This is CourseMate. CourseMate is like a premium website. It’s kind of a textbook. This is what it looks like for instructors and this is what it looks like for students with a small difference. Students don’t get an engagement tracker that is for instructors to use to see what students are doing on the site. So, we have a chapter eBook. Every CourseMate has an eBook. Now this is an older version of one of our eBooks, this is an interactive eBook. All of our eBooks are now going to be the MindTap reader eBooks. So, with this all-encompassing platform of MindTap we’ve created a reader that's very nice and this is going to be replaced and we will see what that reader looks like. So all of our eBooks are going to be the MindTap reader eBooks. This is for economics. This is just an example. This discipline has its own things in it that others might not have, like we have this thing here called an EconApp. Other disciplines may have things like this that are used online for students to interact and get more information based on each chapter. We have a glossary, for example, in all of our CourseMates. We also have these Interactive Quizzes that are all based on a chapter. A student can select the chapter up here that they want to go to, we’re in chapter 1 right now. The interactive quiz starts when the student clicks start and they fill in all the information. This is a multiple-choice quiz based on their current chapter. Once they submit it they get immediate feedback as to how they are doing. You see a lot of red x’s here and a couple of green checks. Students can actually open up the item with the magnifying glass over on the right. When they open an item up, they get that this was incorrect and it tells them where to go in the eBook and then it has a link. The student can then click that link and go directly to that page.

We have interactive flash cards that students love. Of all the things that we publish as a publisher, of all the things that we create, technology wise flash cards are the most accessed item and that's just an interesting trivia bit. I think that it speaks to the effectiveness of flash cards. I think we all used them in school and they work. So now we have a way to deliver them to students where they will actually interact with them. A student gets, for example, the term and they can flip the card and get the definition. There is a flip card button up here. Then they can go to the next card. They can show the term first or the definition first, or if they feel like and they have learned a card already, they can remove it from the stack. We have some games also. This is a crossword puzzle game based on the terminology that would be found in the current chapter. Another type of game that we have is, “Beat the Clock”. This is one where they have 60 seconds to answer a question and the points that they get goes down as the time goes on. We also have some things that look like Jeopardy or Wheel of Fortune. Those games are based on what the students learn. There are basic learning objectives for every chapter. We also have a sample quiz, however I passed over it because it happens to be just like the other quiz I showed you, but its free content we offer online for students, so we put that in there as well. We also from time to time will have student handouts, PDFs and PowerPoint slides. This is a student handout and actually it's the PowerPoint slide for them to take notes on in class over on the right. And then finally, the most powerful thing we have is videos. This is the author of the textbook, Gregory Mankiw, and he has videos of the chapters for students. For example, this one here titled “Why Does Economics Matter?” We also have, if you look at the top, some tabs “Ask the Instructor” and “BBC videos”. Under the “Ask the Instructor” tab, for example, is the instructor of economics and the question is ‘why are economist always talking about money and wealth’. You can see we have several other videos on the page just like that. We have agreements with BBC, ABC, and some other news outlets where we offer videos that pertain to what we are talking about in the chapter. Some other examples are the titles seen here, Worker Productivity and Economics. So that is CourseMate in a nutshell and we actually did a CourseMate satisfaction survey and found that we had some positive changes. The percent of students that submitted homework went up by 11, the percentage of students receiving an A, B, or C who used CourseMate went up, and the big one here is the ones receiving D’s, F’s or Incompletes went down significantly.

The real question is, how do you get your students on board?

The only way that we recommend is making it a requirement. So if it’s 10% of the course, make it a required component and then you’ll have more adherence from students.

I think 30% is about the average. Do you find that's sort of the tipping point area?

(Faculty members talking about how he uses 30% in class)

We find the same thing, students respond favorably. Its funny, I’ve got three kids and our youngest is 13. We are all sort of strangers to this technology land however, she is really a native to it, you know? To see her on the computer, to see her Skyping with her cousins plus all of the other things she does online just blows me away. I think that's part of it too. The crop of students coming up are all so used to this kind of thing that they expect it… students expect it. Well, its funny because here she is just in middle school and the whole district has begun giving out MacBook’s for all the students to use either in class or to take home. It’s become an integral part of their education.

That was CourseMate and now we’re onto MindTap. I kind of wanted to start with CourseMate just to give you a feel for where we’ve been and what we’ve been doing for a while. In MindTap we are giving instructors an orange instead of an apple. It’s just something different. It’s a personalized learning experience. A student enters MindTap and what you’ll notice is that over on the right there are applications. There is a Cengage Now app, an Aplia app as well as apps for other items where we already have technology. There is going to be a Sam app, for example, so we are working on getting all of our technologies integrated into MindTap. This is MindTap for psychology. It’s just an example but they all really look and work the same way so basically a student comes in and they have their textbook chapters here and they would click on a chapter. The very first item they have is the eBook. In the eReader they have a pre-test that counts towards their grade. They have flash cards, which they all love as well. We have videos and then some activities we have down here and a post-test, and then some more videos and things. We wanted to put everything all in one place. This is our eReader and this is the MindTap reader that is actually going to be implemented and replace all of our readers going forward. Any new book that is published that has an eBook version will have a MindTap reader in it. What I wanted you to observe was, when I minimized the screen I had been working on with my laptop**,** how the apps moved over with the screen, so the apps are always available over on the right no matter what. And I also wanted to show you what it looks like with an iPad. Remember, that was part of the challenge with deciding to come to students where they are and with what they use. The apps now stay, if you’re on an iPad, on the top right-hand corner and can be opened from there. The actual reader itself is, by design, the library of the iPad. One thing I did want to say about the eReader is that, when you’re in it and have videos based in it, they are inline with the text if the videos are a part of that. And then also you can add videos. You can also add things to the textbook as well. There is a button up here at the top left that looks like a pencil and if you were to click it, you could actually search for a video on YouTube and post it in line with the text. Just one example of how you can customize the experience. You can post PowerPoints, you can post any kind of document in the text and students will have access to it.

Okay so I wanted to show some of these apps, so basically we have a search app where you can search the body of the textbook. We have a glossary. We have a Miriam Webster dictionary and we have a full eBook that the students can look at with the front matter and back matter pages. The flash cards are the things that students really love. We are in chapter 3 currently, so we have 61 cards. When you have a term you can hide the card and can flip it to get the definition or go to the next card and shuffle the deck. What’s new here is if we didn't think of all the possible cards you would want in the stack, your students can create their own stack of flash cards instead. We have something called ReadSpeaker, which is an app that we have that will actually read the textbook to the students. So right next to where that pencil was there is a ReadSpeaker icon, but if you are on a page, you click that icon and it will read the textbook to you. It’s a nice feature because some students have kids or are busy doing other things, however they want to interact with the eBook so this is the way that we help them to do so. It also speaks to students with certain disabilities, which is obviously an added bonus. You can actually change the reading speed as well and switch between a male or female voice. We also have a Progress App where students can go in and look at their progress with the pre test and post-test activity in each chapter. We also have MindTap and Cengage-Now integrated within one another so you can now offer the questions that are in Cengage-now right in MindTap. You can do the same thing with Aplia. Anything that we have built out in Aplia or Cengage-Now are coming soon and some other software that we have will all be available in MindTap. You can use Google docs to load any documents you want for this course so if you had a PowerPoint or images or whatever it is that you wanted, a syllabus maybe, you could actually connect your Google docs account too and if you don't have one you can create one right there and share those items (documents, spreadsheets, presentations, and PDFs) with the class. And then finally, any highlighting or any notes that you put in the text will all be available down here in My Notes so we have a few tabs you can put bookmarks on. You can have a list of bookmarks and all of your highlights and notes on one page representing any time you've interacted with the text. And then there is a notebook we have that uses EverNote, which is a very popular, note-taking app that will link with everyone’s account.

And now we’re back to the learning path again, which was chapter 3. Now this is what I wanted to show here. So as I mentioned before you can put videos, you can put links, or anything you want to into the textbook but you can also do that in the StudyPlan. So this is the chapter 3 StudyPlan where you can click that + arrow right there and add an item. If I click that + arrow its going to say, “What kind of activity do you want to add?” I can add an Aplia assignment, a Cengage Now homework activity, or I can search for a YouTube video, insert a web link, add flash cards or anything at all from my Google docs content. So if you were to do the YouTube video, it would actually pull up a YouTube search box where you can search for videos and preview them and then select them to be placed in there. The nice thing about that is you can also give information with it, so if you’ve selected a video, you can insert thought provoking questions afterwards, or things you would like to talk about in class. “Watch this video before class and think about the posted questions. We are going to talk about this.” And then I also wanted to show what some of the quizzing looks like. So this is a sample quiz question in MindTap that tells the students, if one of their answers was incorrect, where they should go in the textbook to find the correct answer using a link similar to what we saw before. The full eBook is going to have all of the pages of the book in it that wouldn't necessarily be in the eReader, like the front matter and the back matter, that sort of thing. And then we have videos in every chapter of this eBook, for example, or this MindTap product.

We have a wealth of videos from you know, those news outlet things, that we’ve collected along the way. I know in accounting we have a lot of videos, however psychology is another one. These are things we’ve already procured but if you wanted to post videos there is another app that isn’t showing on MindTap but they are all going to have that as a lecture capture app so you can actually do lecture capture here as well.

This right here is Aplia Quizzing. It would go with that what we saw a second ago.

So we also did an efficacy study on MindTap, but keep in mind that this is new and is something that we’ve just come out with in the last year. We are quickly getting disciplines online and our new books that are being published are coming with this so we have had a lot of positive outcomes from the study. However, this is very early study that we did as soon as it came out. But, that is MindTap so you’ve kind of seen the past, where we are with a premium website, and the future and where we are going with this. But I guess the question would be, how does all of this integrate and what does that look like and, of the items that I’ve talked to you about, the two that have what we would call partnership integration of CourseMate and MindTap. Now we do have a building block for Cengage Now and we have a building block for WebAssign. So far, Aplia is a StormPackage link so we are trying to get it to be partnership integration but currently, its just Storm so it's a single login link. But the two that have the best integration going forward are CourseMate and MindTap and we are adding to that. EWA has the building blocks so it has similar capabilities. But I did want to show you what this looks like so I was in my blackboard account and basically when you have this partnership, you create a relationship with the school but that's already been done so we turn on the Cengage learning MindLinks and an instructor would go into their blackboard to the place where they want to add content and they would click Publisher Content and then select Cengage learning MindLinks and what would come up for them is a list of all of the books we have released to the school. So they would actually really have access to everything that we’ve released. Now this is a demo account so it has a lot of books in it. I believe if you looked at this on the Clemson Blackboard you would see a couple of things in here probably but this is our demo account so it’s got several. Now what they would have to do is just select the book that they’re using and get what looks like a table of contents for that book. Then an instructor at this point could link the entire MindLink too so this is MindTap for the biology book and I could put a link to the whole thing right there or you could go in by a chapter and click one of these triangles and open it up and see that this is where I get the content selection. I can link just the chapter summary of the eBook and the review test and I can select the items that I want on there. You can link just to a full chapter if you wanted to or an individual item. Now you’ll see that we have some things here that are orange and say, “Add to Grade Book”, the default is to have it checked and those will actually create a grade book column in blackboard for the items and from there, MindTap and Blackboard talk to each other. So once you select the items that you want you confirm, you click “Okay” and “Submit”, and then it tells you to “Confirm your Selections” and that “You’re bringing these things over, is that correct?” so the instructor clicks save and then they go back and it takes them to Blackboard and gives them a list of things that are coming over with a destination folder that they can change at that point if they want to. Then they click “Submit” and then they have all their links in there. So these are links. This is a link directly to the chapter review test, and this is a link to the chapter quiz. It’s as easy as that. Once its turned on, all the instructor has to do is click on Publisher Content Cengage Learning MindLinks and then follow the prompts from there. So they can actually build their folders out in Blackboard however they want and they could have a folder for each chapter. They could have a folder for quizzes, or however they want to do it. It really just depends on how they want to set it up. You would make your own quiz in Blackboard so you could have all of our links together and could intersperse them anyway you’d like. So this would be like a MindTap quiz for a certain chapter. Yes, it's a regular browser. We don't have lockdown browsers yet but I think that's something that's being worked on.

Q: (faculty member talking)

Regarding your discussion about lockdown browsers and which tests are compatible… do they have the ability to export tests into test banks so that instructors could integrate these questions?

A: So do ya’ll understand how this works and integration its pretty simple and straight forward. We still have StormLinks that we can do. Those require a little more than this does though. This is very seamless, using either CourseMate or MindTap

That's really what I wanted to show you. We can take a look at any other technology that you would like to see. Any questions?

We can get you a list of whose using these items if that is what you’re asking or who is using the partnership. Economics, yes, however CourseMate is the integration that I just showed where you can pick and choose what you want. It just doesn't have a grade book because we have already turned on the initial so all we would do is send the content directly so there is nothing you need to do other that. We tell instructors to go to Publisher Content, that's already been done though. Its already been turned on and what they will do is, and I’ve seen this done so lets say history decides to use CourseMate or MindTap so we would request the content be released and they just turn it on with our end and we already have the pathway set up. But you would get a notification that it had been turned on and it would just show up. It will show up when, I’ll show you where, when you click Publisher Content. That would be one of the books that shows up. We have to turn it in, so when we turn something on our end it shows up on your list under available books

No it has already been done, if you go to go to blackboard click Cengage Learning MindTap, it should already be turned on, you just push Content to it. We push a book to it that's going to be used, and it shows up on that list. I don't know if they are going to have to create a new path or fix it or something with it.

Q: Does Google docs typically remind them or no?

A: We just need to remind them not to break copyright protection with things they upload. We have a team inside that I mean, depending on the discipline, someone would be on this account so we offer 3 levels of support. They could come to us directly if it's a MindLink issue that they needed help with. Sometimes we will have to come to you and do something depending on what it is. They would start with us and we would be the first line of defense. I would think, unless it's a blackboard issue, we wouldn't have access too but I would just tell everyone if it's a MindLink issue. I need to give everyone my card, thank you guys are such a good audience.