Using MindTap can have a significant impact on student learning...

**Time in the platform matters.** Students who spend at least an hour in MindTap each week are much more likely to get a 90% or above on their assignments.

**MindTap helps develop and reinforce good study skills.** Students who set aside time for MindTap assignments and start them early perform better.

Instructors can take specific actions to increase student time and engagement with MindTap, leading to better student outcomes...

**Make it count.** Students spend 50% more time working in MindTap if it counts for at least 20% of their grade.

**Customize the course.** Students are 70% more likely to use MindTap for at least one hour per week if the learning path is customized.

CENGAGE Learning

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In Marketing Principles, working in MindTap leads to better scores

The more time spent in MindTap, the better the results.

**Percentage of Marketing students receiving each score**

- Students who use MindTap **at least 1 hour per week** are much more likely to receive a 90% average or better compared to students who spend less than an hour.

**Time spent in MindTap each week**

<table>
<thead>
<tr>
<th>Time spent per week</th>
<th>90-100%</th>
<th>80-90%</th>
<th>70-80%</th>
<th>60-70%</th>
<th>&lt;60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 hour per week</td>
<td>44%</td>
<td>18%</td>
<td>10%</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>1-3 hours per week</td>
<td>60%</td>
<td>19%</td>
<td>10%</td>
<td>6%</td>
<td>24%</td>
</tr>
<tr>
<td>3+ hours per week</td>
<td>61%</td>
<td>12%</td>
<td>10%</td>
<td>6%</td>
<td>24%</td>
</tr>
</tbody>
</table>

**Using the platform consistently throughout the course matters.**

**Percentage of Marketing Principles students receiving each score**

- Students who use MindTap **every week** are much more likely to get an 80% average or higher compared to students who only log in every other week.

**Number of weeks in which student did work in MindTap**

(Single-semester courses)

<table>
<thead>
<tr>
<th>Number of weeks</th>
<th>90-100%</th>
<th>80-90%</th>
<th>70-80%</th>
<th>60-70%</th>
<th>&lt;60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 to 6</td>
<td>37%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>35%</td>
</tr>
<tr>
<td>7 to 10</td>
<td>49%</td>
<td>23%</td>
<td>11%</td>
<td>6%</td>
<td>35%</td>
</tr>
<tr>
<td>11 or more</td>
<td>57%</td>
<td>22%</td>
<td>11%</td>
<td>6%</td>
<td>35%</td>
</tr>
</tbody>
</table>
If faculty use the platform, students will use the platform.

Instructors spending time in MindTap drives students to spend time in MindTap.

Average time per week students spent in MindTap

- Instructors who spend 8 or more hours managing their course (modifying or adding content, monitoring student progress, communicating with students, etc.) through the semester get students to spend more than twice as much time working in the course.

Students use MindTap more extensively when the Learning Path has been customized.

Percentage of students in MindTap using the platform for an hour or more per week

- Instructors who customize the learning path for their course get ~70% more students to spend an hour or more per week in MindTap.
What can you do to increase student usage, before and during the course?

Make MindTap part of the grade.
Student use grows the more MindTap is part of the course grade.

- Percentage of total grade from MindTap assignments

  - <10%: 54 min per week
  - 10-20%: 1 hr 21 min per week
  - >20%: 1 hr 34 min per week

Average student time spent in MindTap per week

Set up your course to promote MindTap usage.
- Schedule an in-class training session prior to the first homework assignment.
- Modify the learning path to reflect the progression of the class content.
- Update syllabus with instructions on getting access to MindTap.
- Add multimedia content you use in class to the MindTap learning path.

Use the MindTap features & apps during the course.
Instructors suggest ways to grow MindTap use during the course:

- Use the analytics dashboard to intervene with low-performers
  “At 3 weeks, I send out a progress report to let students know how they’re doing.”

- Allow students to re-take assignments to improve score
  “Allowing students to retake assignments to improve their score gives students instant feedback on topics they understood and an occasion to get reps on the topics they didn’t.”

- Use inline assignments to encourage reading and comprehension
  “Adding inline assignments into some reading ensures the student is thinking about what they’re reading.”
How can you encourage student achievement using MindTap?

Use MindTap to build good study skills.
Planning ahead promotes success.

**Average score on completed assignments in Marketing Principles courses**

- Scores increase the earlier the assignments are started before the due date.

![Bar chart showing average scores](chart)
- 1 day before: 94%
- 2 days before: 96%
- 3+ days before: 97%

**Number of days before due date assignment was started**

Use the MindTap features & apps during the course.
Students using apps perform better on assignments.

**Percentage of students receiving each score**

- In MindTap, students using the Flashcard app more than 10 times during the term are more likely to get a 90% average or better.

![Bar chart showing percentage of students](chart)
- 0 to 5: 31%
- 5 to 10: 16%
- 11 or more: 12%

**Number of flashcard sessions**

Note: Excludes students who began assignments after due date or more than 14 days before.
Check the Progress App to learn more about how your students use MindTap

You can always access information about your students’ usage from within MindTap by opening the Progress App (or gradebook)....

...and clicking on the Analytics tab at the top of the window.

- You can track your students’ progress, including grades, how many assignments each student has completed, and how much time students are spending in the course
- You can also export student grades to see which assignments are giving your students difficulty

Progress App
Within the progress app you will find a gradebook with powerful analytics that track learner engagement and class progress. Students are shown their individual profile — showing them where they stand at all times both individually and compared to the class at large.

Analytics
A visual dashboard fueled by powerful analytics allows for educators to track learner engagement and class progress, while empowering students with information on where they stand, and where they need to focus.

Select the circle to view the report.
Based on analysis of usage data from MindTap students across the country during the 2014-15 academic year.

Scores are based on performance of in-course assignments, which typically represent a portion of a student's overall grade ranging from 5-40%. Scores only include assignments completed by at least 50% of the class or more.

Faculty quotes from current and past MindTap users, unattributed to preserve anonymity.