

INSTRUCTOR:
Joe Pidutti,
Durham College, ON

Digital Success Stories

Connect with SmartBook[®]

INSTITUTION PROFILE:

Durham College of Applied Arts and Technology is located in the Durham Region of Canada with campuses in both Oshawa and Whitby, Ontario with a population of 9,000 full time students, and approximately 20,000 continuing education students. Durham College offers a wide range of programs in a number of different disciplines including business, information technology, media, art, design, general arts, science, skilled trades, justice, emergency services, health, and engineering technology.

COURSE NAME:

Accounting 1 (ACCT1200)
Accounting II (ACCT2200)

COURSE TYPE:

In-class with online components

ANNUAL COURSE ENROLMENT:

600 (Vol 1), 300 (Vol 2)

TEXT IN USE:

Larson 14ce *Fundamental Accounting Principles*, Vol 1&2

DATE:

November 19, 2015



To learn more about
Connect + SmartBook contact us at:

- iSupport@mheducation.com
- 1-866-270-5118

PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ Most students did not read the textbook and many did not complete the in-class and homework problems.

What were the main reasons you selected Connect with SmartBook?

“ McGraw-Hill Education has always provided high quality resources and excellent support. Connect is easy to set up, administer, and provides excellent reporting. The students require very little training since it is very user friendly. Assigning marks to the Connect homework problems is an effective way of getting the students to do their work.

Compared to other learning technology that you've used, what do you like most about Connect with SmartBook? Please explain why.

“ The only other system I have used in the past is Lyryx. I like Connect since the problems and exercises are identical to the ones in the textbook.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?
How long have you used it?

“ I have used Connect for a couple of years and this is the first year I have used SmartBook.

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign?

“ All of the problems assigned and taken up in class are labelled In-Class Exercises and do not count towards the final grade. The students can complete these online or by hand. There are two to four problems per chapter that are labelled Homework and these are to be completed online and they count for 15% of the final grade. SmartBook exercises are set up on Connect but they do not count towards the final grade.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ Student effort is much greater when marks are attached to an activity.

How easy or hard was it to implement Connect with SmartBook in your course?
Please describe what process you took to get started, including leveraging McGraw-Hill Education's support.

“ It took a little while to get things set up to my satisfaction but it was really quite easy. I had some training from our Learning Solution Consultant and occasionally I got help from McGraw-Hill Education support team. Once I got started, I just explored and experimented with the system.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ Completion of exercises and problems is quite a bit higher with Connect. The students like the immediate feedback and say it contributes to their learning.

What are your students telling you about Connect with SmartBook?

“ They generally like it and it gets them to do their work.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

“ Tell the students how it can help them through immediate feedback and that they can use it whenever they have a computer.

What is the single biggest reason you would recommend Connect with SmartBook?

“ It gets the students to do their work and it does not require a lot of marking for the instructors.



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INSTRUCTOR:

Liz McLean,

St. Lawrence College, ON

Digital Success Stories

Connect with SmartBook[®]

INSTRUCTOR PROFILE:

Liz McLean is a Full Time Instructor at St. Lawrence College Cornwall Campus. She has taught at St. Lawrence College for the past 11 years in the following programs: Business and Arts & Science. She is a passionate and effective instructor, facilitator, and trainer. Liz McLean is a graduate of the MBA program at Dalhousie University and the Bachelor of Computer Science Degree at the University of New Brunswick.

COURSE NAME:

Organizational Behaviour

COURSE TYPE:

Hybrid

ANNUAL COURSE ENROLMENT:

50

TEXT IN USE:

Canadian Organizational Behaviour,
McShane, Ninth Edition

DATE:

November 2015



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PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

- “ Main points of frustration included:
- Students not handing in homework,
 - Students coming to class unprepared, as well as,
 - The amount of time spent grading assignments.

What were the main reasons you selected Connect with SmartBook?

“ I am not sure if I selected this technology or it selected me. My first introduction to Connect was when it became part of a textbook offering that I was already using for an Introduction to Human Resources course in the Fall of 2010. I was intrigued by the idea of technology that would allow me to create, and my students to complete, assignments online.

Compared to other learning technology that you've used, what do you like most about Connect with SmartBook? Please explain why.

“ I was very disappointed with other publisher's software; it was not user friendly and my students did not like it at all. That was my only attempt at using technology before I began using Connect in 2010. What I like most about SmartBook is that it engages students to read the text prior to coming to class which allows for a much higher level of discussion about the topic during class time. Also, a much higher percentage of students actually do the Connect homework assignments.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?
How long have you used it?

“ Currently using McShane 9e with SmartBook and Connect for the first time in a new hybrid course Fall 2015, although I have been using them all for a couple of years now in another OB course that I teach.

Describe how you are currently using Connect with SmartBook in your course,
and what percentage of your course grades do you assign?

“ SmartBook as an assignment that must be completed before the class where we will begin discussing that particular chapter. It assesses a student's area of strength and weakness and will continue generating questions until the student has mastered the material. Students may immediately link back to the segment in the text where they are having trouble. Students will complete 15 SmartBook assignments this semester weighted as 15% of their final grade.

After a chapter has been completed, students are then assigned a SmartBook assignment to be completed after the class that will reinforce and assess the learning that took place. Students will complete 15 assignments this semester which are also weighted as 15% of their final grade.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ It has becoming increasingly clear that even though students do not always complete assignments that are worth marks, they virtually never complete anything asked of them that has no grade value attached. Making this technology recommended or optional would unfortunately result in a handful of keen students using it, with the students needing it the most not using it at all. By making it worth a significant component of their grade, students actually do the work which most definitely helps them in learning the material and preparing for tests.

How easy or hard was it to implement Connect with SmartBook in your course? Please describe what process you took to get started, including leveraging McGraw-Hill Education’s support.

“ Implementing this technology was extremely easy. There is an excellent user interface that makes it very easy to navigate the system. The students also find it very easy to use. McGraw-Hill Education’s support is absolutely incredible, on those rare occasions, when I need it.

How is Connect with SmartBook different than other learning technology that you’ve used?

“ The other technology I tried was several years ago and related to a different type of course. I remember at the time having a lot of trouble learning the system, as well as having significant technical difficulties, which is certainly not the case with this technology.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ Every semester there is a direct correlation between the test scores and students who complete their online SmartBook assignments. On average, the students who are successfully completing the SmartBook assignments are obtaining higher test scores than those who are not.

What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

“ Our Dean talks to faculty and students regularly and hears directly from the students that they enjoy using the technology and see it as a very useful learning tool. He is constantly boasting about McGraw-Hill’s Connect with SmartBook to instructors as he feels we need to be moving more towards the use of more technology in the delivery of our courses and that we are a shining example on our campus.

How has using Connect with SmartBook changed the way you teach your course?

“ Since adopting this technology, I spend far less time teaching the basic concepts in class and more time discussing and applying them. The automated grading function allows me to give a higher number of assignments for students to complete that contributes positively to higher outcomes.

What are your students telling you about Connect with SmartBook?

“ Last year, I taught a course that only used Connect to a group of students that had taken a course from me the previous semester that had both Connect and SmartBook. I was very surprised to hear how much they voiced their disappointment that there would not be able to use the SmartBook assignments for their course. I think that speaks volumes in terms of what students are finding. They see this online work not as a burden, but as something they quite enjoy and as something that is adding value to their learning experience.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

“ My main advice would be to talk to someone at their campus or at another college who has already been using the technology. It is very helpful to have someone who has been through the learning curve and already has developed a list of what works well and what to avoid. Also, anyone who is a bit timid the first time can start small and expand their usage as they become more comfortable with the technology.

What is the single biggest reason you would recommend Connect with SmartBook?

“ My main reason for recommending this technology is that it really is an effective learning tool. It places more responsibility for learning in the hands of the students who seem to welcome the challenge.

INSTITUTION PROFILE:

For nearly 50 years, **St. Lawrence College** has been a vital part of the communities in Eastern Ontario with campuses in Brockville, Cornwall, and Kingston. St. Lawrence College provides a variety of post-secondary programs and services to support the success of students while contributing to local and international economies. It serves a diverse population of 6,700 full-time students from across Canada, representing over 40 countries worldwide, and offers over 85 full-time academic programs to meet the needs of contemporary learners and has over 20,000 continuing education students and 1000 staff.



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INSTRUCTOR:

Malcolm Howe,
Niagara College, ON

Digital Success Stories

Connect with SmartBook[®]

INSTRUCTOR PROFILE:

Malcolm Howe is a Professor and Coordinator for the Business Administration: Marketing program at Niagara College. He has taught at Niagara College for the past 23 years. Areas of focus include introductory marketing, marketing research and marketing strategy. He is a graduate of the Ivey School of Business (MBA) and Brock University (Honours Economics). Aside from teaching, he has done consulting work in Market Research and Strategic Planning.

COURSE NAME:

Introduction to Marketing

COURSE TYPE:

Flipped classroom utilizing SmartBook resources to get students reading outside of class time

ANNUAL COURSE ENROLMENT:

400

TEXT IN USE:

Kerin 4ce *Marketing: The Core*

DATE:

November 30, 2015



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PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ Without the Connect and SmartBook applications, it had become very difficult to engage students in the material and ensure topical coverage. The digital technologies allow me to push the reading (and simple quizzes) onto the students in “out of class” time and then use our class time to discuss the material at a higher (application) level.

What were the main reasons you selected Connect with SmartBook?

“ The first approach was a hopeful experiment. I did have great trust in my Learning Solutions Consultant, and that helped in making the leap. I was excited by the prospect of eliminating multiple choice questions as our form of testing. In order to do that, however, I felt I needed a way to push students to do the required reading to master the basic material and the marketing terminology.

Compared to other learning technology that you’ve used, what do you like most about Connect with SmartBook? Please explain why.

“ The technology has simply gotten better. As an instructor, the integration with Blackboard is fantastic. It is also easy to set assignment lengths and/or choose topics covered.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?

How long have you used it?

“ I am using Connect and SmartBook in a first and second year marketing course. I have used these technologies (or their precursors) for several years.

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign?

“ As discussed above, I give students weekly chapter assignments. In total, the assignments are worth 20% of their grade. I set firm deadlines and explain this in detail as it really is a necessary learning outcome that students develop the ability to work towards deadlines.

20% of a student’s final grade is based upon their weekly Smartbook assignments. Typically, it is 12 assignments with a value of 2% each. In that way, a student can miss a week and still earn the full 20%. I also give students weekly “in class” assignments. They are practical application of the theory from the chapter. I normally assign them through Blackboard but they aren’t from the text. The “in class” assignments make up another 20% of a student’s final grade. There really are a lot of points on the board for a student getting engaged in the process. Both the mid-term and final tests are worth 20% each. The final 20% is for a small group presentation that happens over the last two weeks of the term. The first time through with SmartBook, I assigned the entire chapter at the maximum length. I had some of the keen students suggest it was just too much in some weeks. This time through I adjusted it so that the max. time spent on the assignments would be about 1.5 hours per week. Of course, some students

choose to redo the assignments multiple times until they get a perfect score. Again though, I feel that is fine so long as it gets them a solid base on the relevant topic before we apply it in class.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ Students who purchase Connect have higher grades. The only exception I have seen is with some foreign students where their language skills are not yet at the level required. Their Connect grades may not correlate to test grades in some situations. In nearly all other situations, however, grades have increased even with a higher level of testing (utilizing short answer, mini-case style tests).

How easy or hard was it to implement Connect with SmartBook in your course? Please describe what process you took to get started, including leveraging McGraw-Hill Education’s support.

“ The McGraw Hill Education support was exceptional. The first class visit is a huge help. Getting the relevant to students direct from the Learning Solution Consultant has been important. I recommend that all other instructors take advantage of this resource if possible. I haven’t had tech issues in the last two years. When I did, the support over the phone was very good.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ Students who buy into the process and complete the weekly online assignments get higher grades. The mode in many sections is now 80% with. There are exceptions, and students who do not buy in do have problems. That is not really a fault in the technology but more the change in approach.

What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

“ I had three sections of students (106 in total) taking the Intro Marketing course. I ran correlations between their performance on in-class activities, Connect assignments, and mid-term and final tests. The test used are short answer “mini cases” that ask students to think and provide answers with reasoning to back them up.

INSTITUTION PROFILE:

Niagara College is a College of Applied Arts and Technology in the Niagara region of Southern Ontario, with a population of 9,000 full time students. The college offers over 100 post-secondary diploma, baccalaureate degrees and advanced level programs.



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The overall correlation between students’ performance on the Connect assignments and the final grade was 76%. Given that the Connect component made up only 20% of the final mark, it is pretty easy to infer that students who were successful with the Connect components saw a strong, positive impact on their overall grade.

How has using Connect with SmartBook changed the way you teach your course?

“ It allows me to focus my in-class time on applications, discussions and methods that take the theory and make it real. Instead of focusing on topical coverage, I can focus on how the topic relates to current business practice.

What are your students telling you about Connect with SmartBook?

“ Most students like the resource and feel it helps them achieve the grades they want. Students who don’t engage in the process are typically less happy.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

“ It is essential, in my opinion, to put significant grades to the online assignments. If they are important, students need to see grades attached. It is also important to explain to students that College is NOT the place to save money by refusing to buy resources. When presented with the cost of tuition, supplies and the opportunity cost of their time, the book and other resources are cheap.

It is also important for instructors to explain why they use the technology and what they hope to gain from its use. When presented with the rationale, most students appreciate the approach.

Utilize the rep support especially at the beginning of the course. Getting it right the first time helps pre-empt any student complaints. I never extend deadlines on the online assignments but do give students extra optional assignments they can use to make sure they earn the full 20%.

What is the single biggest reason you would recommend Connect with SmartBook?

“ It allows us to use our scarce class time most effectively.

INSTRUCTOR:

Shannon Cox,
Douglas College

Digital Success Stories

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INSTRUCTOR PROFILE:

Shannon Cox is a Marketing Instructor at Douglas College. She has taught at Douglas College for the past 9 years, and previously taught marketing, management, and organizational behaviour courses at SAIT and University of Calgary for over 11 years. She is a passionate and effective instructor, facilitator, and trainer. Shannon is a graduate of Simon Fraser University (BBA, MBA). In addition to teaching, Shannon has maintained a small Marketing & Management Consultancy practice since 1992 working with industry clients.

COURSE NAME:

Introductory Marketing (MARK 1120)

COURSE TYPE:

Face-to-face class and hybrid, online

ANNUAL COURSE ENROLMENT:

350

TEXT IN USE:

Crane Marketing 9ce + McCool Practice Marketing (simulation)

DATE:

November 21, 2015



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- iSupport@mheducation.com
- 1-866-270-5118

PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

- “ • Students were not reading the textbook in advance of class.
- Class discussions were centered on core concepts and definitions and it was difficult to get to examples and applications of marketing concepts.
- Class structure stayed on lecture too long leaving less time to apply concepts in activities (I am a big fan and user of “flipped classroom” concepts).

What were the main reasons you selected Connect with SmartBook?

- “ • Digital edition was attractive for a percentage of the students due to reduced cost and environment values.
- SmartBook is a good learning tool.
- SmartBook provides a personalized reading experience.

Compared to other learning technology that you’ve used, what do you like most about Connect with SmartBook? Please explain why.

- “ • Connect keeps all student information and course participation up to date
- Students have few technical issues with Connect even across different browsers and Mobile platforms.
- I use the SmartBook as a method of pre-reading and preparing for class.
- Between instructors in my Department, it has been easy for me to share the SmartBook and other features of the technology in Connect with my peers.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education digital product are you using in your course? How long have you used it?

- “ • Connect, SmartBook, Pre-built Assignments, my own Assignments, Practice Marketing Simulation.
- SmartBook – as pre-assigned activities to online and face-to-face classes.
- SmartBook completed before each weekly due date count towards 10% of the student grades.
- Practice Marketing Simulation – use this game as the term project throughout the course.
- I have been using the SmartBook since May 2012 and the Simulation since Fall 2012.

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign to Connect with SmartBook?

- “ • Connect is used with Blackboard – I pair the SmartBook and designed quizzes that cover 4 to 5 chapters at a time. The SmartBook and Quizzes count for 10% total course grade each.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

- “ • The benefits of SmartBook as required course work is that the students do the required preparation and are ready to go beyond basic concepts when they arrive at class.

- In my experience... Required activities students complete; optional they do not. The students are over-loaded with work and school, they do only what gets them points towards grades.

How easy or hard was it to implement Connect with SmartBook in your course? Please describe what process you took to get started, including leveraging McGraw-Hill support.

- “ • Easy to implement. I pair with Blackboard which I was already using. I have used the pre-set assignments as well as created my own. Both are easy to set up and use.
- I have students spend some or all of the first class in a computer lab signing up for the 14-day courtesy access Connect account with McGraw-Hill Education to ensure that they can all access. At this time, I ensure that all of them can access the SmartBook, I show them the resources under the Library; the eBook, and how to access the chapter videos, glossary, and many other learning tools.
- I have also had the McGraw-Hill Learning Solution Consultant in class on the first day of class.
- I add the Connect HOW TO video into my Blackboard course for all classes (f2f and hybrid).

How is Connect with SmartBook different than other learning technology that you've used?

- “ • Previous textbooks offer extra activities that have to be led by the instructor or are accessed remotely by the student. However, the ability to pair with Blackboard means all the options – and there are many - are available to students through a single access point. I make time in class to help students find these as well as remind through the term that the study tools are available for them.
- Connect also tells me when students are at risk which is very helpful for a “mid-term” check in.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

- “ • Students are more prepared for class, and more importantly keep up with class content even during the second half of the semester. The second half of term often sees students bailing because of the number of assignments. Keeping up with readings as they go through this introductory course is a large key to their success. Designed as an introductory survey course, there are many topics to cover to provide a solid foundation and it is quickly overwhelming when students have not kept up.

INSTITUTION PROFILE:

Douglas College has campuses in New Westminster and Coquitlam, BC, and is one of the largest public colleges in British Columbia with a population of 14,000 full time students, and 9,000 continuing education students. Douglas College offers Bachelor's degrees and general university arts and science courses, as well as career programs in health care, human services, business, and the creative arts.



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What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

- “ • Observational data only: more engagement, more retention.

How has using Connect with SmartBook changed the way you teach your course?

- “ • The SmartBook has reduced the percentage of time I spend talking to basic chapter content. Instead it allows me to put the concepts into practice in the classroom with students through in class activities and case studies.
- Connect performance information also allows me to email individual students when they have not been engaging or interacting with the course for a while. This helps with border-line or at-risk students.

What are your students telling you about Connect with SmartBook?

- “ • At first, they did not like the extra homework of SmartBook. However, even C grade students have appreciated them at the end of the course because they believed SmartBook walked them through the content.
- The SmartBook “review reminders” come as a surprise to the students; for those who follow it, they believe that it is very helpful.
- Students are addicted to the real time feedback that comes from Connect.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

- “ • Assign course grade percentage to the SmartBook. Students will not complete if there are no points attached. The percentage doesn't have to be large (I use 10%) but it can be a motivating 10% - especially after lower-than-desired-performance on the midterm.

What is the single biggest reason you would recommend Connect with SmartBook?

- “ • Students who are assigned points for the SmartBook to be completed before class lecture, actually read the textbook and complete the SmartBook BEFORE the scheduled lecture. This means that the instructor can speak to the subject more broadly and/or more deeply. When students don't read the book before class, the time is spent introducing the topic. Which means, the class turns into full lecture rather than interactive lessons where students expand their understanding by taking a topic and applying it to a situation.

INSTRUCTOR:

Liz McLean,

St Lawrence College, ON

Digital Success Stories

SIMnet

INSTRUCTOR PROFILE:

Liz McLean is a Full Time Instructor at St. Lawrence College Cornwall Campus. She has taught at St. Lawrence College for the past 11 years in the following programs: Business and Arts & Science. She is a passionate and effective instructor, facilitator, and trainer. Liz McLean is a graduate of the MBA program at Dalhousie University and the Bachelor of Computer Science Degree at the University of New Brunswick.

COURSE NAME:

Introduction to Computer Applications

COURSE TYPE:

Lab, In class

ANNUAL COURSE ENROLMENT:

400

TEXT IN USE:

SimNet 2013 Code – no hardcopy text

DATE:

November 2015



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What is SIMnet?

SIMnet is McGraw-Hill's leading solution for training and assessment of Microsoft Office skills and beyond! Completely online with no downloads for installation; SIMnet is accessible for today's students through multiple browsers and is easy to use for all! Visit <http://successinhighered.com/cit/>

PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting SIMnet.

“ Prior to adopting SIMnet a few years ago, we were receiving several complaints from students about the method of delivery used with our computer courses. At that time, students would purchase a textbook and the instructor would basically take them through the book, page by page, at a relatively slow pace due to of the diverse level of capabilities in the classroom. On occasion we do have mature students that need more time and attention in the introductory level class, but the vast majority come in with a certain level of computer skills. Students were not able to work ahead and were becoming increasingly frustrated with having to follow along at a pace that was far below their potential. Class attendance dropped off considerably as well as the average grades.

What were the main reasons you selected SIMnet?

“ SIMnet was chosen for many reasons, the key one being that it allows students to work at their own pace so that they stay engaged and challenged. It also provides students who do need more time to review the lessons and the practice questions as often as needed, until they feel comfortable with the material, and the code doesn't expire

Compared to other technologies you've used, what do you like most about SIMnet?

Please explain why.

“ SIMnet is the first specialized software I have used to facilitate the teaching of a computer course. Compared to our prior approach to teaching, what I like most about SIMnet is the fact that the number of assignments during the semester has increased dramatically due to the instant grading capability of the software. In the 45 hour (15 week) course I am currently teaching, students will complete approximately 20 assignments.

EXPERIENCE USING SIMnet

What McGraw-Hill Education digital product are you using in your course?

How long have you used it?

“ I have been using SIMnet to teach my course since the Fall of 2011.

Describe how you are currently using SIMnet in your course, and what percentage of your course grades do you assign to SIMnet?

“ I am using SIMnet to teach every aspect of my course. SIMnet has been used to implement a “flip the classroom” format. Lessons are assigned as homework and are completed outside of class. We use most of the 3 hour class time to work on projects, as well as to deliver the occasional brief lecture on topics in the lessons that were more difficult. The exams are also written using SIMnet and 100% of the course grade comes from SIMnet.

What benefits have you seen from requiring SIMnet rather than making it recommended or optional?

“ There are many benefits to using SIMnet. It is a required component of my course meaning that students could not complete the course without the SIMnet code.

How easy or hard was it to implement SIMnet in your course? Please describe what process you took to get started, including leveraging McGraw-Hill Education support.

“ SIMnet is a very user friendly product. There is some initial work up front to set up the lessons using the content that you would like to include, but the user interface makes everything very intuitive. Our part-time faculty have no problem getting up and running quickly with the software. One of the main reasons implementation has been so smooth is due to the exceptional support received from McGraw-Hill Education. At any point we had a question or difficulty, timely help was always there. I have never seen such a remarkable level of support provided by any other vendor during my teaching career.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the SIMnet in your course?

“ Student comments about SIMnet are very positive; they appreciate the flexibility they have to determine how slowly or quickly they master the material, and they enjoy working on projects during class time as opposed to listening to a lecture. With the immediate feedback they receive on their projects when they are submitted for grading, they are very interested in seeing where they went wrong, correcting their errors and resubmitting to improve their grade. In the past, they often waited two weeks or more to see a grade on an assignment and by then there was no interest at all in seeing where they went wrong. Because of this change in the feedback timeline and additional attempts, average grades have been increasing.

INSTITUTION PROFILE:

For nearly 50 years, **St. Lawrence College** has been a vital part of the communities in Eastern Ontario with campuses in Brockville, Cornwall, and Kingston. St. Lawrence College provides a variety of post-secondary programs and services to support the success of students while contributing to local and international economies. It serves a diverse population of 6,700 full-time students from across Canada, representing over 40 countries worldwide, and offers over 85 full-time academic programs to meet the needs of contemporary learners and has over 20,000 continuing education students and 1000 staff.



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What data have you tracked or collected to show your how effectively SIMnet has been working for you?

“ We have not formally tracked data quantitatively; however, informally I do see an increase in grades since moving to SIMnet. Also, we do know that student complaints have virtually disappeared, our attendance has increased significantly and students are engaged at a level that we have not been able to achieve with our prior delivery approach. The Dean at our campus is constantly boasting to others about how much we have improved the student experience with SIMnet.

How has using SIMnet changed the way you teach your course?

“ As described above, SIMnet has changed everything about the way we teach our computer courses. We would never go back.

What are your students telling you about SIMnet?

“ Students love SIMnet! They enjoy learning on their own outside of class and then being able to apply it in the lab. With the lessons having both an audio and hands on component, they have indicated to me that they actually enjoy sitting down to complete them. Their favourite part of SIMnet, by far, is having the immediate feedback on their projects.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating SIMnet in their courses for the first time?

“ My advice to anyone who is incorporating SIMnet into their courses for the first time would be to allow yourself enough time for setup and to feel comfortable with the software. Also, be sure to take advantage of the resources offered by McGraw-Hill Education, including any opportunity to speak with current users of the technology.

What is the single biggest reason you would recommend SIMnet?

“ The single biggest reason why I would recommend SIMnet is that it can take you into a new 21st century delivery model allowing you to better engage students and successfully meet learning objectives.

INSTRUCTOR

Rod Hayward

University of Fraser Valley

Digital Success Stories

Connect with SmartBook[®]

PRIOR EXPERIENCE

INSTRUCTOR PROFILE:

Rod Hayward has had an interesting and diverse career within the aviation industry, as a pilot, engineer, entrepreneur and educator. Rod's considerable operational experience is combined with the management experience garnered as one of the founders of a small regional airline. In addition to a pilot's license, Rod holds an M1 and M2 Aircraft Engineers license as well as a Master's of Business Administration from UNBC. Rod shares his unique knowledge of aviation and business while teaching both general business courses and aviation focused business courses in UFV's Bachelor of Business in Aviation program.

COURSE NAME:

Introduction to Business

COURSE TYPE:

In Class, and Online

ANNUAL COURSE ENROLMENT:

900

TEXT IN USE:

Understanding Canadian Business,
Nickels 8e



To learn more about

Connect + SmartBook contact us at:

- iSupport@mheducation.com
- 1-866-270-5118

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ As much as I coached and cajoled I could not persuade students to read the text prior to coming to class. As a result I had classes made up of students who had a good understanding to students whom had never seen the content prior to coming to class. This forced me to spend time covering basic concepts instead having students engage in the materials.

What were the main reasons you selected Connect with SmartBook?

“ We chose SmartBook for its adaptive learning modules – these modules helped level the playing field when it came to base knowledge. This allowed for classes which were far more engaging for the learners and myself.

The SmartBook product is relatively easy to use, the student feedback has been positive, and the reports generated let me know enough information. It also synchs with Blackboard which makes for a seamless product for myself and my students.

Compared to other technologies you've used, what do you like most about Connect with SmartBook? Please explain why.

“ I have found that SmartBook allows me customize the learning modules that I use, based on what we believe is important. Not all providers give this customization.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education digital product are you using in your course? How long have you used it?

“ I use the SmartBook adaptive learning modules for all my BUS 100 classes. We started using this product in Fall 2014

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign to these technologies?

“ In BUS 100 we usually cover one or maybe two chapters from the textbook each week – In order to cover this level of material we need to ensure that the students have been introduced to the material prior to class. In essence we run BUS 100 as a flipped class – the students are assigned the corresponding learn smart adaptive learning modules to be done before each class. We incentivize the modules by assigning 1 % for each module that is completed before class. This works out to about 15% of the class marks. During class time we engage the students in discussions, activities and some short mini lectures in order to reinforce the concepts covered in the modules. Reducing the lecture time also allows us to focus more time on the completion of the term project –

this project is designed to incorporate the knowledge gained through each chapter into one group project.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ As is the case with most suggestions – most students will not choose to use something if it is optional.

How easy or hard was it to implement Connect with SmartBook in your course? Please describe what process you took to get started, including leveraging McGraw-Hill support.

“ I am fairly familiar with the use of educational software and found that the Connect product to be fairly intuitive. As is the case with any new technology, I would recommend giving oneself extra time to implement. Our learning technologists had no problem with the product. Building the modules is easy – once that is done just link the modules up with the learning platform.

How is Connect with SmartBook different than other technologies you've tried?

“ More intuitive – better designed

OUTCOMES & RESULTS

What changes are you seeing in student outcomes, and in your course/instructor outcomes as a result of requiring Connect with SmartBook in your course?

“ I see less use of mobile devices – more engaged students – better discussion in class. Better group work in general.

What data have you tracked or collected to show your chair/Dean/colleagues how effectively has McGraw-Hill technology been working for you?

“ I co-wrote and presented a paper at the Administrative Sciences Association of Canada in which we studied the use of adaptive learning modules. We compared the final exam

INSTITUTION PROFILE:

The University of the Fraser Valley,

located in the Fraser Valley near Vancouver, British Columbia is a fully accredited, public university that enrolls approximately 15,000 students annually. It has 5 campuses and a growing international presence in Chandigarh, India. UFV offers more than 100 programs, including two master's degrees, 15 bachelor's degrees, majors and minors, and extended minors in more than 30 subject areas, along with trade and technology programs.



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results of classes prior to the introduction of the adaptive learning modules to those of students post introduction. In the study we found that overall the final marks were not negatively affected by the change in teaching style. We found that for some reason the marks for males did come up more than for females. This study only compared final exam marks – from a more subjective perspective I feel that overall the quality of group work has improved since the adoption of the learn smart modules.

How has using Connect with SmartBook changed the way you teach your course?

“ I do far less straight lecturing – instead I focus on using discussions and other tools to reinforce the knowledge gained in the modules.

What are your students telling you about the Connect/SmartBook technology?

“ Students find the focused learning helpful, linking the text to the modules is appreciated, and generally they find that their study time is more efficient.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect or Connect with SmartBook in their courses for the first time?

- “ Advice for first time users;
- Ensure you have a good relationship with your school's learning technologists
 - Take the training
 - Give yourself enough time to play around a bit with the software
 - Ensure that you have the contact info for your McGraw rep

What is the single biggest reason you would recommend Connect with SmartBook?

“ The students come to class better prepared.

INSTRUCTOR:

Fred Phillips,

University of Saskatchewan

Digital Success Stories

Connect with SmartBook[®]

INSTRUCTOR PROFILE:

Fred Phillips is a professor and the George Baxter scholar at the University of Saskatchewan's Edwards School of Business, where he has taught and researched since earning a PhD in Accounting at the University of Texas at Austin in 1996. Professor Phillips has taught courses in financial accounting and auditing at the undergraduate and graduate levels. His research involves empirical studies of teaching and learning, and professional judgment and decision-making. He has been recognized at the CAAA for instructional case writing awards, the Howard Teall Innovation in Accounting Award, and the L.S. Rosen Outstanding Educator Award.

COURSE NAME:

Introduction to Financial Accounting

COURSE TYPE:

Face-to-face class

ANNUAL COURSE ENROLMENT:

540

TEXT IN USE:

Phillips 4ce *Fundamentals of Financial Accounting*

DATE:

November 13, 2015



To learn more about

Connect + SmartBook contact us at:

- iSupport@mheducation.com
- 1-866-270-5118

PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ Students did not read the textbook; were ill-prepared for being challenged.

What were the main reasons you selected Connect with SmartBook?

“ Ability to assign, grade reading, class preparation and its ability to reduce instructor grading time.

Compared to other learning technology that you've used, what do you like most about Connect with SmartBook? Please explain why.

“ It's easy to use and students seem to enjoy it.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?

How long have you used it?

“ Phillips 4ce with Connect & SB – having used it all along (12+ years)

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign?

“ SmartBook is assigned for completion immediately prior to our scheduled date for starting each chapter. Connect is assigned for completion immediately prior to our scheduled date for starting the next chapter.

• 5% SB = 0.5% per chapter after dropping lowest score from 11 full chapters (do not assign part of 11, 13)

• 8% Connect = 1% per chapter after dropping lowest score from 9 full chapters (do not assign 5, 11, 12, 13)

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ The students who need it most wouldn't persevere if it wasn't required.

How easy or hard was it to implement Connect with SmartBook in your course?

Please describe what process you took to get started, including leveraging McGraw-Hill Education's support.

“ Connect is easy to implement. We started by agreeing on the course topics, major course components (project, exams, and tests), then allocated marks to the major components, and then judged what would be fair allocation to Connect with SmartBook.

How is Connect with SmartBook different than other learning technology that you've used?

“ Far better than Homework Manager, which had tons of leading drop-down menus.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ Most students are completing the SmartBook questions before class, and many are coming better prepared and ready to tackle more challenging problems.

What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

“ I have been surveying my students periodically to capture their perceived usefulness of Connect, SmartBook and other course resources. Right now, I can tell you that, on a 0-100 scale, students gave high ratings to the educational value of the textbook reading (79.3%), SmartBook assignments (79.5%), and Connect assignments (86.5%). In terms of how well students felt the resources prepared them for exams and tests, students said SmartBook was somewhat useful (49%) or very useful (30%) whereas Connect was somewhat useful (25%) or very useful (70%).

How has using Connect with SmartBook changed the way you teach your course?

“ I don't have a formal lecture period like I used to have. Instead, my "lecture" is embedded in discussion of problems that students complete in class (e.g., "notice how we recorded that item at \$X ... that's an application of the cost principle" or "do you see that decline in inventory turnover and thin gross profit percentage? That increases the risk that cost exceeds NRV, which would require an inventory write-down to comply with the LCNRV rule.") I also try to make a point of previewing the "most commonly missed questions" listed in SmartBook before starting a new chapter. That way, I can know and address where students appear to need my help most.

What are your students telling you about Connect with SmartBook?

“ Here are some of their comments from an anonymous survey:

1. Reading and being tested on material before it is covered in class is extremely helpful.
2. SmartBook and Connect homework are relevant and enhance understanding. They also keep me on track and caught up for the next class.

3. Having the SmartBook and Connect assignments are extremely useful because it ensures that you understand the concepts. The assignments can take time to complete, but they do enhance the understanding of the topics.
4. The Connect homework is very helpful and I wish other courses had something similar.
5. I like how the textbook highlights important material when first going through & reading & skimming the chapter. It draws my attention to the basic topics that are crucial to learn first and later apply.
6. Although I was apprehensive at first about using the digital version I have been pleasantly surprised with my experience.
7. I like how it tests on the reading before the class and then I am able to have some background of the material for the class exercises.
8. Connect with SmartBook forced me to practice which is good because I am very lazy and would likely fall behind and otherwise be overwhelmed by the material presented in class.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

Assign a sufficient weight to these course components, and make no apologies for requiring students to read before class.

What is the single biggest reason you would recommend Connect with SmartBook?

Many students say they would not come to class prepared unless required to; these resources make it easy for students to prepare and for instructors to credit them for preparing.

Also, these tools contain excellent video resources (guided examples) that provide "how to" instruction on specific problems, as well as extra credit video assignments that can expand course coverage to include optional topics, such as sustainability reporting, the new revenue standards, reverse logistics, and more.

INSTITUTION PROFILE:

University of Saskatchewan is located in Saskatoon, and is the largest education institution in the province of Saskatchewan, with a student population of approximately 21,000. The university began as an agricultural college, and now offers over 200 academic programs some of which include Agriculture and Bioresources, Business, Arts and Science, Education, Engineering, Environment and Sustainability, Kinesiology, and Veterinary Medicine.



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INSTRUCTOR:

Brandy Mackintosh,

University of Saskatchewan

Digital Success Stories

Connect with SmartBook[®]

INSTRUCTOR PROFILE:

Brandy Mackintosh is an Assistant Professor at the University of Saskatchewan's Edwards School of Business, where she teaches introductory and intermediate financial accounting. She has also taught advanced financial accounting, external auditing, and advanced financial reporting at the graduate level. Brandy has won Teaching Excellence Awards, as well as a case writing award at CAAA.

COURSE NAME:

Introductory Financial Accounting

COURSE TYPE:

Face-to-face class

ANNUAL COURSE ENROLMENT:

540

TEXT IN USE:

Phillips 4ce *Fundamentals of Financial Accounting*

DATE:

November 24, 2015



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- iSupport@mheducation.com
- 1-866-270-5118

PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ Accounting is a topic that is best learned by doing. I stress to my students almost every day about the importance of practice and the role it plays in becoming successful on accounting assignments and exams. The frustrating part of assigning the practice questions was the length of time it took to mark all of the assignments and the delay then in getting feedback to the students.

What were the main reasons you selected Connect with SmartBook?

“ I selected Connect to allow students the access to instant feedback. It is important for them to see where they went wrong immediately. It also allows for less time spent grading these questions as the Connect system grades all of the questions for you. I chose SmartBook because it acts as a great way to prepare students for an upcoming chapter which then helps facilitate conversation in the classroom, and it allows them to keep current with topics using the refresh option.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?
How long have you used it?

“ I have used Connect ever since it was introduced in the textbook, and I have been using SmartBook for about 3 months.

Describe how you are currently using Connect with SmartBook in your course,
and what percentage of your course grades do you assign?

“ I have set up SmartBook modules that students are required to complete for marks. These modules are to be completed prior to us starting that material in class. There is typically one module for each chapter that we cover. These modules are worth 5% towards the student's final grade.

I also have set up Connect assignments that students are required to complete for marks. The assignments are to be completed after we have gone through the material in class. There is typically one assignment for each chapter that we cover and they are worth 8% of the student's final grade.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ I see it as a preparatory exercise for class discussion. Requiring students to complete the material in advance has allowed me to increase the level of difficulty or “ramp up” the discussion as students have the basic material now to go above and beyond what we could before.

How easy or hard was it to implement Connect with SmartBook in your course? Please describe what process you took to get started, including leveraging McGraw-Hill Education's support.

“ Setting up the Connect assignments was very easy. I find Connect to be very user friendly. There are a lot of options to set in Connect, but I find that the default options are usually the ones that I use, so there isn't much mediation necessary. As for SmartBook, there was a bit more time required simply because I was new to the system and how to set up the modules. However once you do a couple, it is very easy and systematic for the rest. Anytime I had questions as to how to do something, either the on-line support helped or I was able to email my McGraw-Hill Learning Solutions Consultant for easy and quick solutions.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ I am finding that students are more prepared for in-class quizzes and exams than without the on-line practice. Especially the General Ledger questions that are available. They are a great way for students to see how systems work in the real world.

What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

“ Seeing this is my first term using SmartBook, my data so far is limited, however that being said, I will be doing some analysis on final grades with and without SmartBook once the term is completed. With Connect, I have noticed over the years that the averages for students have increased due to the completion of on-line assignments and the instant feedback that comes with it.

How has using Connect with SmartBook changed the way you teach your course?

“ I am able to get into a deeper conversation with my students in class than previously obtained. I am able to take out a lot of the basic concepts from the classroom as students are getting this from SmartBook prior to coming to class. Then we start to look above and beyond these basics and look at more complex situations.

INSTITUTION PROFILE:

University of Saskatchewan is located in Saskatoon, and is the largest education institution in the province of Saskatchewan, with a student population of approximately 21,000. The university began as an agricultural college, and now offers over 200 academic programs some of which include Agriculture and Bioresources, Business, Arts and Science, Education, Engineering, Environment and Sustainability, Kinesiology, and Veterinary Medicine.



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What are your students telling you about Connect with SmartBook?

“ Students really like the instant feedback and feel that it's a great way to improve on areas they may be struggling with.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

“ I would suggest for colleagues to take the time to understand how the programs work. If students come to them with questions and they don't know how to answer them, then the students lose faith in the process and program and don't feel that the benefit is there as much.

Also, I would recommend them to use the McGraw-Hill Education support staff when needed, as they are very quick and reliable.

What is the single biggest reason you would recommend Connect with SmartBook?

“ It allows students to get instant feedback and continuous support & review using technology which is what the students are so used to using these days.

INSTRUCTOR:

Twyla Verhelst,
Saskatchewan Polytechnic

Digital Success Stories

Connect with SmartBook[®]

INSTITUTION PROFILE:

Saskatchewan Polytechnic is Saskatchewan's primary public institution for post-secondary technical education and skills training, offering over 150 programs in applied/visual media, aviation, basic education, and business. It operates campuses in Moose Jaw, Prince Albert, Regina, and Saskatoon, with a population of 13,000 full time students.

COURSE NAME:

Economics (ECON 100);
Personal Finance (FIN 100)

COURSE TYPE:

Flipped class

ANNUAL COURSE ENROLMENT:

350 (ECON 100) and 100 (FIN 100)

TEXT IN USE:

McConnell 13ce *Microeconomics* +
Macroeconomics (custom) and Kapoor
6ce *Personal Finance*

DATE:

November 27, 2015



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- iSupport@mheducation.com
- 1-866-270-5118

PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ Some students (increasingly so) find it difficult to learn by reading a traditional textbook. Some cannot afford a traditional textbook. Distributing, marking and returning numerous quizzes is time consuming and ineffective. The volume of paper gets unmanageable at times. Class time can be used for much more valuable activities. Most students live on their mobile devices. If they can access course-related material easily and quickly, they will do it (as opposed to lugging around a textbook and paper).

What were the main reasons you selected Connect with SmartBook?

“ I looked at several different publisher offerings for online learning platforms and eBooks and found McGraw Hill Education's to be the most intuitive and easiest to use. Additionally, the support that we've received from our Learning Solutions Consultant and others at McGraw Hill Education has been outstanding.

Compared to other learning technology that you've used, what do you like most about Connect with SmartBook? Please explain why.

“ It is visually pleasing, easy to navigate, intuitive, and user-friendly. There are many excellent online help resources and tutorials. Our Learning Solutions Consultant is always available to answer questions, and the digital support team that works behind the scenes always responds in a timely manner.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?
How long have you used it?

“ I have been using Connect and SmartBook in two separate courses (Economics, and Personal Finance) for over two years.

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign?

“ I create about a 20 minute SmartBook “assignment” for each chapter. I open these up at the outset of class and have a deadline date of a day before the midterm or final exam. Students are assigned a mark out of 5 for completion/non completion of SmartBook Assignments for the semester, is worth 5% of course mark. I strongly encourage them to do the assignments as we go along and then just to do the “recharge” while studying, but some don't do all of the assignments until the end. That's why I put the due date that late to give them all a chance to do them at some point.

I create a 20 question multiple choice quizzes for each chapter. They are awarded a mark out of 10 for the average of these quizzes with a non-completed quiz getting a mark of zero ie, A quiz is worth 10% of course mark. These all have open and due dates corresponding to when we will cover the material in class. For example if Chapter 1 will be covered on June 15-19, then the quiz will open June 15 and close June 22. That way they HAVE to keep up and not leave them until the end. I always set the quizzes up so that they have access to their eBooks directly from quiz questions.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ If these resources were optional, I would guess that they would be used by only about 5% of the students. And the students who really need it would not voluntarily utilize the resources. When it is required, everyone benefits.

How easy or hard was it to implement Connect with SmartBook in your course? Please describe what process you took to get started, including leveraging McGraw-Hill Education’s support.

“ The initial set up took some time, but the support received from our Learning Solution Consultant was great. She came to campus several times to assist. She then returned to do instructional sessions with students on the first day of classes as well. At the time, I guess I felt like it was lot of work, but looking back, it was time extremely well-spent.

Now, it runs behind the scenes without me having to give it a second thought.

How is Connect with SmartBook different than other learning technology that you’ve used?

“ Simple, intuitive, lots of online and in person help available. Easy to upload files, attach links, etc.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ It’s a “flipped classroom effect” where students are forced to keep up with their reading to do the Online Quizzes so they understand a lot more when I talk about ideas in class. So there is much less time spent with me explaining basic concepts and more time with them asking questions that go beyond what we traditionally had time in class for in the past.

What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

“ There are many sections of these courses running, and taught by many different instructors. My section averages are consistently higher than those where instructors don’t require Connect and SmartBook. And within my own sections of the courses, there is a clear and direct correlation between student grades and time spent on Connect with SmartBook.

How has using Connect with SmartBook changed the way you teach your course?

“ I have much more time for in class discussions because so much less time is taken up by quizzing and testing. I throw lots of extra links and resources onto Connect for students who want extra information and current applications of many of the concepts we cover in class.

What are your students telling you about Connect with SmartBook?

“ I would estimate that 90% of students LOVE Connect and SmartBook. Of the remainder, 5% just don’t want to put ANY effort into the course, 5% don’t like on-line learning. The latter 5% is decreasing year over year.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

“ Do it! You will never regret incorporating these resources into your course. Spend the time required to really get to know the products and set it up properly from the outset. Use the McGraw Hill resources available to you.

What is the single biggest reason you would recommend Connect with SmartBook?

“ It is how students like to learn....and it makes MY life much easier :)



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INSTRUCTOR:

Marla Chow,
Saskatchewan Polytechnic

Digital Success Stories

Connect with SmartBook[®]

INSTRUCTOR PROFILE:

Marla Chow is a Business Instructor at Saskatchewan Polytechnic (formerly SIAST). She has taught at Saskatchewan Polytechnic for the past 21 years, and is the current lead instructor in Economics, as well as lead instructor in many Financial Services courses. She is a graduate of the University of Saskatchewan with a Double Major in Finance and General Business (Bachelor of Commerce).

COURSE NAME:

Economics (ECON 100)

COURSE TYPE:

Face-to-face, distance
and online delivery

ANNUAL COURSE ENROLMENT:

300 on campus, 60 distance

TEXT IN USE:

McConnell 13ce *Microeconomics* +
Macroeconomics (custom)

DATE:

November 26, 2015



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- iSupport@mheducation.com
- 1-866-270-5118

PRIOR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ Our students were struggling to understand Economics and felt they needed more practice than what time permitted in the classroom setting.

What were the main reasons you selected Connect with SmartBook?

“ We decided that we needed more interactive learning and technology-based learning to engage the students, not just a boring old textbook!

Compared to other learning technology that you've used, what do you like most about Connect with SmartBook? Please explain why.

“ It's very user-friendly and our students can navigate the software without difficulty.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?
How long have you used it?

“ We are currently using Connect and SmartBook. We have assigned assessment grades to each of these components in our course.

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign?

“ On campus Connect online assignments are worth 10% while SmartBook is worth 10%. For our distance students the online assignment portion increases to 20% as they don't have any in class quizzes.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ The overall grades have improved and the students are seeing the content in a different light. The multiple choice grades of our examinations having improved significantly.

How easy or hard was it to implement Connect with SmartBook in your course?
Please describe what process you took to get started, including leveraging McGraw-Hill Education's support.

“ There was definitely a learning curve at the start and many hours to set up customized assignments and SmartBook assignments, but after 1.5 years it is really starting to payoff for our institution.

How is Connect with SmartBook different than other learning technology that you've used?

“ I have not tried any other publisher's technology, but I have had it demonstrated to me and I feel McGraw-Hill Connect is superior.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ Definitely improved marks and performance. Also new instructors are finding it useful in helping them prepare for their lectures.

What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

“ I have not been asked to provide this information yet as we've only been using it for the last year and a half. We have completed a student satisfaction survey of our own at the end of the first semester we implemented it and it received high accolades.

How has using Connect with SmartBook changed the way you teach your course?

“ I now remind and refer the students to the extra practice opportunities they have to improve their grades, especially with the “recharge” option within SmartBook.

What are your students telling you about Connect with SmartBook?

“ They are finding it very beneficial to improving their grades.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

“ After a very short period of time it becomes very user-friendly! I am the lead instructor for this course and I have convinced almost all of my fellow instructors (distance included) to incorporate this material.

What is the single biggest reason you would recommend Connect with SmartBook?

“ Improved student learning and improved grades!



INSTRUCTOR:

Annamaria Easby,
St. Clair College, ON

Digital Success Stories

Connect with SmartBook[®]

INSTITUTION PROFILE:

St. Clair College is located in southwest Ontario, with main campus in Windsor and additional campuses in Chatham and Wallaceburg. The college has a population of 8,300 full time students, and offers more than 100 diploma, certificate, degree and post graduate certificate programs focused in Health, Technology, Business, Media Arts and Social Services.

COURSE NAME:

ACC110 and ACC210
(Accounting Principles)

COURSE TYPE:

Face-to-face class
with Connect component for labs

ANNUAL COURSE ENROLMENT:

675 (Vol 1-425; Vol 2-250)

TEXT IN USE:

Larson 14ce *Fundamental Accounting Principles*, Vol 1&2

DATE:

November 13, 2015



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- iSupport@mheducation.com
- 1-866-270-5118

PIROR EXPERIENCE

Describe the points of frustration you faced before selecting Connect with SmartBook.

“ Connect provides additional resources that the students can access at their convenience to assist them in understanding the material. Both the labs and the homework provide the opportunity for students to practice what was taught in class which will benefit them come test time.

Compared to other learning technology that you've used, what do you like most about Connect with SmartBook? Please explain why.

“ It's easy to use, very user friendly. Students have unlimited submissions of labs up until the due date which allows students to further practice the material. Support has been great.

EXPERIENCE USING Connect with SmartBook

What McGraw-Hill Education learning technology are you using in your course?
How long have you used it?

“ I am using Connect. I am in my third year using Connect.

Describe how you are currently using Connect with SmartBook in your course, and what percentage of your course grades do you assign?

“ Using Connect for first year accounting (ACC110 and ACC210). Students are being assessed on the Connect lab for each chapter. The 7 chapter labs in total are worth 15% of the final mark of the course.

What benefits have you seen from requiring Connect with SmartBook rather than making it recommended or optional?

“ Our current college policy, permits for an exception for students to submit paper lab for those who do not want to purchase Connect. However, my experience has been that the majority of the students use Connect on-line and the feedback has been positive. Use of Connect helps to improve students' marks.

How easy or hard was it to implement Connect with SmartBook in your course?

Please describe what process you took to get started, including leveraging McGraw-Hill Education's support.

“ It was not too difficult to install and implement. There was training given to the professors by the McGraw-Hill Learning Solution Consultant prior to classes starting. Also, the Learning Solution Consultant was present to discuss Connect further with the students on the first day of class which proved to be extremely helpful to the students and to the professor. Due to the great support by McGraw-Hill Education at the time (approx. 3 years ago) assisted greatly with the rollout of Connect with very minimal issues.

OUTCOMES & RESULTS

What changes are you seeing in student outcomes as a result of requiring the Connect with SmartBook in your course?

“ Students are more prepared and for those students who put in the effort there are very positive results.

What data have you tracked or collected to show how effective Connect with SmartBook has been for you?

“ Use of Connect allows for more testing of the students with less stress on the professor for marking the labs as the labs are marked automatically. The pairing with Blackboard helps the efficiency of the process even further, freeing up more time for the professor to concentrate on lesson plans.

What are your students telling you about Connect with SmartBook?

“ I encourage my student to the fullest to use Connect as it isn't only an opportunity to get goods marks as there are unlimited attempts up until the chapter due date, but also by doing the Connect labs it is a great studying tool and practice for the tests. I also encourage the students to the “homework” in Connect for extra practice. Accounting is one of those subjects where the more you practice and do the questions, the more you absorb and understand the material. Connect helps to accomplish this.

BEST PRACTICES & TIPS

What advice would you suggest to your colleagues or instructors who are incorporating Connect with SmartBook in their courses for the first time?

“ To encourage the use of Connect to students by highlighting the several advantages it gives the students.

What is the single biggest reason you would recommend Connect with SmartBook?

“ Ease of use by the students and the professor.

