







## Dedication

This book is dedicated to the memory  
of my parents Peter and Blanka Maurin.  
—*Peter Maurin*

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# P R E F A C E

“IT’S NOT JUST WHAT YOU KNOW;  
*it’s what you know how to do.*”

*Keys* sets the standard for connecting academic success to success beyond school, showing students how to apply strategies within college or university, career, and life. *Keys* retains its tried-and-true emphasis on thinking skills and problem solving, re-imagined with two goals in mind: one, a **risk-and-reward** framework that reflects the demands today’s students face and two, a focus on student experience specific to **institutions** with a more extensive research base. The material helps students take ownership, develop academic and transferable skills, and show the results of commitment and action so they are well equipped with the concentration, commitment, focus, and persistence necessary to succeed.

## WHAT’S NEW IN THIS *edition?*

- **Risk-and-reward theme.** To be rewarded with goal achievement in the fast-paced information age, students must take calculated, productive risks. The benefit of risks small (putting in the work your courses require) and large (aiming for a degree in a tough major, working toward a challenging career) is learning transferable skill building, persistence, and confidence.
- **Inspiring, motivating case studies focused on risk and reward.** Students derive motivation from reading about how others have taken risks, gotten through struggles, overcome challenges, and earned rewards. Each chapter begins with a case study focusing on a personal challenge and details the risk taken to face and surmount it. The closing section at the end of each chapter finishes the story and shows the reward earned at that time and the rewards that the person has subsequently gained from continued risk and effort. This section also relates the story to the reader’s lives and challenges them to think expansively about how to make personal improvements related to the chapter.
- **Brain-based learning and metacognition.** Cites research on building intelligence, the science of learning, the changes in the brain that happen when you remember, the cost of task switching, brain development in adolescence and early adulthood, and more. This information builds student metacognition.

## WHAT ELSE HAS CHANGED IN THIS *edition?*

- **Successful intelligence framework.** Builds a comprehensive set of analytical, creative, practical thinking skills to empower students to strengthen their command of the problem-solving process and take practical action.
- **In-chapter exercises focused on analytical, creative, and practical thinking, and financial literacy.** These exercises give readers a chance to apply a chapter idea or skill to their personal needs and situations in a particular type of thinking.
  - *Get Analytical* builds analytical thinking skill.
  - *Get Creative* builds creative thinking skill.
  - *Get Practical* builds practical thinking skill.
  - The **NEW** exercise *Get Smart* builds financial literacy.

- **End-of-chapter exercises, each with a distinctive practical goal** targeted to develop a particular skill to have readers perform a chapter-related task that has specific personal value.
  - *Know It* builds critical thinking skill
  - *Write It* builds emotional intelligence and practical writing skill
  - *Work It* builds career readiness
- The importance of developing 21<sup>st</sup> century skills as part of one's post-secondary experience is introduced in Chapter 1 and highlighted throughout the text. This framework for 21<sup>st</sup> century learning includes Fundamental, Personal Management, and Teamwork Skills as outlined by The Conference Board of Canada's *Employability Skills 2000+*.

## STUDENT

# Supplements

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*Peter J. Maurin, M.A.*

# ABOUT THE AUTHORS



**Carol Carter** has spent her entire career in the business world, where she has a track record of success in corporate America, entrepreneurship, and non-profit. Her student success work is driven by firsthand knowledge of what employers expect and demand from today's graduates. As President of LifeBound, an academic and career coaching company, she drives the company's goal to help middle school and high school students become competitive in today's world, and she teaches study, interpersonal, and career skills to students as well as training and certifying adults in academic coaching skills. Carol speaks on educational topics nationally and internationally and is an expert blogger for the Huffington Post under "Impact," "College," and "Business." Carol is a co-author on many books for Pearson, including the *Keys to Success* series as well as *Keys to Business Communication* and the *Career Tool Kit*.

She has also published a series of books for K-12 students through LifeBound, including *Dollars and Sense: How To Be Smart About Money* and *Majoring In the Rest of Your Life: Career Secrets for College Students*.



**Sarah Lyman Kravits** teaches student success at Montclair State University and has been researching and writing about student success for over 15 years. As a parent of three children (ages 14, 12, and 8), a collaborator, a co-author, and an instructor, she lives the strategies for success she writes about, striving daily for goal achievement, productive teamwork, and integrity. Sarah is a co-author on the *Keys to Success* series, including *Keys to College Success*, *Keys to Community College Success*, *Keys to College Success Compact*, *Keys to Effective Learning*, *Keys to Online Learning*, and *Keys to Success Quick*. Sarah presents workshops and trainings on student success topics such as critical thinking, risk and reward, and time management at schools all over the country. Having attended the University of Virginia as a Jefferson Scholar, she continues to manifest the Jefferson Scholars Program goals of leadership, scholarship, and citizenship with her efforts to empower college students to succeed in school and in all aspects of their lives.



**Peter J. Maurin** received his Masters Degree in Sociology from McMaster University in 1992, his Honours BA from Brock University in 1989, and his Diploma in Radio and Television Arts from Niagara College. He has taught at Mohawk College since 1990. He has also been an instructor at Brock University, Niagara College, and Seneca College. He is a strong advocate of blended learning and online collaboration. In 2013, Peter was honoured to receive both the Mohawk College President's Award for Excellence and the Mohawk College Award for Excellence.

Peter has been an author for Pearson Canada since 1996, co-authoring Canadian editions of both *The Media of Mass Communication* and *Keys to Success*.

In addition to his work as a freelance writer, Peter is also a broadcaster, logging over 35 years on the air for several radio stations in Ontario. He is currently the host of "Oldies Without Borders" on 101.5 The Hawk in Hamilton. It is an eclectic mix of music from all genres and interviews with singer/songwriters.

Finally, and most importantly, Peter been together since 1981 with his soul mate Kim. Together, they have two amazing children: Sonja and Josh.

# MyStudentSuccessLab

Help students start strong and finish stronger.

## MyStudentSuccessLab™

**MyStudentSuccessLab** helps students acquire the skills they need for ongoing personal and professional development. It is a learning-outcomes-based technology that helps students advance their knowledge and build critical skills for success. MyStudentSuccessLab's peer-led video interviews, interactive practice exercises, and activities foster the acquisition of academic, life, and professionalism skills.

### Students have access to

- Pre- and Post-Full Course Diagnostic Assessments linked to key learning objectives
- Pre and Post # Tests dedicated to individual topics in the Learning Path
- An overview of objectives to build vocabulary and repetition
- Videos on key issues that are “by students, for students,” conveniently organized by topic
- Practice exercises to improve class prep and learning
- Graded activities to build critical-thinking and problem-solving skills
- Student resources, including Finish Strong 24/7 YouTube videos, professionalism tools, research aids, writing help, and GPA, savings, budgeting, and retirement calculators
- Student inventories designed to increase self-awareness, including Golden Personality and Thinking Styles

Students using MyStudentSuccessLab may purchase a Pearson text or etext. Contact your Pearson representative for more information about these options as well as custom opportunities.

### Topics and features include

- Post-Secondary Transition
- Communication
- Critical Thinking
- Financial Literacy
- Goal Setting
- Information Literacy
- Interviewing
- Job Search Strategies
- Learning Preferences
- Listening and Taking Notes in Class
- Majors/Careers and Resumes
- Memory and Studying
- Problem Solving
- Reading and Annotating
- Self-Management Skills at Work
- Stress Management
- Teamwork
- Test Taking
- Time Management
- Workplace Communication
- Workplace Etiquette

## Assessment

Beyond the Pre- and Post-Full Course Diagnostic Assessments and Pre and Post # Tests within each module, additional learning-outcome-based tests can be created using a secure testing engine, and may be printed or delivered online. These tests can be customized to accommodate specific teaching needs by editing individual questions or entire tests.

## Reporting

Measurement matters—and is ongoing in nature. MyStudentSuccessLab lets you determine what data you need, set up your course accordingly, and collect data via reports. The high quality and volume of test questions allows for data comparison and measurement.

## Content and Functionality Training

Organized by topic, the Instructor Implementation Guide provides grading rubrics, suggestions for video use, and more to save time on course prep. Our User Guide and “How do I...” YouTube videos indicate how to use MyStudentSuccessLab, and show scenarios from getting started to utilizing the Gradebook.

## Peer Support

The Student Success Community site is a place for you to connect with other educators to exchange ideas and advice on courses, content, and MyStudentSuccessLab. The site is filled with timely articles, discussions, video posts, and more. Join, share, and be inspired!

[www.mystudentsuccesscommunity.com](http://www.mystudentsuccesscommunity.com)

The Faculty Advisor Network is Pearson’s peer-to-peer mentoring program in which experienced MyStudentSuccessLab users share their best practices and expertise. Our Faculty Advisors are experienced in one-on-one phone and email coaching, webinars, presentations, and live training sessions. Contact your Pearson representative to connect with a Faculty Advisor or learn more about the Faculty Advisor Network.

## Integration and Compliance

You can integrate our digital solutions with your learning management system in a variety of ways. For more information, or if documentation is needed for ADA compliance, contact your local Pearson representative.



