

# National Geographic Learning | Cengage Learning College Readiness Program

We are proud to partner with districts across the United States committed to providing the preparation today's students need for college success. Are you asking the same questions again this year, how will we be prepared to support students for college success? What can we do to improve their readiness?

If you are looking to standardize technology offerings while expanding your AP enrollment opportunities, we will support you through our targeted digital college readiness applications, helping to improve participation and success. This carries throughout your implementation, as we can help you move through success and fidelity with our platform and white glove services, working with your school to meet those performance indicators.

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## Our programs help students and teachers succeed with:

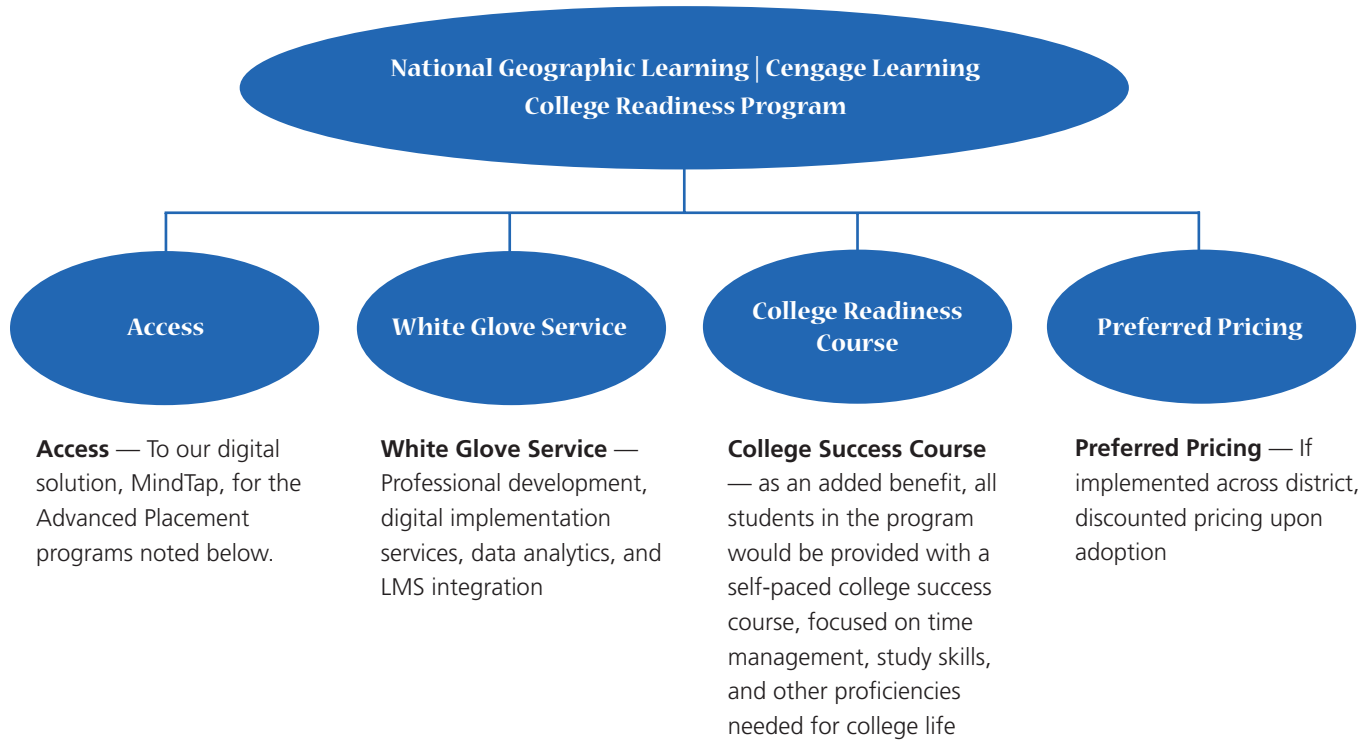
- AP® exam preparation
- AP® course redesign
- Common Core curriculum
- Rigorous state standards



## Partnerships that lead to success

Partnering with districts to help build on college readiness success, we present the National Geographic Learning | Cengage Learning College Readiness Program.

The program provides the following benefits, at no expense to you.



The following programs represent just a sample of the robust, rigorous AP materials offered. These programs are provided 100% digitally, using one platform which is SSO compatible. Working with your Regional Engagement Consultant, you would be selecting from the programs below for the 1 year of FREE subscription.

Course	Author	Title
AP Environmental Science	Miller	In the new edition of <i>Living In the Environment</i> , authors Tyler Miller and Scott Spoolman have partnered with the National Geographic Society to develop a text designed to equip students with the inspiration and knowledge they need to make a difference solving today's environmental issues.
AP Biology	Starr	Written by a team of best-selling authors, <i>Biology: The Unity and Diversity of Life 14th Edition</i> reveals the biological world in wondrous detail. Packed with eye-catching photos and images, this text engages students with applications and activities that encourage critical thinking and provides them with the knowledge to tackle the AP® Biology Exam.
AP U.S. History	Kennedy	The new edition of <i>American Pageant</i> , the leading program for AP® U.S. history, now reflects the redesigned AP® Course and Exam that begins with the 2014-2015 school year.

Course	Author	Title
AP European History	Spielvogel	Best-selling author Jackson Spielvogel has helped over one million students learn about the present by exploring the past. Spielvogel's engaging narrative weaves the political, economic, social, religious, intellectual, cultural, and military aspects of history into a gripping story that is as memorable as it is instructive.
AP Government and Politics	Ford/Schmidt	Acclaimed for the scholarship of its prominent authors and the clarity of its narrative, <i>American Government: Institutions and Policies</i> sets the standard for public policy coverage while maintaining focus on three fundamental topics: the importance of institutions of American government; the historical development of governmental procedures, actors, and policies; and who governs in the United States and to what ends.
AP Economics	Mankiw	<i>Principles of Economics</i> became a best seller after its introduction, and continues to be the most popular and widely used text in the economics classroom. Instructors found it the perfect complement to their teaching. A text by a superb writer and economist that stressed the most important concepts without overwhelming students with an excess of detail was a formula that was quickly imitated, but has yet to be matched.
AP Psychology	Caccioppo	In this innovative approach to the Intro Psychology course, authors John Cacioppo and Laura Freberg present psychology as an integrative science that is highly relevant for students of all majors.
AP Language and Composition	McCuen	For over 30 years, <i>Readings for Writers</i> has been the preeminent rhetorical reader for the freshman composition course. This bestseller continues its tradition of providing comprehensive coverage of the writing and research process, while also offering a wide variety of appealing readings. With more than 100 selections from a broad range of topics and genres, this text offers something to spark excitement in any developing writer.

\*In addition to the programs outlined above, we cover 32 out of the 34 courses offered in the AP curriculum.

### National Geographic Learning | Cengage Learning White Glove Service Commitment and Preferred Pricing

Level I	Level II	Level III
<b>1-3 courses</b>	<b>4-7 courses</b>	<b>8 courses</b>
* Digital implementation training via webinar (or "live, online training")	* One live product & digital implementation session * Guidance for accessing usage & performance analytics * Preferred pricing discount of 10% upon purchase	* Ongoing live product & digital implementation sessions support * Customized data analytics to help evaluate usage & performance [LMS integration and Data Analysis for MindTap delivered programs only.] * Preferred pricing discount of 20% upon purchase

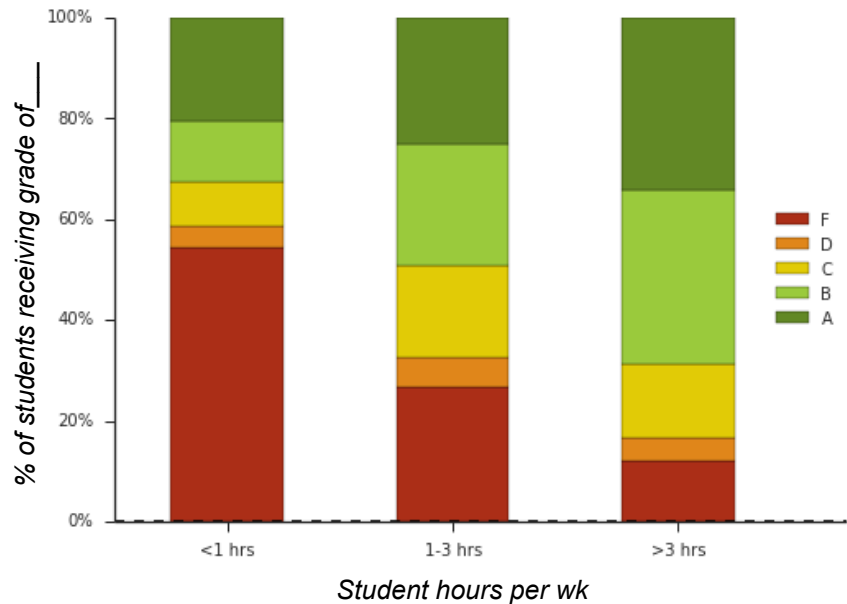
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# Across disciplines, working in MindTap leads to better grades

As part of our White Glove Service, we will provide you with Customized Data Analytics to help you evaluate usage and student performance. These charts represent a sampling of the types of reports we can provide.

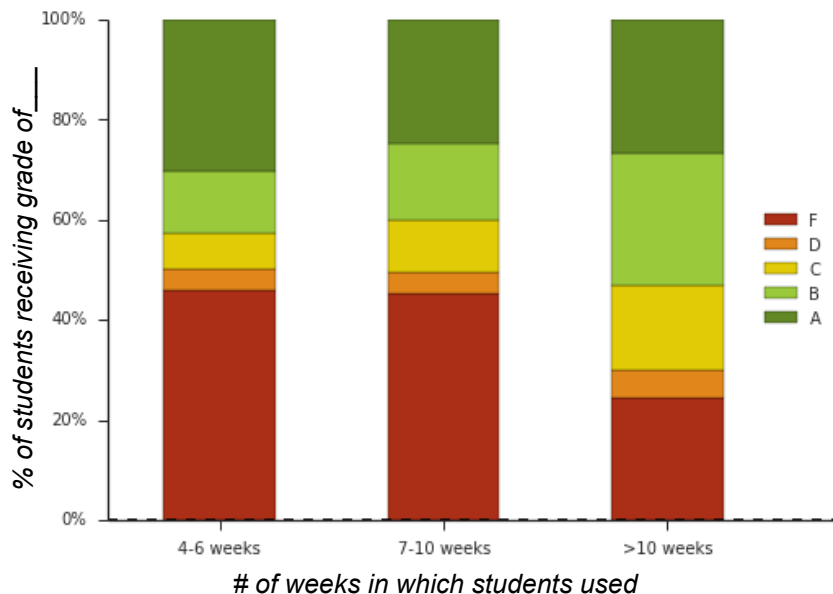
## The more student use MindTap, the better grades they get in the platform

- Students who use MindTap **at least 1 hour per week** are twice as likely to get an A as students who use 30 minutes or less
- Students who use MindTap **3 hours or more per week** are twice as likely to get an A as students who spend 1 hour per week



## Using the platform consistently throughout the course matters

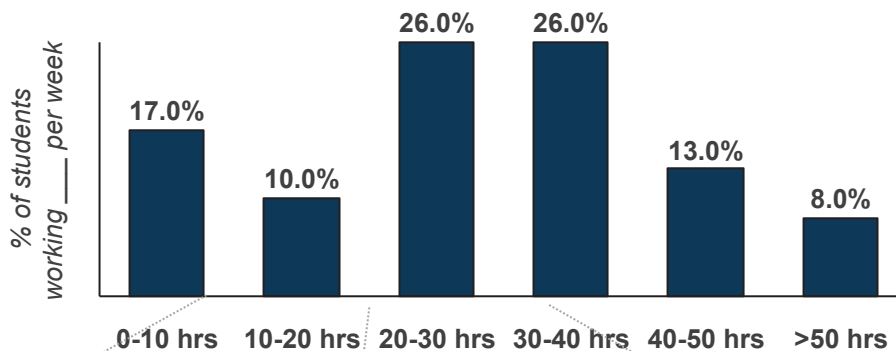
- Students who use MindTap every week are **2 to 3 times as likely to get an A or B** than students who only log in every other week



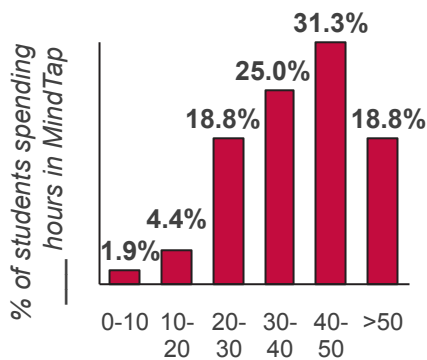
# Our goal is to provide principals and administrators with usage data

Data can range from a full-district view all the way down to individual students

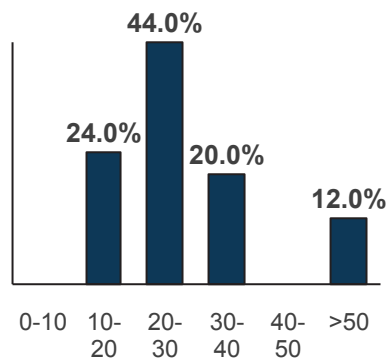
## Sample XYZ Public School



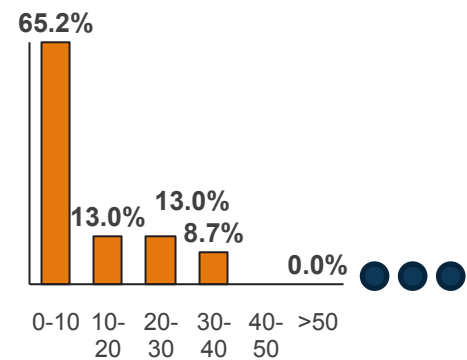
### School 1



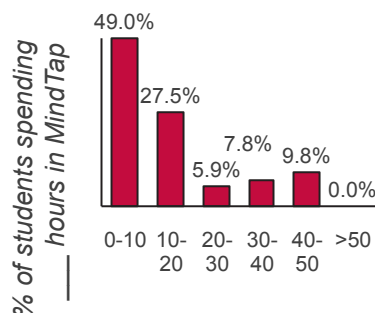
### School 2



### School 3



### U.S. History



### U.S. History at School 1

**Total Students:** 58  
**Student time in MindTap:** 1,443 total hours  
**# of logins:** 3,920  
**Reading completed:** 1,699  
**Homework assessments completed:** 1,569  
**Total MindTap activities completed:** 3,427