



SIIA
EDUCATION

ED TECH SUCCESS STORIES

During the 2020 pandemic America's colleges and universities needed to immediately transition from in-person learning to virtual. SIIA's Ed Tech members products help schools across the country bridge the gap keeping students and instructors engaged and learning. Here are their stories.

IN FOCUS:



CENGAGE

**PROVIDING DIGITAL
LEARNING & SUPPORT
FOR STUDENTS
INSTRUCTORS**





BACKGROUND

When the pandemic hit, it thrust students and educators worldwide into emergency remote learning overnight. Simultaneously, millions of workers found themselves suddenly unemployed and in need of reskilling opportunities as their old jobs disappeared for good.

Cengage, a global education technology company, stepped in to help students, educators and job seekers with their most pressing needs -- access to digital materials, training and reskilling opportunities, and ongoing support for navigating online and hybrid teaching and learning.

MEETING A UNIVERSAL NEED FOR QUALITY ONLINE LEARNING

In March 2020, many colleges and universities were on spring break when lockdown began, making it almost impossible for some students to get into dorms or access their textbooks and course materials. Fully in-person and print-based courses suddenly needed digital tools to maintain learning continuity.

To help, Cengage immediately provided students with free access to all of its digital learning platforms via Cengage Unlimited, the industry's first-of-its-kind digital subscription for textbooks and course materials. Launched in 2018 to combat the growing affordability problem in higher education, Cengage Unlimited gives students access to more than 22,000 eTextbooks, online homework platforms and other academic materials, and has helped 3.3 million U.S. college students save more than \$330 million on course materials.

More than 300,000 students took advantage of the free access to Cengage Unlimited in spring 2020 -- almost a 70% increase from the same time the prior year. Cengage also helped thousands of faculty move roughly 44,000 courses online in a matter of weeks -- a 30% increase from the previous year.

Dr. Will Austin, President of Warren County Community College in New Jersey, credited use of Cengage digital materials for enabling their successful online transition. Within the first week of their campus closing, Dr. Austin said, "Virtually all students [were] familiar with the online environment, ready to do their coursework and comfortable learning digitally. Why? Cengage."

For younger students, National Geographic Learning, the K-12 learning portion of Cengage, provided U.S. K-12 teachers with free access to learning platforms and eBooks. That effort supported over 1,500 districts and over four million students across the U.S.





SUPPORT FOR SKILLS-BASED PROGRAMS

But Cengage didn't stop in the classroom. Thousands of unemployed workers turned to online reskilling programs to help explore new fields and bolster employability skills. Ed2go, the adult online education division of Cengage, made ten of its most relevant, self-paced tutorials free spring 2020 for the millions of adults needing reskilling opportunities.

These courses focused on in-demand, job-ready skills such as website development, management, communications and personal finance. In the course of 10 weeks, more than 300,000 adults enrolled. High enrollments were correlated with states that had the sharpest rises in unemployment during the pandemic, though a variety of factors might have influenced this. Today, ed2go continues to see unprecedented demand for online career training programs.

For many skills-based programs that focus on hands-on learning, such as cosmetology, the move to remote learning was particularly challenging. Milady, Cengage's beauty education arm, opened up free access to its digital learning platform. More than 100,000 cosmetology students were able to continue their learning with little interruption.

ENABLING EFFECTIVE ONLINE AND HYBRID LEARNING NOW AND POST-PANDEMIC

Beyond the immediate need to access digital materials and platforms to maintain learning continuity, it was clear educators and institutions needed support navigating the digital transition. Specifically, they needed support for how to effectively deliver quality online and hybrid learning options. According to the Digital Learning Pulse Survey supported by Cengage, 97% of higher ed institutions reported moving learning online with faculty who had no prior online teach experience. Both instructors and administrators were offered support in the form of training, professional development, webinars, boot camps and peer-to-peer faculty mentorships to prepare for an online or hybrid academic year.

In total, Cengage has supported 200,000 college educators across the U.S., helping them become better equipped to teach online.

PUBLIC-PRIVATE PARTNERSHIPS HELP SCALE AFFORDABLE, QUALITY LEARNING

Since March 2020, colleges and universities have also looked to partners like Cengage to enable affordable digital learning at scale. In the last year, Cengage saw a roughly 50% increase in the number of partnerships to deliver Cengage Unlimited institution-wide.





In August 2020, Ivy Tech Community College, the largest college system in the state of Indiana, and the largest single-accredited community college system in the country, partnered with Cengage to provide its 90,000 students with access to textbooks and course materials through Cengage Unlimited on day one, as well as academic and professional development for faculty and administrators. Ivy Tech has already seen an increase in student pass rates since beginning the program.

LOOKING AHEAD

Although the last year was challenging for higher education, it also offered an opportunity to experiment with new learning models on a large scale. When asked to share preferences for post pandemic learning, the majority of students agree they want some of their courses to be offered fully-online. Companies like Cengage play an important role in meeting the demand for flexible digital learning opportunities and in supporting instructors and institutions.

www.cengage.com

For more information on SIIA's Ed Tech offerings and member stories, please visit, sija.net/education

