

BVT Publishing
Better textbooks, better prices.

Collaborative Publishing

Student
The Future of ~~College~~ Success

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□ Outline

- Introduction
- The “Student Success Wave”
- College Success: A Concise Practical Guide by Strickland
 - History and Philosophy (Dave Strickland)
 - Program Success
- BVT’s Modular Approach
 - “Path to Success”
 - Examples
- Collaborative Publishing
 - Authors’ Workshop
 - Beyond Customization
- Putting Students First

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□ Introduction

- Who is BVT Publishing?
 - Redding, California
 - Quality, affordable textbooks
 - Customization experts
 - Growing steadily
- Why *Student Success*?
 - Our fastest growing sector
 - Capitalize on our flexibility
 - Suits our price point

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□ The “Student Success Wave”

**Campuses Offering a First-Year Seminar
National Resource Center (USC) Survey**

Year	Percent
2000	74%
2003	82%
2006	85%
2009	88%
2012	90%

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□ The "Student Success Wave"

What are Campuses Doing?

- New Programs
- Fine-tuning / Overhauling / Customizing
- Expanding / Making Mandatory

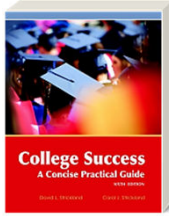
What is Unique about Student Success?

- High Energy
- Collaboration
- New Approaches

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□ *College Success* by Strickland



College Success: A Concise Practical Guide
Sixth Edition
David Strickland MA, East Georgia College
Carol Strickland PhD RN
Copyright year: 2014
323 pages

- Workbook style
- Critical thinking
- Focus on learning
- Develop study skills
- Our most requested book

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□ *College Success* by Strickland
□ History and Philosophy

Timeline

- Before 2007 – Hit and Miss
 - Darkness and void, world without shape...
- 2007 to 2009 – Trial and Error
 - Tried expensive textbook
 - Tried home-grown materials
- 2010 to Present – New Paradigm
 - Created new textbook
 - Early intervention
 - Campus-wide program
 - Mentors / support groups
 - Focus on learning

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□ *College Success* by Strickland
□ History and Philosophy

Old Paradigm

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    graph LR
      A[Enroll] --> B[Get Credential]
      B --> C[Entitled to Job]
    
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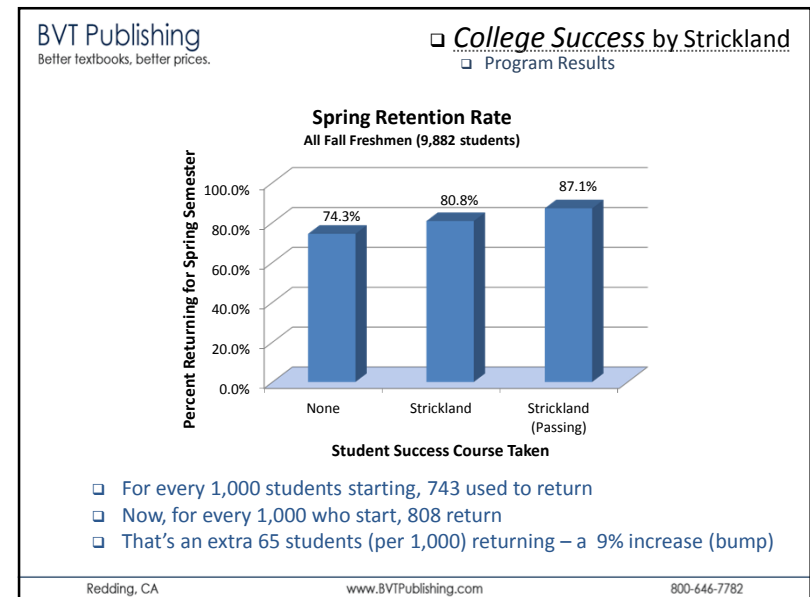
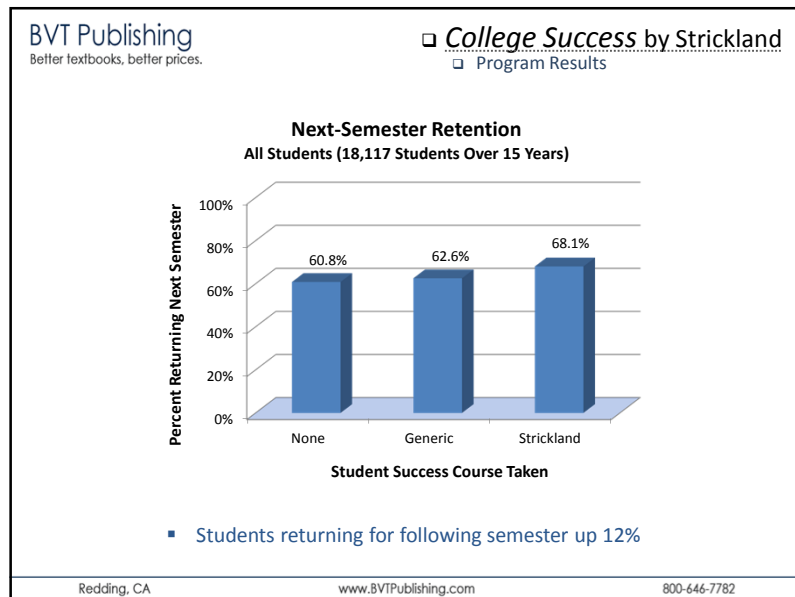
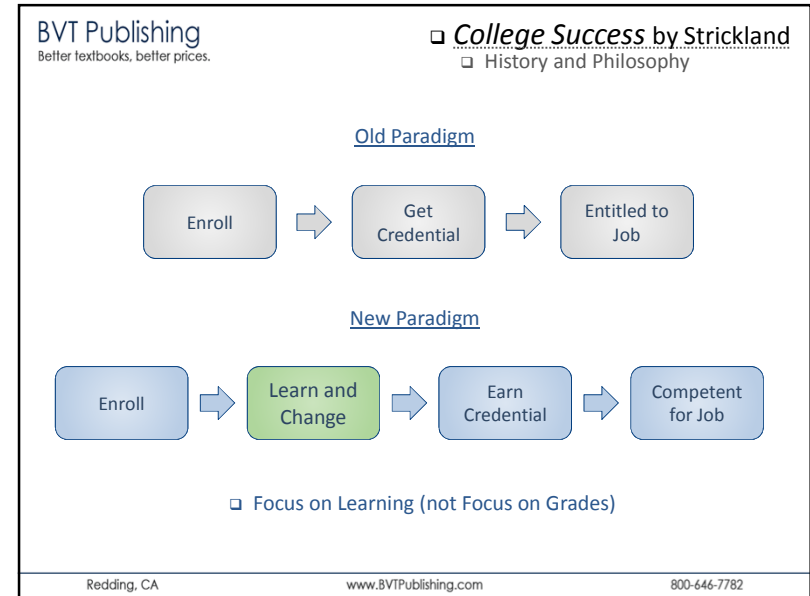
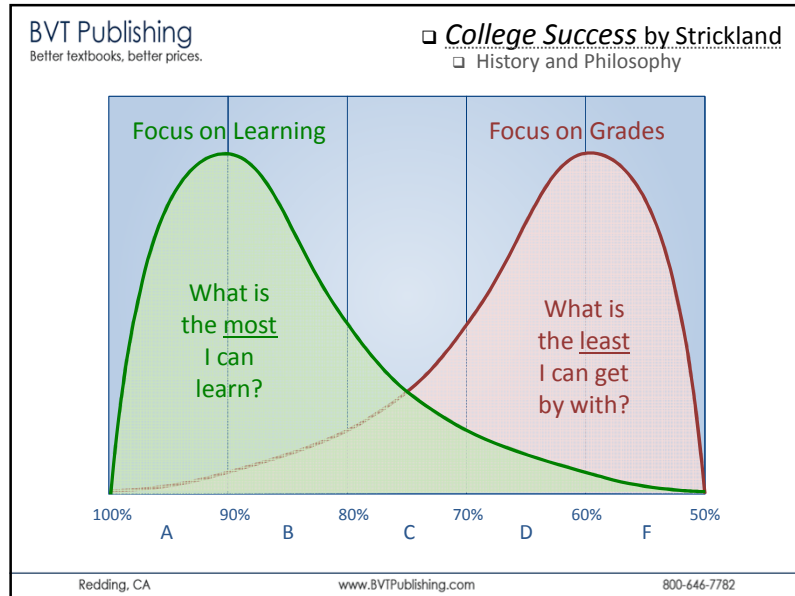
New Paradigm

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    graph LR
      A[Enroll] --> B[Learn and Change]
      B --> C[Earn Credential]
      C --> D[Competent for Job]
    
```

- Focus on Learning (not Focus on Grades)

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College Success by Strickland
Program Results

**Student Success Courses
are Primarily for
At-Risk Students**

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College Success by Strickland
Program Results

Learning Support Comparison
All Fall Freshmen (9,882 students)

Learning Support Required	No Student Success Course	Strickland Course
None	74%	82%
English and/or Math	75%	80%

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- Student Success should not be limited to students needing Learning Support

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College Success by Strickland
Program Results

Retention Increase vs. GPA
All Fall Freshmen (9,882 students)

High School GPA	Spring Retention Increase (Bump)
< 2.3	6.4%
2.3 - 2.6	11.5%
2.6 - 3.0	12.6%
> 3.0	3.5%

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- Student Success benefits everyone

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College Success by Strickland
Program Results

Full-Time Fall Freshmen
5,598 Students Prior to 2013/14

College Success Course Taken	Semesters Completed
None	2.99
Strickland	3.83

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- Student Success benefits everyone

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□ BVT's Modular Approach

- Module background
- Instructor checklist
- Learning objectives
- Suggested activities

- Module background and objectives
- Before/During/After class checklist

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□ BVT's Modular Approach

□ "Path to Success"

- Optional feature available for most modules
- Critical thinking / holistic learning
- Five steps
 - Step 1. Before-Class Critical Thinking Exercise
 - Step 2. Before-Class S.W.O.T. Analysis / Action Plan
 - Step 3. During-Class Collaboration
 - Step 4. After-Class Experiential Exercise (Action Plan)
 - Step 5. Next-Class Report and Discussion

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□ BVT's Modular Approach

□ Examples

- Wide selection of available modules
- Create your own modules
- Examples under development
 - Student Health
 - Student Finances
 - Developmental English
 - Brush up on Math
 - Adult Learners
 - ESL at College
 - Veterans at College
 - Diversity on Campus

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□ Collaborative Publishing

□ Unique collaborative publishing environment

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□ Collaborative Publishing
➢ Beyond Customization

- Select/organize modules from multiple authors
- Create your own modules
 - Campus, department, special needs
- Add campus information
 - Calendars, resources, maps, etc.
- Adjust the entire text to your campus's terminology
- Tie together with a theme or model
 - Mindset, Grit, Thriving, Retention Theory (Rebecca Campbell Workshop)

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□ Collaborative Publishing
➢ Beyond Customization


But...who's going to do all the work?

- We can do it
 - Tell us what you want
 - We'll assemble the team to make it happen
 - You sign off when you're happy
- You can do it
 - Full collaboration to support you
 - We might take your content national
 - Royalties may be available

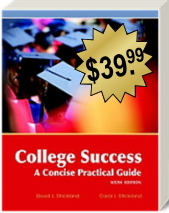
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□ Putting Students First



- TEXTBOOK^{Plus}
 - Loose-leaf textbook
 - eBooks
 - Lab / online resources
- Written for students
- Priced for students



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