

Connecting Instructors to Students

McGraw-Hill Higher Education and Blackboard® have teamed up!
What does this mean for you?

The Best of Both Worlds



Your life, simplified. Now you and your students can access McGraw-Hill Connect® and Create™ right from within your Blackboard course—all with one single sign on! Say goodbye to the days of logging in to multiple applications.

Deep integration of content and tools. Not only do you get single sign on with Connect and Create, you also get deep integration of McGraw-Hill content and content engines right in Blackboard. Whether you're choosing a book for your course or building Connect assignments, all the tools you need are right where you want them—inside of Blackboard.

Seamless gradebooks. Are you tired of keeping multiple gradebooks and manually synchronizing grades into Blackboard? We thought so. When a student completes an integrated Connect assignment, the grade for that assignment automatically (and instantly) feeds your Blackboard grade center.

A solution for everyone. Whether your institution is already using Blackboard or you just want to try Blackboard on your own, we have a solution for you. McGraw-Hill and Blackboard can now offer you easy access to industry-leading technology and content, whether your campus hosts it or we do. Be sure to ask your local McGraw-Hill representative for details.

and Students to Course Concepts

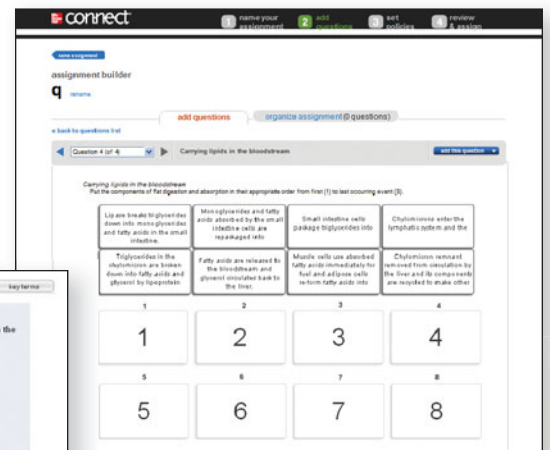
Introducing McGraw-Hill ConnectPlus® Nutrition



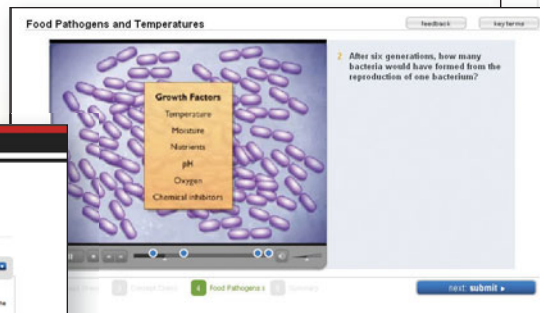
McGraw-Hill Connect® is a web-based assignment and assessment platform that gives students the means to better connect with coursework, instructors, and important concepts that they will need to know for success now and in the future. Connect Nutrition includes high-quality interactive questions and tutorials, LearnSmart, digital lecture capture, eBook, and more!

Save time with auto-graded assessments and tutorials.

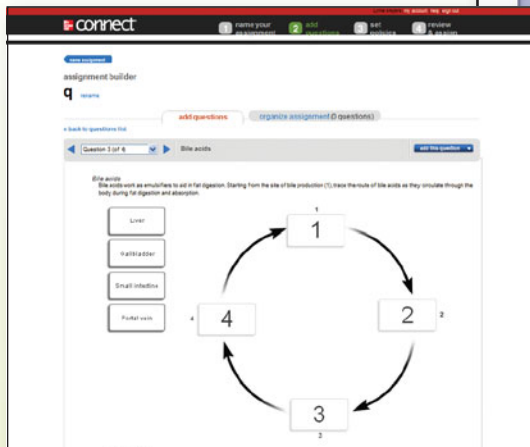
You can easily create customized assessments that will be automatically graded. All Connect content is created by nutrition instructors, so it is pedagogical, instructional, and at the appropriate level. Interactive questions using high-quality art from the textbook, animations and videos from a variety of sources, take you way beyond multiple choice.



Connect Assessment: Classification Interactive



Connect Assessment: Animation Tutorial



Connect Assessment: Sequencing Interactive

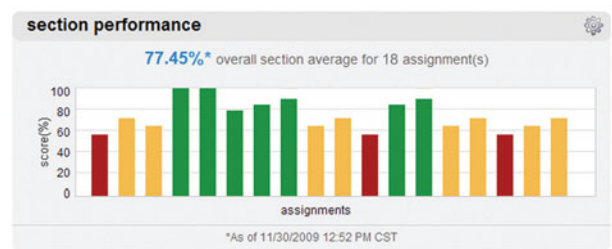
“... I and my adjuncts have reduced the time we spend on grading by 90 percent and student test scores have risen, on average, 10 points since we began using Connect!”

—William Hoover, Bunker Hill Community College

Gather assessment information.

All Connect questions are tagged to learning outcomes, specific topics, and levels of difficulty, and they allow you to tag your own learning outcomes—so you can easily track assessment data!

reports



Connect: Student Performance Report

Instructors

Connect via Customization

Presentation Tools

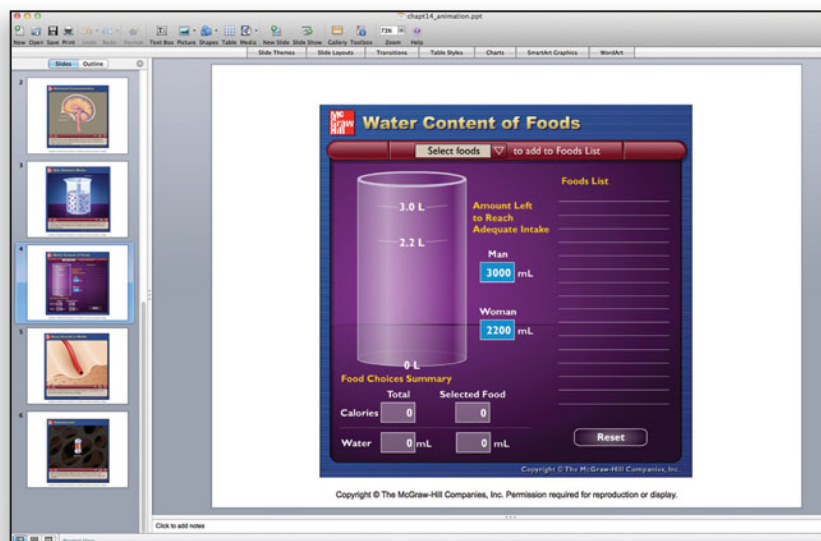
allow you to customize your lectures. All available within Connect!

Enhanced Lecture Presentations contain lecture outlines, art, photos, tables, and animations. Fully customizable, complete, and ready to use—these presentations will streamline your work and let you spend less time preparing for lecture!

Editable Art Fully editable (labels and leaders) line art from the text.

Animations Over 50 animations bring key concepts to life, available for instructors and students.

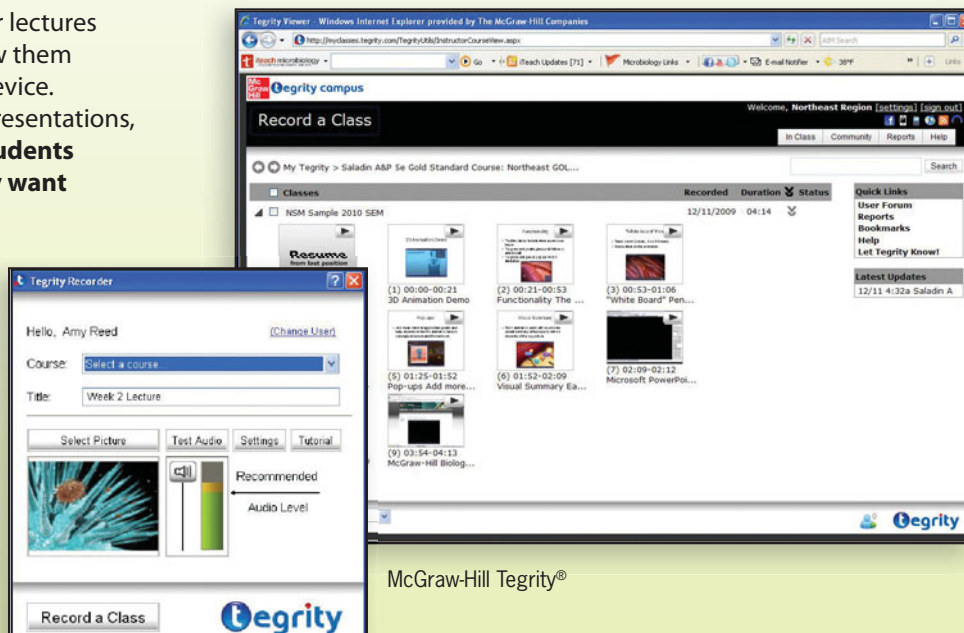
Animation PPTs Animations are truly embedded in PowerPoint® for ultimate ease of use! Just copy and paste into your custom slideshow and you're done!



Animation Powerpoints: Chapter 14

Take your course online—*easily and quickly*—with one-click Digital Lecture Capture.

McGraw-Hill Tegrity® records and delivers your lectures with just a click of a button. Students can view them anytime/anywhere via computer or mobile device. Tegrity records and indexes your slideshow presentations, and anything shown on your computer, so **students can use keywords to find exactly what they want to study.**



McGraw-Hill Tegrity®



Students

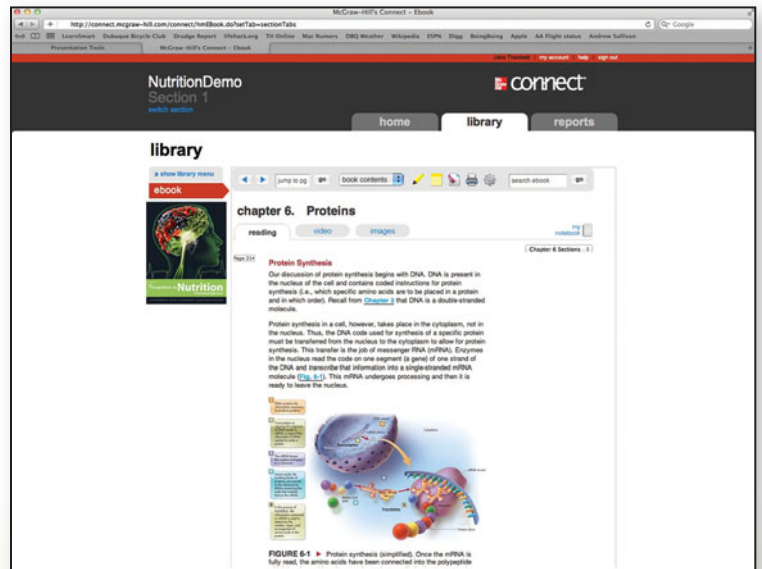
Connect 24/7 with Personalized Learning Plans

Access content anywhere, anytime,
with a customizable, interactive eBook.

McGraw-Hill ConnectPlus® eBook takes digital texts beyond a simple PDF. With the same content as the printed book, but optimized for the screen, ConnectPlus has embedded animations and videos, which bring concepts to life and provide “just in time” learning for students. Fully integrated self-study questions allow students to interact with the questions in the text and determine if they’re gaining mastery of the content.

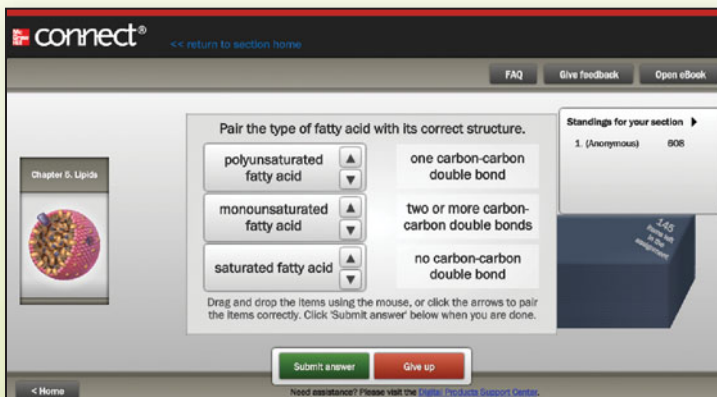
“Use of technology, especially LEARNSMART, assisted greatly in keeping on track and keeping up with the material.”

—student, Triton College



ConnectPlus eBook

McGraw-Hill LearnSmart™ A Diagnostic, Adaptive Learning System



LearnSmart

McGraw-Hill *LearnSmart*™ is an adaptive learning system designed to help students learn faster, study more efficiently, and retain more knowledge for greater success.

LearnSmart effectively assesses students’ skill levels to determine which topics students have mastered and which require further practice. A personalized learning path based upon student strengths and weaknesses gives students exactly the help they need, when they need it.

“I love LearnSmart. Without it, I would not be doing as well.”

—student, Triton College

Self-study resources are also available
at www.mhhe.com/wardlawpersfal.