McGraw Hill Connect: Driving Better Outcomes for Students and Educators

2025 Connect Effectiveness Study

About Connect

Connect is a complete, end-to-end online course platform that provides all the tools and resources you need in one place. It's designed to enhance teaching, offer a supportive structure for students, and increase transparency over their studying and learning.

Connect uses an Evergreen™ delivery model to provide new and updated content, tools, and accessibility features directly to instructors' existing courses. This makes locating new content easy and hassle-free. Refreshed assignments, updated coverage of select topics, and new questions keep students actively engaged in course materials.

Connect encompasses a wealth of resources that help achieve better outcomes for learners and educators, including:

Accessible design to support all students at every stage of their learning journey.

Convenient paths to the trusted, vetted content you deliver in your course in the eBook, designed for students to learn anywhere, anytime so they can come to class better prepared.

Adaptive, engaging tools that boost student confidence and better prepare them for whatever comes next.

Easy-to-read assessment analytics and reporting tools for a 360-degree view of every student and overall class performance.

At the heart of Connect is SmartBook®. Rooted in science, this adaptive learning solution identifies and closes knowledge gaps by providing students with the right personalized learning resources at the right time in their unique learning journey. SmartBook provides instant feedback, so learners have a better understanding of their strengths and weaknesses. It also enables instructors to set targeted reading assignments and monitor student progress and engagement.

Connect: With You at Every Step

Support for students

- ✓ Personalized digital learning experiences
- ✓ ReadAnywhere® app
- ✓ Practice quizzes and assignments
- ✓ Affordable course materials
- ✓ Reporting tools to track progress

Support for instructors

- ✓ Flexible course design
- ✓ Easy access to new and updated content
- ✓ Analytics and reporting tools
- ✓ Seamless LMS integration
- ✓ End-to-end support that goes beyond technical assistance



Connect: A Better Way to Engage Students

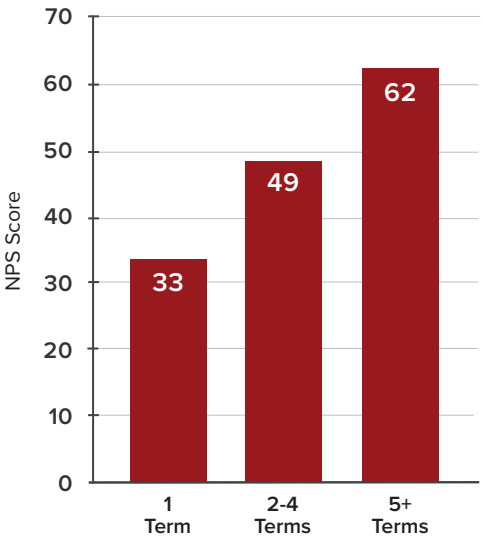
There's magic in an "aha" moment—in watching eyes light up as a blurry concept sharpens into focus, in hearing a spirited classroom discussion spill into the hallway.

Gratifying, yes, but these moments are also powerful. Research consistently shows that engaged learners are more likely to earn better grades, finish class, and graduate. And yet, keeping students engaged is the number one challenge facing educators around the world, according to McGraw Hill's 2024 Global Insights Report.

As a leading global education company, we believe educational technology can play an important role in creating and maintaining that engagement. We are committed to working with educators to clear paths so that we can deliver an education of value that improves outcomes for all. Our digital learning platform, Connect, incorporates leading-edge tools to help students learn most effectively. At the same time, it equips educators with the real-time data, relevant and trusted content, and flexibility they need to create courses that inspire deeper learning. The result is a digital teaching and learning system that provides value from day one. (Figures 1 and 2).

Figure 1

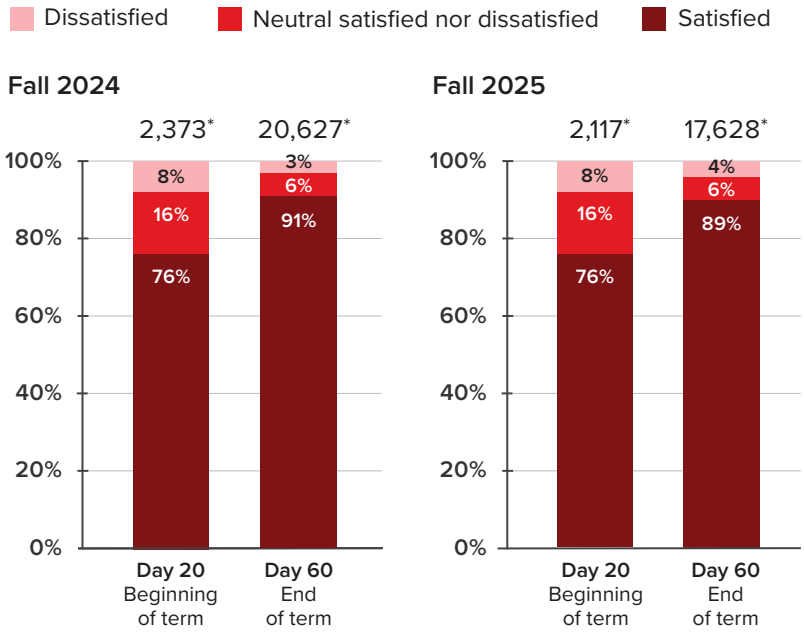
Educators' satisfaction with Connect increases over time.



McGraw Hill Spring 2024 Instructor End-of-Term Customer Experience Survey. (NPS score out of -100 to 100)

Figure 2

Students' satisfaction with Connect increases over time.



*Number of Respondents to CX Survey

Connect Effectiveness Study Overview

Are learners and educators seeing better outcomes with Connect? To determine this, we aggregated and analyzed data from 19 case studies published between 2023 and 2024. We evaluated the platform's impact on student learning, academic achievement, retention, and on educator performance and efficiency based on six measures.

6 Outcomes Measured:

- Student Retention and Engagement
- Exam Scores
- Final Course Grades
- Pass Rates
- Educator Workload and Time Management
- Instructional and Pedagogical Quality



See the Impact of Connect: Case Study Outcomes at a Glance

Explore how institutions are using McGraw Hill Connect to improve student retention, engagement, exam scores, pass rates, and more. This grid provides a quick view of which case studies highlight specific outcomes, helping you find the most relevant insights for your teaching needs.

	Student Retention & Engagement	Exam Scores	Final Course Grades	Pass Rates	Educator Workload & Time Management	Instructional & Pedagogical Quality
Dyersburg State Community College Student Success, Page 8	✓		✓			
Cuyahoga Community College Economics, Page 9	✓		✓		✓	
University of Central Arkansas Business Statistics, Page 11		✓	✓			
Ozarks Technical Community College Business, Page 12	✓	✓			✓	
Cabrillo College Nutrition, Page 14	✓	✓		✓	✓	
University of Cincinnati Marketing, Page 15	✓	✓	✓			
Navarro College Computer Information Technology, Page 17		✓		✓		
Somerset Community College English, Page 18	✓		✓	✓	✓	
Texas A&M University Operations Management, Page 20	✓		✓		✓	
Scott Community College Nutrition, Page 21	✓				✓	
Missouri State University Accounting, Page 23	✓				✓	✓
Portland State University Introduction to Business, Page 24	✓	✓			✓	✓

The flexibility of Connect assignments has led to noticeable changes in student engagement. Students have the freedom to approach assignments in ways that suit their learning preferences, whether completing them before, during, or after lectures. This adaptability has fostered greater student involvement and active participation in the learning process.

—Jason Furrer
Microbiology Professor, University of Missouri

Student engagement has improved with Connect, allowing me to assign lecture material through Connect and reduce my time lecturing as the 'sage on the stage.' Instead, I act as a 'guide by their side,' supporting autonomy and self-efficacy while students work in teams to apply what they've learned from Connect and SmartBook.

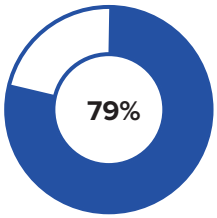
—Denise Russo, EdD
Associate Nutrition Professor, Cabrillo College

Outcome 1:

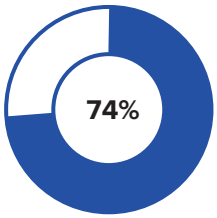
Connect's Impact on Student Retention and Engagement

Enrolling students in higher education is one thing. Keeping them in school—and involved in their learning—is another. According to the National Student Clearinghouse Research Center, **36.8 million** students who started college are now unenrolled, up **2.9%** from the previous year. And studies show that student engagement has dropped considerably since the COVID-19 pandemic.

However, as our case studies reveal, Connect helps students engage more deeply with the subject material.



79% of instructors saw higher student engagement.



74% of instructors noted better retention rates.



Spotlight on:

Dyersburg State Community College

Course: ORN 1010 Orientation: Learning to Succeed (Freshman Seminar)
Educator: Andrea Franckowiak
Outcomes Measured: Student Retention & Engagement and Final Course Grades

Professor Andrea Franckowiak tried a number of solutions before she implemented Connect in the Student Success course. The digital platform had all the ingredients she needed: an array of instructor training and support, including affordable course materials and quality content for her students.

Each week, students were given one to three SmartBook assignments, individual and group assignments, which they completed at home or in class. Franckowiak and the other course instructors decided when and how to integrate Connect and which activities to assign. Before long, they realized the wide range of assignments and formats in Connect meant they had the tools to keep students engaged for the entire semester.

Since implementing Connect in the Fall of 2018, retention outcomes in the required freshman seminar course have consistently improved. (Figures 3 and 4).

Read the full case study at *mcgrawhill.info/DSCC*

> **As a [course] coordinator, using Connect allows me to easily provide my instructors with fantastic products that enhance their teaching. It also allows me to control course drift and ensure the students have a quality, impactful experience.**
>
> —Professor Andrea Franckowiak

Figure 3
Fall to Fall Retention Rate of 1st time freshmen of non-participants compared with 1st time freshmen who took ORN 1010 using Connect

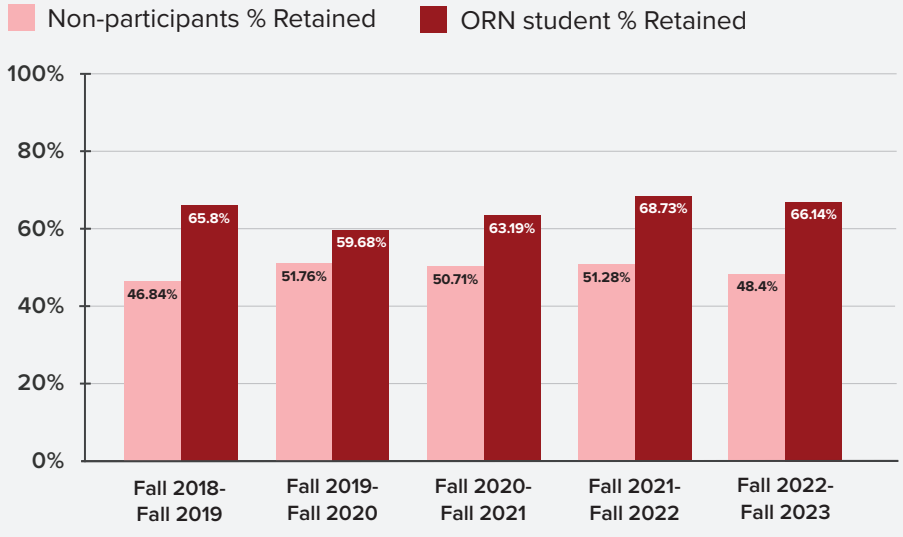
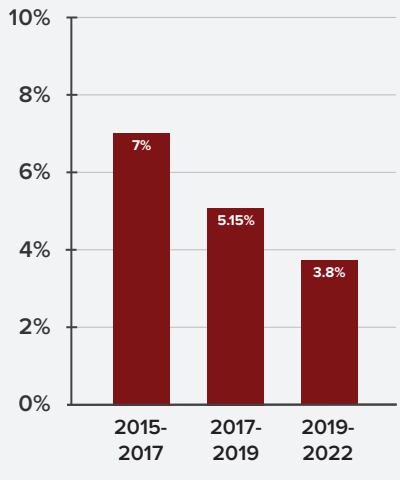


Figure 4
Average Withdrawal Rate after taking ORN 1010



Spotlight on:

Cuyahoga Community College

Course: Principles of Microeconomics
Educator: Michele Hampton, PhD
Outcomes Measured: Student Retention & Engagement, Final Course Grades, and Educator Workload & Time Management

Dr. Michele Hampton wanted to boost student engagement in her Microeconomics class, and she knew she needed more than a traditional textbook. The digital content in Connect—which integrated seamlessly with the Blackboard learning management system—fit the bill.

Of particular value to Dr. Hampton were the videos, which were assigned at the start of every new topic. All videos were available in English and Spanish and with captions so all learners could engage with the content. But Dr. Hampton also relied on other features of Connect. Adaptive Learning Assignment questions and Application-Based Activities reinforced concepts. And the reporting tools helped her pinpoint knowledge gaps and track individual and group progress.

The move to digital worked. Students said they preferred videos over textbooks and appreciated the hands-on activities. Student engagement increased, as did the amount of time Dr. Hampton spent checking in with students and ensuring they stayed on track to be successful in class. Both improvements had a positive impact on course grades.

Read the full case study at *mcgrawhill.info/CCC*





Average Course Grades Have Improved

2.55 in Fall 2018
2.79 in Fall 2022

*Out of 4.0

Students report that they'd rather watch the content videos than read a traditional textbook, and they like the Application-Based Activities assignments because they are practical and give them a chance to put their knowledge into practice.

—Dr. Michele Hampton



Outcome 2:

Connect's Impact on Average Exam Scores

Exam scores may not be the only way to measure academic success, but they're an important indicator of how well a learner grasps the material. Connect provides each student with a personalized digital learning experience to help them study more effectively and potentially improve their grades. According to our analysis, when Connect was in use, quiz and exam scores increased anywhere from **1% to 20%**.



Spotlight on:

University of Central Arkansas

Course: Business Statistics
Educator: Dr. Kevin M. Casey
Outcomes Measured: Exam Scores and Final Course Grades

Dr. Kevin M. Casey knew that in order for students to succeed in his Business Statistics course, they had to put effort into their assignments. Connect helped them do just that by providing students with personalized learning experiences that identified knowledge gaps and reinforced concepts requiring further study.

To ensure students used the digital resources, Dr. Casey structured the course as follows: SmartBook readings (20% of grade), Connect homework (20%), and exams (60%). Students had unlimited attempts on their SmartBook readings, and this encouraged them to revisit areas where they were struggling. Homework was often a mix of Connect's algorithmic questions, which provided instant feedback for students and motivated them to work toward mastery of the concepts.

Dr. Casey compared student performance before and after integrating Connect and SmartBook. After one year of using Connect, he saw improvements in exam scores and course grades (Figure 5). He also noted that the improvements "highlight how motivated students can benefit from working within the platform and tool."

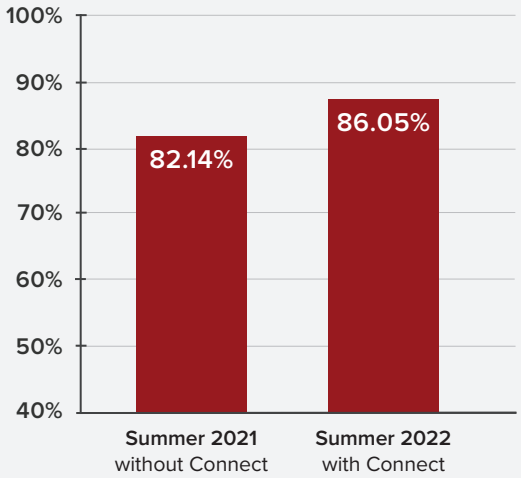
Read the full case study at *mcgrawhill.info/UCA*



McGraw Hill Connect and SmartBook help students understand what they know and what they need to continue to work on while giving them the opportunity to work on it.

—Dr. Kevin M. Casey

Figure 5
Average course grades before and after Connect



Spotlight on:

Ozarks Technical Community College

Course: Introduction to Business
Educator: Dr. Tim Rogers
Outcomes Measured: Student Retention, Exam Scores, and Educator Workload & Time Management

Connect and SmartBook changed the way Dr. Tim Rogers approaches his Business course. Now, he spends less time grading and creating assignments and more time ensuring his students are grasping the material.

His students are benefiting as well. In many ways, the digital learning platform has had a virtuous circle effect. To prepare for class, learners complete related SmartBook modules. After class, they have homework—videos that reinforce key concepts and highly interactive Application-Based Activities that boost engagement and provide a safe space to apply concepts learned to real-world, course-specific problems.

Dr. Rogers notes that since implementing Connect, students are better prepared and more engaged. Exam scores are on the rise, and more learners are retained in the course with fewer withdrawals and drops.

Read the full case study at *mcgrawhill.info/OTC*





Exam scores have
increased 10%
in Dr. Rogers' in-class sections since implementing SmartBook modules.

> **Connect seems to run itself, and that frees up time for me to find current, relevant topics to use in my lectures to make them more interesting and engaging. I rest assured that the homework assignments I am giving are good quality, and they relate directly to the materials.**
>
> —Dr. Tim Rogers

Outcome 3:

Connect's Impact on Final Course Grades

Connect's combination of personalized learning, analytics, and quality content make a marked difference in academic performance. Of the educators who incorporated Connect in their course, **nearly one-third (32%)** reported a rise in final course grades after the platform was in use.



Spotlight on:

Cabrillo College

Course: Nutrition Course
Educator: Dr. Denise Russo, EdD
Outcomes Measured: Student Engagement, Exam Scores, Final Course Grades, and Educator Workload & Time Management

Dr. Denise Russo implemented Connect to encourage her students to complete readings before class and, ideally, participate more in class. It ended up transforming the way she teaches her Nutrition course. She successfully shifted to a student-centered, flipped classroom format that required learners to complete assignments and quizzes in SmartBook before stepping into class. This allowed Dr. Russo to use class time for practical applications and interactive learning. Using Connect's reports, she also identified where students are struggling and focused her lectures on those areas.

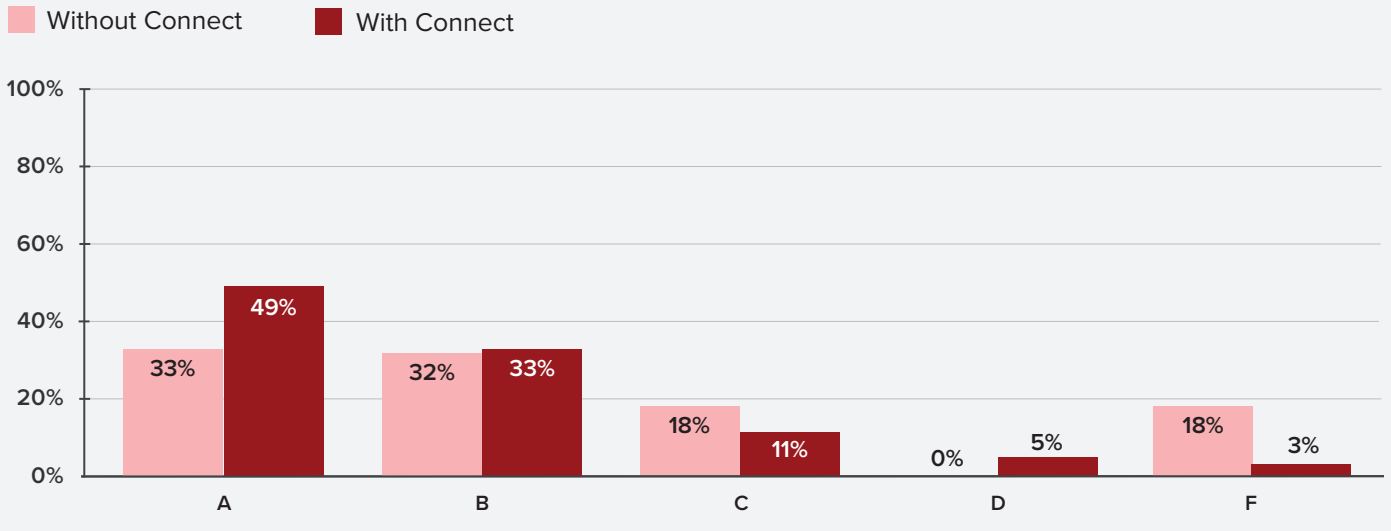
The changes had a noticeable impact on student outcomes. Quiz and exam scores rose by 8%. Passing rates rose from 87% to 92%, reaching 97% when including D grades. And grade distribution improved, with more A grades and fewer C's and F's (Figure 6).

What's more, putting learning into the hands of students made the class more enjoyable. Students seldom missed class, and when they did, they felt empowered to seek out help.

Read the full case study at *mcgrawhill.info/CC*

> **So many days that I teach, as our class time is coming to an end, students say, 'We are already done? This class goes so fast.' I reply, 'Learning is fun.'**
>
> —Dr. Denise Russo

Figure 6
Grade distribution without Connect vs. with Connect



Spotlight on:

University of Cincinnati

Course: Introduction to Marketing
Educator: Ric Sweeney
Outcomes Measured: Student Engagement & Retention, Exam Scores, and Final Course Grades

Each year, Professor Ric Sweeney faced two daunting tasks. First, he needed to ensure the students in his Introductory Marketing classes had timely access to course materials. Second, he had to manage various assignments from different sources, which took time away from teaching. His solution? Connect.

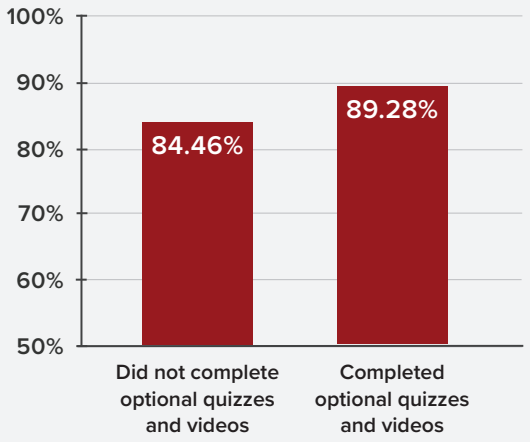
Sweeney made full use of the platform's offerings. From the start, he chose the Inclusive Access model, which put course materials in students' hands at the very start of the class. He typically assigned about five assignments per week. They often included the AI Reader, a learning tool embedded in the reading experience that leverages artificial intelligence to help students achieve a deeper understanding of the course material. The homework acted as a knowledge check for students, though Sweeney also relied on Connect reports to see which concepts learners struggled with. In class, he used case studies, videos, and interactive activities to build on students' foundational knowledge and let them apply what they learned to realistic scenarios. "This combination of knowledge retention and critical thinking takes student learning to a higher, more impactful level," he says.

Connect's optional quizzes and videos were particularly useful as students prepared for exams. Sweeney says students who used these resources tended to earn a higher grade in the course (Figure 7).

Read the full case study at *mcgrawhill.info/UC*

> **I can create new assignments at the flick of a switch, often on an immediate basis right in the classroom. This type of flexibility gives me the comfort of being able to adapt quickly as student learning needs change and evolve.**
>
> —Professor Ric Sweeney

Figure 7
Student who completed the optional quizzes and videos raised their score.



Outcome 4:

Connect's Impact on Pass Rates

As educators know, pass rates matter. The metric reflects the effectiveness of the curriculum, and it's been linked to college completion rates, which currently hover around **62%**. For students, not passing a class could mean having to retake it—and pay for it—a second time. After implementing Connect, instructors generally saw an improvement in pass rates, with more A and B grades and fewer C and F grades.



Spotlight on:

Navarro College

Course: Introduction to Computing
Educator: Karla Swanson
Outcomes Measured: Exam Scores and Pass Rates

Each year, Associate Professor Karla Swanson teaches more than 1,400 students in her Introduction to Computing course. And each year, she sees how outdated content and a lack of adaptive tools hindered their success and led to gaps in learning and retention.

By implementing Connect, the Inclusive Access model, and SIMnet®, a platform that helps students develop Microsoft Office and computer skills, she helped ensure students were set up to succeed in class. Adaptive Learning Assignments, which provide each student with a personalized path to learning assigned concepts, let them progress at their own pace. These assignments continually adapt to the individual learner, identify knowledge gaps, and focus on areas where remediation is needed. Meanwhile, frequently updated content helped them engage more deeply with the material. It also helped that Swanson was able to use Connect's reporting to track individual performance and offer targeted support to students who needed it.

The results, she says, were transformative: "As students engaged more with the content, quiz grades rose to an average score of 75% to 80%. What's more, pass rates improved significantly, with most students earning A, B, or C grades."

Read the full case study at *mcgrawhill.info/NC*

> **I love the relevance of the curriculum, and I believe it has helped my success rate, retention, and student engagement.**
>
> —Professor Karla Swanson



Connect Improved Pass Rates out of 35 Students in a Class

3 earn an F
4 earn a D
28 earn an A, B, or C



Spotlight on:

Somerset Community College

Course: English 101, Writing I, English 102, Writing II
Educator: Erin Stephens
Outcomes Measured: Student Retention and Engagement, Final Course Grades, Pass Rates, and Educator Workload & Time Management

Professor Erin Stephens wanted her students to come to class more prepared and be more accountable for their learning. She had a hunch that Connect could help. After testing the platform in her first- and second-level English and writing courses, she realized her instincts were correct.

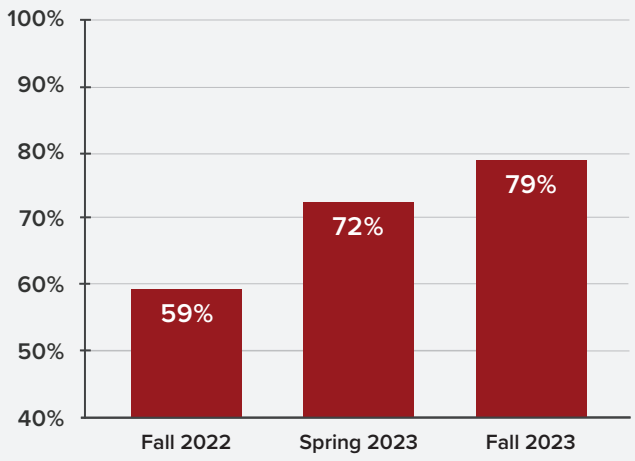
In particular, Connect created personalized learning paths for her students, continually adapting content to address their knowledge gaps. Meanwhile, the platform's robust reporting dashboards provided Stephens with insights that helped shape lessons and track student progress on assignments.

It also helped that she made SmartBook and Adaptive Learning Assignments 20% of a student's grade. As Stephens discovered, learners were better prepared for class and had better overall grades to show for it (Figure 8).

Read the full case study at *mcgrawhill.info/SCC*

> **There seems to be a high correlation between students who earned an A or B in the course and time spent/ points earned on the SmartBook and Adaptive Learning Assignments. The students who failed the course completed a little over half the assignments and earned about half the points possible.**
>
> —Professor Erin Stephens

Figure 8
Pass rates have increased since implementing Connect in Spring 2023





Outcome 5:

Connect's Impact on Educator Workload and Time Management

Time-consuming workloads are a common issue among instructors, but technology can offer a solution. In our case studies, **63%** of instructors highlighted how Connect helped ease their administrative burdens, streamline grading and class prep time, and identified students who need extra support. In fact, educators who use the platform spent **90% more time** on creative active learning experiences for their students.



Spotlight on:

Texas A&M University

Course: Supply Chain Consortium
Educator: Dr. Jon Stauffer
Outcomes Measured: Student Engagement & Retention, Final Course Grades, and Educator Workload & Time Management

When Dr. Jon Stauffer implemented Connect into his Supply Chain Consortium courses, he found a more efficient way to create assignments and improve student engagement. Connect's algorithm questions helped reduce academic dishonesty. SmartBook assignments ensured students reviewed the materials before class. And a comprehensive capstone simulation provided practical, hands-on business experience.

But the platform did more than just enhance student learning. It also streamlined assignments and grading, enabling Dr. Stauffer and his colleagues to teach large courses without the help of teacher's assistants or graders. By saving on staffing costs, the department was able to offer more sections, serve more students, provide flexibility in scheduling, and reduce demands on adjunct faculty.

Read the full case study at *mcgrawhill.info/TAMU*

> **Before implementing Connect, it was difficult to create problems with randomized answers for large sections in the school's learning management system.**
>
> —Dr. Jon Stauffer



Spotlight on:

Scott Community College

Course: Nutrition Course
Educator: Dr. Gretchen Freed
Outcomes Measured: Student Engagement & Retention and Educator Workload & Time Management

Implementing Connect in a Nutrition class for non-majors was a win for students and their teacher, Dr. Gretchen Freed. Inclusive Access provided students with their course materials, so everyone was ready to learn on day one. Adaptive Learning Assignments gave students an opportunity to get familiar with new material before class, while immediate feedback let them track their progress and see areas where they could improve.

For her part, Dr. Freed used the platform to streamline the grading process, and, in turn, focus more attention on creating lessons that would drive meaningful in-class discussions. Just as valuable were Connect's reporting tools, which she relied on to evaluate individual and class performance, identify at-risk learners, and, if needed, tweak lessons and assessments. For example, if she noticed many of her students got a question wrong, she analyzed whether they were tripped up by the content or the wording.

Read the full case study at *mcgrawhill.info/SCOTT*



When I look at the student learning outcomes data, I can efficiently evaluate the quality of an assignment intended to measure that outcome, and the analytics also help guide whether to spend more time on a topic that my students continue to struggle to understand.

—Dr. Gretchen Freed

Outcome 6:

Connect's Impact on Instructional and Pedagogical Quality

Interactive lessons. Collaborative activities. Adaptive learning tools. Personalized feedback. As qualitative feedback from instructors illustrates, Connect offers digital resources to help educators level up their courses and students understand and retain the material.



Spotlight on:

Missouri State University

Course: Introduction to Financial Accounting
Educator: Kyle Goodin
Outcomes Measured: Student Retention & Engagement, Educator Workload and Time Management, and Instructional and Pedagogical Quality

Professor Kyle Goodin wanted to get the 250 students in his Introductory Financial Accounting course more involved in the material. Through Connect and the Evergreen delivery model on page 2, he had immediate access to case studies and assignments with current, real-world references. Seeing familiar company names in the content made the course more meaningful for students. “Having access to updated assessments is incredibly important to the functionality of my course,” he says. “I value updated references in problems and cases as they keep the content fresh and engaging.”

Connect also took the burden of rebuilding courses off of Goodin and his colleagues. This paved the way for them to brainstorm creative ways to engage students, including pub-style trivia games, a Mad Libs notes format to accompany online lectures, and a custom Monopoly board game that reinforces lessons about accounts receivables. The result? A class filled with chatter, activity, and, perhaps best of all, excitement.

Read the full case study at *mcgrawhill.info/MSU*



The reason I wanted to become an educator is because at some point, there was an educator that made me go, ‘Oh, I want to do accounting. That sounds like a valuable career choice.’ So when you see a student get excited because they have a balance sheet to actually balance, that makes me so happy. And it gets me excited to go into class and say, ‘OK, how can we get somebody excited about what we’re going to talk about today? And how can we get somebody to see the value in what we do?’

—Professor Kyle Goodin

Spotlight on:

Portland State University

Course: Introduction to Business
Educator: Dr. Stanton Heister, PhD
Outcomes Measured: Student Retention & Engagement, Exam Scores, Educator Workload & Time Management, and Instructional & Pedagogical Quality

Dr. Stanton Heister had a host of reasons for implementing Connect in his Introductory Business course. The platform seamlessly integrated with the Canvas learning management system for easier grading. Course material was more affordable and could be customized to meet specific learning goals. And there was an array of assignment types to engage his students, many of whom were nontraditional and less affluent.

Connect has improved retention rates and test scores, and also offered Dr. Heister a variety of ways to teach his course. For instance, he often played a video or news segment and then broke up the students into small groups to discuss the topic and complete a small quiz. This approach not only reinforces concepts; it also promotes teamwork, communication skills, critical thinking skills, and persistence. In fact, since introducing Connect, there were fewer missed assignments and greater student participation in class.

Read the full case study at *mcgrawhill.info/PSU*

> **With Connect, students can engage with content in various ways, which is important for a younger, emerging generation of students.**
>
> —Dr. Stanton Heister



Instructor-Tested Tips for Teaching with Connect

Try these practical, educator-approved strategies to maximize Connect's impact in your classroom.

Leverage McGraw Hill's Expert Customer Support

"Take the time to play around in Connect. Then, meet with the McGraw Hill customer support team, as they are extremely knowledgeable and helpful. Once you know how to use the system, it's very easy to use."

—Matthew Brenn, University of Akron

Enhance Student Preparedness with SmartBook

"Assign SmartBook assignments before discussing that chapter in class. Use primarily algorithmic questions on homework. I like to let them check their answer at least once, so the focus is more on learning than simply getting it correct. Utilize the larger analytical questions, which read like case-based questions with a lot of text and data that help students understand which data needs to be used."

—Dr. Jon Stauffer, Texas A&M University

Simplify Setup for a Smooth Start

"Training instructors is invaluable. Setting up Connect and sharing is helpful. Embedding a link to Connect in your Learning Management System is a must. And be sure to always assign content in very, very, very small doses for the best impact."

—Andrea Franckowiak, Dyersburg State Community College

Guide Students Through Connect for Better Success

"Students have better success if you take time to show them how to navigate Connect: where to open the eBook and how to find out when each assignment opens, not just when it is due."

—Dr. Gretchen Freed, Scott Community College

Conclusion

Our research shows that Connect keeps students more engaged, increases retention, and boosts their chances of success. Instructors also benefit by using their time more effectively to deliver active instruction, support struggling students, and drive greater success in their classrooms.

As Dr. Tim Rogers, a professor at Ozarks Technical Community College, points out, “You do not have to change the way you teach! Connect can help you *add* to your course through better quality, meaningful homework assignments that will benefit your students.”

Methodology

The performance data used in this effectiveness study are based on case studies conducted by instructors from 19 institutions of higher education.

These instructors measured the effect of Connect on a set of performance indicators for student performance and instructor efficiencies using measurable metrics. In consideration of the time and effort instructors devoted to providing the data, they were provided with a $250 honorarium, irrespective of the nature of the results reported. Control and test groups were determined according to context. In some cases, performance metrics were recorded simultaneously between two groups of the same class, one using Connect while the other did not. In other cases, professors recorded the differences demonstrated before and after implementing Connect.

While each professor had control over the specific metrics studies and the determination of control and test groups, consistent methodology was used to compute performance metrics. The reported outcomes indicated a correlation between using Connect and improved results, but the case studies did not explicitly examine the statistical significance of that correlation.

We understand class performance can improve due to a number of factors, including the innate abilities and prior education of the students participating, as well as differences among instructors and their pedagogies. We believe that even taking these factors into account, Connect contributes to significant improvements in student outcomes.

The Data Behind the Study

The production of the 2025 Connect Effectiveness Study is designed to demonstrate the outcomes instructors and students achieved using Connect.

To prepare this study, data was analyzed from the following 19 case studies published between 2023 and 2024:

- Andrea Franckowiak, Dyersburg State Community College, Student Success
- Courtney Knoll, University of North Carolina, Accounting
- Denise Russo, Cabrillo College, Nutrition
- Dina Radeljas, Mohawk Valley Community College, Sociology
- Dr. Gretchen Freed, Scott Community College, Nutrition
- Dr. Jason Furrer, University of Missouri, Microbiology
- Dr. Jon Stauffer, Texas A&M University, Operations Management
- Dr. K. Michael Casey, University of Central Arkansas, Business Statistics
- Dr. Stanton Heister, Portland State University, Introduction to Business
- Dr. Tim Rogers, Ozarks Technical Community College, Business
- Erin Stephens, Somerset Community College, English
- Gayle Baugh, University of West Florida, Management
- Jeffrey Fox, Northern Kentucky University, Public Speaking
- Karla Swanson, Navarro College, Computer Information Technology
- Kyle Goodin, Missouri State University, Accounting
- Lisa Alastuey, University of Houston, Nutrition
- Matthew Brenn, University of Akron, Business Statistics
- Michele Hampton, PhD, Cuyahoga Community College, Economics
- Ric Sweeney, University of Cincinnati, Marketing

Read the case studies and more on our Higher Education Blog.

mheducation.com/highered/blog/topic/connect

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As you have seen in this study, Connect has the power to transform students into engaged learners, and instructors into more time-efficient teachers.

We invite you to learn more.

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