

INSTRUCTOR:

**Marla Chow,**  
Saskatchewan Polytechnic

## Digital Success Stories

### Connect with SmartBook<sup>®</sup>

#### 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



To learn more about  
Connect + SmartBook contact us at:

- [iSupport@mheducation.com](mailto: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!



Because learning changes everything.™