

# 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 lliterate** citizens. Rather than starting with biology content and fitting in relevant topics, this product starts with the relevant themes and threads in the biology.

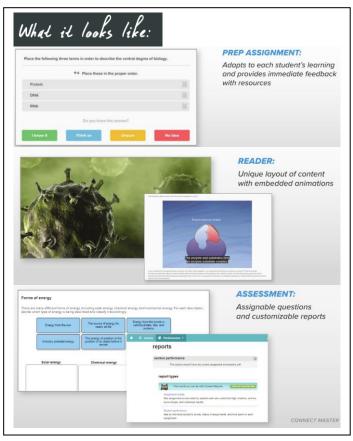
To ensure the learning outcomes are being met using this approach, the content was built using backwards design, creating the blueprint of learning outcomes first. Students going through this course will work through an adaptive, personalized prep assignment, an interactive reading assignment, and summative 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.



"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