

Joeleen Ornt, HMH Learning Architect

May 11, 2015

HMH: Development in the Digital Age

Our CASE² for Quality

Explore our unique CASE² approach:



CONSTRUCT



ALIGN



SMART



ENGAGE



EFFICACY



Construct

Our commitment to quality demands multiple steps, hundreds of questions, and thousands of expert opinions.

LEARN FROM
STUDENTS,
TEACHERS, AND
ACADEMICS

SHAPE THE END
PRODUCT TO
INSPIRE
CURIOSITY AND
ENHANCE
OUTCOMES

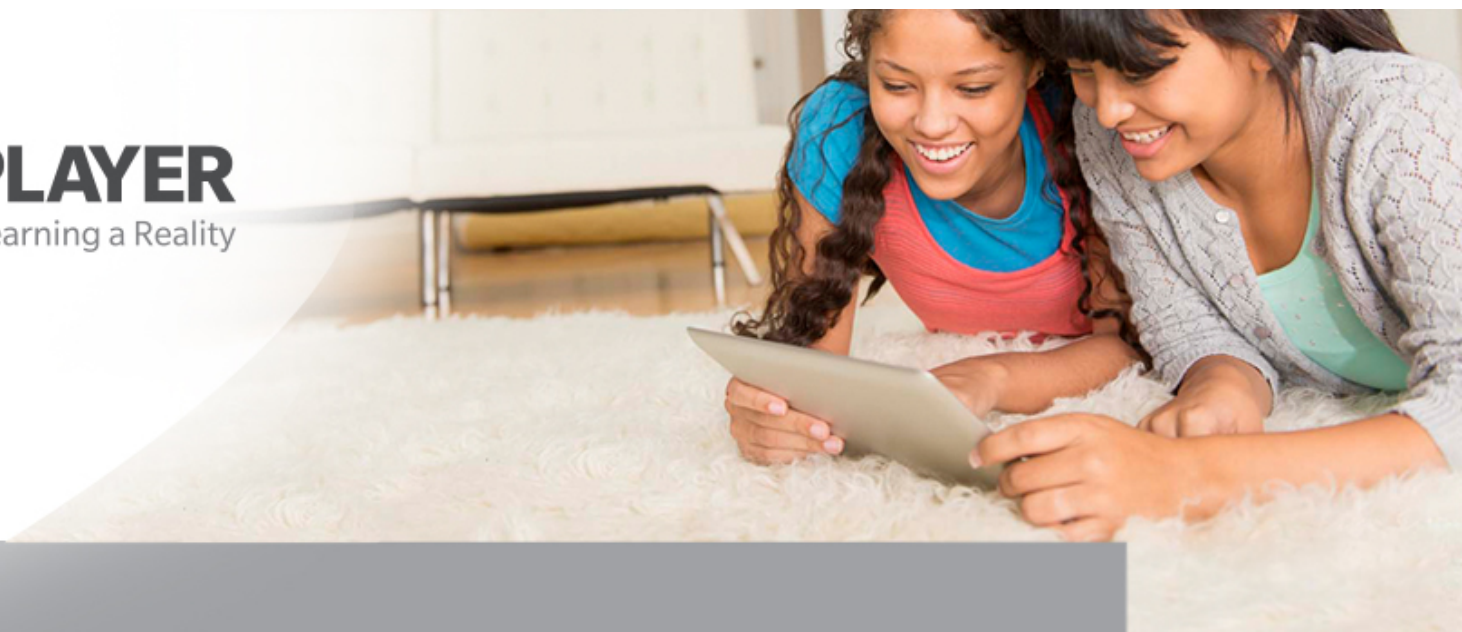
BUILD AND
VALIDATE FOR
ACCURACY AND
EFFICACY

DELIGHT TO
ENHANCE THE
LEARNING
EXPERIENCE




HMHPLAYER


Making 1:1 Learning a Reality




Everything you need in one place.


Lessons


Last Read
 Lesson 1.1
Quantitative Reasoning

Next Lesson
 Lesson 1.2
Algebraic Models

Assignments

Due Today
 Lesson 1.1
Quantitative Reasoning

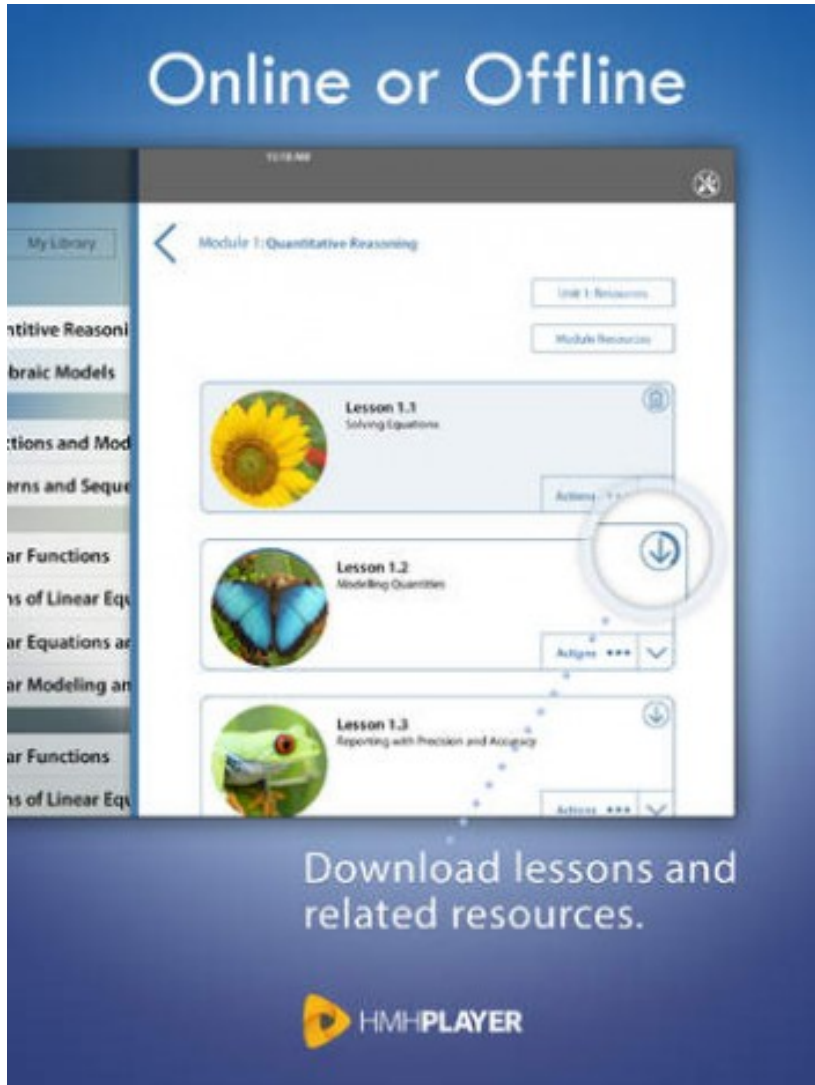
Due Next
 Lesson 1.2
Algebraic Models

Reports & Progress 


Making 1:1 Learning a Reality

- Access all instructional resources from one account
- Dashboard provides easy access to download and view HMH lessons

Online or Offline



Download lessons and related resources.



- Access digital learning content online and offline
- Download what you need online any changes you make offline will sync up the next time you log in

An Intuitive Gradebook with Real-Time Data




Review student assignment results.

- Spend less time grading and more time teaching
- Use algorithms to assign intervention
- Big Data points out learning gaps and improves effectiveness of instruction




- Supplement HMH lessons with content you create
- Upload Documents, Videos, or Images
- Provide links to Web Sites
- Reorganized content structure
- Controls what is visible to students

Mobile Convenience



Connect students to their interactive lessons, adaptive assessments, and a variety of digital tools.



- iPad, Chromebook
- Windows or Mac computer running Chrome Browser
- Mobile Devices

Behind the Scenes: A Look the Content Development Team

Learning Architects

Design Architects

Content Engineers



Align

Each state has comprehensive curriculum standards. We align our content to meet those standards to help ensure that students graduate with the requisite skills and knowledge to reach them.

SUPPORT FOR
YOUR
STANDARDS

RAISE THE BAR
COMMON CORE
AND MORE

STANDARDS
AND
ASSESSMENTS
ADOPTED BY
STATE

Behind the Scenes: Standards and Frameworks

Local, State, National Common Core

Next Generation Science Standards* (NGSS)

*Next Generation Science Standards and logo are registered trademarks of Achieve, Inc.

**College, Career, and Civic Life (C3) Framework
for Social Studies State Standards**

Standards Web Sites:

- **Common Core:**

- <http://www.corestandards.org/>

- **NGSS:**

- <http://www.nextgenscience.org/next-generation-science-standards>

- **C3 Framework for Social Studies:**

- <http://www.socialstudies.org/c3>



Smart

Technology paired with high-quality content can potentially improve educational outcomes for all students—and provide an empirical basis for determining which instructional practices are effective.


ADAPT
CONTENT TO
THE LEARNER

SUPERCHARGE
LEARNING WITH
KNEWTON


USING BIG DATA
TO IMPROVE
TEACHING

OUR EDFUSION
ADVANTAGE


SUPERCARGE LEARNING




Personal Math Trainer
powered by Knewton™



Personalized Learning System



Houghton
Mifflin
Harcourt



KNEWTON

Knewton™ is a trademark of Knewton, Inc.



Engage

Engaged learners are motivated learners.
We create content that delights users,
appeals to their interests, and provides
meaningful and relevant interactions.

GREAT DESIGN
EMPOWERS
LEARNING

GAMES HAVE
THEIR PLACE

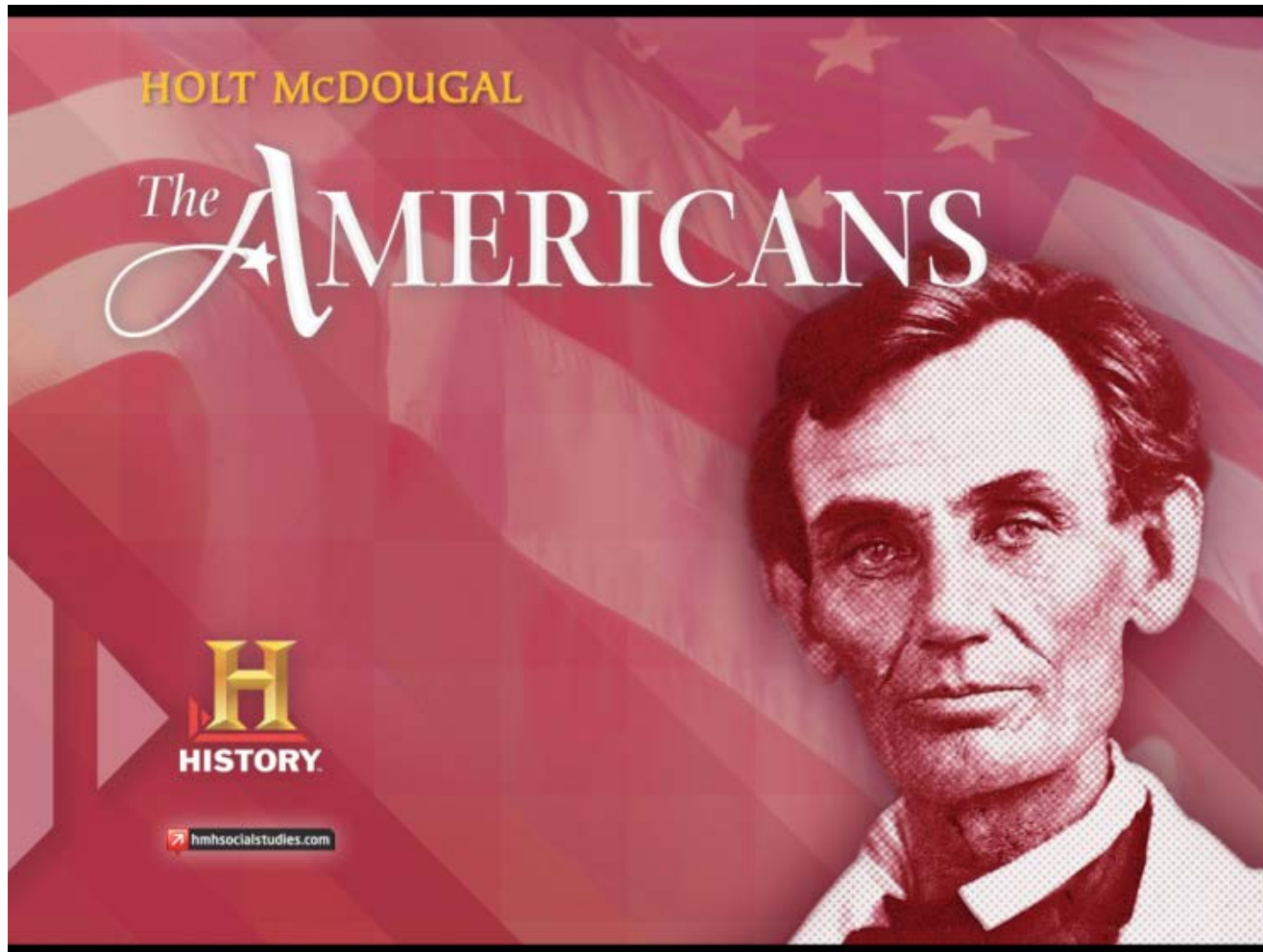
DELIGHT OUR
USERS

MEET THE
NEEDS OF ALL
LEARNERS

DELIGHT USERS



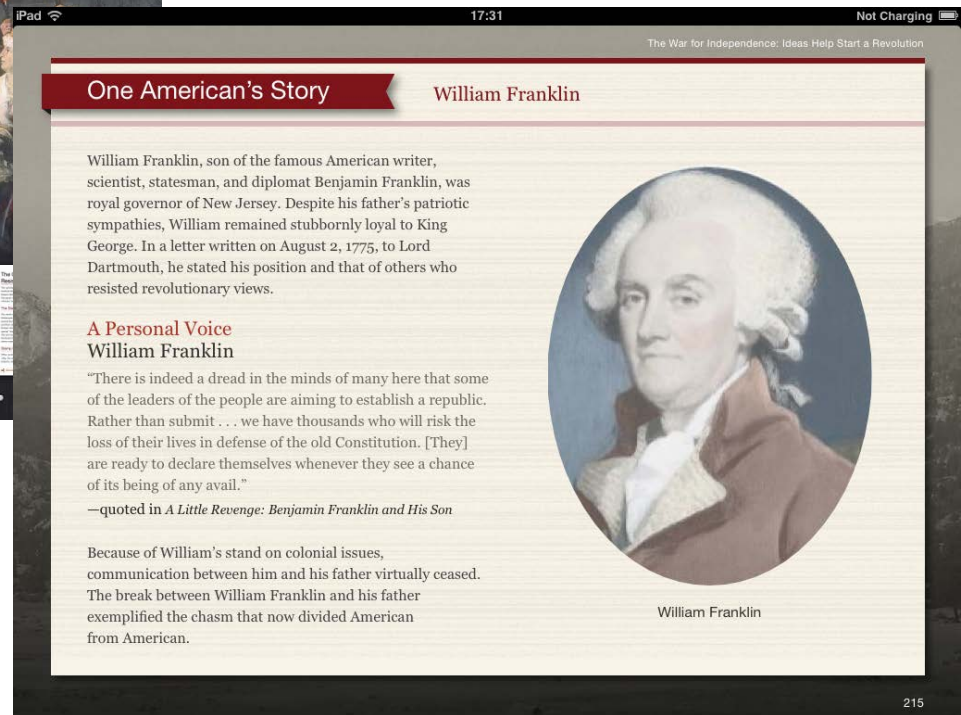
Behind the Scenes: A Look at our iBook Design



iBook Flow



Thumbnail and swipe
navigation




Page template design


iBook Flow

Pad 17:28 Not Charging

The War for Independence: Struggling Toward Saratoga



Military Strengths and Weaknesses	
United States	
Strengths	Weaknesses
familiarity of home ground	most soldiers untrained and undisciplined
leadership of George Washington and other officers	shortage of food and ammunition
inspiring cause of independence	inferior navy
	no central government to enforce wartime policies



Military Strengths and Weaknesses	
Great Britain	
Strengths	Weaknesses
strong, well-trained army and navy	large distance separating Britain from battlefields
strong central government with available funds	troops unfamiliar with terrain
support of colonial Loyalists and Native Americans	weak military leaders

A Turning Point

Still bitter from their defeat by the British in the French and Indian War, the French had secretly sent weapons to the Patriots since early 1776. The Saratoga victory bolstered French trust in the American army, and France now agreed to support the Revolution. The French recognized American independence and signed an alliance, or treaty of cooperation, with the Americans in February 1778. According to the terms, France agreed not to make peace with Britain unless Britain also recognized American independence.

Main Idea Summarizing

What did France agree to do in its treaty of cooperation with the Americans?

iPad 12:22 Not Charging

The War for Independence: The Stirrings of Rebellion

A Personal Voice John Andrews

"They muster'd . . . to the number of about two hundred, and proceeded . . . to Griffin's wharf, where [the three ships] lay, each with 114 chests of the ill fated article . . . and before nine o'clock in the evening, every chest from on board the three vessels was knock'd to pieces and flung over the sides.

They say the actors were *Indians* from *Narragansett*. Whether they were or not, . . . they appear'd as such, being cloth'd in Blankets with the heads muffled, and copper color'd countenances, being each arm'd with a hatchet or axe. . . ."

—quoted in 1776: *Journals of American Independence*


In this incident, later known as the **Boston Tea Party**, the "Indians" dumped 18,000 pounds of the East India Company's tea into the waters of Boston Harbor.

The Intolerable Acts


King George III was infuriated by this organized destruction of British property, and he pressed Parliament to act. In 1774, Parliament responded by passing a series of measures that colonists called the **Intolerable Acts**. One law shut down Boston Harbor because the colonists had refused to pay for the damaged tea. Another, the Quartering Act, authorized British commanders to house soldiers in vacant private homes and other buildings. In addition to these measures, General Thomas Gage, commander in chief of British forces in North America, was appointed the new governor of Massachusetts. To keep the peace, he placed Boston under **martial law**, or rule imposed by military forces.

Main Idea Analyzing Motives

What did King George set out to achieve when he disciplined Massachusetts?



Video **First Continental Congress**
(Streamed video—internet connection required)



Now & Then
Proposition 13


208

Reflow print book content

Embed interactivities

iBook Views

iPad 17:30 Not Charging



William Franklin

One American's Story

William Franklin

William Franklin, son of the famous American writer, scientist, statesman, and diplomat Benjamin Franklin, was royal governor of New Jersey. Despite his father's patriotic sympathies, William remained stubbornly loyal to King George. In a letter written on August 2, 1775, to Lord Dartmouth, he stated his position and that of others who resisted revolutionary views.

A Personal Voice

William Franklin

"There is indeed a dread in the minds of many here that some of the leaders of the people are aiming to establish a republic. Rather than submit . . . we have thousands who will risk the loss of their lives in defense of the old Constitution. [They] are ready to declare themselves whenever they see a chance of its being of any avail."

—quoted in *A Little Revenge: Benjamin Franklin and His Son*

Because of William's stand on colonial issues, communication between him and his father virtually ceased. The break between William Franklin and his father exemplified the chasm that now divided American from American.

The Colonies Hover Between Peace and War

In May of 1775, colonial leaders convened a second Continental Congress in Philadelphia to debate their next move. Beyond their meeting hall, however, events continued moving quickly, as minutemen and British soldiers clashed in a bloody battle outside Boston, and an increasingly furious King George readied his country for war.

The Second Continental Congress

The loyalties that divided colonists sparked endless debates at the **Second Continental Congress**. John Adams of Massachusetts suggested a sweeping, radical plan—that each colony set up its own government and that the Congress declare the colonies independent. Furthermore, he argued, the Congress should consider the militiamen besieging Boston to be the Continental Army and name a general to lead

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Portrait

iPad 17:31 Not Charging

The War for Independence: Ideas Help Start a Revolution

One American's Story

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William Franklin

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Landscape

Digital Interactivity: Gallery

iPad 10:41 Not Charging

Changes on the Western Frontier: Cultures Clash on the Prairie

The Government Supports Assimilation

The Native Americans still had supporters in the United States, and debate over the treatment of Native Americans continued. The well-known writer Helen Hunt Jackson, for example, exposed the government's many broken promises in her 1881 book *A Century of Dishonor*. At the same time many sympathizers supported **assimilation**, a plan under which Native Americans would give up their beliefs and way of life and become part of the white culture.

The Dawes Act

In 1887, Congress passed the **Dawes Act** aiming to "Americanize" the Native Americans. The act broke up the reservations and gave some of the reservation land to individual Native Americans—160 acres to each head of household and 80 acres to each unmarried adult. The government would sell the remainder of the reservations to settlers, and the resulting income would be used by Native Americans to buy farm implements. By 1932, whites had taken about two-thirds of the territory that had been set aside for Native Americans. In the end, the Native Americans received no money from the sale of these lands.

The Destruction of the Buffalo

Perhaps the most significant blow to tribal life on the plains was the destruction of the buffalo. Tourists and fur traders shot buffalo for sport. U.S. General Sheridan noted with approval that buffalo hunters were destroying the Plains Indians' main source of food, clothing, shelter, and fuel. In 1800, approximately 65 million buffalo roamed the plains; by 1890, fewer than 1000 remained. In 1900, the United States sheltered, in Yellowstone National Park, a single wild herd of buffalo.



Gallery **Importance of the Buffalo**

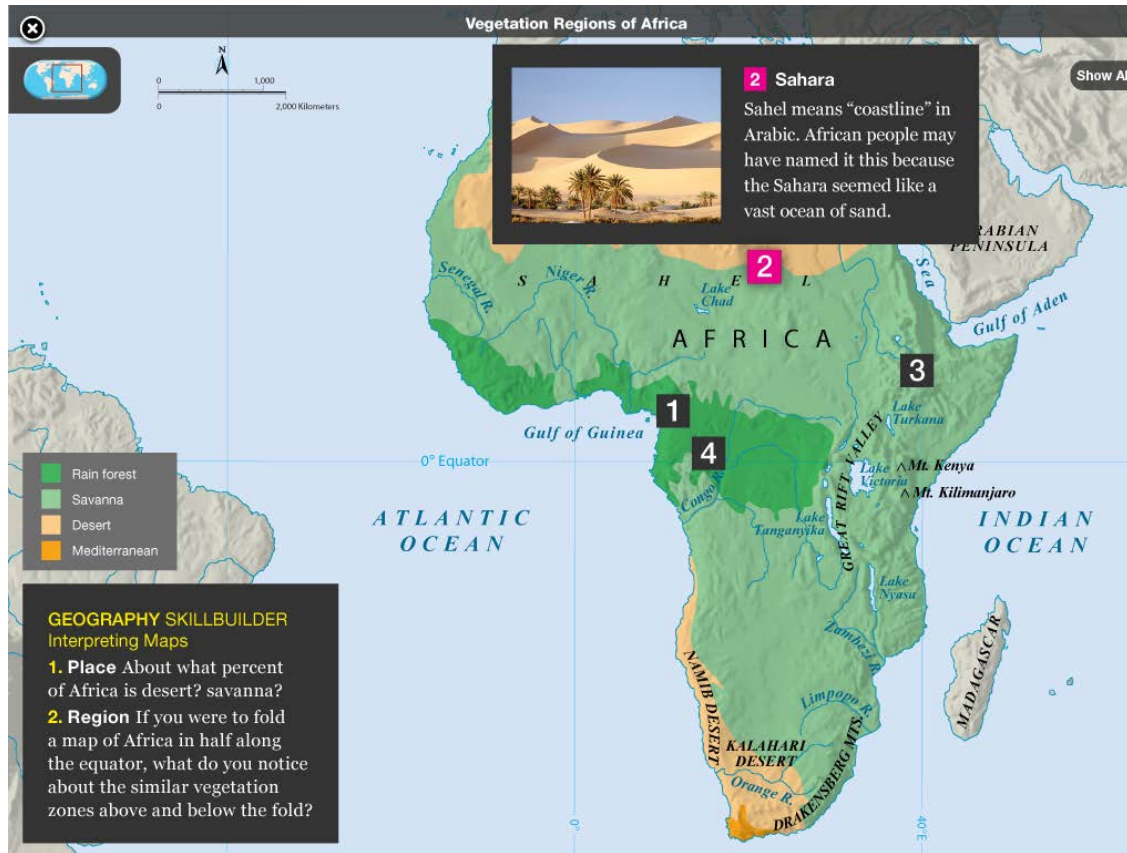
The buffalo provided the Plains Indians with more than just a high-protein food source.

• • • • •

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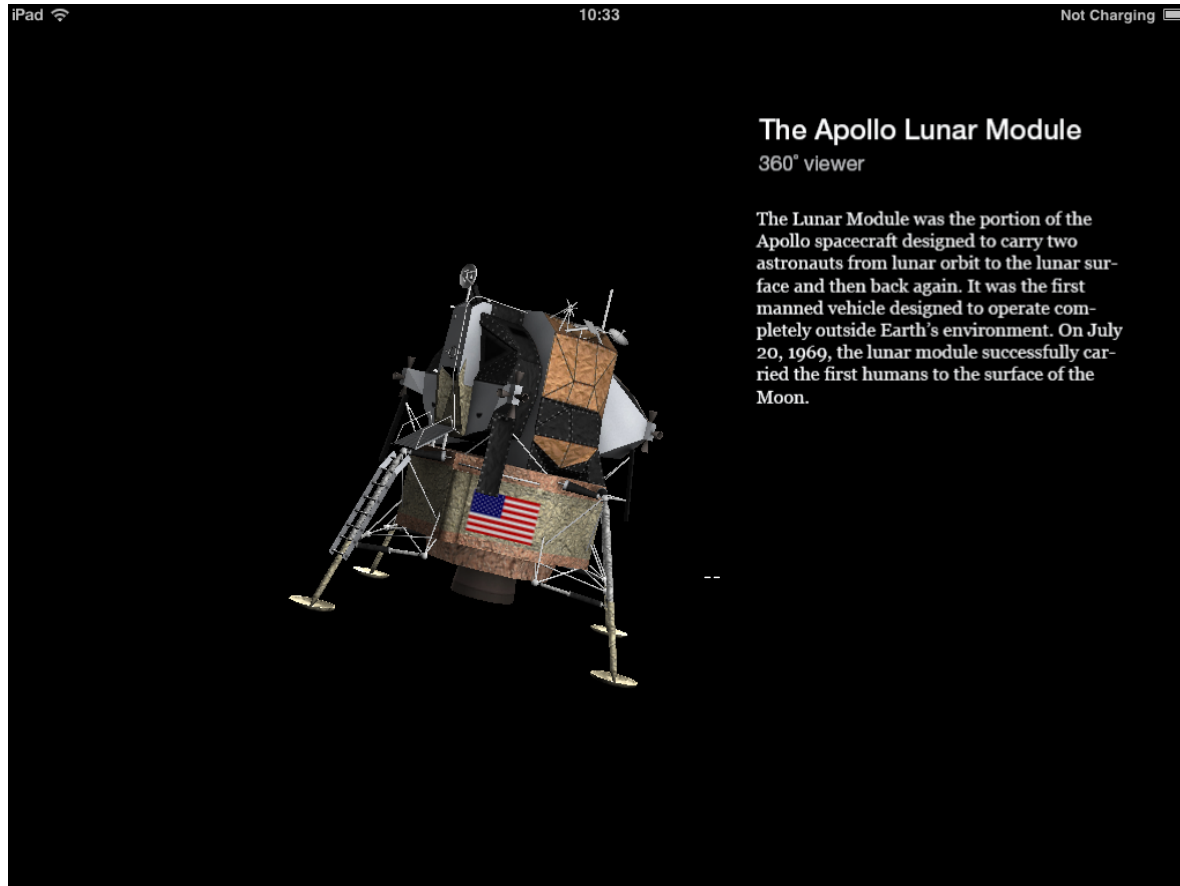
Swipe through galleries of photos or images.

Digital Interactivity: Pop-ups



Tap to display pop-up with more information

Digital Interactivity: 3D



Swipe to rotate 3D models

Digital Interactivity: Image Hotspots

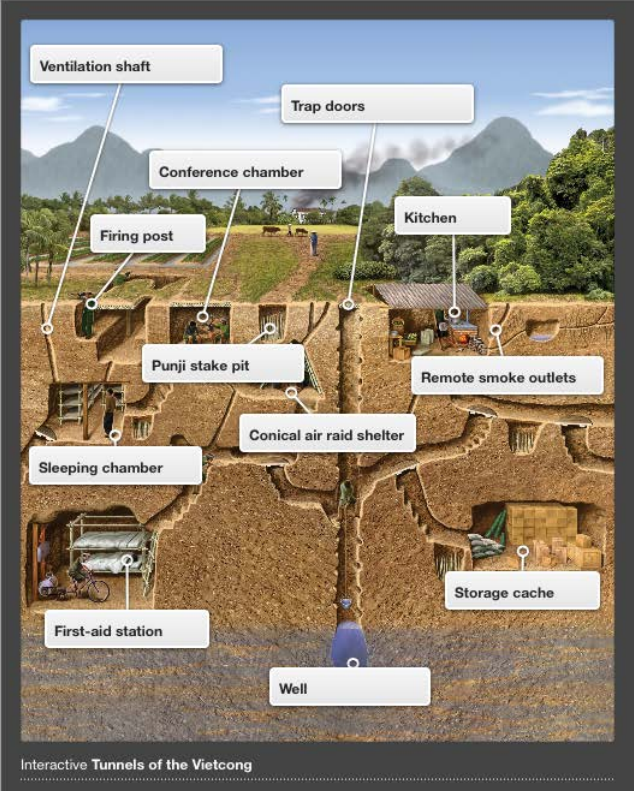
iPad 10:37 Not Charging

The Vietnam War Years: U.S. Involvement and Escalation

An Elusive Enemy

Because the Vietcong lacked the high-powered weaponry of the American forces, they used hit-and-run and ambush tactics, as well as a keen knowledge of the jungle terrain, to their advantage. Moving secretly in and out of the general population, the Vietcong destroyed the notion of a traditional front line by attacking U.S. troops in both the cities and the countryside. Because some of the enemy lived amidst the civilian population, it was difficult for U.S. troops to discern friend from foe. A woman selling soft drinks to U.S. soldiers might be a Vietcong spy. A boy standing on the corner might be ready to throw a grenade.

Adding to the Vietcong's elusiveness was a network of elaborate tunnels that allowed them to withstand airstrikes and to launch surprise attacks and then disappear quickly. Connecting villages throughout the countryside, the tunnels became home to many guerrilla fighters. "The more the Americans tried to drive us away from our land, the more we burrowed into it," recalled Nguyen Quoc, a major in the Vietcong army.



The diagram shows a complex underground network of tunnels and chambers. Labels include: Ventilation shaft, Trap doors, Conference chamber, Firing post, Kitchen, Punji stake pit, Remote smoke outlets, Conical air raid shelter, Sleeping chamber, Storage cache, First-aid station, and Well. The title at the bottom is 'Interactive Tunnels of the Vietcong'.

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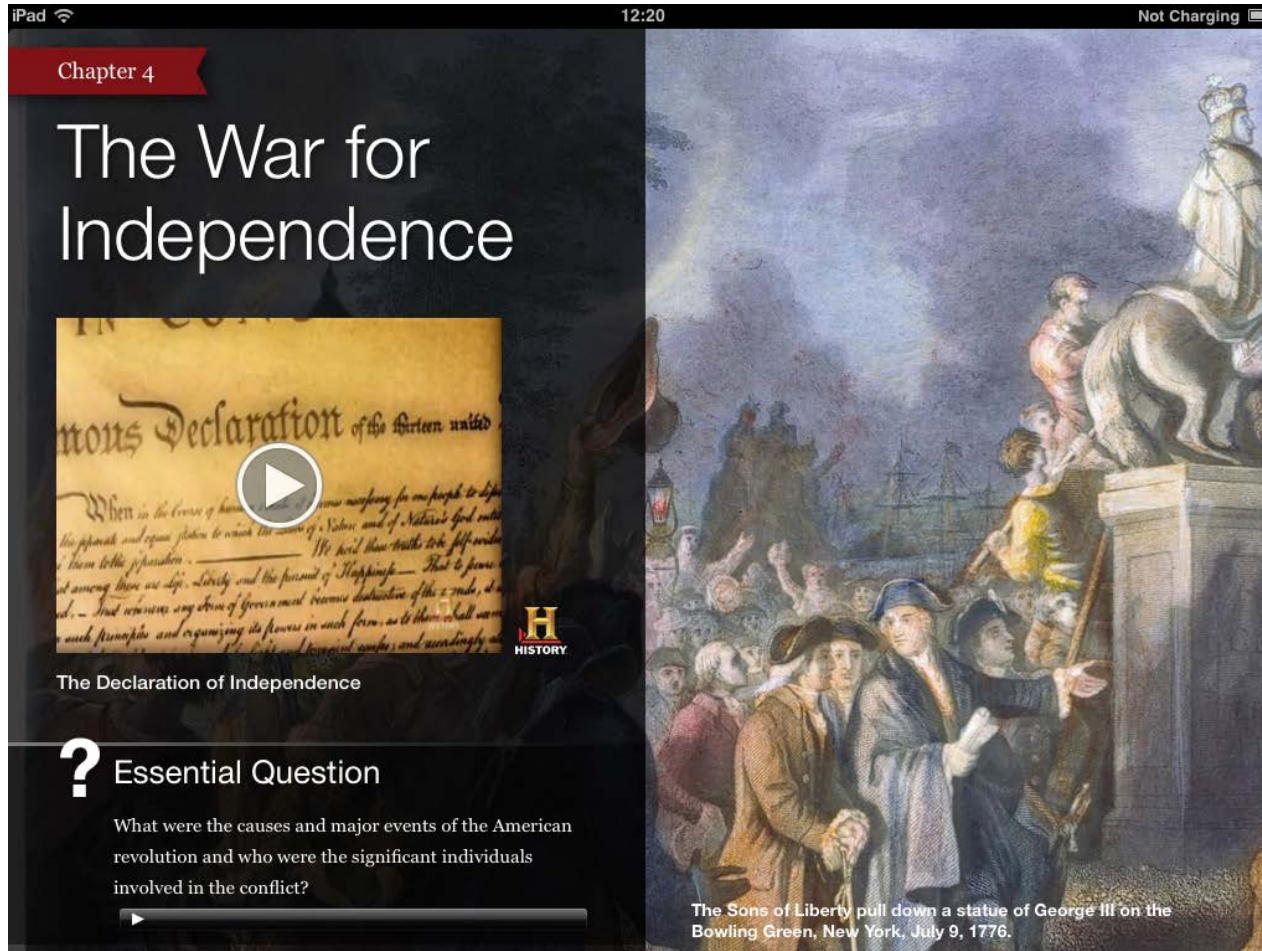
Tap labels to zoom into a graphic for additional text

Digital Interactivity: Multimedia

iPad 12:20 Not Charging

Chapter 4

The War for Independence



monous Declaration of the thirteen united

When in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, — That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to promote their Safety and Happiness. Prudence, in this and in every other case, demands that the sense of the People should be considered.

The Declaration of Independence

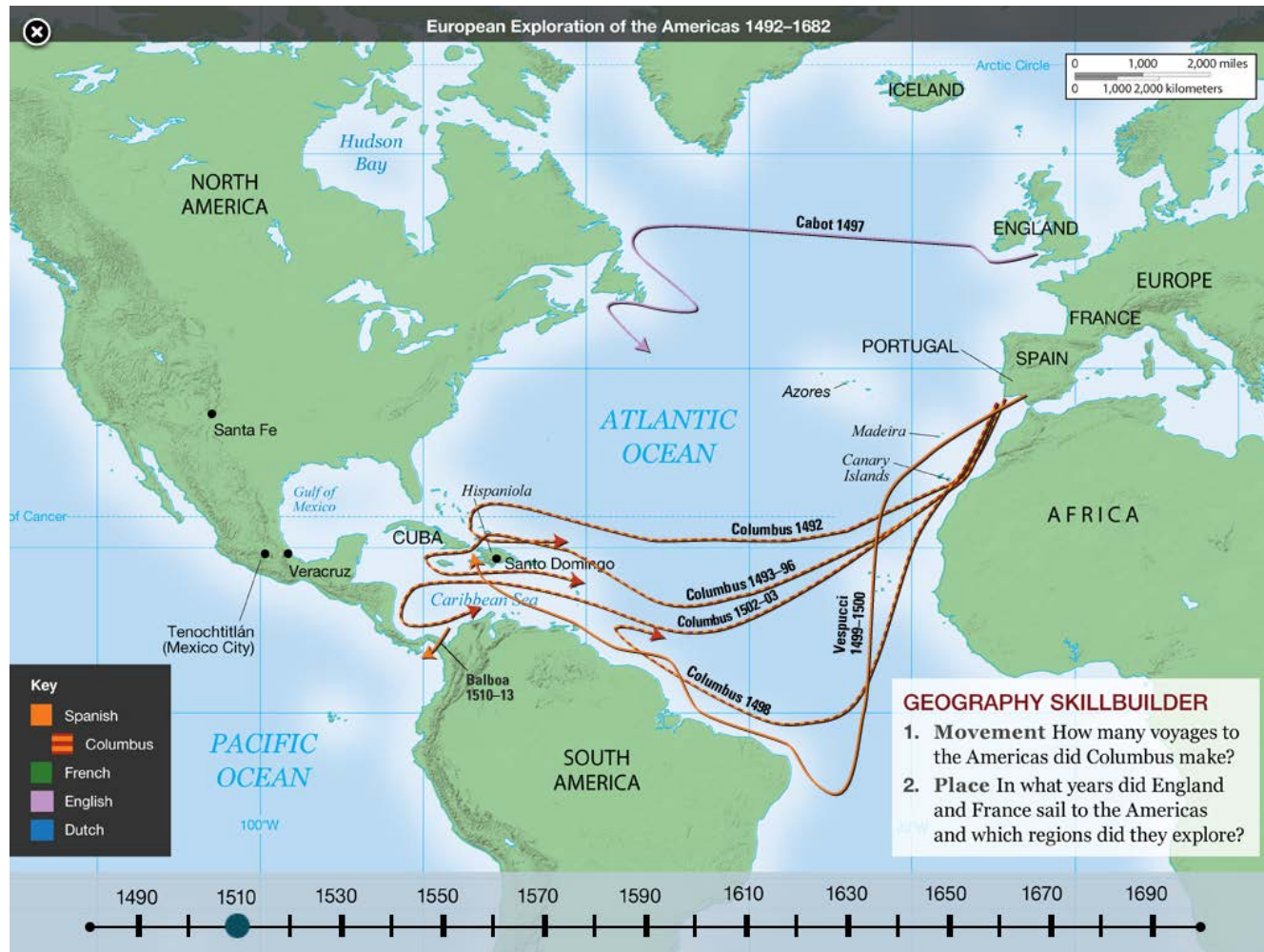
? Essential Question

What were the causes and major events of the American revolution and who were the significant individuals involved in the conflict?

The Sons of Liberty pull down a statue of George III on the Bowling Green, New York, July 9, 1776.

Play audio and video

Digital Interactivity: Sliders



Tap or swipe slider to display routes

Digital Interactivity: Review

iPad 18:03 Not Charging

Section 2 Assessment

Review 24.2

Question 3 of 5

What is the meaning of *blitzkrieg*?

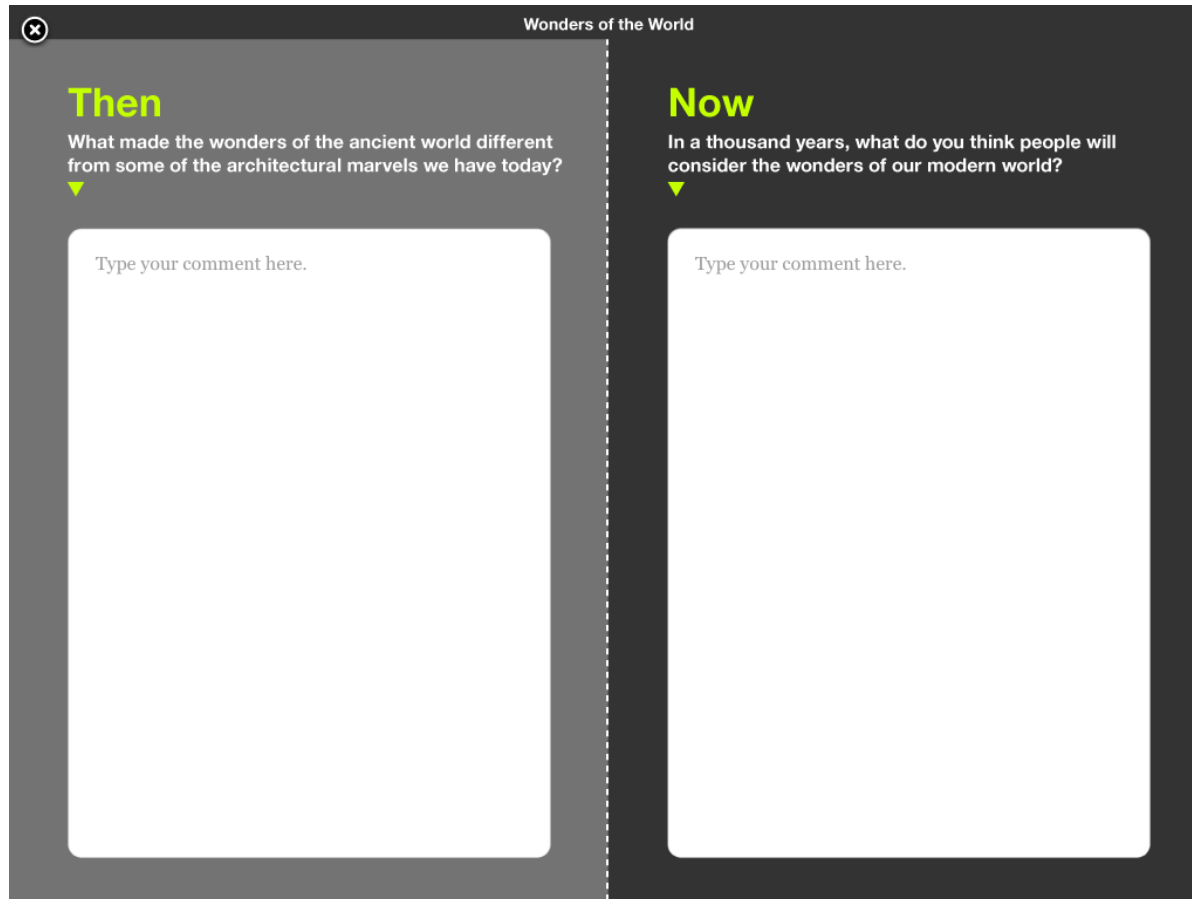
- ☐ A. the rapid physical destruction of infrastructure and the control of information and commerce
- ☐ B. a suicide mission involving the deliberate crash of a bomb filled airplane into a military target
- ☐ C. a military technique that tries to minimize civilian casualties, loss of life, and collateral damage
- ☐ D. a surprise attack using advanced military technology to crush all opposition with overwhelming force

◀ Check Answer ▶

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Summative MCQs

Digital Interactivity: Type Text



The screenshot shows a digital interface titled "Wonders of the World" at the top. It is divided into two columns by a vertical dashed line. The left column has a grey background and is headed "Then" in yellow. It contains the question "What made the wonders of the ancient world different from some of the architectural marvels we have today?" followed by a yellow downward arrow and a large white text box with the placeholder "Type your comment here." The right column has a dark grey background and is headed "Now" in yellow. It contains the question "In a thousand years, what do you think people will consider the wonders of our modern world?" followed by a yellow downward arrow and a large white text box with the placeholder "Type your comment here." A small circular icon with an 'x' is in the top left corner of the interface.

Then
What made the wonders of the ancient world different from some of the architectural marvels we have today?
▼
Type your comment here.

Now
In a thousand years, what do you think people will consider the wonders of our modern world?
▼
Type your comment here.

Reflective questions



Efficacy

While mandates require that instructional content be rooted in sound research, we hold ourselves to a higher purpose: providing effective solutions that advance achievement.

RESEARCH
RELEVANT TO
YOU

RELIABLE AND
ROBUST: KEY
TO EFFECTIVE
RESEARCH

OUR EFFICACY
RESEARCH

Learn More About: Efficacy

HMH Efficacy Reports:

<http://www.hmhco.com/educators/education-topics/by-topic/hmh-efficacy>

Partnering with HMH



At Houghton Mifflin Harcourt, we're committed to bringing about transformation in education. We're looking for innovative partners to help us inspire passionate, curious lifelong learners. Come share your business mission for new ways to develop engaging content and deliver it to 21st-century learners!

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