



Because learning changes everything.®

McGraw-Hill Connect Master: Why Biology?



Our Challenge

The non-majors biology course is a general education requirement for students who are usually new to science. Instructors have stated that student engagement and course outcomes improve when students are able to relate content to their lives, yet instructors struggle with making the science relevant. To enable students to see the connections, *Connect Master: Why Biology?* is the first all-digital, theme-based course for Introductory Biology.

The Solution

Connect Master: Why Biology? is the first ever theme-based course that associates biological processes to topics relevant to student's lives. This approach enables non-majors students to create connections, become **more engaged** with the content, and make **informed decisions** as **scientifically literate** citizens. Rather than starting with biology content and fitting in relevant topics, this product starts with the relevant themes and threads in the biology. To ensure the learning outcomes are being met using this approach, the content was built using backwards design, creating the blueprint of learning outcomes first. Students going through this course will work through an adaptive, personalized prep assignment, an interactive reading assignment, and summative assessment. All of these resources are aligned to the blueprint.

Learning Impact

Biology is ever-changing, and because this product is all-digital, the content will be continuously updated to stay relevant. Additional units (themes) will continue to be added to cover more content areas, while building a library of topics for instructors to use. Keeping the content relevant ensures students are engaged with the material and leaving as informed citizens.

Return on Investment

Students are able to study online or offline when it's most convenient for them. This makes it easier to fit learning into their life, and accomplish their education goals. With over 3000 students across 12 institutions involved in piloting this theme-based, all-digital approach, we know that students are making connections more than ever.

What it looks like:

Place the following three terms in order to describe the central dogma of biology.

++ Place these in the proper order:

Protein

DNA

RNA

Do you know the answer?

I know it Think so Unsure No idea

PREP ASSIGNMENT:
Adapts to each student's learning and provides immediate feedback with resources

READER:
Unique layout of content with embedded animations

ASSESSMENT:
Assignable questions and customizable reports

Forms of energy

There are many different forms of energy, including solar energy, chemical energy, and mechanical energy. For each description, decide which type of energy is being described and classify it accordingly.

Energy from the sun

The source of energy for nearly all life

Energy from the bonds of carbohydrates, fats, and proteins

Includes potential energy

The energy of motion of an object before it starts

Solar energy

Chemical energy

reports

section performance

The section doesn't have any scored assignments submitted yet!

report types

Test list of you can be with Connect Reports

Report types

This assignment score based by student and color coded by high, medium, and low score ranges, and response needs.

Report performance

Use of individual student's scores, status of assignments, and time spent on each assignment.

CONNECT MASTER

"When my dad was younger, he had cancer and is now a survivor. By completing the Cancer Unit, I was able to help him understand what he went through, what cancer *actually* means, and what advancements have been made for treatment. It made me really care about biology."

-Student at Kirkwood Community College