

Instructor Survey Shows Changing Attitudes Towards Technology Learning Solutions

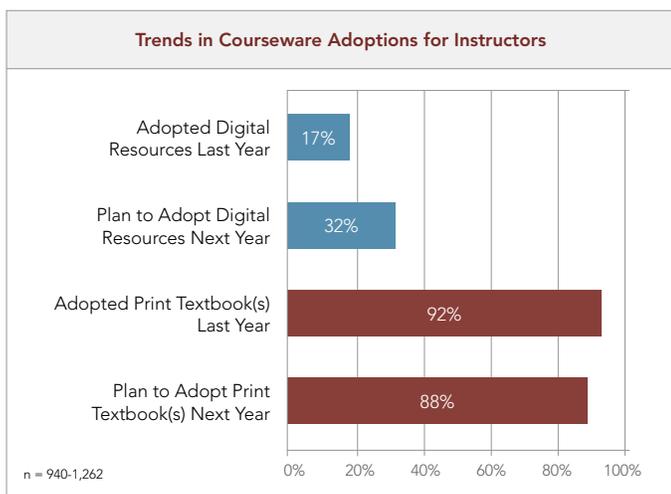
In May 2013, Jones & Bartlett Learning surveyed nearly 1,000 instructors about their courseware preferences and expectations. Encompassing 10 disciplines from both higher education and vocational education, the survey included instructors representing:

- Allied Health Professions
- Automotive
- Biological Science
- Computer Science
- Emergency Medical Services
- Fire
- Health Administration
- Health Science
- Nursing
- Public Health

The purpose of the survey was to learn more about the types of products that today's instructors need in order to develop online learning solutions that best meet teaching and learning requirements.

The Majority of Instructors Still Prefer Printed Textbooks, but Support for Digital Solutions is Growing Rapidly

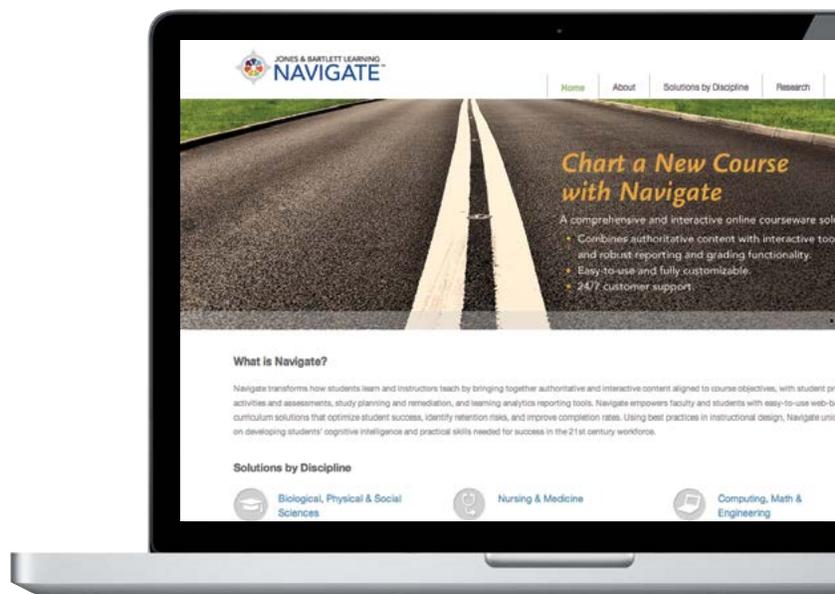
While only 17% of instructors said they had adopted digital resources in the past year, 32% are planning to adopt them next year. Instructors reported that their print textbook adoptions remain stable. These findings show that while print textbooks remain popular, there is a growing trend towards online learning solutions. Moreover, instructors are increasingly looking for print textbooks



bundled with digital resources, or print textbooks with online supplements to vary the learning experience for students.

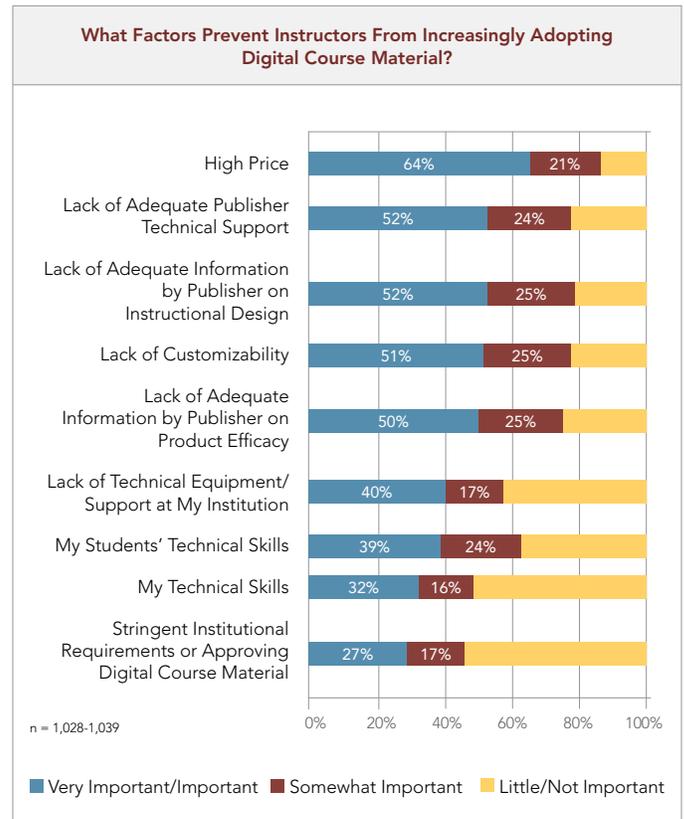
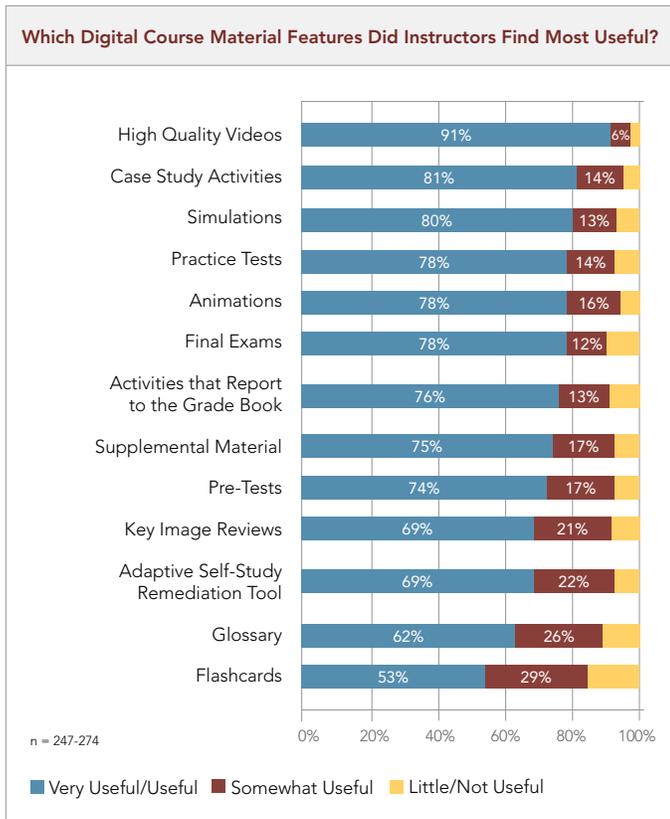
Jones & Bartlett Learning has developed Navigate to empower faculty and students with easy-to-use web-based curriculum solutions that optimize student success, identify retention risks, and improve completion rates. Navigate transforms how students learn and instructors teach by bringing together authoritative and interactive content aligned to course objectives, with student practice activities and assessments, study planning and remediation, and learning analytics reporting tools. Using best practices in instructional design, Navigate uniquely focuses on developing students' cognitive intelligence and practical skills needed for success in the 21st century workforce.

To learn more about Navigate, visit www.jblnavigate.com



Instructors Are Looking for a Variety of Digital Resources, but Remain Most Interested in Interactive and Immersive Learning

More than 80% of instructors surveyed said that high quality videos, case study activities, and simulations are highly useful because they not only support their teaching but also provide their students with real world experiences at a low cost.



Jones & Bartlett Learning has developed Navigate Scenario to take the virtual learning experience to a new level by giving students the opportunity to apply knowledge in authentic, contextualized environments. Through cutting-edge immersive learning simulations, students are able to practice essential creative and critical thinking tactics, and enhance communication and problem solving skills related to key course concepts. Navigate Scenario products include LearnScapes, GameScapes, Virtual Security Cloud Labs, and You Are the Provider: Virtual Ride-Alongs.

To learn more about Navigate Scenario, visit www.jblnavigate.com/scenario.



Price Is the Main Factor Preventing Instructors from Increasingly Adopting Digital Course Material

64% of instructors said that high price plays a major role in preventing them from adopting digital course material, a surprising finding considering that digital resources are often the more cost conscious option. For example, eBooks typically cost far less than printed textbooks. What's more, digital resources often include additional dynamic learning tools that offer engaging learning experiences to students.

For instructors and students looking for a more interactive learning experience than a print textbook provides, Jones & Bartlett Learning offers Navigate eFolio as an exciting alternative. Navigate eFolio is an affordable and easy-to-use interactive eBook that combines authoritative content with enhanced learning activities. Students can easily navigate between the text and enhanced activities and immediately assess their understanding of important concepts and objectives with online learning tools.

To learn more about Navigate eFolio, visit www.jblnavigate.com/efolio



Conclusions

- While print textbooks remain popular with instructors, the demand for online learning solutions is growing
- 32% of instructors plan to adopt digital resources in 2014, a projected 15% increase from 2013
- More than 80% of instructors said that high quality videos, case study activities, and simulations are useful
- Instructors are overwhelmingly interested in interactive and immersive learning solutions
- High price and lack of technical support are the main obstacles to instructors adopting online learning solutions