MindTap® is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and improve thinking, allowing instructors to measure skills and outcomes with ease. By allowing instructors to control what students see and when they see it, instructors can match a syllabus exactly. By hiding, rearranging, or adding your own content a unique learning path is created with relevant readings, multimedia, and activities that help move students up the learning taxonomy from basic knowledge and comprehension to analysis and application.

Cengage Learning recruited an advisory board of 22 American Government instructors nationwide throughout the 2013-2014 Academic Year who teach the Introductory American Government course from both 2 year and 4 year schools to provide insight on what faculty need in a learning solution. The results are provided in this report.

**Introduction**

With the evolving educational landscape it is essential for learning solutions providers to constantly seek out the voice of the instructor when developing content and solutions. In developing the new MindTap learning solution for American Government, Cengage Learning wanted to make sure that the voice of the American government instructor informed every decision. In order to achieve this, Cengage Learning recruited an advisory board of 22 American Government instructors to provide insight on what American Government instructors need in a learning solution. The insights shared by the advisory board clearly show that current learning solutions were not providing students and instructors with the synchronization, content, and flexibility needed.

**LMS Synchronization**

American Government instructors are clearly frustrated by current learning solutions’ lack of functionality with their Learning Management Systems (LMS). Instructors need a digital learning solution that integrates effectively into their LMS and provides a seamless learning experience for students. As one instructor said, “I need a digital learning solution to sync well with my LMS. It is frustrating for students to have to go to two different websites to complete their course work.” In addition to a seamless experience for students, instructors want a digital American Government learning solution to make their lives easier. Instructors told us they want grades and student data to flow seamlessly from the digital
solution into their LMS as their current learning solutions do not sync grades well and end up creating more problems than they solve. The answer: MindTap, which can be seamlessly integrated with most Learning Management Systems.

**Current Events**

Instructors were asked if current events were an integral part of their course, and if they need current events coverage in a digital course solution. Instructors unanimously reported that current events were central to their course. One instructor says, “I incorporate current events into my course by relating them to topics we are covering such as the First Amendment or elections.” Instructors believe that covering current events in their curriculum helps students see the connections between theory and application. While current events coverage is a priority for American government instructors, their current learning solutions do a poor job of including this content. When asked which features of an online American Government learning solution most appeal to them, 100% of instructors told us that current events material holds the most appeal.

**Ability to customize with video and other contextual materials**

Instructors stressed how difficult it is to engage students in course materials and will often go to great lengths to reach students with different learning styles. Many of the instructors queried regularly spend time curating outside materials such as videos and digital content to help keep their students engaged. Instructors said they want a learning solution that has videos and ancillary material, but also allows them to customize and upload their own material directly into the lesson. One instructor says, “I want a supplemented text so that students that learn differently have different formats by which to learn the materials.” Instructors want a learning solution that integrates multiple content types into a customizable learning path that students can easily access.

The feedback received from American Government instructors pointed to a definite conclusion: Faculty want a learning solution that seamlessly synchronizes with their LMS, integrates current events and provides students with multiple content types to engage different learning styles. These three key insights shaped the development of MindTap for American Government to create a customizable learning solution that engages students with video and other content and offers a seamless, fully integrated experience for both students and instructors.
Cengage Learning is a leading provider of innovative teaching, learning, and research solutions for academic, professional, and library markets worldwide. The company's products and services are designed to foster academic excellence and professional development, increase engagement, improve learning outcomes, and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom.  

www.cengage.com