

MindTap[®]

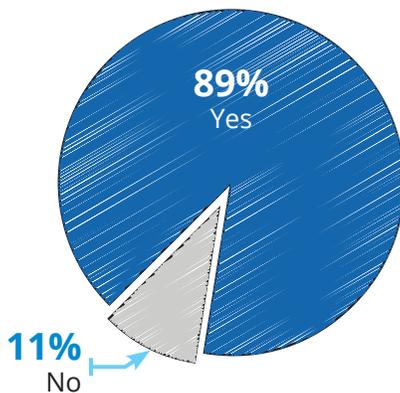
HANDBOOK

Over the past three years, we have conducted extensive research to better understand how instructors and students are using HANDBOOKS in their college writing courses. We've connected with over 200 instructors from every type of college and university, representing over 200K students. We've also talked to over 100 students directly to get their perspectives.

Here's What We've Learned...

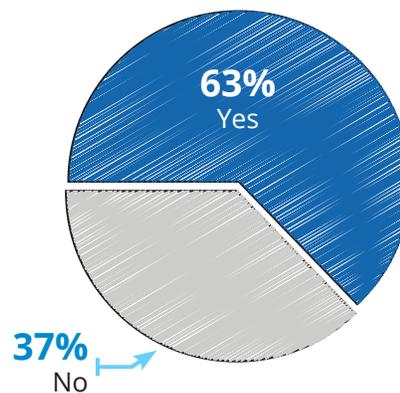
Handbooks are costing more:

Are you finding that traditional handbooks are costing your students more than you believe they should?



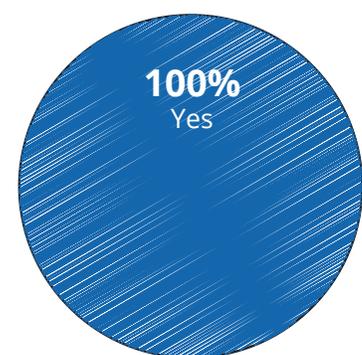
So students are using them less:

If you assign or recommend handbooks, have you noticed a decline in the number of students who actually purchase and/or use them?



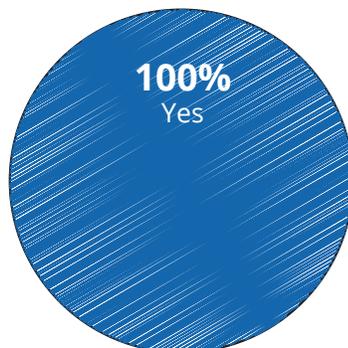
Students are now simply using Google as a resource:

Are your students more likely to search for information using Google vs. a print index?



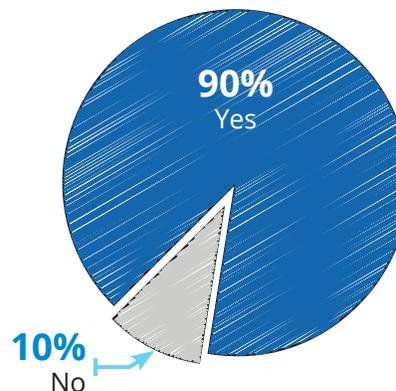
But the information they find is not reliable...

Are you more comfortable with the reliability of information found in a handbook vs. what students find on their own via an online search?



Students are also using their phones more and more...

Do you think students would be more likely to use a handbook if it was offered as an "app"?



What We're Working On

Based on concerns about PRICE and the need for students to have MOBILE ACCESS to RELIABLE writing support, we have developed the **MindTap Handbook**: a versatile, digital reference and toolkit for writing and research that is FLEXIBLE, MOBILE, AND AFFORDABLE. Students can collaborate with peers, professors, and professionals on every aspect of the writing process. The MindTap Handbook also includes a **downloadable mobile app** that ensures students have ready-access to reliable content and digital tools for academic writing in the palm of their hands – all at the affordable price of \$35 for a full year of access.

Input has been positive so far...

30 instructors reviewed the mobile app – 5 Department Chairs, 3 WPAs, 5 Text Committee Chairs, 3 Writing Program/Composition Directors, and 2 Technology Chairs/Coaches:

- 100% thought the app looked intuitive and easy to navigate.
- 90% thought it included tools and resources that would be useful to their students.
- 90% thought the app could be useful beyond students' Freshman Composition course.



"The fact that the MindTap Handbook is an app is phenomenal and will likely increase student use."



– Brandi Harris, North Lake College

25 students were included in online focus group sessions:

- 100% agreed the resource would be useful.
- 100% were interested in testing the program.
- 94% agreed writing skills were extremely or very important to their career and academic success.



"Way better than a textbook. Interactive and available anywhere makes it far more usable."



– Brian K., Lane Community College



"Looks like it will be better than the ebook that I have used. I definitely want this. ... easier access to more information at just the palm of my hand."



– Stacy L., Sinclair Community College



But, There's Still Work To Be Done...

We are looking for faculty to assist us with further development of this product by piloting and class testing **MindTap Handbook**. Students would receive access to the program at *no cost*, and faculty would receive an honoraria.

Interested? [Contact us at composition@cengage.com](mailto:composition@cengage.com).

