

Wiley Faculty Use Case Scenario

CSU Digital Marketplace

December 2007

Professor Jones will be teaching Biology 101 in the coming Fall semester. He asked the current Biology 101 instructor for recommendations of materials to use, and she recommended a series of animations called “Biology Basics” created by John Wiley & Sons, the publisher of the Alters textbook she currently uses. Professor Jones logs into his LMS, he goes to the page for building his Resource List and searches for “Biology Basics animations”. In the list of search results he sees a brief description of them, which he clicks on to see a preview. As he watches them, he decides that he really likes them, so he reads more of their description. He sees that there are 14 animations in all covering the major topics in his course. He could select one or more of the animations, or he could select the entire collection of 14 animations. If he selects all the animations, his students could buy the collection for a much lower price than if they bought each one separately. Probably he would choose to do that, but he will wait until he has previewed all of them before deciding.

As he reads further in their description, he sees that these animations are included in *WileyPLUS*, an integrated content solution offered by Wiley which includes the full textbook online (with supplements like these animations hyperlinked throughout), all relevant supplements (such as the student study guide, videos, interactive simulations, and so on), as well as the ability to create online assignments using the book’s questions which are then automatically graded. He is interested to read more about *WileyPLUS*, so he clicks on the “Learn More” button to read a longer description. He likes that all of Wiley’s learning resources for this particular title are integrated with the book itself, and he especially likes that his students could buy access to *WileyPLUS* for a 60% lower price than just the hardcover textbook itself. *WileyPLUS* would also save him a lot of time searching for each individual resource to compile his resources for the entire course—he’s a very busy man, and the fact that *WileyPLUS* contains all the resources he and his students would need for the whole semester is very appealing to him. Still, he would like to see what *WileyPLUS* looks like himself, so he clicks on the “View Demo” button, which takes him to the *WileyPLUS* website.

The demo includes screen shots from *WileyPLUS*, as well as a lot of other helpful information about *WileyPLUS* training and best practices. He is definitely

interested in using it, but he'd like to take a look a look through it on his own, so he registers for a "Test Drive" of it, which he will be able to access from his email at any time during the next month.

Professor Jones looks at his clock and sees that he has only 15 minutes to prepare for his next lab. He exits out of the Wiley website and the LMS and will return to building his Resource List tomorrow.