



HELP YOUR STUDENTS  
HELP THEMSELVES

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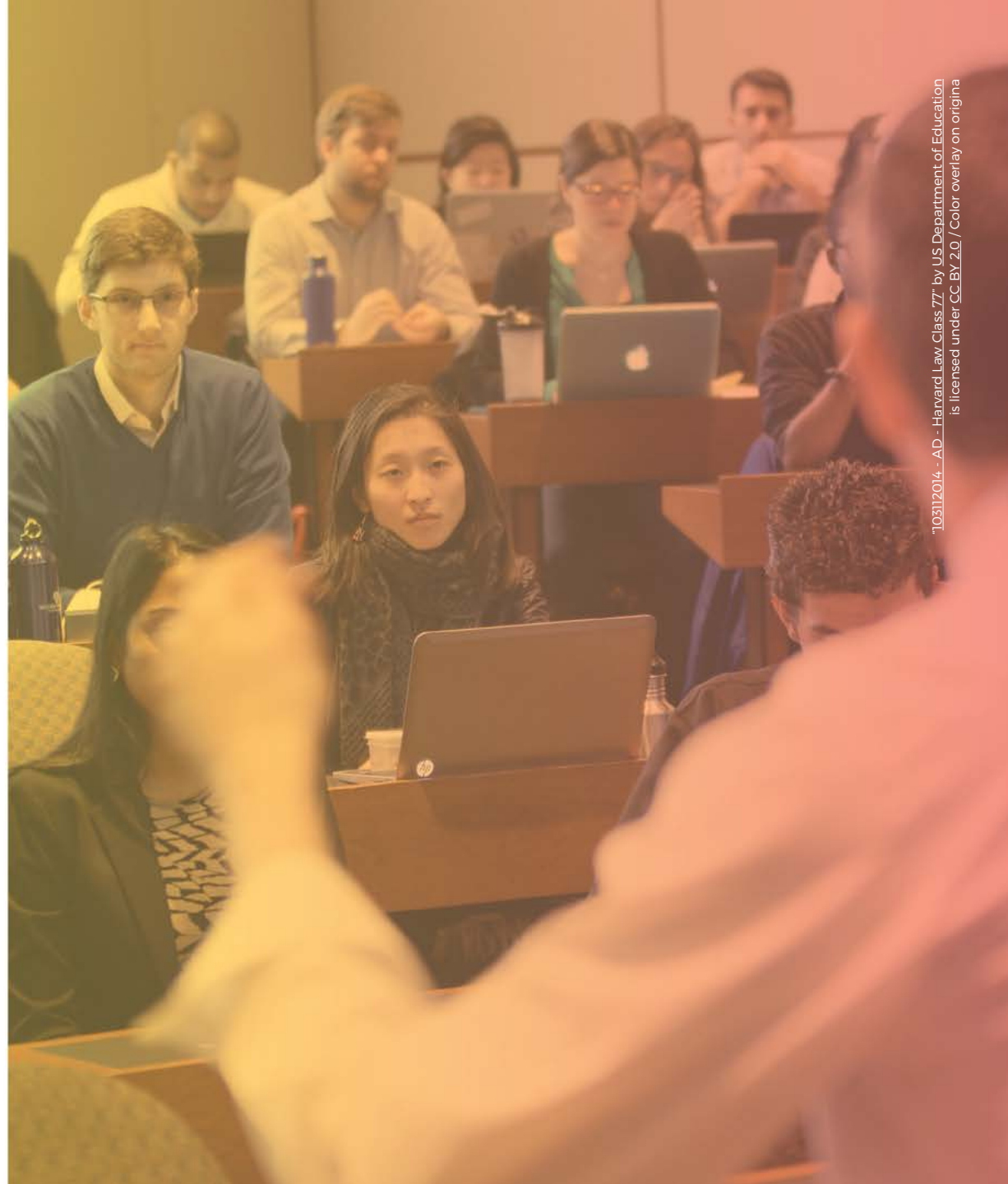
# lumenwaymaker

O V E R V I E W

# WAYMAKER: AFFORDABLE AND EFFECTIVE PERSONALIZED LEARNING COURSEWARE

Waymaker courseware provides impactful learning tools for students and instructors, packaged with the best available open educational resources (OER) and innovative learning design.

Waymaker course materials replace expensive textbooks in high-enrollment college courses.



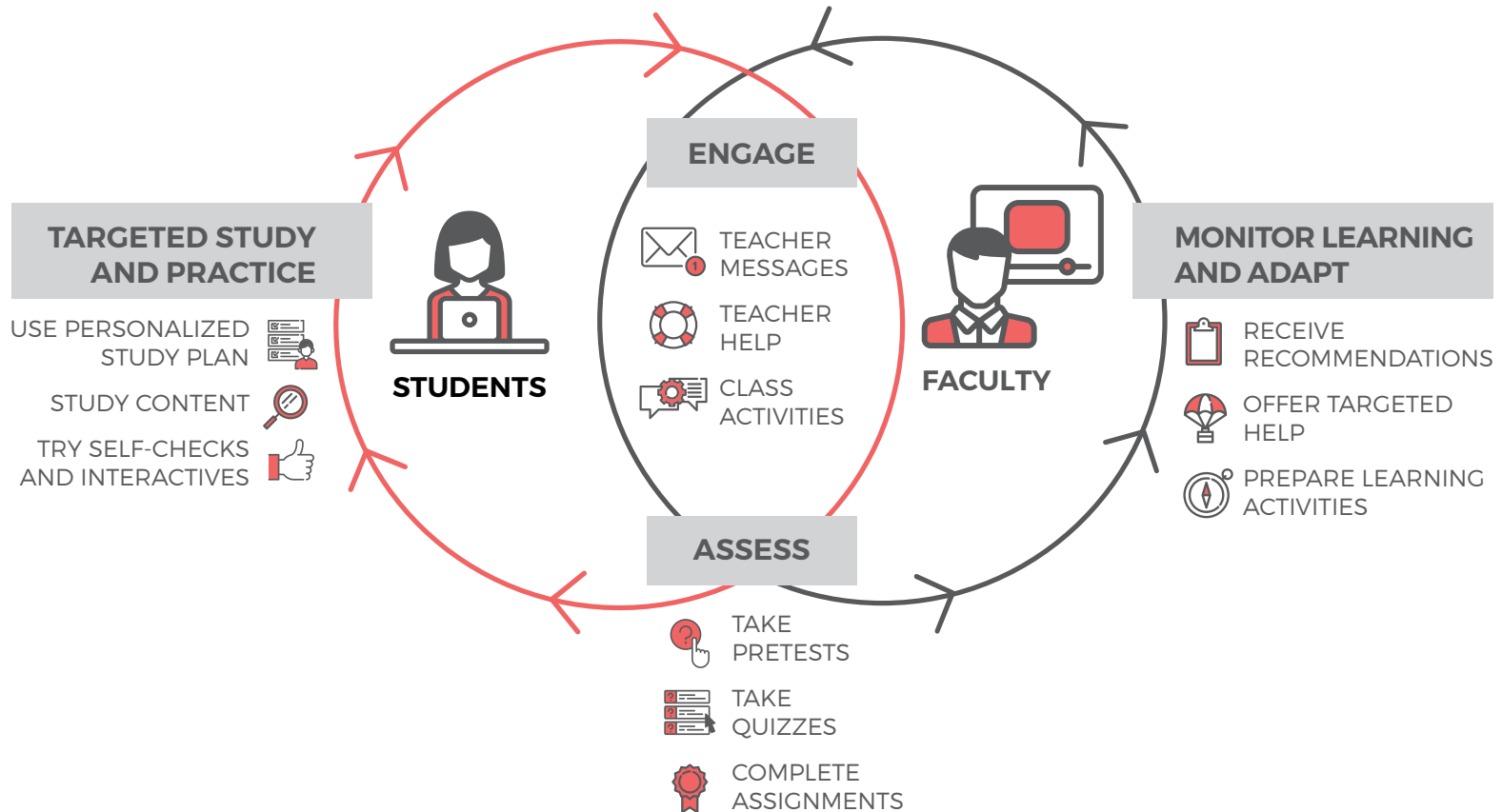
## UNLOCK THE POWER OF METACOGNITION

For students, Waymaker course materials wrap OER in a series of metacognitive supports to guide them towards mastery. Using the results from pretests, self-checks, and graded quizzes, Waymaker's personalized study plans show students where to focus their attention and coach them to become better learners.

## DEEPEN STUDENT-FACULTY CONNECTIONS

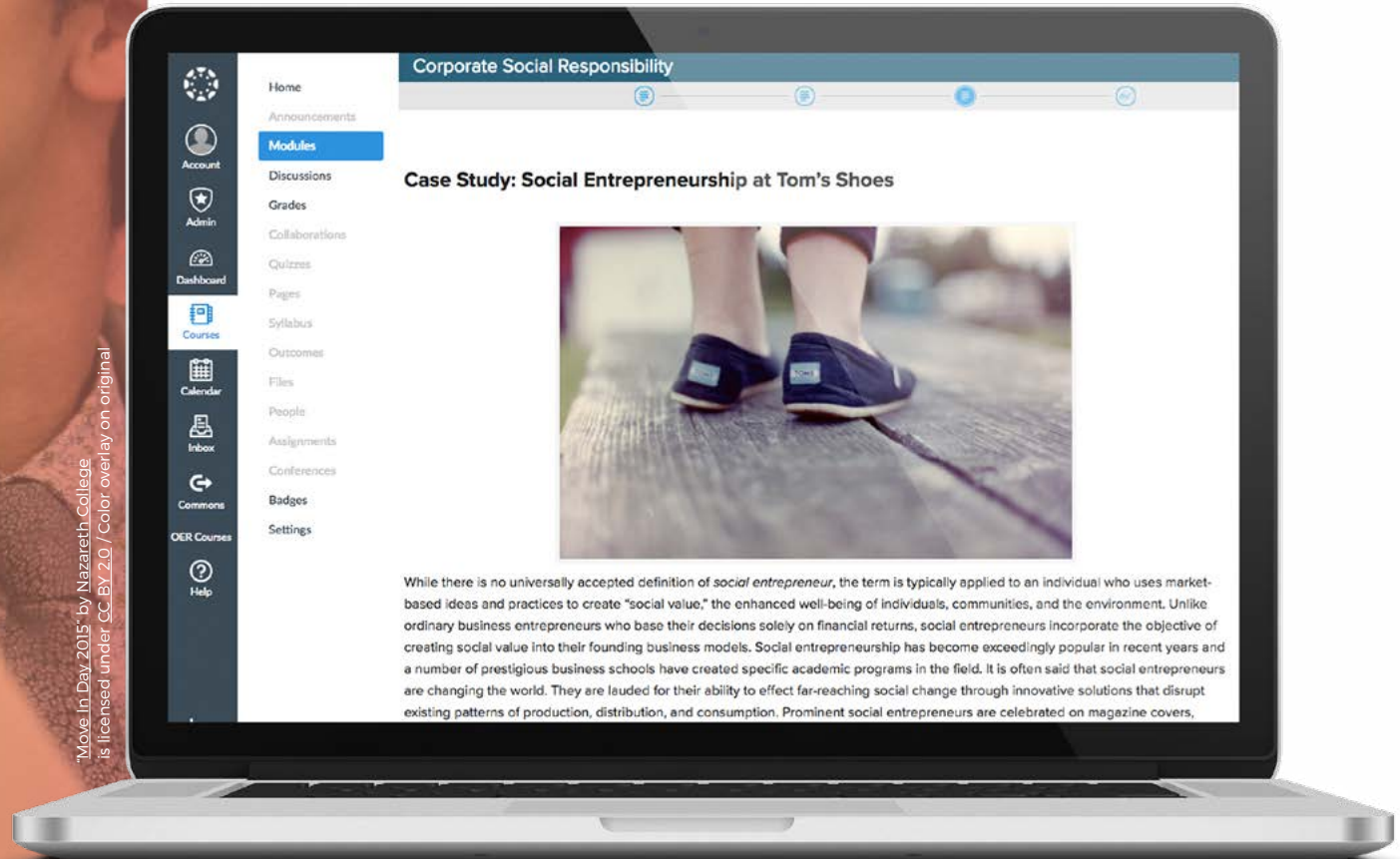
For faculty, Waymaker provides recommendations to help rapidly identify and reach students who need additional support. Customizable automated messaging tools make it easy to provide individualized encouragement, increase motivation, and forge bonds that help retain students and boost completion rates.

## USING WAYMAKER TO PERSONALIZE LEARNING



## COMPLETE, CUSTOMIZABLE OER COURSE CONTENT

Waymaker courses align rich, curated OER content with learning outcomes. With careful attention to learning design, courses include text, video, simulations and other interactive activities, sample discussion forums and assignments, self-checks, graded quizzes, PowerPoint decks, and other resources. You may customize the content to fit course outcomes, term length, modality, and so forth. Timely, data-driven content updates maintain and improve course materials over time.



"Move In Day 2015" by Nazareth College is licensed under CC BY 2.0 / Color overlay on original

While there is no universally accepted definition of *social entrepreneur*, the term is typically applied to an individual who uses market-based ideas and practices to create "social value," the enhanced well-being of individuals, communities, and the environment. Unlike ordinary business entrepreneurs who base their decisions solely on financial returns, social entrepreneurs incorporate the objective of creating social value into their founding business models. Social entrepreneurship has become exceedingly popular in recent years and a number of prestigious business schools have created specific academic programs in the field. It is often said that social entrepreneurs are changing the world. They are lauded for their ability to effect far-reaching social change through innovative solutions that disrupt existing patterns of production, distribution, and consumption. Prominent social entrepreneurs are celebrated on magazine covers.

## WHY OER?

Open educational resources are learning materials licensed to permit their free use and repurposing by others. OER offer significant advantages over traditional textbooks:

**AFFORDABILITY:** dramatically cheaper than traditional publisher alternatives

**EFFECTIVENESS:** students perform as well or better using OER compared to non-OER alternatives

**CONTROL:** faculty can exercise greater academic ownership over curriculum and easily make timely updates and improvements

**ACCESS:** students may retain access to OER learning materials forever



## STUDY PLANS FOR SELF-DIRECTED LEARNING

As students work through the course materials, each content module (or chapter) is presented as a personalized study plan. These study plans provide relevant information about each student's learning, choices about what to do next, and real-time feedback on how their learning is progressing.

They offer a consistent, easy-to-follow structure:



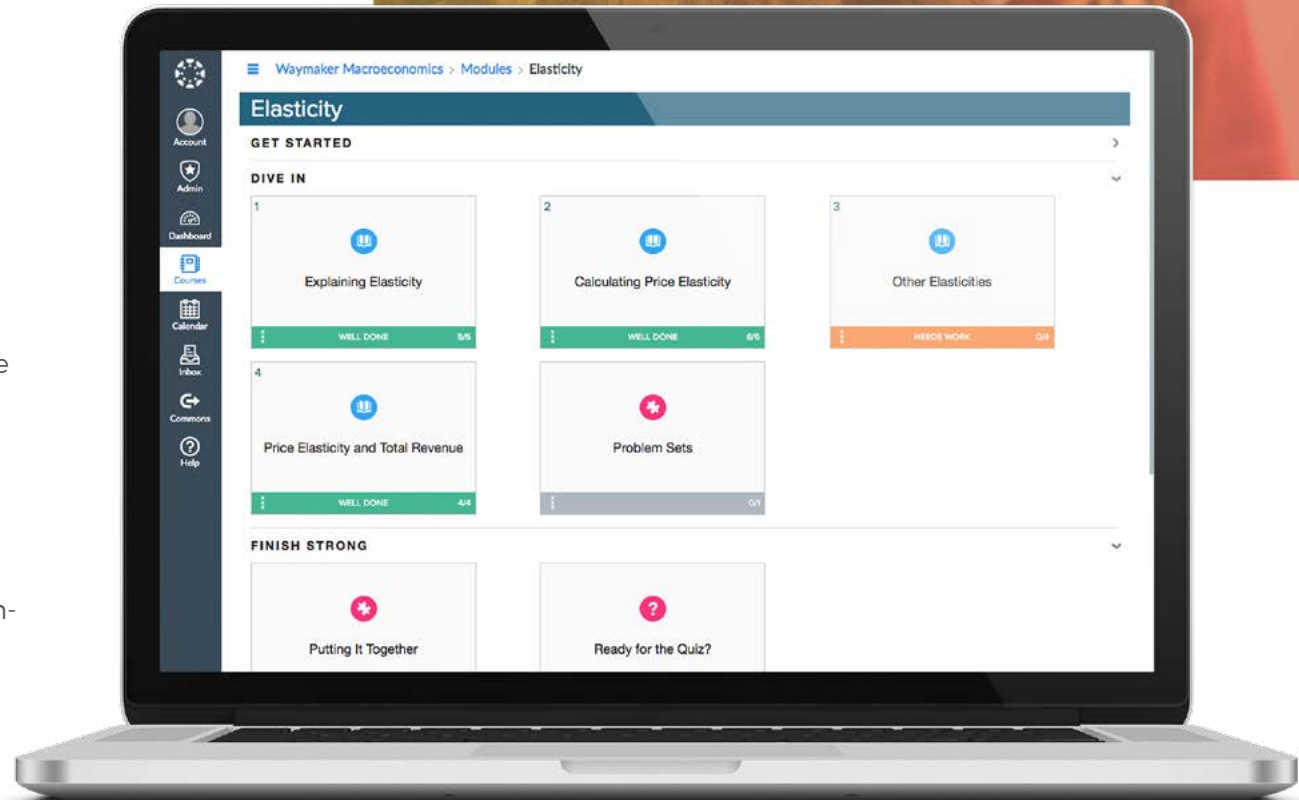
**GET STARTED:** Outline learning objectives, preview concepts and test prior knowledge



**DIVE IN:** Engage with OER content, learning activities, practice problems, and formative self-checks

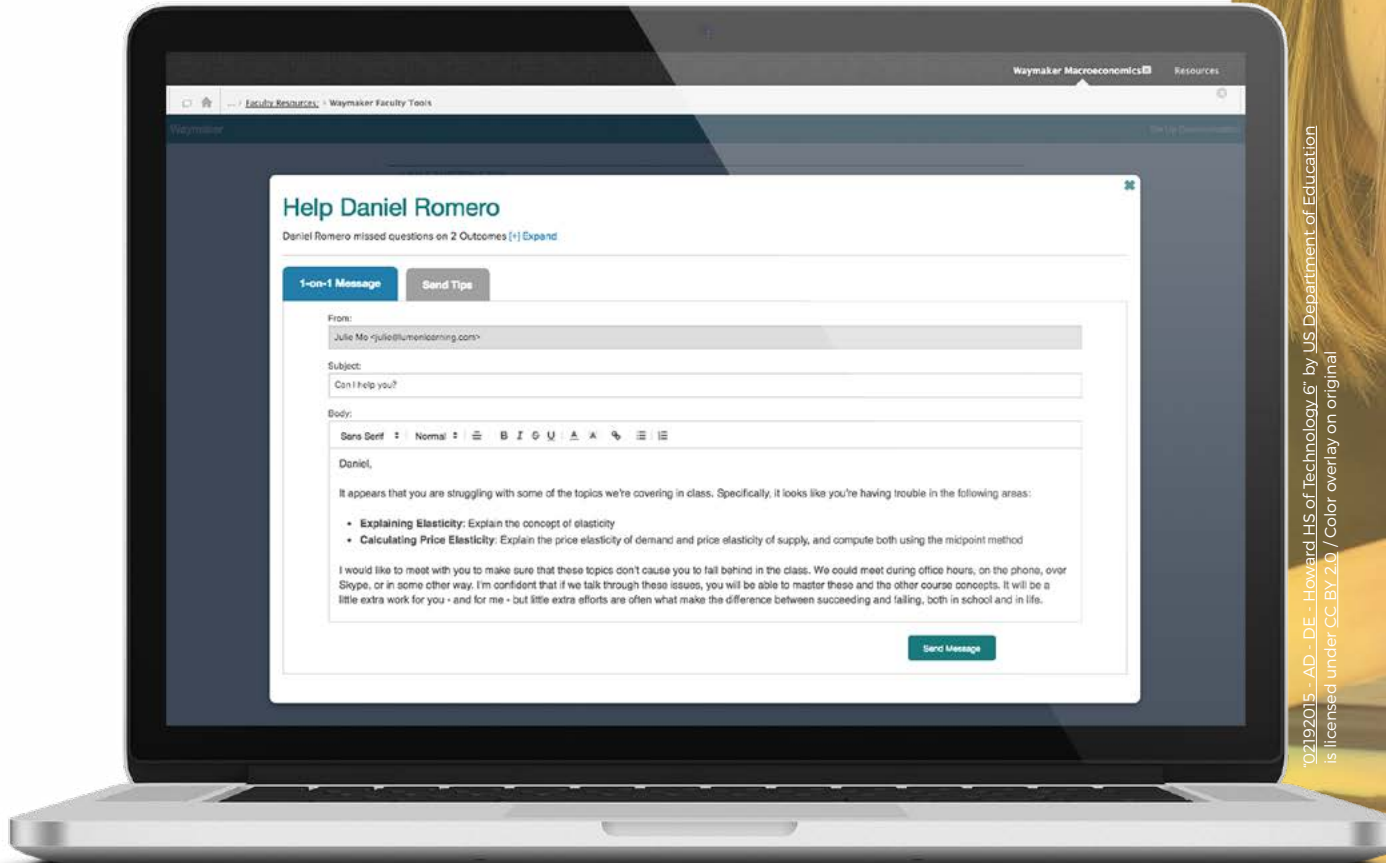


**FINISH STRONG:** Synthesize and review concepts to prepare for graded quiz and human-graded performance assessments



## INTUITIVE MESSAGING INCREASES TEACHER+STUDENT TOUCHPOINTS

Waymaker makes it easy for instructors to increase the number of personalized touchpoints with students, using simple, automated messaging tools. Students receive timely messages of encouragement for good quiz scores, or study tips when they need to spend more time in the content. Waymaker sends recommendations to alert instructors when students are trying but struggling, so they can offer individualized help on problem topics.

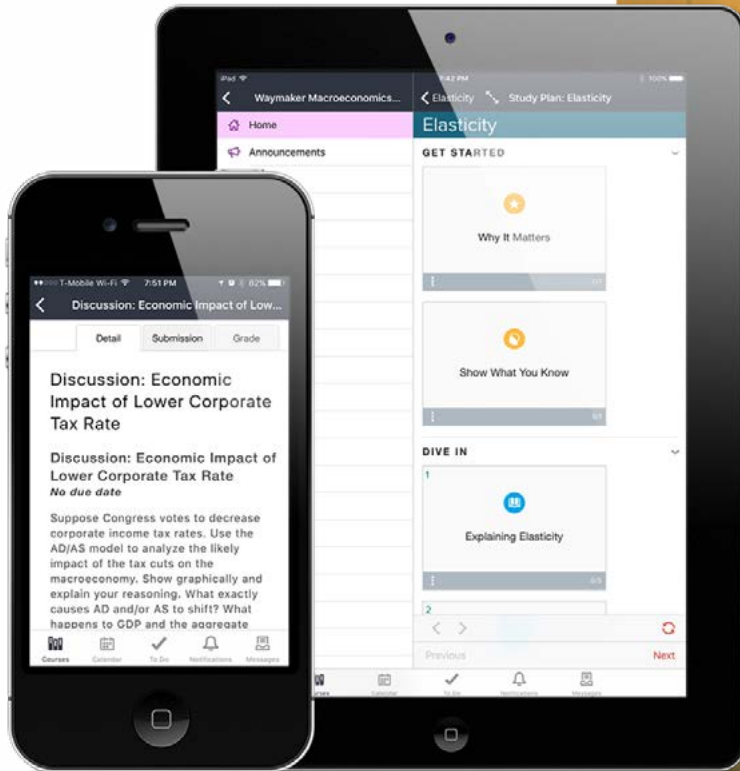


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## EFFECTIVE FOR STUDENTS

Waymaker provides opportunities for frequent practice and immediate feedback that are critical to help students develop their skills. It packages complete course materials in one place, within the familiar LMS environment. Students can use Waymaker courses on computer, tablet, or smartphone.



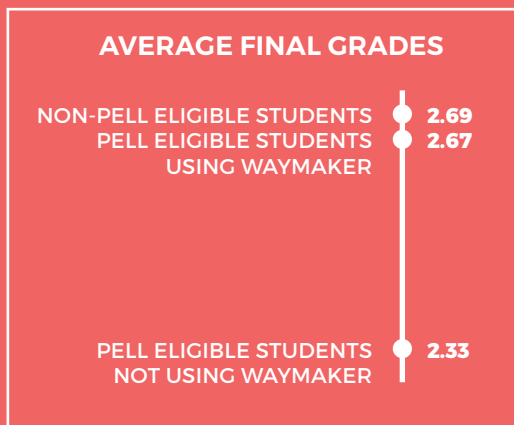


## LEVEL THE PLAYING FIELD FOR AT-RISK STUDENTS

Waymaker can level the playing field for students with disadvantaged socioeconomic backgrounds. During fall 2016, in a study of 5,622 students enrolled in *Introduction to Business* courses at 8 institutions, we found Pell eligible students who did not use Waymaker earned final grades that were, on average, one third of a letter grade lower than their higher-income, non-Pell eligible peers. However, when Pell eligible students used Waymaker, it closed the performance gap, and they received grades comparable to those of their non-Pell peers.

## WAYMAKER CAN ERASE THE “PELL PENALTY”

It puts Pell eligible students on equal footing with their non-Pell eligible peers.



**LEARNING DATA DETAIL:** Study examined fall 2016 learning data for 5,622 students at 8 institutions enrolled in *Introduction to Business* courses. Analysis compared students' final grades in sections using *Waymaker Introduction to Business* vs. those using commercial publisher or OER alternatives.

## GREAT LMS COMPATIBILITY

Waymaker courses work seamlessly with Blackboard, Canvas, D2L Brightspace, and other LTI-compliant learning management systems. Every student enjoys single sign-on, day one access, and every instructor appreciates automatic grade return for graded quizzes.

## AFFORDABLE CHOICE FOR HIGH ENROLLMENT COLLEGE SUBJECTS

The standard Waymaker student fee is \$25/student enrollment. It is an ideal choice for institutions, departments and faculty members working to improve affordability and student success at the same time. The Waymaker catalog is focused primarily on the general education curriculum. Download a course list at: [lumenlearning.com/course-catalog/](https://lumenlearning.com/course-catalog/)

## LEARN MORE

Find more information and request a Waymaker demo at: [lumenlearning.com/what/waymaker/](https://lumenlearning.com/what/waymaker/)

## LUMEN LEARNING

[lumenlearning.com](https://lumenlearning.com)

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