

# PREFACE

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

## TO THE READER: THE TWO FORMS OF THIS BOOK

*The College Success Handbook 2020: A Practical Guide* is available in two forms:

- **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 be 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*, 9th ed. (McGraw-Hill Education), and *Marriages, Families, & Intimate Relationships*, 5th 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 one-page 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 following box.

### 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

# TO THE INSTRUCTOR

## TOP HAT

### Top Hat Textbook

Top Hat Textbook is a fully interactive eBook designed for large and small screens. It contains such interactive content as videos and multimedia and has comprehension questions and interactive discussion topics sprinkled throughout the chapters. Instructors can add (or remove) any content they want with its easy-to-use authoring tools. Our best Top Hat titles come packaged as a “full course solution.” This means we have created a suite of fully customizable student and instructor resources to jump-start the semester. Instructors can build on the classroom discussion with engaging homework, quizzes, and activities, all the while tracking students’ progress in the Top Hat gradebook.

### Top Hat Platform

#### Classroom

Top Hat Classroom provides a cutting-edge suite of classroom presentation tools designed to enhance student engagement and increase comprehension. Top Hat Classroom lets instructors “flip” the classroom, take attendance, energize discussions, and build engagement by directly interacting with students’ devices. Instructors can flip seamlessly between lecture slides, engagement tools, Top Hat Textbook, and student assessments—on the projector screen and on every student’s device.

## Assignment

Top Hat Assignment helps improve student comprehension with interactive homework and course materials. Instructors can easily create homework assignments to be delivered directly to students' devices. Student progress can be assessed in the Top Hat gradebook, which can be exported directly to an LMS.

## Test

Instructors can securely administer proctored quizzes, tests, and exams in their own lecture hall in a “bring-your-own-device” (BYOD) environment. Grades can be made available within seconds. Flexible exam settings allow instructors to establish acceptable browser behavior during an assessment and implement a lock out if cheating is suspected.

# SUPPLEMENTS & RESOURCES

## INSTRUCTOR SUPPLEMENTS

A complete teaching package is available for instructors who adopt the book. The package includes an **online lab, instructor's manual, test bank, course management software, and PowerPoint™ slides.**

## BVTLab

An online lab is available for this textbook at [www.BVTLab.com](http://www.BVTLab.com), as described on page xvii.

## Instructor's Manual

The instructor's manual helps first-time instructors develop the course, while offering seasoned instructors a new perspective on the material. Each section of the instructor's manual coincides with a chapter in the textbook. The user-friendly format begins by providing learning objectives and detailed outlines for each chapter. The manual then presents lecture discussions, class activities, and critical thinking questions for further discussion. Finally, additional resources—videos, articles, websites—are listed to help instructors review the materials covered in each chapter.

## Test Bank

An extensive test bank is available to instructors in hard copy and electronic forms. Each chapter has approximately 25 multiple choice, 10 true/false, 5 short answer, and 3 essay questions ranked by difficulty and style. Each question is referenced to the appropriate section of the text to make test creation quick and easy.

## Course Management Software

BVT's course management software, Respondus, allows the creation of tests and quizzes that can be downloaded directly into a wide variety of course management environments, including Blackboard®, Web CT™, Desire2Learn®, and Canvas™.

## PowerPoint Slides

For each chapter, a set of PowerPoint slides is available covering all key topics, learning objectives, key figures and charts, and summaries and conclusions.

## STUDENT RESOURCES

Student resources are available for this textbook at [www.BVTLab.com](http://www.BVTLab.com). These resources are geared toward students needing additional assistance, as well as those seeking complete mastery of the content.

The following resources are available:

### **Practice Questions**

Students can work through hundreds of practice questions online. Questions are multiple choice or true/false in format and are graded instantly for immediate feedback.

### **Flashcards**

BVTLab includes sets of flashcards that reinforce the key terms and concepts in each chapter.

### **PowerPoint Slides**

All instructor PowerPoints are available for convenient lecture preparation and for students to view online for a study recap.

## **BVTLAB**

BVTLab is an affordable online lab for instructors and their students. It includes an online classroom with a grade book and class forum, a homework grading system, extensive test banks for quizzes and exams, and a host of student study resources.

### **Course Setup**

BVTLab has an easy-to-use, intuitive interface that allows instructors to quickly set up their courses and grade books and to replicate them from section to section and semester to semester.

### **Grade Book**

Using an assigned passcode, students register for the grade book, which automatically grades and records all homework, quizzes, and tests.

### **Class Forum**

Instructors can post discussion threads to a class forum and then monitor and moderate student replies.

## Student Resources

All student resources for this textbook are available in digital form at *BVTLab*.

### eBook

Students who have purchased a product that includes an eBook can download the eBook from a link in the lab. A web-based eBook is also available within the lab for easy reference during online classes, homework, and study sessions.

## CUSTOMIZATION

BVT's Custom Publishing Division can help you modify this book's content to satisfy your specific instructional needs. The following are examples of customization:

- Rearrangement of chapters to follow the order of your syllabus
- Deletion of chapters not covered in your course
- Addition of paragraphs, sections, and/or chapters you or your colleagues have written for this course
- Editing of the existing content, down to the word level
- Customization of the accompanying student resources and online lab
- Addition of handouts, lecture notes, syllabus, and so on
- Incorporation of student worksheets into the textbook

All these customizations will be professionally typeset to produce a textbook of the highest quality, with an updated table of contents and index to reflect the customized content.