



Company Overview

Cengage Learning delivers highly-customized learning solutions for colleges, universities, instructors, students, and professionals around the world. These solutions are delivered through specialized content, applications, and services that foster academic excellence and professional development, providing measurable learning outcomes.

Cengage Learning provides colleges with the tools and resources to help them stand out in a competitive landscape. We offer skills-based learning applications, content expertise, and institutional services that will truly differentiate your program. Our widely recognized brands are known for high quality products in their specific discipline areas: Brooks/Cole, Course Technology, South-Western, Wadsworth, Delmar, & Heinle.

From Print to Digital

There is no "one size fits all" solution in learning. Finding the right combination of content, pedagogy and technology will make it easier for teachers to teach and students to learn. At Cengage Learning, our strategy is to provide the right solution for each instructor; to develop hybrid, customized, integrated teaching and learning systems that deepen student engagement and improve learning outcomes.

CengageCourse - a suite of digital products and services that enhance student engagement, improve learning outcomes and help institutions navigate the changing education landscape. This includes:

- **CourseMate** - Complements Traditional Learning - CourseMate is an integrated, web-based solution that includes features such as interactive eBook, multimedia resources, flashcards and quizzes. CourseMate's Engagement Tracker also allows instructors to assess students' participation and time-on-task in an easy-to-use interface.
- **CourseMaster** - Connects Students to Better Learning Outcomes - CourseMaster offers assignable, gradable homework solutions - well-known brands such as Aplia, OWL, & SAM - that improve student outcomes through enhanced mastery of the curriculum. Additionally, it provides instant feedback, enabling instructors to understand how well students comprehend concepts, and automates administrative tasks in order to free up time for instructors to focus on lessons. Some of our homework solutions, such as CengageNOW, offer tagged questions with reporting capabilities to aid in accessing accreditation or re-accrditation of an institution.
- **Course360** - Creates a Rich Online Course Experience - Course360 provides comprehensive online course solutions that help schools reach a broader array of students with quality content and services designed to improve outcomes. For online or hybrid courses, Course360 offers the opportunity to customize the format, look and content, and each course includes access to an eBook as well as links to additional materials and resources. Course360 received the **Quality Matters certification seal in 2011**, a faculty-centered, peer review process that certifies the quality of online and blended courses.

Course Development Services – a part of our custom digital sector - helps you create student-relevant courses and curricula tailored to your needs. We utilize effective, proven processes to create unique student learning experiences based on your individual specifications. Our Course Development Services options include:

- Providing syllabi and lesson plans
- Helping select content for a custom print or eBook
- Mapping course content to accreditation standards
- Creating course facilitator guides and training
- Building new online programs within your Learning Management System

Integration of Cengage Learning Products

Cengage Learning has a goal of providing its content and digital assessment and teaching products in as accessible a format as current technology allows. Cengage Learning approaches both hardware and software platforms with the goal of being device and platform agnostic.

Learning Management System Integration – The MindLinks service from Cengage Learning is developing the ability for digital products to integrate into numerous Learning Management Systems (LMS), including Angel, Blackboard, Canvas, D2L, eCollege,

Moodle, Sakai, and WebCT. Utilizing industry standards, MindLinks strives to make integration of Cengage Learning digital products into an institution's LMS seamless, and to broaden that integration to as wide of an array of LMS and related software environments as possible.

Device/Hardware Operability - Cengage Learning develops content and digital assessment and learning products with a goal of being as device agnostic as possible. When the content or product allows for use on mobile, tablet, iPads, or other devices, Cengage Learning strives to make that experience and opportunity available, with no focus on any single hardware provider.

Cengage Learning Introduces



Ever evolving, Cengage Learning is in the midst of developing a new product across many course areas, called **MindTap**. **MindTap** is a new *personal learning experience* that combines all your digital assets - readings, multimedia, activities, and assessments - into a singular learning path to improve student outcomes. This program of digital products and services will:

- *Engage students* through highly interactive content including assignable and gradable learning activities.
- *Offer instructors choice* in content, adaptable learning paths, additive learning tools, and multi-platform/device support.
- Mash-up and orchestrate rich content, learning activities, and apps *delivered in one cohesive context* to drive higher levels of engagement and outcomes.

Unlike other products that are affiliated with a single Learning Management System (LMS), **MindTap** will be designed to work with any supported LMS you have access to – or none at all. Further, **MindTap** is device agnostic, giving students access to their experience anytime, anywhere – on their desktop, laptop, tablet, mobile phone, or even in print.

MindTap allows instructors to track students' use, activities and comprehension in real-time, which provides opportunities for early intervention to influence progress and outcomes. Grades are visible and archived so students and instructors have access to current standings in the class.

Increasing Accessibility

Cengage Learning is committed to making its educational materials accessible to users of all abilities. Through a company-wide task force, the assistance of outside experts, consultants, and feedback from users, we continuously seek to identify and evaluate opportunities for improving the usability and accessibility of our products and services.

Audio-Visual Materials: For many years, Cengage Learning-produced videos have been created with closed captioning features. Since August 2009, all audio-visual materials used in Cengage Learning products are required to be close-captioned with accompanying transcripts.

CL eBook (media-rich online textbooks): All Cengage Learning textbooks available in the CL eBook format are HTML-based and compatible with most screen reading assistive software. CL eBooks offer high-contrast narrative text, variable font sizes, & multiple background color options.

Product & Service Websites: As of March 2010, Cengage Learning policies require all new website development meets WCAG 2.0 standards for accessibility. Most of Cengage Learning's existing websites already meet many minimum requirements: high contrast, HTML style sheets, and well-structured HTML.

Online Courses & Homework Solutions: Cengage Learning's online course and homework solutions offer compatibility with most assistive technologies. CengageNOW solutions offer high contrast and well-structured HTML. Aplia student registration and course management pages have been updated to conform to Section 508 of the U.S. Rehabilitation Act, working with screen readers, providing keyboard navigation and more usable forms. Future releases of these solutions will include additional visual options and further accessibility of problem sets.

All new Cengage Learning products and services are designed with accessibility in mind. Furthermore, ongoing evaluations of existing products and services are being conducted in order to implement enhancements as feasible. For more information visit: <http://cengage.com/accessibility/>