

ECONOMICS EVOLVED

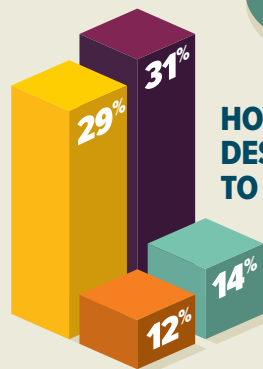
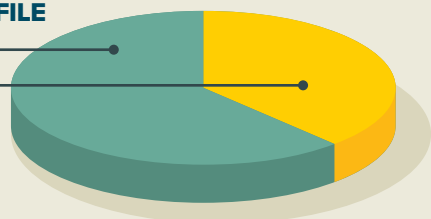
Connect Master is a revolutionary, digital-first approach to the principles of economics course. Launched in 2015, over 100 instructors and nearly 40,000 students have experienced the product to date.

Here's what they had to say...

WHO ADOPTS CONNECT MASTER?

INSTITUTION PROFILE

62% 2-YEAR SCHOOL
38% 4-YEAR SCHOOL



HOW WOULD YOU BEST DESCRIBE YOUR APPROACH TO TEACHING...

31% *Traditional but likes to tweak*
29% *Frequently changes course materials*
14% *First mover who likes to experiment*
12% *Decided to flip course*

INSTRUCTOR DATA

COURSE PROFILE



ONLINE COURSE



FACE-TO-FACE LECTURE COURSE



FLIPPED CLASSROOM



BLENDED COURSE
(REDUCED SEAT TIME)

INSTRUCTOR PROFILE

45% TEACHING 16+ YEARS

22% TEACHING 6-10 YEARS

21% TEACHING 11-15 YEARS

12% TEACHING 5 YEARS OR LESS



33% TENURED OR TENURE TRACK

33% TEACHING PROFESSOR

26% PART-TIME INSTRUCTOR / ADJUNCT

8% LECTURER

WHY IS CONNECT MASTER ADOPTED?

TOP 3

FEATURES RATED AS "PRIMARY" OR "IMPORTANT" REASONS FOR ADOPTION:

- 1 Videos and interactive learning resources instead of narrative
- 2 "Concept-based" approach
- 3 Adaptive functionality

MOST USED RESOURCES IN THE ACCOMPANYING INSTRUCTOR'S GUIDE:



43%

of instructors took advantage of the flexibility of **Connect Master**, customizing **5 or more** modules at the learning-objective level.

