# Success Story

## Northern Kentucky University



Professor Jeffrey Fox uses McGraw Hill Connect for Public Speaking with *The Art of Public Speaking* by Stephen Lucas in the Evergreen™ delivery model.

**In choosing to use Connect, Professor Fox was looking to find a more modern way to engage students, implement high-quality digital resources, reduce student costs, and offer ample resources and options for faculty to create a quality course with ease.**

Traditional textbooks were becoming increasingly expensive, which burdened students financially. Additionally, finding effective ways to engage students and encourage them to read the textbook was crucial. Professor Fox needed to implement well-vetted and high-quality digital resources while also ensuring ample resources and options for faculty, especially adjuncts, to create quality courses with ease.

To address these challenges, Professor Fox implemented McGraw Hill's Connect which provided a cost-effective, engaging, and resource-rich digital platform that streamlined course updates and supported faculty needs. Professor Fox noted, **"Connect is a less expensive, quality option compared to traditional paper textbooks."** The use of SmartBook® in Connect allowed students to better engage with the course material. **"SmartBook is the modern way to get students to read and engage,"** he added. Connect provided well-vetted quality content and a wide selection of resources, making faculty lives easier.

**"Connect has made faculty lives easier by providing well-vetted, quality content with a wide selection of resources and ancillaries to implement."**



**Jeffrey W. Fox, M.A**
Associate Teaching Professor
Northern Kentucky University

## The Evergreen Delivery Model

Professor Fox was thrilled when McGraw Hill announced their new Evergreen delivery model. This new release-centered approach delivers new and updated content, tools, and accessibility directly to instructors' existing courses at the time of market need.

Before Evergreen, updating course materials was a cumbersome and time-consuming process. This challenge made it difficult to keep course content current and relevant without significant effort. **"With social media and current events spreading like fire, it is important to have updated content and assessments to match where we are in time,"** says Professor Fox.

The Evergreen delivery model significantly reduced the time spent on course preparation "Preparing to move to a new edition would often take me 4-6 hours. With Evergreen, it takes under 30 minutes," Professor Fox shared. Evergreen ensured that content was regularly updated, maintaining relevance and accessibility. **"Frequent updates, instead of every 3-4 years, ensure accessibility updates are more frequent and readily available. We need to meet all types of students where they are. Having rigorous accessibility standards is key to getting us to this point,"** he emphasized.




**"The new Evergreen delivery model has made my course prep easy; the new content automatically flows over; and I can choose how to implement it."**

–Professor Jeffrey Fox

## Connect Implementation

Course grade is determined by the following:

- SmartBook – 10%
- Participation – 10%
- Exams administered in Connect – 10%
- Speeches (including GoReact™) – 70%

Professor Fox replaced traditional chapter quizzes with SmartBook assignments to enhance student engagement and learning. He assigns SmartBook before covering the material in class. By utilizing the analytics and reporting features in Connect, he can adjust his lectures and class activities to meet students where they are in their learning. **"SmartBook gives students a low-stakes way to engage in course content before I cover it in class,"** says Professor Fox. This proactive approach helps students grasp concepts more effectively and come to class prepared.

For exams, Professor Fox uses the question bank in Connect, which provides well-vetted, quality content that aids in assessing student comprehension and progress. In his online classes, and occasionally in face-to-face settings, Professor Fox employs Video Capture powered by GoReact to grade speeches and facilitate peer and self-reviews. This tool enhances the feedback process and allows for a comprehensive evaluation of student performance. Additionally, application-based activities are used as a resource for students to demonstrate mastery and apply the content they have learned.

The frequency of assignments varies based on the course duration. In accelerated courses, students complete 3-4 SmartBook assignments per week, alongside 1-2 speeches, and supplemental application-based activities. For full-semester classes, students are assigned 1-2 SmartBook assignments per week, a speech every four weeks, and periodic question bank and application-based activities as needed. Each SmartBook assignment typically covers 10-15 concepts, providing a manageable, yet thorough, review of the material.

Using Connect, and SmartBook in particular, has transformed Professor Fox's teaching approach in face-to-face classes. Instead of delivering traditional lectures, he leverages the analytics and reporting tools to identify areas where students struggle. This allows him to conduct quick reviews of challenging concepts in class and devote more time to engaging students in applied activities and scaffolded components of larger assignments.

Using Connect and SmartBook enhanced Professor Fox's teaching approach and positively impacted student outcomes. **"Students come to class with a better understanding of course knowledge,"** Professor Fox observed. He also noticed higher engagement among students, especially with peer reviews in GoReact. "This is a great way to engage students more in an online setting," he noted. Professor Fox could focus more on interactive and applied learning. **"Using Connect gives me more time in class to do application activities,"** he explained. This shift in teaching strategy has led to a more interactive and effective learning environment, benefiting both the students and the instructor.

The combination of cost savings, enhanced student engagement, efficient course management, and updated resources has not only benefited the students but also streamlined the faculty's efforts in course preparation and delivery. **"Connect and the Evergreen delivery model provides my students with up-to-date content and me with up-to-date ancillaries, so I can stay on top of the latest topics, current events, and available technologies,"** concludes Professor Fox.

*The opinions represented in this case study do not reflect the opinions of Northern Kentucky University.*

