

Best Practices for working with Publisher Content

Publisher Content presents faculty with a variety of media-rich choices for the rapid development of courses in the online or face-to-face environment, yet there are effective practices that instructors can utilize to further ensure the success of their students. The purpose of this document is to present eight best practices that play a critical role in the management of Publisher Content.

- 1. Best Practice: Choose content that aligns to course objectives**
Start out by carefully seeking out Publisher Content that best aligns with the objectives of your course.
- 2. Best Practice: Drill down Publisher Content**
Some Publisher Content is extensive, and not all of the provided digital assets need to be integrated or used in your course. In fact, some Publishers create 5 times the amount of content needed for a 16-week class, and it's not uncommon for Publishers to provide you with test banks containing upwards of five-thousand test questions! Much like selecting the chapters from a textbook, so your role in this critical step is to select which resources you will use. It is important at this juncture to use only the material you will need and select content & activities that will diversify learning for your students.
- 3. Best Practice: Add interactivity**
Once you beef up your course with rich publisher content, be sure to create opportunities that will provide student-to-student interaction and student-to-instructor engagement.
- 4. Best Practice: Provide knowledge checks for your learner along the way**
There will be no shortage of assessment activities if you elect to use Publisher Content in your course. Your role then, is to be sure to select both, Formative and Summative assessment measures that may be integrated frequently and strategically throughout your course content.
- 5. Best Practice: Provide ample feedback**
Be intentional about selecting key junctures in your course where students may ask questions, receive feedback and stay on track.
- 6. Best Practice: Be present**
Remember that a number of your students selected to take the course with you because they are looking for your expertise to enrich their learning experience. Be present. Participate in discussion forums, answer the students' blog posts, reply to comments, give feedback, send out emails, post announcements and let them know you are present with them as they walk down the corridor of learning.
- 7. Best Practice: Make the end goal clear**
Students are going to want to know what they need to do in order to succeed in your course. Use the built-in LMS Calendar, or a Course Schedule to keep learners informed of what's due and what is coming up.
- 8. Best Practice: Don't forsake the basics**
Despite utilizing pre-built content, the course is still your domain! Remember that you have at your disposal a number of communication and interactivity tools that will make your course come to life. Use these tools frequently and intentionally. Your students will thank you for it!
 - Welcome Message
 - Office Hours
 - Contact Information
 - Weekly Announcements

Implementing these simple, effective measures will increase the level of satisfaction your students experience when completing your course.