

ALAS!

**By 2018, half of all textbooks
will have disappeared—**

but—opportunity knocks!

Why the Change?

- Technology
- Economics
- Consumer (student) preferences

Publishers

- A huge industry with centuries of experience and tradition
 - Newspapers
 - Magazines
 - Fiction and non-fiction
 - Textbooks
 - Promotion and advertising

Economics

- What is the cost of writing, editing, and illustrating textbook content?
- What is the cost of:
 - Printing & distributing a printed textbook?
 - Downloading the same textbook.

Think 1-2-3

1. Digital download (low cost)
2. Interactivity (how students learn)
3. Teacher management (tracking, communicating, assessing, reporting)

Let's look at 1, eReaders

- Kindle: \$119, change font size, notes, highlight, text-to-voice, and dictionary.
- Nook: \$249, color, Flash, touch screen
- iPad2: \$600, color, cameras, surfing

Textbook Example

- Today: an Auto Technology textbook, \$110 hardcopy, or \$89.98 download
- Tomorrow: Printed textbook, \$110 hardcopy, or \$20.00 download

Competition will drive down content cost as it has with hardware

Let's Look at "2"

- Interactivity (games, challenges)
- Labs, simulations
- Graphics
- Visual stimulation and engagement leads to self-paced study
- Speed of interface a force



Let's Look at "3"

- Management of the learning process
 - Control of access
 - Tracking/monitoring
 - Quizzes, tests and assessments
 - Communication
 - Reports, certificates
- Instructor time, efficiency an issue

Hours and Clicks

- Common question—how can an instructor be sure an unsupervised student is using online content?
 - Track hours on line, track clicks
 - Correlate hour and click data with performance

What Instructors Say— Today's Class 2011 Survey

- 43% “strongly agree” and 50% “agree” that TC helps students grasp difficult concepts better than textbooks alone
- 41% say “definitely” and 46% say that learning styles are changing and that students prefer using technology as contrasted to textbooks.

How Is TC Used

- 67% assigned as independent study
- 64% used in class
- 56% incorporated in lectures
- 40% homework

(Respondents clicked all that apply)

Instructor “Likes”

- Graphics database—instructors can “grab” TC graphics to build presentations
- Student tracking, Assessments
- Report Generator & Completion certificates
- Ability to insert pop-ups on any page

Instructor Values

- Toll free tech support
- All instructor requests are logged
- Material updated “on the fly”
- Webinars

USERNAME

[FORGOT YOUR PASSWORD?](#)

PASSWORD

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Powerful Tools for the Classroom and Beyond

Today's Class creates an interactive arena for the presentation of terminology, theory, and subject fundamentals. Here, the student may view the intricate moving steps of the four-stroke engine cycle or watch the various stages of digestion and pulmonary circulation. Students also engage in responsive, dynamic simulations, like testing circuit voltage with a DVOM and measuring audible blood pressure. By implementing Today's Class into their curricula, instructors are able to offer their students an exciting online classroom where the course material comes alive—something no textbook can do.

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FEATURED STATE



USAGE STATISTICS FOR THE 2008-2009 SCHOOL YEAR

139,182 MODULES CURRENTLY IN USE
ACROSS **32** STATES & TERRITORIES

[LICENSING AVAILABLE FOR INDIVIDUAL SCHOOLS, DISTRICTS & STATES](#)
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Online Demo

- Samples of Flash animations
- Tools for instructors
 - Lecture Builder Pro
 - Notes on Pages
- Management of the Learning Process

Presenter will go live online to demonstrate

Change is Hard

- When corporate cash flow is positive, there is little incentive for change
- Corporations are rated on short-run ROI and dividends (quarterly)
- Restructuring a corporation based on a 6 year strategic change presents conflict with short-term financial goals



TODAY'S CLASS

MELIORIT

CERTIFICATE OF COMPLETION

LISA M TURTLE

HAS SUCCESSFULLY COMPLETED

THE CIRCULATORY SYSTEM

ON

1/28/2010

MS COSMO
INSTRUCTOR

PRINT
CERTIFICATE



TODAY'S CLASS

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