

CONTENTS

Preface	iv
Meet the Cast	xx
Acknowledgments	xxvi
FOCUS Entrance Interview	xxviii

CHAPTER 1: BUILDING DREAMS, SETTING GOALS 1

FOCUS Challenge Case: Gloria Gonzales	2
Who Are You? And What Do You Want?	4
<i>Exercise 1.1 We'd Like to Get to Know You . . .</i>	5
Spending Time “in the System”	6
How Motivated Are You and How Are You Motivated?	8
<i>Exercise 1.2 The Ideal Student</i>	12
<i>FOCUS on Careers: Eric Sween, Psychologist</i>	12
Give Yourself an Attitude Adjustment	13
Six Ways to Adjust Your Attitude	13
<i>Create a Career Outlook: Psychologist</i>	13
<i>Box 1.1 Statements That Ought to Be Outlawed in College . . . and Why</i>	14
<i>Exercise 1.3 Your Academic Autobiography</i>	14
Ability versus Effort: What's More Important?	15
<i>Control Your Learning: Your Toughest Class</i>	16
What Drives You? Values, Dreams, and Goals	17
Values at the Core	18
Dreams versus Goals	18
<i>Cultivate Your Curiosity: Know Thyself! How Hard Can That Be?</i>	21
College Success: You Make the Call	21
Graduating from College: What It Takes	22
The Bad News: Obstacles along the Way	24
The Good News: Benefits at the End of the Road	24
This Course Has a Proven Track Record	25

CHAPTER 2: LEARNING ABOUT LEARNING 27

FOCUS Challenge Case: Tammy Ko	28
Go to the Head of the Class: Learning and the Brain	30
Use It or Lose It	30
Ask Questions and Hardwire Your Connections	31
Take Charge and Create the Best Conditions for Learning	31
<i>Cultivate Your Curiosity: Can You Build a Better Brain?</i>	32
<i>Control Your Learning: Your Top-Ten List</i>	36
Multiple Intelligences: How Are You Smart?	36
Translate Content into Your Own Intelligences	39
Use Intelligence-Oriented Study Techniques	40
Develop Your Weaker Intelligences	40
How Do You Perceive and Process Information?	41

<i>Exercise 2.1 VARK Learning Styles Assessment</i>	42
<i>FOCUS on Careers: Neil Fleming, University Professor, Creator of the VARK</i>	44
Using Your Sensory Preferences	45
<i>Create a Career Outlook: College Professor</i>	45
<i>Exercise 2.2 VARK Activity</i>	48

CHAPTER 3: MAKING USE OF RESOURCES: FINANCES, TECHNOLOGY, AND CAMPUS SUPPORT 49

<i>FOCUS Challenge Case: Jessica Taylor</i>	50
Resources for College Success	52
<i>Exercise 3.1 Picture Success!</i>	53
Financial Resources: <i>Managing Your Money</i>	53
The Ins and Outs of Money Management	54
<i>Exercise 3.2 Your Monthly Budget</i>	54
<i>Exercise 3.3 Create a Spending Log</i>	55
The Perils of Plastic	56
<i>Box 3.1 Financial Aid: Top-Ten FAQs</i>	58
Getting “Fiscally Fit”: Suggestions to Curb Your Credit Card Spending	58
Technology Resources: <i>E-Learning versus C-Learning</i>	60
College Students and the Net: The Good, the Bad, and the Ugly	62
<i>FOCUS on Careers: John M. Hearn Jr., IT Systems Analyst</i>	62
<i>Create a Career Outlook: Computer Scientist</i>	63
<i>Exercise 3.4 Technology Project: Group Ad</i>	66
<i>Cultivate Your Curiosity: Choose to Choose!</i>	66
Library Resources	66
<i>Control Your Learning: Your Toughest Class</i>	68
Campus Resources: <i>HELP Is Not a Four-Letter Word</i>	68
First-Year Students’ FAQs	69
<i>Social Connections</i>	69
<i>Academic Resources</i>	69
<i>Adjustment</i>	70
<i>Finances</i>	71
<i>Logistics</i>	71
<i>Technology</i>	71
<i>Health</i>	72
<i>Majors and Careers</i>	72
<i>Et cetera</i>	72
<i>Exercise 3.5 VARK Activity</i>	73

CHAPTER 4: MANAGING YOUR TIME AND ENERGY 75

<i>FOCUS Challenge Case: Derek Johnson</i>	76
Time Management Isn’t Enough	78
Energy, Our Most Precious Resource	80
Get Physically Energized	81
Get Emotionally Connected	82
“I’ll Study in My Free Time” . . . And When Is That?	83
<i>Box 4.1 Lame Excuses for Blowing Off Class</i>	84
<i>Cultivate Your Curiosity: Are You Caught in the Net?</i>	85

Schedule Your Way to Success	86
<i>Exercise 4.1 Term on a Page</i>	87
<i>FOCUS on Careers: Judith Cara, Community and Government Relations Manager, Intel Corporation</i>	88
<i>Create a Career Outlook: Public Relations Specialist</i>	89
To Do or Not to Do? There Is No Question	90
<i>Exercise 4.2 So Much to Do—So Little Time</i>	91
How Time Flies!	92
The P Word. Read This Section Now! . . . or Maybe Tomorrow . . . or . . .	93
<i>Control Your Learning: Your Toughest Class</i>	96
Beyond Juggling: Realistically Manage Work, School, and Personal Life	96
<i>Exercise 4.3 VARK Activity</i>	99

CHAPTER 5: THINKING CRITICALLY AND CREATIVELY 101

FOCUS Challenge Case: Annie Miller	102
Rethinking Thinking	104
What Is Critical Thinking?	105
<i>Exercise 5.1 And Just Why Is Critical Thinking Important?</i>	105
<i>Exercise 5.2 Critical Searching on the Internet</i>	106
A Four-Part Model of Critical Thinking	107
I. Reasoning: The Foundation of Critical Thinking	108
<i>Analyzing Arguments</i>	108
<i>Assessing Assumptions</i>	110
<i>Considering Claims</i>	110
<i>Avoiding Faulty Reasoning</i>	112
<i>Exercise 5.3 Rocky Mountain State University Case Study and Simulation</i>	113
II. Problem Solving: The Basic How-To's	115
III. Decision Making: What's Your Style?	116
IV. Thinking about Your Thinking	117
Becoming a Better Critical Thinker	118
<i>FOCUS on Careers: Harold "Hallie" Tyler, Federal Judge</i>	118
<i>Create a Career Outlook: Judge</i>	119
Unleash Your Creativity!	120
Creativity: "Thinking Outside the . . . Book"	121
Ten Ways to Become a More Creative Thinker	122
<i>Exercise 5.6 VARK Activity</i>	124

CHAPTER 6: ENGAGING, LISTENING, AND NOTE-TAKING IN CLASS 125

FOCUS Challenge Case: Lindsey Collier	126
Get Engaged in Class	128
Dare to Prepare	128
Follow the Rules of Engagement	130
Listening with Focus	131
"Easy Listening" Is for Elevators—Focused Listening Is for Classrooms	132
Listening Is More Than Hearing	133
Listen Hard!	133

Get Wired for Sound	134
Identify Lecture Styles So You Can Modify Listening Styles	135
<i>Cultivate Your Curiosity: Quiet Your Mind!</i>	136
<i>Control Your Learning: Your Toughest Class</i>	137
Ask and You Shall Receive	138
<i>Exercise 6.1 One-Way versus Two-Way Listening</i>	139
<i>Exercise 6.2 How Well Do You Listen?</i>	139
Taking Lecture Notes: Different Strokes for Different Folks	141
The Cornell System	142
Mind Maps	142
PowerPoint Miniatures	144
Parallel Note-Taking	144
Using Lecture Notes	145
<i>FOCUS on Careers: Karen Springen, Newsweek Journalist</i>	146
<i>Exercise 6.3 Note-Taking 4-M</i>	147
<i>Create a Career Outlook: Journalist</i>	147
<i>Exercise 6.4 VARK Activity</i>	148

CHAPTER 7: DEVELOPING YOUR MEMORY 149

FOCUS Challenge Case: Kevin Baxter	150
Memory: The <i>Long</i> and <i>Short</i> of It	152
<i>Exercise 7.1 Test Your Memory</i>	154
The Three R's of Remembering: Record, Retain, Retrieve	154
Your Sensory Memory: Focus	155
Your Working Memory: Record	156
<i>FOCUS on Careers: DeLanna Studi, Actress</i>	156
<i>Create a Career Outlook: Actor</i>	157
Your Long-Term Memory: Retain and Retrieve	158
Twenty Ways to Master Your Memory	159
Make It Stick	159
Make It Meaningful	161
Make It Mnemonic	161
<i>Cultivate Your Curiosity: Act on Your Memory!</i>	162
Manipulate It	163
Make It Funny	164
<i>Control Your Learning: Your Toughest Class</i>	165
How Our Memories (uh . . . hmmm . . .) Fail Us	166
Deepen Your Memory	167
<i>Exercise 7.2 VARK Activity</i>	168

CHAPTER 8: READING AND STUDYING 169

FOCUS Challenge Case: Katie Alexander	170
Who Needs to Read?	172
<i>Exercise 8.1 What Is Your Reading Rate?</i>	173
Read Right!	175
<i>Cultivate Your Curiosity: Reading When English Is Your Second Language</i>	178

<i>Exercise 8.2 Marginal Notes</i>	179
<i>FOCUS on Careers: Barbara Swaby, Literacy Expert</i>	180
<i>Create a Career Outlook: Teacher</i>	181
<i>Control Your Learning: Your Toughest Class</i>	182
<i>Exercise 8.3 You Are What You Read!</i>	183
Meta-what? Metacognition, Reading, and Studying	183
Becoming an Intentional Learner: Make a Master Study Plan	184
Sprinting to the Finish Line: When to Take Shortcuts	186
A Final Word about Reading and Studying	187
<i>Exercise 8.4 VARK Activity</i>	188

CHAPTER 9: TAKING TESTS 189

FOCUS Challenge Case: Joe Cloud	190
Testing 1, 2, 3 . . . <i>Show What You Know</i>	192
<i>Before the Test: Prepare Carefully</i>	193
Cramming: Does “All or Nothing” Really Work?	196
Test-Taking: High Anxiety?	197
<i>Cognitive</i>	198
<i>Emotional</i>	199
<i>Behavioral</i>	199
<i>Physiological</i>	199
<i>Cultivate Your Curiosity: Reduce Math Anxiety and Increase Your Test Scores!</i>	200
<i>During the Test: Focus and Work Hard</i>	200
<i>FOCUS on Careers: Beth Robinson, The College Board</i>	202
Taking Objective Tests	203
<i>Create a Career Outlook: Manager, Nonprofit Organization</i>	203
True-False: Truly a 50–50 Chance of Getting It Right?	204
Multiple Choice or Multiple Guess? Taking the Guess Work Out	204
Short-Answer, Fill in the Blank, and Matching Tests	206
Taking Subjective Essay Tests	207
<i>Control Your Learning: Your Toughest Class</i>	210
Don’t Cheat Yourself!	210
<i>After the Test: Continue to Learn</i>	212
<i>Exercise 9.1 VARK Activity</i>	213

CHAPTER 10: BUILDING RELATIONSHIPS 215

FOCUS Challenge Case: Kia Washington	216
The Heart of College Success	218
What Is Emotional Intelligence?	219
<i>Intrapersonal Skills (Self-Awareness)</i>	220
<i>Interpersonal Skills (Relating to Others)</i>	220
<i>Stress Management Skills</i>	220
<i>Adaptability Skills</i>	220
<i>General Mood</i>	220
Can Emotional Intelligence Be Improved?	221
What Is This Thing Called Love?	223

	<i>Cultivate Your Curiosity: Build Relationships, One Drop at a Time</i>	224
Communicating in Relationships		225
	<i>Control Your Learning: Your Toughest Class</i>	227
Breaking Up Is Hard to Do		228
Diversity Makes a Difference		230
	<i>FOCUS on Careers: Linda Holtzman, Diversity Trainer</i>	230
	<i>Create a Career Outlook: Human Resources</i>	231
Appreciate the American Mosaic		232
	<i>Box 10.1 Service-Learning: Learning by Serving</i>	233
	<i>Exercise 10.1 VARK Activity</i>	233

CHAPTER 11: CHOOSING A COLLEGE MAJOR AND CAREER 235

	<i>FOCUS Challenge Case: Ethan Cole</i>	236
What's the Connection?		238
	College in a Box?	238
	How Do the Disciplines Connect?	239
	<i>Control Your Learning: Your Toughest Class</i>	241
How to Choose a Major and a Career		241
	Step 1: Follow Your Bliss	241
	<i>Cultivate Your Curiosity: Focus Your I's!</i>	242
	Step 2: Conduct Preliminary Research	243
	Step 3: Take a Good Look at Yourself	244
	<i>Send in the SWOT Team!</i>	244
	<i>Exercise 11.1 Group Résumé</i>	246
	<i>Box 11.1 Five Ways to Open the Door (or Close It) during an Interview</i>	246
	Step 4: Consider Your Major versus Your Career	247
	<i>FOCUS on Careers: Tanya Sexton, Associate Partner, Lucas Group Consulting Firm</i>	248
	<i>Create a Career Outlook: Recruiter</i>	249
	<i>What's Your Academic Anatomy?</i>	250
	<i>Exercise 11.2 Get a Job!</i>	252
How to Launch a Career		252
	<i>Box 11.2 A Model Résumé</i>	254
	<i>Exercise 11.3 VARK Activity</i>	256
	<i>FOCUS Exit Interview</i>	257
Notes		261
Credits		279
Index		281