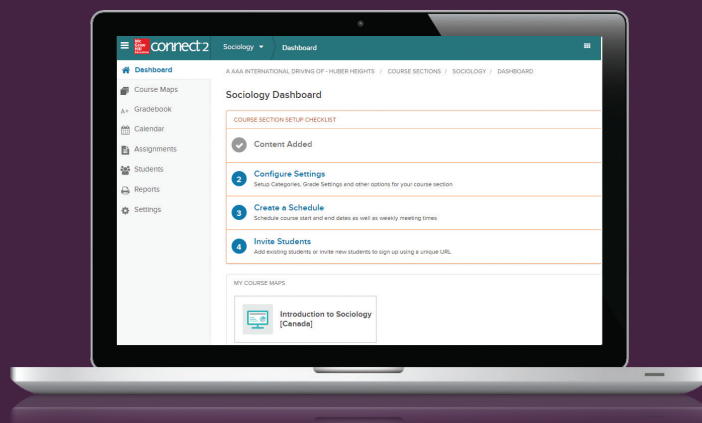
IMPROVE STUDENT PERFORMANCE

Proven adaptive learning system that drives learning mastery with measurable results.

TESTED. PROVEN. PREFERRED.

McGraw-Hill Education offers award-winning teaching and learning technology with proven results spanning hundreds of courses and more than 5 million users globally.

SUPPORT YOU CAN TRUST

Onboarding support and in-program guidelines for a smooth implementation.

Schedule a demo today at www.mheconnect2.com