



# ACSFA Portland Textbook Hearing Information

Portland, OR

Friday, April 13, 2007



# What is MyMathLab?

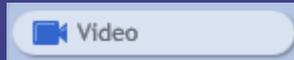
- A series of 200+ textbook-specific online courses.
- Adaptable to each student's level of knowledge, learning style, and pace.
- Deliverable anywhere with Web access.
- 750,000 student users in 2006.

# Why was MyMathLab developed?

- To help students succeed in Math.
- To minimize end-of-semester surprises by providing immediate student assessment.
- To help institutions retain students.

# MyMathLab Product Family

## Digital Video Tutor CD



## MathXL Tutorials on CD



## MathXL

Home | Books with MathXL | Features | Success Stories

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From the Pearson Education Math and Statistics Product Family: **MyMathLab** | **MathXL**

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## InteractMath

InterAct Math is designed to help you understand and accompany the end-of-section exercises.

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## MyMathLab & MyStatLab

Powered by CourseCompass™ and MathXL®

**MyMathLab** Series includes **MyStatLab**

Product Info | Books Available | Success Stories | Tours & Training | News & Events | Support

**Student grades on homework soared from an average of 58% to 83% with MyMathLab.**  
University of Missouri, Columbia

[Register](#)

[Log in](#)

**What's New**

- [New features for January 2007!](#)
- [Important Information for Internet Explorer® 7 Users](#)
- [MyMathLab Case Study Video](#)
- [More News & Events](#)

[Find the right product for you](#)

**MyMathLab** | **MyStatLab** | **MathXL**

[Take a tour of MyMathLab](#)

January '04 classes!

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# Learning Aids

Video lecture segment

Math homework provides many forms of help

Homework Section 5.2 Assignment

Exercises 1 2

Mary Ann Perry

Multiply and simplify. Give your answer using positive exponents. Assume that variables represent nonzero real numbers.  
 $z^{-2} \cdot z^9 \cdot z^{-9} = \square$

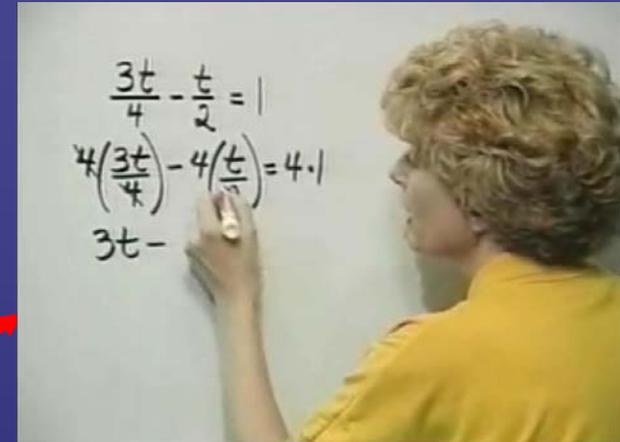
UNDO

Show Me How

- Help Me Solve This
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- Video
- Animation
- Textbook Pages
- Ask My Instructor...
- Print...

0 of 2 exercises correct

Submit Homework



eBook pages

Animation - Microsoft Internet Explorer

**THE VERTICAL-LINE TEST**

A graph represents a function if it is impossible to draw a vertical line that intersects the graph more than once.

**Example** Determine whether each of the following is the graph of a function.

d)

Not a Function

BACK PAUSE REPLAY CURRENT FORWARD PRINT

Try it Yourself

Textbook - Microsoft Internet Explorer

80 CHAPTER 2 FUNCTIONS, LINEAR EQUATIONS, AND MODELS

**2.1** Functions and Graphs | Function Notation and Equations | Applications: Interpolation and Extrapolation

**Functions**

We now develop the idea of a *function*—one of the most important concepts in mathematics. A function is a special kind of correspondence between two sets. For example,

- To each person in a class there corresponds his or her biological mother.
- To each item in a shop there corresponds its price.
- To each real number there corresponds the cube of that number.

In each example, the first set is called the **domain**. The second set is called the **range**. For any member of the domain, there is *just one* member of the range to which it corresponds. This kind of correspondence is called a **function**.

Note in the list above that although two members of a class may have the same biological mother, and two items in a shop may have the same price, each correspondence is still a function since every member of the domain is paired with exactly one member of the range.

**Example 1** Determine whether each correspondence is a function.

a)

Animations

# Open Entry Open Exit

## Personal Study Plan

## Prerequisite Assignments

**Study Plan**

Your study plan tracks your tests and quizzes to see what you've mastered and where you need further study.

**Mastered**  
 All test questions answered correctly. [Explain more](#)

**More Study Needed**  
 Incorrect answers on tests or quizzes. [Explain more](#)

**Prove Mastery**  
 Take a sample test assigned test or quiz

[Show All](#) [Show What I Need to Study](#) [Jump to v](#)

Book Contents	Correct	Worked
<a href="#">Ch 1: Real Numbers</a>	68	85
<a href="#">Ch 2: Equations</a>	47	51
<a href="#">Ch 3: Variables</a>	39	58
<a href="#">3.1 Reading Graphs; Linear Inequalities in Two Variables</a>		
<a href="#">3.2 Graphing Linear Equations in Two Variables</a>	14	21
▶ <a href="#">Graph linear equations by plotting ordered pairs</a>	6	7
▶ <a href="#">Find intercepts</a>	4	6
▶ <a href="#">Graph linear equations where the intercepts coincide</a>	4	7
▶ <a href="#">Graph linear equations in the form <math>y=k</math> or <math>x=k</math></a>		
<b>Total: All Chapters</b>	<b>154</b>	<b>194</b>

**Homework and Tests: Homework**

[Course Calendar](#) [Legend](#)

[Show All](#) [Homework](#) [Quizzes & Tests](#) [Chapters](#)

**All Homework Assignments**

Due	Assignment	Time Limit	Attempts	Gradebook Score
	<a href="#">MATH 032 Chapter 2.1 Simplifying Fractions</a>			
	You must score at least 0% on <a href="#">MATH 032 Chapter 2 PRETEST</a> before starting this assignment. <a href="#">&amp; Divide Fractions</a>			
	<a href="#">MATH 032 Chapter 2.3 Add &amp; Subtract Fractions</a>			
	<a href="#">MATH 032 Chapter 2.4 Mixed Numerals</a>			
	<a href="#">MATH 032 Chapter 4.1 Ratio &amp; Proportions</a>			
	<a href="#">MATH 032 Chapter 4.2 &amp; 3 Percents and Fractions</a>			
	<a href="#">MATH 032 Chapter 4.5 Solving % with Proportions</a>			
	<a href="#">MATH 032 Chapter 7.1 Introduction to Algebra</a>			
	<a href="#">MATH 032 Chapter 7.2 Real Number System</a>			
	<a href="#">MATH 032 Chapter 7.3 Addition</a>			

# How does MyMathLab help students and institutions save money?

- Improved pass rates: students pay for course and materials only once.
- Higher student retention/lower DFW rates
- Various purchasing options.
- Ability to teach larger classes with less staff support.

How can Pearson further help students save money by selling MyMathLab directly to institutions rather than to students?

- Existing model = student owned
- Open to institutional selling

In what other ways is Pearson adapting to meet the changing demands of the market and the changing role of technology?

- Direct-to-student online MML code purchase.
- SafariX products and Vango Notes
- Custom Publishing
- Providing materials packaged and unpackaged

# Where do you see the future going in terms of using technology to deliver instructional materials?

- Dedicated to produce the best teaching and learning experiences possible.
- Content – More modularized, personalized, and accessible
- Continued investment by publishers in innovative and effective ways of producing learning content.