

INSTRUCTOR

Rod Hayward

University of Fraser Valley

Digital Success Stories

Connect with SmartBook[®]

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:

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PRIOR EXPERIENCE

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.