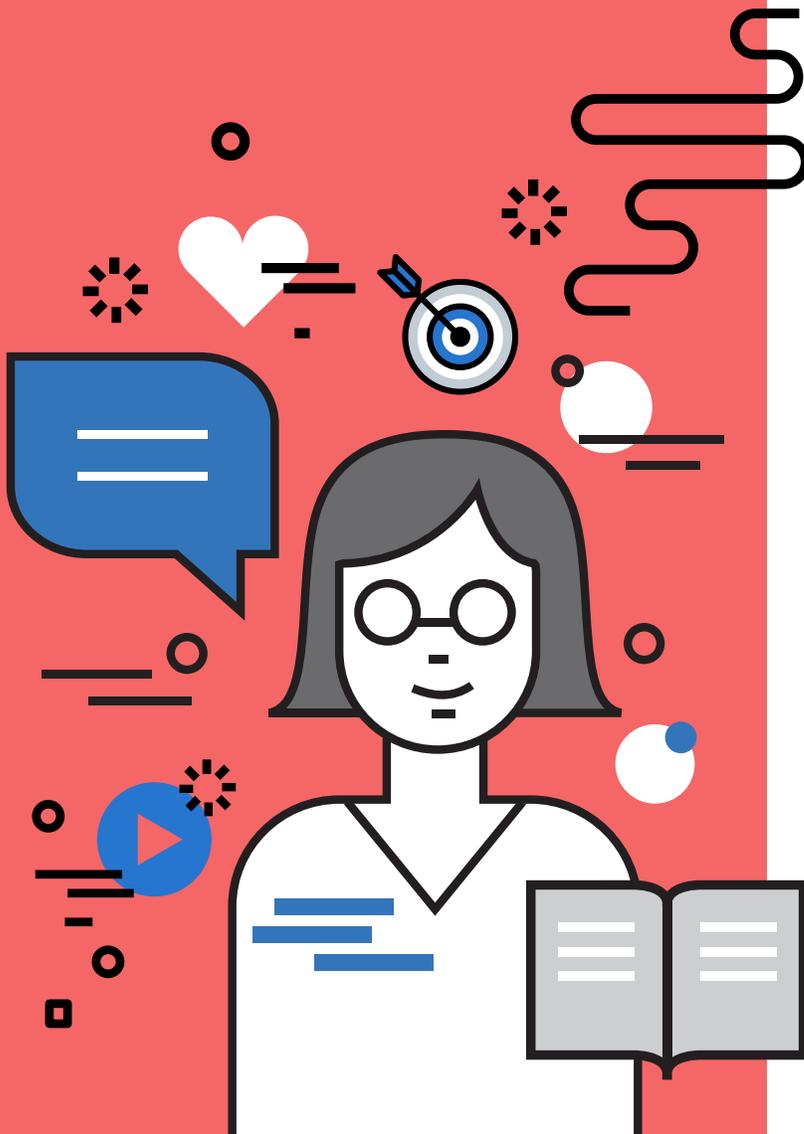




CHOOSE AFFORDABILITY WITHOUT SACRIFICING QUALITY



Waymaker Courseware for Retail Management

Lumen Learning's Waymaker digital courseware combines open educational resources (OER) with personalized learning tools and analytics aimed at continuously improving learning, term over term.

With courses designed around the WAFC Retail Management curriculum, you can offer students a low-cost, high-value alternative throughout your certificate program.

How do Waymaker courses work?

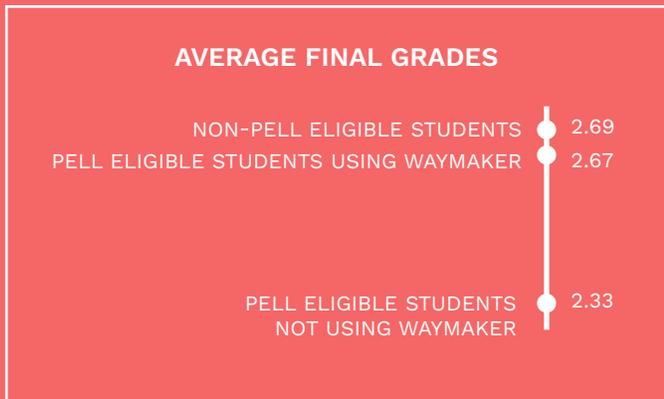
- **Curated, customizable, outcome-aligned OER content** replaces expensive textbooks, including text, video, assessments, simulations, and other interactive learning activities - all aligned with WAFC course outcomes.
- **Personalized study plans** encourage frequent practice and provide immediate feedback to help students become better, more self-directed learners.
- **Automated messaging tools** save time for instructors identifying and helping struggling students
- **Outcome analytics** reveal underperforming content and test iterative improvements to the OER increase efficacy and strengthen learning

Learning Tools Designed to Nurture

Many non-traditional students struggle to find their footing in academic programs. Waymaker courses engage students with interactive activities. User-friendly faculty tools make it simple to offer just-in-time help. Research shows using Waymaker courseware can increase student engagement, persistence, and completion rates.

Waymaker can erase the “Pell Penalty”

It puts Pell eligible students on equal footing with their non Pell eligible peers.



LEARNING DATA DETAIL: Study examined fall 2016 learning data for 5,622 students at 8 institutions enrolled in *Introduction to Business* courses. Analysis compared students' final grades in sections using *Waymaker Introduction to Business* vs. those using commercial publisher or OER alternatives.

Waymaker Course List for Retail Management

Now Available:

- Financial Management and Budgeting (Accounting for Managers)
- Business Communication Skills for Managers
- Computer Applications (Technology)
- Principles of Management
- Principles of Marketing
- Retail Management (Capstone)
- Human Relations / Organizational Behavior
- Human Resources Management

Easy Access Inside Your LMS

Lumen course materials are simple to adopt, accessible and mobile-friendly. They work seamlessly inside your learning management system (Blackboard, Canvas, D2L Brightspace, Moodle), with automatic gradebook sync.

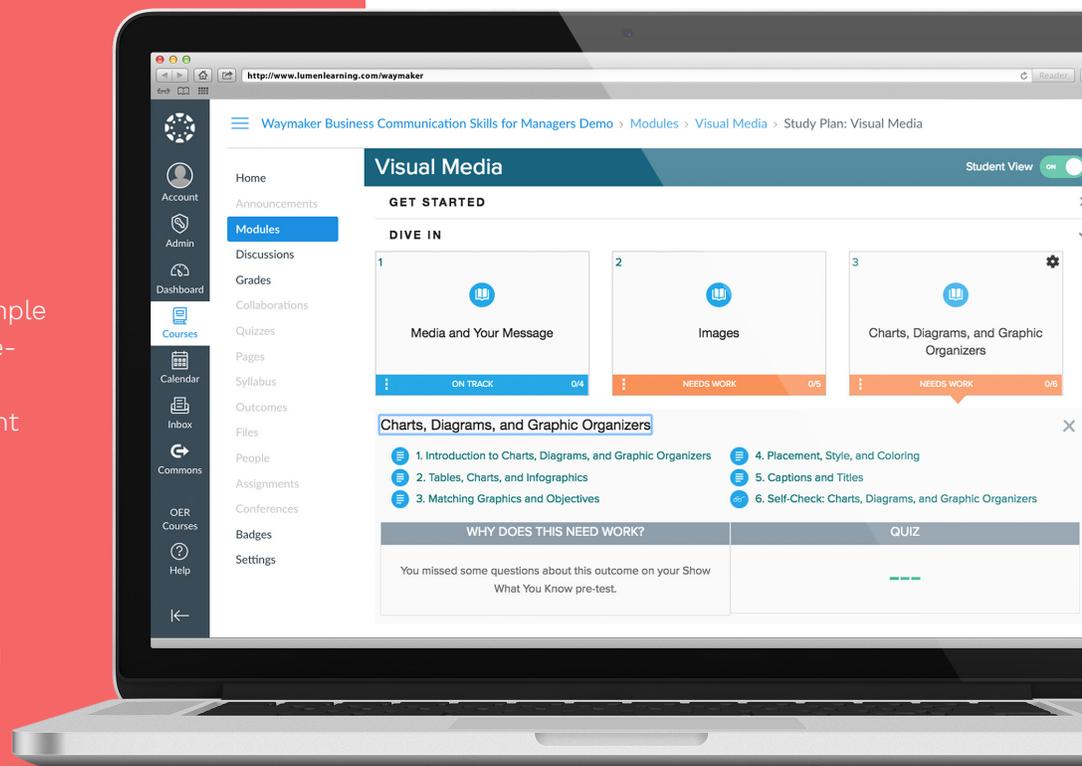
Affordable Pricing

Standard pricing is \$25/enrolled student.

Learn More

Learn more about ready-to-adopt Waymaker courses at lumenlearning.com

Contact us to test drive a Waymaker course, request a demo, or answer questions info@lumenlearning.com.



**Improve OER.
Improve learning.**