Because learning changes everything.®

AMPLIFYING A STATIC OER TEXTBOOK WITH ADAPTIVE READING EXPERIENCE

McGraw Hill Custom Courseware Solutions

Oklahoma State University (OSU) engaged in a collaboration with McGraw Hill to help them enhance static OER content in their Psychology 1113 course. Late in 2019, faculty member Dr. David Thomas approached the McGraw Hill sales team with news that the course would be transitioning to OpenStax OER content. This transition was being driven by a university decision to embrace more open education resources. A longtime McGraw Hill Connect user, Dr. Thomas wanted to preserve the Connect functionality for students and faculty with the new OER content. With the university decision made, Dr. Thomas engaged with the McGraw Hill Custom Courseware Solutions (CCS) team to enhance the learning experience for his students.

Dr. Thomas had selected a well-written OpenStax OER Psychology textbook, but he was looking for an outcomes-driven delivery method. The McGraw Hill team discussed with Dr. Thomas the idea of creating a familiar adaptive reading experience, leveraging our SmartBook technology. This experirence would combine the OpenStax Psychology chapters and highly engaging questions related to the identified learning objectives. Working with a Subject Matter Expert to create learning objectives and probes (questions), the otherwise static OER content was transformed into an engaging & assignable reading experience. Dr. Thomas worked hand-in-hand with the SME and the McGraw Hill team to review and QA the probes. At the same time, a Custom Connect shell was being created to deliver the content in a consistent manner accessible via computer, phone, or tablet.

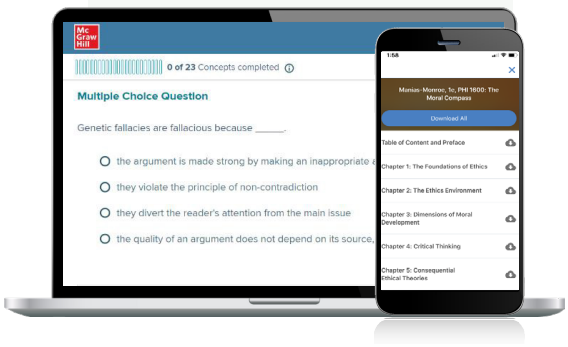
After working with the McGraw Hill team in late-Spring & Summer, the course launched to nearly 1,000 students in the Fall 2020 semester.

Institution:
Oklahoma State University

Course:
Psychology

Enrollment:
1,500

Solution:
Creation of a highly engaging student learning experience by taking an otherwise static OER eBook and transforming it into an adaptive reading experience.



To learn more, visit mheducation.link/ccs