Success Story

Central Washington University



Programs in Use

Connect Master: Introduction to Business by McGraw Hill and Tim Broxholm in the Evergreen™ delivery model.

M: Marketing by Dhruv Grewal and Michael Levy with Connect in the Evergreen delivery model.

> **The Evergreen delivery model goes a long way toward solving the student engagement conundrum in higher education. Current and relevant materials mean more engaged, less bored students.**



Luke Williams

Competency-Based Education Program Coordinator, Sr. Lecturer



> **“The Evergreen delivery model reduces prep work while keeping course materials fresh, relevant, and engaging.”**

The Evergreen Delivery Model

At Central Washington University, Professor Luke Williams teaches Introduction to Business and Marketing Principles courses to over 100 students per term (4 terms per year). Staying current, relevant, and engaging with such a large student body used to be a time-consuming challenge—until he adopted McGraw Hill Connect using the Evergreen delivery model. “Rather than spending a large portion of my summer planning course changes/updates, the Evergreen delivery model from McGraw Hill has reduced the course revision timeline to almost zero. I can easily see what changes are included in the latest course release and therefore what to implement right away.”

Evergreen's release-centered approach delivers new and updated content, tools, and accessibility features directly to instructors’ existing courses without requiring them to change editions or rebuild their courses and assignments. With Evergreen, course materials stay updated and incorporate real-world trends, allowing instructors to maintain a modern, agile classroom. “I can automatically accept the new release, knowing that it is current and relevant to my students’ needs/desire for current topics,” said Williams.

"Evergreen increases student engagement and at the same time reduces instructor prep work," he added. “It empowers instructors to teach smarter, not harder.” Williams used to spend 30–50 hours each year updating materials to a new edition. Now, with Evergreen, those updates happen automatically—with almost zero prep time.

Currency: Keeping Course Content Up to Date

In fast-moving disciplines like business and marketing, keeping course content aligned with current industry practices plays a large role in student success. According to Williams, bringing in current, real-world examples helps spark student interest, capture their attention, and motivate them to keep learning. “My opinion is that course material in disciplines like marketing and business are consumable—almost like YouTube or TikTok. Students are used to constantly refreshing content in their personal lives. When they come to college and we’re using outdated videos or case studies, they lose interest very quickly.”

Evergreen’s seamless updates mean students are always working with the most current and relevant materials—building trust, motivation, and connection to the subject.

> **“Evergreen solved the outdated issue—students now trust that what they're learning is timely and relevant.”**

Relevancy: Making Learning Meaningful

Williams believes the relevance of course material is directly tied to student outcomes. “Higher education is struggling to keep up with industry trends,” he noted. “Relevant, real-world content is paramount in helping instructors show students the value of what they’re learning.”

With Evergreen, Williams can bring real-world topics into the classroom with minimal effort. He now regularly adds new Application-Based Activities (ABAs) such as the 6-part ABA featuring the same company (Connect Jeans) and Tableau dashboard activities. These activities create tangible links between textbook theory and actual business practice.

“I no longer need to source content entirely myself or spend hours verifying its quality,” he said. **“Evergreen gives me a curated, vetted library of activities I can trust.”**

Even as AI tools help instructors generate content faster, Williams sees Evergreen as essential. “AI content can be helpful, but it’s not always reliable or vetted for education. Evergreen combines speed with quality.”

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Student Engagement: Turning Participation into Performance

Engagement is foundational to learning, especially in high-enrollment courses. “Half of teaching and learning is engagement,” Williams said. “If I can’t get students interested from the start, I’ve lost them.”

He structures his courses to foster participation: each week, students complete 4–5 Connect assignments, including SmartBook® readings, Application-Based Activities (ABAs), and quizzes. SmartBook assignments reinforce concepts; ABAs let students apply their knowledge; and quizzes check understanding. Connect activities account for **roughly** 50% of the final course grade.

“My classroom now operates more like a flipped classroom,” he said. **“Students arrive ready to discuss, not just absorb. We spend class time on dialogue, debate, and application.”**

The transformation hasn’t gone unnoticed. “When I first switched to Connect, I was surprised students mentioned it as a positive in reviews. That had never happened before with the previous platform.”

Predictability and transparency also play a role. “Students liked that they knew what was expected of them, how it was graded, and how it tied into their final grade. This structure made them more confident and less intimidated by the workload.”



Success Achieved

Williams has transformed his Introduction to Business and Marketing courses with McGraw Hill Connect using the Evergreen delivery model. The result? Greater efficiency, stronger engagement, and more relevant, timely learning experiences for students.

“The Evergreen delivery model gives me full confidence that my materials are both vetted and current,” Williams said. “I used to have to choose between materials that were fresh and those that were reliable. With Evergreen, I get both.”

Affordable Access has also helped keep costs low and ensured every student has access from day one.

> **“Evergreen empowers me to teach smarter, not harder—and my students benefit every step of the way.”**

Instructor Bio

Professor Luke Williams teaches undergraduate and graduate courses in business, marketing, and information technology at Central Washington University (CWU). He also functions as the faculty coordinator of CWU’s competency-based FlexIT program. In addition to teaching at Central Washington University, Professor Williams also teaches at Pierce College and Green River Community College. With over 12 years of private-sector sales experience working with clients such as Microsoft, Amazon, and T-Mobile, Williams brings real-world insight into the classroom.

About Central Washington University

Located in Ellensburg, Washington, Central Washington University (CWU) is a public institution committed to providing high-quality, accessible education. With a focus on hands-on learning and workforce readiness, CWU empowers students to thrive in dynamic, competitive industries through forward-thinking instruction and student support.

Get In Touch

We share your passion for learning, and we believe all students should have access to affordable, high-quality learning solutions built to help them succeed.

mheducation.com/highered/connect

