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Takeaway from TopHat + McGraw Hill Content = Success in English Composition at East Mississippi Community College

Institution: East Mississippi Community College
Course: English
Enrollment: 1,200
Solution: Creation of author original content combined with McGraw Hill content delivered in Connect for English Composition

The local McGraw Hill sales team recognized an opportunity to not only win takeaway business from TopHat, but also improve the delivery of content in English Composition for both faculty and students. The English faculty at East Mississippi CC were using Howard's Writing Matters in the McGraw Hill Connect® platform, while also required students to purchase author-original content through TopHat. In addition to multiple points of purchase, students also had to inconveniently launch their course material from two different places. After meeting with McGraw Hill's Custom Courseware Solutions (CCS) team, the idea emerged to deliver the author-original content through the same Connect course shell as Howard's Writing Matters.

Faculty at East Mississippi CC were able to get their content released from TopHat, and our CCS team was able to build their content into our R17 eBook delivered in the Connect platform along with Howard's Writing Matters. The students would have access to McGraw Hill national content, as well as East Mississippi CC's Guide to Composition. This solution enabled students to access both books conveniently through the Connect platform.

The customized Connect product was launched successfully in Fall 2021. Now more than 1,200 students at East Mississippi Community College will reap the benefits of having both author-original and national McGraw Hill content delivered in one Connect course shell.



