

PREFACE

A PROMISE: *to make learning about college success easy, efficient, and effective.*

To the Instructor

The College Success Handbook: A Practical Guide is available in two forms:

- **Inexpensive paperbound book.** It is available as a 5½" x 8¼", four-color paperback book of 360 text pages, either loose leaf or perfect bound.
- **Digital form for mobile devices.** It is available in digital form for easy viewing on mobile digital devices—smartphone, tablet, or laptop.

OUR INTENDED USERS: WHO IS THIS BOOK FOR?

We have written and designed this book to help college students be successful both inside and outside the classroom. It can be used in two ways:

- **As a handbook.** It can be a quick-reference self-help guide that can fit in a student's pocket or backpack or read on a mobile device.
- **As a textbook.** When used with other instructional materials offered by the publisher, it can be a textbook for a College Success course for first-year students.

FIVE KEY FEATURES TO APPEAL TO TODAY'S STUDENTS

Our principal goal is simple to state but hard to execute: to make learning about college as **easy, efficient, and effective as possible**—to give first-year college students a research-based yet highly readable, innovative, and practical book.

Accordingly, following an approach we have found effective in some of our other books,* we integrate writing, design, and layout in 14 brief, easily readable chapters in a **handbook-like format that respects the time constraints and interests of today's students**.

Thus, our book has **five key features**:

#1: Format and content that are mobile-device friendly

#2: A student approach to learning

#3: Emphasis on practicality

#4: Engaging and efficient writing to help students retain information

#5: Distinctive topic coverage for the times we live in

Feature #1: Format & Content That Are Mobile-Device Friendly

A generation that grew up on smartphones deserves a **new kind of textbook, with content that engages mobile readers**. Accordingly, you will find our presentation features **short sentences, many headings, frequent paragraphs, bulleted lists, lots of white space**, and other matters to adjust to the on-screen format. We have also prioritized brevity, judiciously editing content to create tighter writing and removing unnecessary images and fluff. For users seeking more information, we have deferred expanded material to in-text boxes and tables.

* *Management*, 8th ed. (McGraw-Hill Education) and *Marriages, Families, & Intimate Relationships*, 4th ed. (Pearson).

Feature #2: A Student Approach to Learning

We structure topics into easily manageable portions coupled with frequent reinforcement, using the following techniques:

- **Provocative chapter titles and subtitles.** Each chapter title is followed by a subtitle **that is provocative, motivational, or makes a promise to the reader.**

Examples:

“Mastering Time: In a World of Infinite Choices, Making the Right Ones”

“Developing Critical & Creative Thinking: Using Your Optimum Brainpower to Take Control”

“Boosting Your Social Skills: Building the Soft Skills That Will Help You All Your Life”

- **Intriguing chapter questions—designed to help students read with purpose.** Each chapter begins with four major questions—“Questions I Would Like to Be Able to Answer,” which are written to appeal to students’ concerns and to help them read with purpose. Examples:

“How could college make a difference in my life?”

“Why am I so reluctant to ask for assistance?”

“Do I worry less about learning and more about looking bad when failure occurs?”

“How do I go about giving a speech?”

- **“The Successful Student’s Toolbox”—intended to make students think in unorthodox ways about the chapter subject matter to come.** This chapter-opening device contains unusual, often counterintuitive material designed to get students to think in outside-the-box ways about the chapter contents they are about to study. Examples:

“What Would My Professors Tell Me If They Could Speak Freely?”—on getting the support you need.

“Boredom: What It Is, When It’s Useful”—on becoming a super learner.

“Which Is Better: Being Cool? Or Being My Own Person?”—on critical and creative thinking.

“How Could I Justify Cheating on a Test?”—on becoming expert at exams.

- **Four chapter sections, each leading with the major question and “The Big Picture”—structured into constituent parts for easier learning.** Each chapter contains only four sections, structured to cover each of the four major questions in turn, giving students bite-size chunks of information. Each section begins with a recap of the major question (such as, “How could college make a difference in my life?”) and includes “The Big Picture,” which presents students with an overview of the section they are about to read.

Feature #3: Emphasis on Practicality: “Ticket to Success” Boxes

We would like this book to be a “keeper” for students, a resource for future courses and for their careers. Thus, we offer a great deal of **practical advice**, expressed not only in the text but also in **“Ticket to Success” boxes**. These boxes also offer interesting advice that students will find useful in college and later. Examples:

“Making Friends in College”

“How Can I Achieve Grit & Growth?”

“Helping the Tutor Help You”

“Smartphone Addiction: How to Spot It, How to Fight It”

“Heavy Hits to Your Health You Need to Avoid: Common Student Diseases & Disorders”

“How Do I Shift from a Fixed Mindset to a Growth Mindset?”

Feature #4: Engaging & Efficient Writing to Help Students Retain Information

Research shows that textbooks that are written in an imaginative, people-oriented style significantly improve students' ability to retain information. We employ a number of devices to make the material as engaging and efficient as possible for students:

- **Frequent use of advance organizers, tag lines, and “bite-size” text.** We make generous use of advance organizers, memorable tag lines, bulleted lists with run-in headings, and presentation of major ideas in bite-size form.
- **Key terms and definitions all in boldface.** Key terms are printed in **boldface italic underscored**, with the definition in **boldface**, to help students build their vocabulary. (Example: “***Grit* is being able to pursue long-term goals with passion and perseverance.** Grit isn’t talent or luck or . . .”)
- **People-oriented writing.** To convey the real “texture of life” feeling of being in college—and in the world—we employ such journalistic devices as **a conversational style, attention-grabbing quotes, biographical sketches, and real advice from real people.**
- **Tables and illustrations positioned next to discussion for easy reference.** To avoid “page flipping” in the printed book and getting lost when scrolling the text on-screen, we have positioned tables and figures immediately following the text reference and have avoided such clumsy locators as “See Figure 1,” “See Table 2.”

Feature #5: Distinctive Topic Coverage for the Times We Live In

The College Success Handbook offers the same features that users have come to expect in this area: How to manage time. How to take notes. How to read a textbook. How to be successful at test taking. How to be a better writer. We also offer chapters on money management, health matters, social skills, and career advice.

Beyond these, **we cover topics not normally found in competing books that are crucial to success.** Examples:

What to learn to survive the technological future

The drawbacks of smartphones and multitasking and the “fear of missing out”

False learning shortcuts that don’t work: highlighting textbooks, typing lecture notes

The fear of looking stupid and the Voice of Judgment

Why effortful learning is the best way to memorize

Free speech versus the right not to be offended

Tribalism—when groupthink overwhelms truth

A list of these topics appears in the box below.

Distinctive Topic Coverage in This Book

What to learn to survive the technological future

Why nontraditional students outnumber traditional students in college

The importance of making friends in college and how to do it

The need to develop grit—perseverance, persistence, resilience

Setting S-M-A-R-T goals for long-term success

(continued)

Finding your own mantra to get you through
How much time to allow for different kinds
of schoolwork
Different suggested lengths of study sessions and
break times
The drawbacks of smartphones and multitasking and
the “fear of missing out”
False learning shortcuts that don’t work: highlighting
textbooks, typing lecture notes
The fear of looking stupid and the Voice of Judgment
Dealing with learning disabilities
Making friends in college after the first few weeks
How to move from a fixed mindset to a
growth mindset
Why altering study conditions is better than having one
favorite study area
Why effortful learning is the best way to memorize
Using retrieval practice, feedback and
calibration, spacing, interleaving, elaboration,
generation, reflection
Valuable skills that employers want and most college
grads lack
Free speech versus the right not to be offended
Microaggressions and trigger warnings
Biases as barriers to critical thinking
Tribalism—when groupthink overwhelms truth
Addictive technology—when smartphones make you
less smart

(continued)

Ways to spur your creative powers

Memorizing a lecture while not taking notes

Effortful learning: handwriting is better than typing for note-taking

When digital tools aren't helpful to learning

Popular note-taking apps

How online students should handle note-taking

Kinds of lecture information to pay special attention to

Teachers and teaching styles

Reading printed textbooks versus digital textbooks

Prereading strategy: skimming the chapter backward

Prereading strategy: THIEVES, or ripping off the essential parts

Test taking: unloading on the back of the test

Paper writing: writing to the professor's rubric

Useful research note-taking apps

Unusual ways of getting help with college costs

Money and mindfulness

Students struggling with homelessness and hunger

Mobile wallets

De-stressing: breathing, progressive muscular relaxation, and meditation

Smoking and vaping

"Study drugs" and other prescription drugs

(continued)

Behavioral addictions: gambling and spending
Sexual harassment, sexual assault, dating violence
Consent to sex is an ever-changing matter
Brain food
Super soft skills: curiosity, emotional intelligence, and cultural intelligence
Sexual orientation: gender fluidity
Socializing and social media: phones, phubbing, and feelings
Lies spread online
Privacy concerns: protecting your data
Becoming expert at listening
Work and your life's purpose
Aptitude tests to help you establish your career interests
Networking and the value of being nice
Handling an informational interview
College for commuter and part-time students
College for transfer students and the problem of articulation agreements
College for adult learners, including students who are parents and are veterans
College for international students and coping with culture shock