

Connect Master: Economics – A Paradigm Shift



Connect Master: Economics by Asarta and Butters breaks free from the constrain of a traditional book's structure and format. Instead of narrative-driven chapters, content is organized into granular topics, each anchored by video, supported by dynamic learning resources, and offered up adaptively to personalize the experience for each individual student. The result is an engaging, flexible, and interactive experience aligned to how today's students learn and is proven to improve student learning outcomes and reduce DFW rates.

Impact on Personal Learning

Connect Master: Economics' adaptive and individualized study tool creates a personalized learning experience for students and enhance understanding of core concepts. As students work through probes, feedback, videos and learning resources are delivered through the most advanced adaptive technology on the market (LearnSmart) keeping individual students focused on what they need to learn, review, and practice. Through the adaptive workflow, students move efficiently through the content encountering only the learning resources that are relevant to them, helping them work towards higher levels of mastery, critical thought, and competency. Reporting features in CME provide actionable insights for both instructors and students.

Impact on Intuitional Performance

Connect Master: Economics has been implemented at over 250 colleges and universities in the US and around the world. The implementation has resulted in improved student engagement and student learning outcomes, higher grades, pass rates, exams scores. Dr. David Switzer, St. Cloud State University, is one of the many adopters who has seen these results:

- Grades improved: A's ↑ 8%, B's ↑ 15%. C's ↓ 8%, D's ↓ 5% & F's ↓ 1%.
- GPA went from 2.19 to 2.77
- Student pass rates improved from 71% to 79%
- Exam scores improved by 10%

Impact on Digital Learning Ecosystem

Connect Master: Economics integrates seamlessly into institutions' existing infrastructure. This product has a positive impact on the learning ecosystem for instructors, institutions, and most importantly, students:

- Supports the dynamic possibilities when content is housed in a flexible database instead of a fixed product.
- Makes use of best practices in content creation and delivery.
- All data is instantly available to educators. It is exportable for use in grading, assessment and accreditation.
- Works seamlessly with Federal Reserve Economic Data (FRED) and connects theory directly to practice.
- Teacher training requirements are low. Resources are intuitively arraigned.
- Additions and updates propagate seamlessly. It's evergreen nature makes ordering and support seamless.
- Single sign-on and deep assignment level integration with major learning management systems.
- Allows instructors to explore their own creativity by adding custom elements such as recorded lectures, assignments, help resources, etc.

Better Engagement

"My students are watching videos, learning more, and performing better on their quizzes and exams. The vast majority of students prefer Connect Master to a printed book."
-Dave Switzer

Better Outcomes

"The course GPA went from 2.19 to 2.77, which is remarkable!"
-Dave Switzer