

INSTRUCTOR:

Shannon Cox,
Douglas College

Digital Success Stories

Connect with SmartBook[®]

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



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 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 borderline 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.