



Tech Support Expands Hours for Late-Night Learners

The Cengage Customer Technical Support team in Independence, KY is taking a big customer-focused step forward by adding late-night and weekend hours this month. That's right, starting June 26, they'll be offering around-the-clock phone support during the week *and* new weekend hours!

Not convinced this is a big deal? Put yourself in the shoes of an average student last semester. It's 2AM on Sunday night -- the first week of classes. You're finally logging into your MindTap for Chemistry course to complete the big assignment that is due Monday – and it's not loading in your browser! You've tried the 24x7 chat support that Cengage provides, but you really need to talk to a live human. With nobody available, you take to Twitter, frustrated, and flame in 240 characters or less about "This Cengage MindTap thing..."

According to Vice President, Tech Support, **Jim Sherer**, that scenario will soon be a thing of the past. Our Tech Support team will be there when students need us most. "Increasingly,



students are getting their work done on weekends and late at night. By staffing a new third shift and radically expanding hours – during Fall Rush and non-Rush periods – we will be there to support students while they are actually studying and most likely to encounter challenges,” said Sherer.

RUSH HOURS

M-F 24x7

Starting 8 AM ET Monday
through 7 PM ET Friday

Sat. 8:30 AM - 7 PM ET
Sun. 8:30 AM - 3 AM ET

NON-RUSH HOURS

M-F 24x7

Starting 8 AM ET Monday
through 7 PM ET Friday

Sat. 11 AM - 7 PM ET
Sun. 4 PM - 3 AM ET

24/7 chat and case support

support.cengage.com

Satisfaction with our Tech Support is already extremely high, with wait times and dropped calls drastically reduced over the past year. [As previously reported](#), 98% of customers say that Cengage Tech Support surpasses our competitors'. Now our team is taking things to a whole new level.

And it's not just students who will benefit, according to Jim. "Instructors will also enjoy the expanded support. Equally important, students won't be turning to instructors for technology help because now a Cengage rep will be available around the clock."

Thursday, June 9th, 2016



Doing Good and Sourcing Technology Talent With General Assembly

Before he joined Cengage as a Associate Software Developer, GPT's **Charles Talbot** was a product designer. How did he develop the technical skills needed for his current role? A unique program called General Assembly (GA) that takes candidates with diverse backgrounds – waitresses, musicians and more – and prepares them for careers in the information technology field.

Always on the search for great talent, VP, Software Development: GPT **Jason Chin** initiated a partnership with GA two years ago. Through open houses and informations sessions, GA students learn more about soften engineering as well as Cengage and our mission; through interviews and coding challenges we learn more about their software development skills.

"We're partnering to help GA participants learn while they're in the program, but we're also looking for



great potential hires. In fact we've already hired six people from GA," Chin said. "They not only bring great skill sets, they also bring motivation and creativity, which are key."

GENERAL ASSEMBLY

Anne Bosman, Regional Director of Boston GA, said that GA gives all kinds of people "a tool kit to change their lives and harness their passion through a rigorous program that helps them succeed in the future."

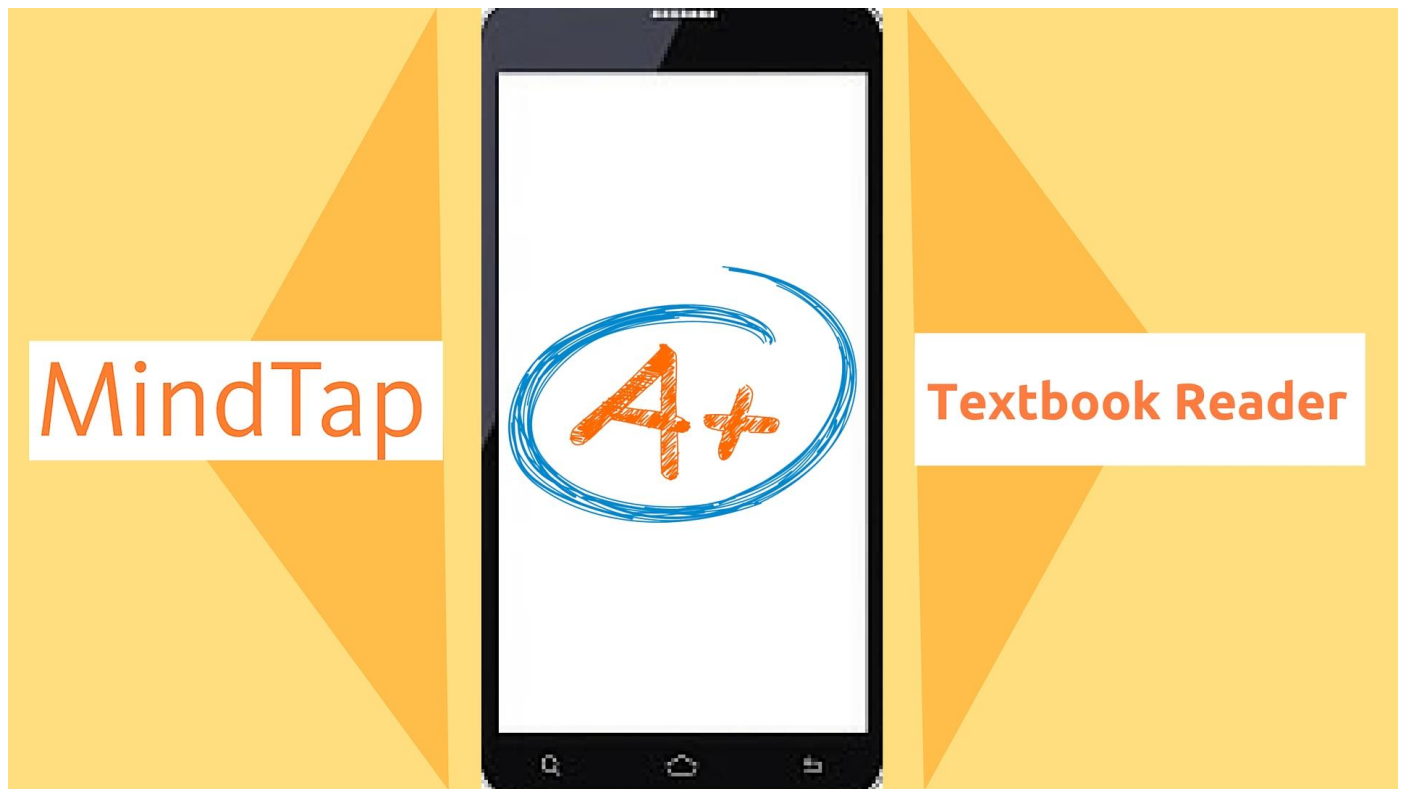
"The runway from the beginning of the course to employment is pretty short and earning potential is very strong for our students," **Julie Carroll**, Career Coach and Director of the GA Outcomes Department, said. "Our relationship with Cengage has been increasingly positive so far. We hope to show more students Cengage's impact at our next information session on August 12th."

Reflecting on the journey from GA to Cengage that he and others have made, Charles Tabot said, "By learning computer science theory and coding languages like Java Script, we were given a second chance at a new career. Cengage has been such a positive environment and experience -- it's all thanks to the connection between GA and Cengage."

And that connection continues to deepen. GA is currently offering Cengage employees a 10% discount towards any part-time or online course, and a 20% discount towards any workshop.

Friday, July 15th, 2016
Boston, Massachusetts, USA





MindTap Mobile App Takes It To Another Level With Textbook Reader

Our MindTap Mobile App is getting an upgrade, and one of the new features is huge for students and for Cengage! Beginning in mid-August, texts published from 2015 on will be fully available on smartphones using the MindTap Mobile App. Students will be able to learn on the go. And we expect the heightened value of MindTap Mobile to have a significant positive impact on activations.

"Smartphone ownership is now identical to laptop ownership for college students," **Yoshi Tryba**, Platform Product Manager for MindTap, said. "This new textbook reader gives students the opportunity and ability to study in more ways that work for them."

The MindTap Mobile App team worked for six months on these improvements, essentially rebuilding the app from the ground up. Marketing Manager **Courtney Doyle Chambers** said that in a recent survey of Cengage MindTap users, students asked for all of their



study tools, course information and textbooks to be available on their smartphone. The new textbook reader and other updates fulfill these requests and help make MindTap Mobile a much more valuable tool.

Students will be able to download and read their entire textbook without needing WiFi. Within the textbook reader, students can highlight passages, take notes, and search for specific words or phrases. The e-reader won't yet sync with students' computers, and it doesn't apply to custom and special-edition textbooks. But things are changing fast, so that may not be true for long.

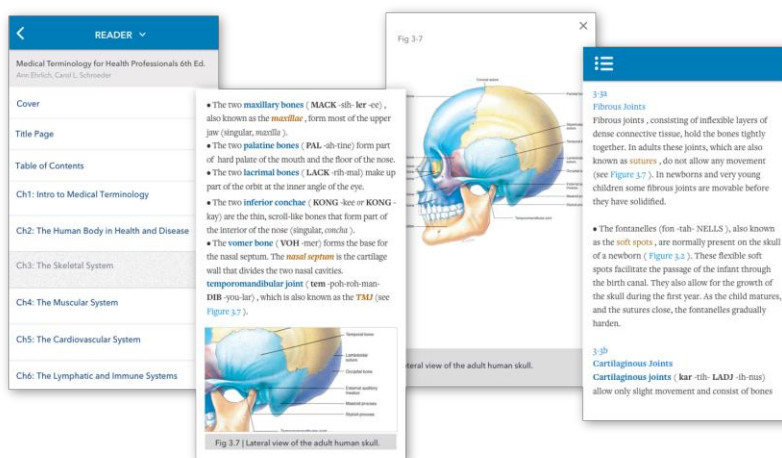
In addition to enabling students to lighten the load of their backpacks, the new app adds a rolling week view of assignments in student calendars, as well as a tracker for flashcards and quizzes so students can monitor their progress with the material.

"We are anticipating that this next iteration of the MindTap Mobile App is going to create a lot of buzz and entice many more students to activate their MindTap accounts," Courtney

continued. Equally important, she noted, students will be able to more effectively prepare, and therefore make more meaningful use of their time in class. MindTap Mobile is just another way we are proving our dedication to students, accommodating their busy lifestyles.

Congrats to the MindTap Mobile App team!

Wednesday, June 22nd, 2016





Goodwill and Career Online High School Partner to Create Pathways to Opportunity

Recently, we announced a partnership with Goodwill of the Great Plains and of Northern New England to offer pilot programs for high school diplomas. Through our Career Online High School (COHS), employees and local residents can get an accredited high school diploma and training certificate in one of eight different subjects: Protection Officer, Transportation Services, Child Care and Education, Food and Customer Service, General Career preparation, Homeland Security, Office Management, and Retail Customer Service Skills.

[Check out the press release here.](#)

Monday, July 11th, 2016





How Cengage Will Utilize Open Educational Resources

Cengage will use [Open Educational Resources](#) (OER) to help bolster content in certain pilot courses, making our products more affordable for students.

What is OER?

Cheryl Constantini, VP, GPM: Content Strategy, said that OER is copy writable work that an author has licensed to anyone and put into the public domain. This gives anyone the ability to utilize the [5 R's](#): retain, reuse, revise, remix and redistribute any of the information within the OER material. OERs can be full courses, videos, assignments, textbooks, software and more. Any of these types of OER can be manipulated for-profit gains, however most of this content is free on the internet.

What are the difficulties of OER?

"Professors and students who are asked to use OER in a course usually don't know how to navigate and organize it," Cheryl said. "We want to develop the best solutions for students to help them learn; OER is currently an underused and misunderstood tool in the market to help make education even more affordable and customizable."

Since OER can come in so many forms and varieties, it is hard to find, navigate and package to easily use. Plus, a lack of awareness in both the education industry and within Cengage makes utilizing this in our products more difficult. The misconception that OER is lower-quality may discourage some from exploring OER options. However, Cheryl said "OER is consistent with our mission; we are student-centered, and OER brings costs down for students. Why not pass on the savings?"

How will Cengage incorporate OER?

"We are prepared to find, develop and curate the best content to create a reliable, high-quality



content platform for OER," Cheryl noted. By interweaving OER into courses, Cengage can make our courses more current, durable, customized and affordable. Cengage will start mixing OER into the already varied content types on platforms such as Mind Tap and within course materials and textbooks.

Cheryl said that the new pilot programs will add value to OER, filling the gaps with our own licensed content and supporting the students in everyway possible. The first five pilot courses are:

- Intro to Computing
- World History
- Intro to Psychology
- Non-Majors Biology
- Public Speaking

With the rise of OER market share and its increasing popularity among educational institutions, Cengage can help provide reliable and trusted OER solutions. The pilot programs will be available for purchase in Spring of 2017, and available for use by students and professors in Summer/Fall of 2017.

Thursday, August 4th, 2016

The Gigazette



Welcome to the GPT Gigazette. This monthly newsletter will focus solely on people – so tune in each month to learn more about your colleagues!

New hires!

<u>Name</u>	<u>Position</u>	<u>Location</u>
Kyle Davis	Desktop Support Technician 2	GPT:CLTS MIS
Pitocco, Jessica	Communications Intern	GPT:CT Composition
Spear, Eric	VP Engineering	GPT:PR Leadership & Admin
Keisch, Jason	Manager, Desktop Support	GPT:CLTS MIS
Akula, Venkata Harish	Software Developer II	GPT:AR Infrastructure Platfrms
Wilcox, Justin	Support Admin	GPT:CR SoftwareDev ELT NGL K12
Kowalski, Peter	Senior Software Engineer – Java	GPT:CR SoftwareDev ELT NGL K12
Chawla, Vaibhav	Application Architect	GPT:SP Skills
Purdy, Ronald	Desktop Support Technician 3	GPT:CLTS MIS
Barnes, Karhanoron	Software Developer III	GPT:CR SoftwareDev ELT NGL K12
Patterson, Michael	Business Analyst	GPT:CR SoftwareDev ELT NGL K12
Pearce, Elizabeth	Release Manager	GPT:LO Product Engineering
Harsh, Sonal	Information Security Intern	GPT:CLTS Security
Marchon Partners	Quality Assurance Engineer	CA San Francisco



The Gigazette

Bits & bytes

May 10, 2016



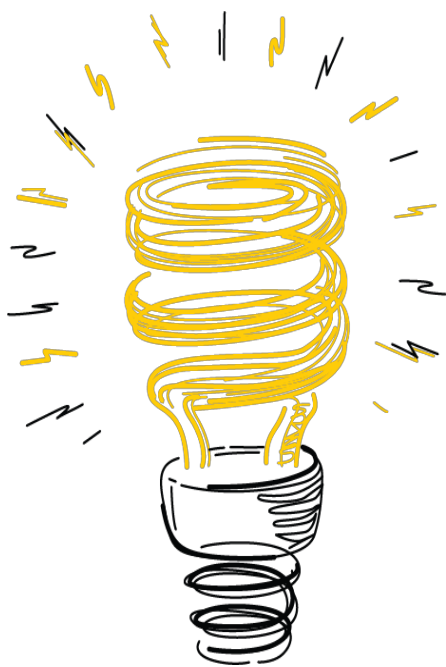
The Spartans team, supporting Mind Tap, went on a Duck tour after getting together to do co-location work at headquarters in Boston, MA. See more photos of their outing below!

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The Gigazette

Bits & bytes





The Gigazette

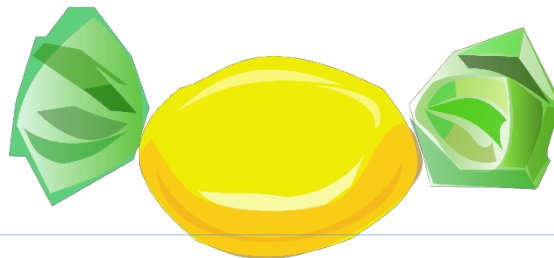
Bits & bytes

3 Easy Ways to Improve Your Health at Work

Get a standing desk or yoga ball to stay active during the day!



Bring healthy snacks like almonds or tangerines with you to work, and avoid the candy jars!



To prevent eye-strain, keep your screens an arm's length away from your eyes as you work!





The Gigazette

Bits & bytes

Congratulations

Congratulations to :

- Carlos Teolotitla and his wife welcomed Carlos Jr. into the world in early June!
- Jim Simon and his wife welcome a baby boy as well!
- Michael Bihn on his promotion to Director, PIM!
- Daniel Spruance on his promotion to CLTS Hosting Operations Director!
- Bradley Trager on his promotion to Software Dev IV!
- Erin Gallagan on her promotion to Business Analyst!
- Dave Caldwell for buying a home!



The Gigazette

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Who am i?



Today the Gigazette introduces **David Caldwell**.
If you are at the Boston office, be sure to stop by
and say hi!

GPT	What is one thing your colleagues don't know about you?
DC	I was, at one time, a ranked table-tennis player.
GPT	What is your favorite holiday and why?
DC	Now that I'm a dad, I like Christmas the best. My son looks forward to it all year, and that makes all the other holidays feel like less of a celebration.
GPT	If you were reincarnated as an animal/drink/ice cream flavor, what would it be?
DC	A Starbucks salted caramel mocha is sweet, salty, and bitter, just like me.
GPT	You wouldn't be caught dead, where?
DC	A girls' shopping trip to the mall might haunt me in my dreams
GPT	Which is your most favorite place on this earth?
DC	Iceland is a wonderful place – natural beauty, a nation obsessed with books and arts, social cohesion and a sense of community, gender equality, and a healthy connection with the environment.
GPT	What is the weirdest food you have ever eaten?
DC	Having dinner with some Iranian friends, I once ate a dried lemon that had been dehydrated to the size of an olive. This is apparently a thing in Persian cooking. You weren't supposed to eat it. All the sourness of a lemon concentrated down to the size of an olive left me puckered up for hours.
GPT	One thing you'd like to see happen in your office is ____?
DC	Add a fitness center!



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The Gigazette

June Anniversaries!

Grant Eldridge	24 years	Brian Lossow	14 years
Bill Dannhauser	18 years	Wilson Cheung	11 years
Jon White	18 years	Mark Portelli	9 years
Nataliya Mikheyeva	18 years	Tanya Birman	9 years
Dave Hungler	17 years	Joe Pliss	9 years
Vincent Nicotina	17 years	Leslie Cain	9 years
Matt Stoelting	16 years	Janelle Pellin	7 years
Selva Rengarajan	14 years	Sue Mailing	7 years
Radha Kota	7 years	Brian Behnke	5 years
Steve Berardelli	7 years	David White	4 years
Hal Manuel	6 years	Brian Krueger	4 years
Jay Loring	6 years	Christopher Buchanan	4 years
Patrick Flanagan	4 years	Bryan Smith	3 years
Chad Wilkin	4 years	Doug Mealing	3 years
Ryan Bland	4 years	Andrew Kenton	2 years
William White	4 years	Colin Holland	2 years
Phil Sidell	2 years	Alex Lapitski	1 year
Alina Aronova	2 years	Charles Talbot	1 year
Irina Krivichkin	2 years	Dan Stoppelman	1 year
Raymond Del Signore	2 years	Vineet Sinha	1 year
Oleg Vitsev	1 year	Alina Baranowski	1 year
Christina Stuart	1 year	Thomas McDonald	1 year
Michael Sansfacon	1 year		



The Gigazette

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OPEN POSITIONS!

<u>Department</u>	<u>Location</u>	<u>Title</u>	<u>Hiring Manager</u>
GPT:Stability & Performance	BOS	DevOps Engineer	Eric Spear
GPT:Engineering Initiatives	BOS	Business Analyst	Suresh Nelakantam
GPT:Engineering Initiatives	BOS	Manager, Software Engineering	Oleg Vitsev
GPT:Learning Objects	DC	Site Reliability Engineer III	Merlin Hughes
GPT:CustSol-Resrch ELT NGL K12	Farmington Hills	Data Artisan	William Binkiewicz
GPT:CustSol-Resrch ELT NGL K12	BOS	Software Developer – UI & Javascript	Gregory Abbruzzese
GPT:Technology Strategy & Ops	BOS	Technical Writer	Gordon Kent
GPT:Technology Strategy & Ops	Farmington Hills	Project Lead	Mark Smrstik
GPT:Stability & Performance	San Francisco	Quality Assurance Engineer	Svetlana Litovskaya
GPT:Stability & Performance	San Francisco	Quality Assurance Engineer	Svetlana Litovskaya
GPT:Learning Objects	DC	VP of Business Development	Andrew Kvaal
GPT:CLTS	Cincinnati	Messaging & Collaboration Architect	Andrew Bolin
GPT:Engineering Initiatives	BOS	Enterprise Architect – Content Systems	Walter Seiler

Each month we'll highlight key open positions in GPT. This month, we've focused on the following roles – if you or anyone you know are interested, go to Cengage's internal website or contact Ravi Vijay@ ravi.vijay@cengage.com for more information.



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POSITIONS!**

<u>Department</u>	<u>Location</u>	<u>Title</u>	<u>Hiring Manager</u>
GPT:Learning Objects	DC	Site Reliability Engineer II	Merlin Hughes
GPT:Engineering Initiatives	BOS	Java Architect	Colin Holland
GPT:Stability & Performance	San Francisco	Quality Assurance Engineer	Svetlana Litovskaya
GPT:CLTS	BOS	Business Technology Partner	Brian Kernan
GPT:Learning Objects	DC	SaaS Operations Manager	Merlin Hughes
GPT:Engineering Initiatives	BOS	Software Developer IV	Suresh Nelakantam
GPT:Engineering Initiatives	BOS	Business Analyst	Suresh Nelakantam
GPT:Engineering Initiatives	BOS	Application Architect	Colin Holland
GPT:Engineering Initiatives	BOS	Technical Platform Director, Content Creation and Management Systems	Jason Chin
GPT:CustSol-Resrch ELT NGL K12	Clifton Park	Senior Software Engineer – Java	Raymond Del Signore
GPT:Technology Strategy & Ops	BOS	Project Lead	Mark Smrstik
GPT:Engineering Initiatives	BOS	Solutions Architect	Walter Seiler
GPT:Technology Strategy & Ops	Clifton Park	Project Lead	Mark Smrstik

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<u>Department</u>	<u>Location</u>	<u>Title</u>	<u>Hiring Manager</u>
GPT:Programs	BOS	Software Developer III	Oleg Vitsev
GPT:Engineering Initiatives	Farmington Hills	Software Developer II	Daniel Kunnath
Hidden	BOS	VP, QA	Jason Chin
GPT:CustSol-Resrch ELT NGL K12	Clifton Park	Software Developer – UI & Javascript	Gregory Abbruzzese
GPT:CustSol-Resrch ELT NGL K12	Clifton Park	Software Developer	Gregory Abbruzzese
GPT:Learning Objects	DC	Sr. Product Manager	Deborah Everhart
GPT:Engineering Initiatives	BOS	Lead Software Engineer, Analytics	Vineet Sinha
Hidden	Farmington Hills	Software Developer	

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Boston Office Hosts She Geeks Out

Recently, Cengage Boston hosted a meet-up with [She Geeks Out](#) for women to network and learn together. She Geeks Out is an organization that creates a community and network of working women in the technology industry, and we are one of its proud sponsors!

More than 50 women came to hear from the educational speakers, participate in a technology raffle, enjoy food and drinks and network. Our own **Luba Sakharuk**, SDLC Process Manager and Agile Coach, spoke about the importance of math for computer science majors. **Amy Chenault**, Experience Architect at IBM Interactive and Instructor at General Assembly & Girl Develop It, and **Beth Saunders**, Strategic Consultant, CRM at Beth Saunders Consulting, spoke about how scrappiness and engagement lead to success.

Thank you to **Rachel Lunderville**, **Kayla Robitaille** and **Anupama Gorur** for organizing this successful event!

Thursday, July 28th, 2016





Cengage Launches New Health and Wellness Website

[Check out the new health and wellness website](#) Learning to Live Well! The site will offer events and information on physical, mental, financial and career wellness, primarily for US employees.

"We were challenged to build a wellness culture at Cengage," **Shantel Baca**, Benefits Analyst for HR, said. "So we took a more and personalized approach; this website is the best way to make wellness available to everyone."

Through a resource library filled with articles, tips & tricks, online and mobile applications, the website will help employees reach their health goals and improve their wellbeing in and out of the office.

The site will be updated monthly with a new wellness topic; this month's topic is eye-health. Sunglasses, exercise, and diet can all improve and maintain eyesight according to the website's many references, lists, and advice. Look forward to August's wellness topic: women's health. [Visit the site to read more here!](#)

"This website will give employees the opportunity to crawl and walk before running with wellness," Shantel said.

Learning to Live Well will create a community of employees looking to improve their health and fitness. Start your Wellness journey today!

Thursday, July 21st, 2016



Cengage Learning Welcomes 2016 Interns

Interns are contributing to Cengage's success all over the country! Welcome the 2016 Interns and co-ops in the Boston, Chicago, Mason, Temecula, Farmington Hills and San Francisco offices! Over 20 students give [a unique perspective](#) into our product, and our mission as educators.

Click [here](#) for the profiles of our interns.



Mason office interns and managers at Ronald McDonald house!

Friday, August 5th, 2016

