

Custom Media

8

reasons to turn up the
wow factor of your course
with custom media



Pearson Learning Solutions creates custom media solutions for the way students learn today. From electronic supplements to interactive applications, Pearson can fully customize the kinds of tools needed to engage, stimulate, and connect to 21st-century students both online and in the classroom.

More than just fun and games, custom media solutions are proven educational technologies built around an instructor's specific learning objectives and designed to enhance instructor effectiveness, increase student achievement, and improve learning outcomes—often at reduced costs to both institutions and students. Considered by many to be the new academic standard, integration of custom media into your course is easier than you think.

Read on to learn the facts about custom media and why the time is right for you to up the wow factor—and the efficacy—of your next course with a custom media solution.

Custom media solutions facilitate a more productive student experience.

Supplemental media solutions—such as DVDs, eBooks, and online games and simulations—leverage outside-of-class time to kick-start the learning of new concepts and to reinforce concepts introduced during class. Students come to class more prepared—and more interested—leaving more time for actual teaching and providing an opportunity to cover more material than ever before.

What's more, Pearson's online and interactive solutions support the kind of verbal, visual, and discovery-based learning styles that offer students of all learning styles a pedagogical boost. Whether students are auditory, visual, or hands-on learners, custom media solutions help them learn more, achieve more, and experience success in ways that conventional, printed teaching and learning materials may not.

There's a big difference between what I used to do in class and what I do now. The video has lightened my load. I can now do a three-hour lab in one and a half to two hours.

*—Richard A. Ford Jr., Lab Coordinator and Professor of Chemistry
Florida A&M University*

REASON 2

Custom media solutions turbocharge your teaching.

Custom media solutions deliver innovative, interactive content that is perfectly coordinated with course curricula and assessment. User-friendly, custom media solutions are go-to tools for instructors seeking to engage, motivate, and retain students: students who are struggling, students in the military, and students who simply seek the convenience of anytime/anywhere learning.

Pearson's media solutions team can build material from various sources, integrate existing media sources, expedite and improve assessment, and deliver course material in a host of exciting, new ways—including the kinds of ways that students already use to connect to each other and that offer all students an equal chance at academic success.

- Web sites and portals
- Videos
- eBooks and eContent
- CDs and DVDs
- Online learning solutions
- Online grading and assessment tools
- Integrated syllabi

Pearson offered us both high-quality plug-and-play modules and the ability to tailor individual courses with videos, podcasts, animations, and collaborative group work via discussion boards. Our new, media-rich solution evolved a course previously implemented solely via U.S. mail into an interactive, robust, and lively course that our students are genuinely excited about.

*—Mike Case, Regional Program Director of Online Education
Carrington College Online (formerly Apollo Online)*

Custom media solutions make learning affordable.

Students resent paying for educational materials they don't use. Custom media solutions offer students significant cost savings by combining material and even media, by perfectly aligning material to course curricula, by modularizing content, and by facilitating immediate in-context access to online resources without the need to print or own them. What's more, electronically delivered material costs nothing to "ship."

As the largest provider of higher education and workforce training in the state, Kentucky Community Technical College System (KCTCS) faced new challenges as a result of the economic downturn, including newly growing enrollments and unforeseen increased demand for flexible learning options. KCTCS is meeting those student needs through KCTCS Online, an innovative partnership between the community college system and Pearson Learning Solutions. Using Pearson's digital content and courses, KCTCS Online programs are customized into specific chapters for each module, so students need buy only the course materials they'll use in a particular section.

Students pay for only two or three chapters of an eBook rather than paying up to \$300 for an entire textbook.

*—Katy Burnett, Coordinator, Business Administration Program
Kentucky Community Technical College System*

Custom media solutions empower the vision of 21st-century students.

According to Project Tomorrow's Speak Up survey¹ students have a clear vision of how to take advantage of technology in order to drive achievement and ensure that all of them are well prepared for the future. Focused on transformational changes in the learning process itself, their vision draws heavily from the empowering and engaging tools enabled by today's emerging technologies—and by learning scenarios inaccessible by traditional delivery models.

Students recognize from their own experiences growing up immersed in digital media that the best way to drive educational productivity is through the following three elements.

- The ability to interact and learn from a personalized network of experts by using cutting-edge communications and collaboration tools
- The ability to learn around the clock via learning tools and processes that are not tethered to time, place, or geographic boundaries
- Access to and effective use of rich and relevant digital tools, content, and resources

¹Creating Our Future: Students Speak Up about Their Vision for 21st Century Learning, March 2010: http://www.tomorrow.org/speakup/speakup_reports.html.

Our new course incorporates interviews and video contributions from students, graduate TAs, and faculty, making the portal an evolving, collaborative project. Students appreciate seeing their own work online, getting advice from faculty they know, and watching demos of the school's own forensics team.

*—Adria Battaglia, Assistant Professor
University of Texas at Austin*

Custom media solutions are partnerships for success.

As hallmarks of the Pearson business culture, solid relationships are at the foundation of every solution.

Your Pearson consultant will work closely with you to ensure that your goals and timetables are met and that the entire process is simple, smooth, and seamless. From identifying the best eBook, Web portal, DVD, or other custom media solution and through development, implementation oversight, on-site faculty and staff training, and registration assistance, Pearson is here for you and your students.

Technical support is available by e-mail 24 hours a day, 7 days a week. Support is available by phone Monday through Friday from 8 a.m. to 8 p.m. eastern time and on Sunday evenings—when students turn to it most—from 5 p.m. to midnight. Throughout the year, you and your students will receive top-notch customer service.

The Pearson team was unbelievable. I'm amazed at the level of support I received. They make me feel like I'm the only client that Pearson has.

*—Rita Treutel, English Instructor
University of Alabama at Birmingham*

Custom media solutions offer a world of choices.

As versatile and varied as today's students, custom media solutions work with you—online or off—and can be delivered through the full breadth of course and learning management systems, including Web portals, custom Web sites, DVDs, USBs, and mobile devices.

In 2009 Louisiana Community and Technical College System (LCTCS) Online became one of the first initiatives in the United States to offer customized online access to college, a one-stop choice of courses from any of the system's campuses, and access to course work through the BlackBerry Curve.

Pearson worked closely with LCTCS faculty to develop tailor-made solutions that meet the specific needs of LCTCS students. In addition to a library of online interactive learning modules, original material from Louisiana instructors, and a variety of rich media from Pearson's world-class content collections, students have the financial option of purchasing traditional textbooks through the LCTCSOnline portal or downloading less-expensive eBooks.

LCTCSOnline means we can now offer to a larger number of individuals in a more convenient way the opportunity to take courses, earn a degree, and have better quality of life.

*—Joe D. May, Ph.D., President
Louisiana Community and Technical College System*

Custom media solutions offer peace of mind.

Instructors have enough on their plates without adding worry over the technical integrity of their teaching and learning materials. Pearson custom media solutions are quality assured for the life of your project.

Whether you're integrating into your learning management system or ours, developing a Web portal, or customizing one of our award-winning MyLab products, we'll keep your solution up-to-date and running smoothly. Our industry-leading expertise includes:

- Quarterly updates, product patches, and database checkups
- Safe and secure data collection and storage
- Data restoration and migration
- Long-term hosting

Our professional technical support team provides expert advice on best practices, assistance with technical issues, and help with your Pearson solution. We understand that rapid, clear, helpful answers to your technical inquiries are paramount to the success of your solution. If you or your students ever have a technical question or difficulty, you're in good hands.

I've worked with every major U.S. publishing company and the team at Pearson is the best team I've ever worked with. They have the most expertise, they're the most responsive, they're the most accommodating, and they're the most friendly.

*—Ken Reeves, Professor of Mathematics
San Antonio College*

Custom media solutions are greener solutions.

Digital solutions appeal to today's environmentally concerned, green-oriented students.

Administrators at the University of Dallas realized that one of the side benefits of online classes is that students don't print as much, because they're receiving the majority of their instruction online through Pearson LearningStudio, Pearson's integrated learning management system. The carbon dioxide the university saved would have totaled the amount emitted by 10 round trip flights from New York to Los Angeles.

Louisiana Community and Technical College has moved exclusively to Pearson customized eBooks. Students purchase eBooks through a Pearson-developed bookstore that delivers them immediately. No trees are cut to produce them, no ink is used for putting the words on the page, no fossil fuel is used for running presses or for driving trucks to move them around the country, and no storage facilities are heated to store boxes of books until they get shipped to bookstores. And with the click of a button, the eBooks are disposed of—without ever taking up room in a landfill.²

²Environmental Impact of E-books, http://www.ebookweek.com/ebook_environment.html.

Way to go green!

*—Beth, Student
Colby College*

Pearson provides education in the broadest sense. Our aim is to help people make progress in their lives by means of education and information. We build partnerships based on mutual respect, communication, and integrity. Those partnerships and those values are what set Pearson apart—and are the reasons more instructors return to Pearson year after year, successful solution after successful solution.

Visit Pearson online to learn more about the ways Pearson Learning Solutions is improving how higher education teaches and learns today.

<http://www.pearsonlearningsolutions.com>



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