Because learning changes everything®

SUPERCHARGING A STATIC OER TEXTBOOK WITH HIGHLY ENGAGING LEARNING RESOURCES IN 45 DAYS

McGraw Hill Custom Courseware Solutions

Northern Arizona University (NAU) engaged in a cross-functional collaboration with McGraw Hill to help them solve a problem they were facing with their flagship Psychology course. In October, the university approached the team with a pressing need for the spring term, only three months away. Faculty members Emily Thomas, Emily Patch, and Jason Whetten had received feedback from their students the previous semester's experience was a poor one. These same faculty members used McGraw Hill Connect for a different Psychology course and believed MHE could find a solution to their problem. They sought to engage the McGraw Hill Custom Courseware Solutions (CCS) team.

The NAU faculty team had selected a well-written OpenStax OER textbook but was looking for an outcomes-driven delivery method. The McGraw Hill team discussed with the faculty the idea of creating an adaptive learning SmartBook consistenting of OpenStax Psychology chapters combined with McGraw Hill Psychology interactivities, McGraw Hill videos, and award-winning Power of Process, aimed at improving reading and writing. A major concern for the faculty was the short turnaround time for this project. Working quickly to meet the spring deadline, the CCS team worked with Subject Matter Experts to build out the SmartBook. This work involved adding learning objectives and probes to the OpenStax Psychology chapters selected by the faculty. At the same time, media assets were being loaded into a Custom Connect shell.

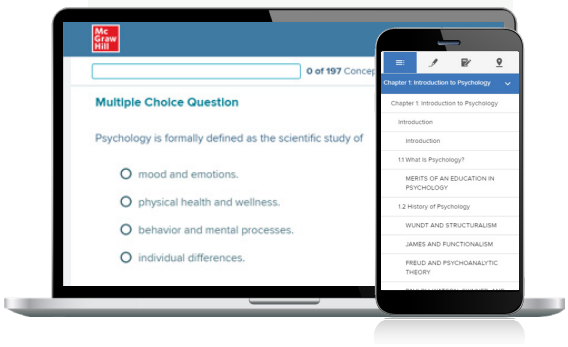
In just 45 business days that included Thanksgiving, Christmas, and New Year's, a team from across MHE completed the project ahead of schedule. A successful delivery to more than 1,000 students took place that spring semester.

Institution:
Northern Arizona University

Course:
Psychology

Enrollment:
3,000

Solution:
Creation of a highly-engaging student learning experience by taking an otherwise static OER e-textbook, transforming it into a adaptive reading experience, incorporating rich assessments, and surrounding it with award-winning reading and writing tools.



To learn more, visit mheducation.link/ccs