

## The Challenge:

Higher education instructors today face ever-increasing demands on their time and resources, in addition to ongoing changes to their roles and responsibilities. They are asked to improve student performance and outcomes, as well as increase motivation, retention and engagement. Instructors also often have to adopt new digital courseware solutions, while ensuring their courses are current, dynamic and effective – all while reducing overall course development costs. As a result, instructors are grappling with a number of new issues related to building, managing and delivering their courses.

We listened to educators from around the world who shared their key challenges with us:

- Curating and maintaining course content is complex and time-consuming,
- Accessing multiple resources or different solutions across various platforms is confusing and difficult and
- Current course solutions lack the scale and flexibility needed to create more effective courses that improve student outcomes.

## Learning Impact Outcomes:

**INSTRUCTORS** benefit from a complete course design and delivery solution that provides high-quality content and unmatched support.

“ For the first time, I have been able to use a full course package, where the content and the platform are equal in quality. Also, the support for the instructors and curriculum mapping by your experts is easily the highest quality in the market.

—Higher Education Instructor

“ I had a great experience using Connect2. The framework is very straightforward and easy-to-use, and it offers a number of well-developed exercises, tests and questions that I could easily incorporate into my course. For the first time, I didn't have to spend hours and hours looking around for additional resources.

—Higher Education Instructor

## The Solution:

**Connect2** is a collaborative teaching and learning environment that provides instructors with a seamless course design and management system and learners with a personalized adaptive learning solution. Offering a complete course framework with pre-built content and functionality, **Connect2** also provides a customizable, modular structure, which gives instructors the flexibility to add, subtract and re-order course content, as well as change the overall set-up and values of the assignments. Critically, **Connect2** courses are developed by curriculum design experts to ensure that the curricula, learning materials and assessments are aligned to learning objectives. With **Connect2**, instructors gain more control over the course design process and save time and resources when building and managing their courses. As a result, instructors can focus more of their efforts on the student experience and improving outcomes.

By using IMS Global standards, such as Common Cartridge and Learning Tools Interoperability (LTI), **Connect2** provides an open course development architecture with seamless plug-and-play integration capabilities and interoperability between McGraw-Hill Education's platforms and others. Instructors can integrate their own content into **Connect2**'s pre-built courses, as well as materials from various third-parties and open resources. The open system also enables, for example, assessment question imports and exports with the IMS Question and Test Interoperability (QTI) specification, allowing instructors to bring in content from other IMS standard compatible systems. With **Connect2**, multiple types of content are now available in a single place – including authored text, technology enhanced assessments, instructor-imported content and LTI-compatible learning tools or links.

**Connect2** also includes SmartBook, McGraw-Hill Education's proven adaptive learning solution, which personalizes and optimizes each student's individual learning experience and mastery of course objectives. In addition, the adaptive learning system provides instructors with advanced data analytics on student performance to help them adjust their course delivery and effectiveness.

**STUDENTS** can improve their grades, grasp course content more efficiently and are more engaged.

“ It improved my grades! The assignments brought up my grades. And the practice questions also helped me do better on exams.

— Higher Education Student

“ I was able to test my areas of strengths and weaknesses in detail, and I could focus my studying on what I actually didn't know instead of wasting time on things I already had a good understanding of. Because of this I feel like I got a more well-rounded grasp of the course.

— Higher Education Student

## Return on Investment:

When **Connect2** is implemented, instructors benefit from a complete course solution that saves them time and resources when developing, managing and implementing their course, while having access to external content and tools via IMS Global standards. This allows instructors to focus more on higher-level instruction during class time. **Connect2** equips instructors with all of the tools they need to manage the ongoing demands of course delivery and the changing needs of their students. At the same time, **Connect2**'s adaptive learning technology directly supports students by personalizing the learning experience and improving learning outcomes.