



## Case Study



### UNIVERSITY OF NEBRASKA-KEARNEY

The often-unsung heroes of higher education, professors and instructors have a lot on their plates. They're tasked with developing effective and engaging curricula while also fulfilling the other requirements of their roles, like research and leadership within their university systems.

Reliance on traditional textbooks for supplemental readings and curriculum structure doesn't make this job any easier for professors or students. Textbook costs are out of control, outdated, and fail to provide students and professors access to the most up-to-date materials available. Ultimately, this hinders both professors' effectiveness and students' success.

### ABOUT SKYPEPACK

Skyepack designs custom digital course materials for educators across the country, giving them access to a dedicated team of designers who curate and create innovative—and course-specific—digital educational materials. Throughout the thorough design process, Skyepack independently builds upon instructors' existing course materials, sourcing additional relevant resources through their digital database, giving professors time back to focus on what's most important – improving their effectiveness and learning outcomes for students.

Skyepack's modernized approach to creating custom learning materials allows professors to provide students with the most up-to-date information, ensuring that course materials are as flexible as professors' lesson plans. Best of all, Skyepack's solutions are low-cost and budget-friendly, ensuring financial accessibility and equal learning outcomes for all students.

### THE CHALLENGE

As a seasoned genetics professor and department co-chair at the University of Nebraska's Kearney campus, Dr. Kimberly Carlson is used to juggling responsibilities. But outdated and expensive textbooks and learning platforms were hindering her abilities as an instructor and her students' ability to succeed in her Intro to Genetics class.

Dr. Carlson was in need of engaging, interactive, and up-to-date course materials that would bolster her as a professor and improve students' learning outcomes—and that's where Skyepack stepped in to help.

**TWO-THIRDS OF THE CLASS  
EARNED A B OR AN A, AND THE  
HIGHEST GROUP OF GRADES I  
HAD WAS AN A.**

- DR. CARLSON, DEPARTMENT CO-CHAIR  
AND PROFESSOR

## THE STRATEGY

Genetics research and the field itself are constantly evolving as scientists around the world make discoveries daily. But professors demanding roles make it impossible to evolve their class materials alongside the pace at which the field evolves; and this in combination with the other requirements of their roles makes the re-evaluation and updating of curriculum and course materials an annual task at best. In their mission to give her students the best genetics foundation possible, Dr. Carlson was in need of a solution that could out-perform her out-of-date and expensive textbook and traditional online platform.

Skyepack has exceeded this need for Dr. Carlson, who began working with the Skyepack team in October of 2021 to design an E-book for the Spring Semester. Speaking generally about her "wonderful" experience working with the Skyepack, Dr. Carlson remarked that she "can't say enough about how great this has actually been." Dr. Carlson continued, noting that she is "so glad she did it" as it gave her a "renewed love for teaching and the material again."

## A TRUSTED PARTNERSHIP

"I asked (Skyepack), 'if you ever do anything where you need people to give comments on how wonderful they think Skyepack is...please let me be that person.' It's been a wonderful experience for me. I have a renewed love for teaching and the material again."

Looking for a partner to help you develop custom digital course materials for higher education, K-12 education, and corporate instruction?

Go to the link below to schedule a 20-minute introductory call with Skyepack today!

## IMPACT

Using Skyepack's custom developed E-book has had a direct impact on Dr. Carlson's students' performance and engagement. She enthusiastically detailed this impact: historically, the majority of students to earn Cs on the first exam, but this semester, "two-thirds of the class earned a B or an A," and "the highest group of grades I had was an A."

Dr. Carlson credits improved grades and student engagement to the content that Skyepack incorporated in her E-book. She noted that "students really like the videos...and that the material is tailored to the class...it flows with the class and it's not a lot of extra material."

Continuing, Dr. Carlson also highlighted the value of this consistency between her syllabus and the E-book she developed in collaboration with the Skyepack team. "For me, I love that everything I'm talking about is in the book and it's the same way that I talk about it in class...I don't have to constantly (differentiate)...because now the book is based upon what I do."

Additionally, Dr. Carlson was complementary of the Skyepack team, noting that though she was "wary" at first, she now can't "understand why other faculty members wouldn't do this" and that it has been a "hugely positive experience" without a huge "time requirement." She continued: "Genetics...is content-dense. I was like, 'this is going to be a lot of work if I have to do it myself...but it's been enjoyable.'" Dr. Carlson also mentioned that the Skyepack experts helped her navigate copyright rules and regulations that often restrain her from incorporating outside materials into her standard classwork.

What best illustrates the impact of her experience collaborating with the Skyepack team and creating an E-book is her rave recommendations to her colleagues within the university system. Dr. Carlson serves as the Open Educational Resources (OER) chair at University of Nebraska-Kearney. She noted that Skyepack has been so impactful—both on her ability to meet OER requirements and in general— that she is giving a presentation on it to fellow faculty during OER week. She added that she has become the glorified "spokesperson" for Skyepack within the University of Nebraska system. And she's put this enthusiasm into action and is working with the University bookstore to have Skyepack included in class offerings.