Feasibility of increasing the percentage of students who utilize tutoring resources offered by Hamline University.

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Agenda

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Introduction

- Examined the feasibility of increasing the number of students utilizing the tutoring center at Hamline University

- Researched:

  - ❖ Affordability of promoting the tutoring center.

  - ❖ Correlation of academic success and tutoring.

  - ❖ Marketing strategies for promoting the tutoring center.

Criteria

- If student support programs were promoted more, will this increase the number of students who utilize the tutoring resources offered by the University?

- Does the utilization of resources such as the tutoring center correlate with the academic success of a college student?

- Is it possible to market the tutoring center to on-campus students as well as off-campus students?

Methods

- Developed a questionnaire to analyze the opinions of Hamline students regarding the tutoring center.

  ❖ Used collected data to develop a marketing strategy to promote the tutoring center on and off-campus.

- Found relevant peer reviewed articles using:

  ❖ The Bush memorial library

  ❖ Google scholar

Methods

- Researched the relationship between students who utilized tutoring resources and their academic success.

- Found a peer reviewed article about the effects of proper marketing on google scholar.

  ❖ Noted main ideas from the article for future use in my marketing strategy to help promote the tutoring center.

Results: Student Survey

79.4% of Hamline students who participated in this survey expressed that they would like to see the tutoring center promoted more than it is right now.
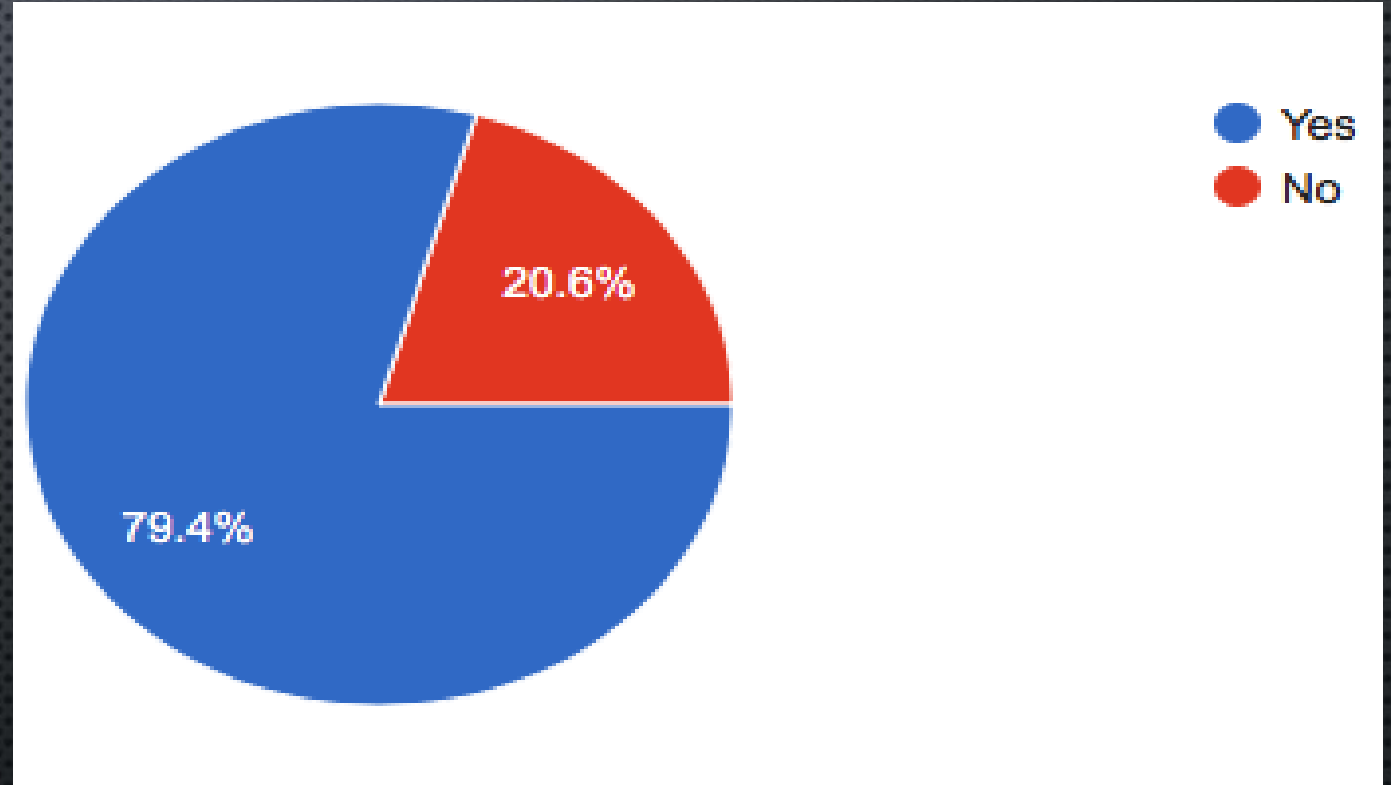
Results: Student Survey

These results showed that majority of the students who took the survey expressed that the best way to inform them of events happening on campus was through email notifications
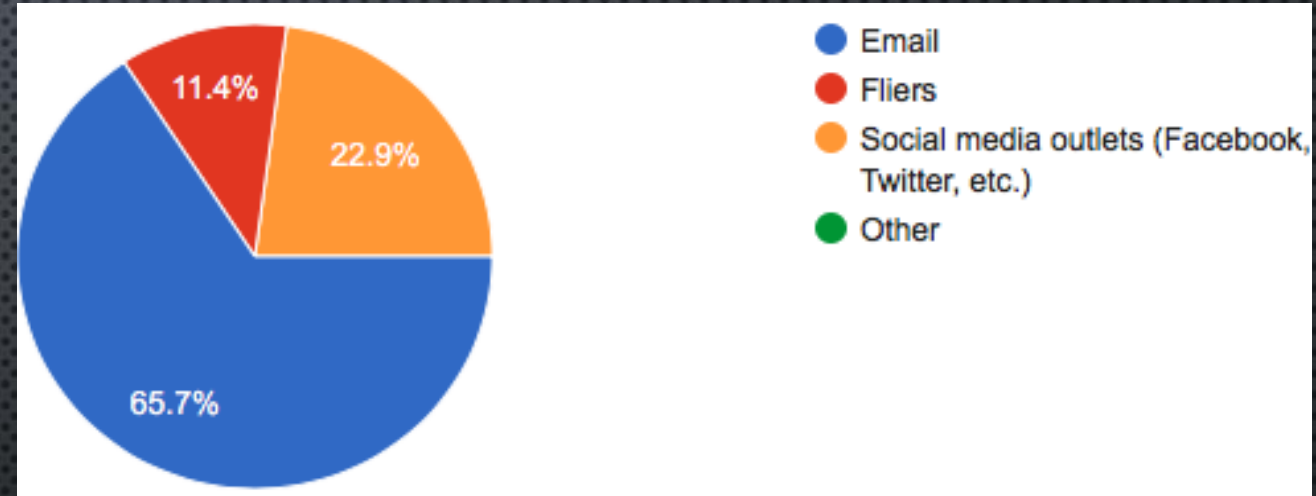
Results: Peer Reviewed articles

- Found:

  - Students who utilized tutoring resources have higher grade point averages than students who don not utilize them.

  - By promoting the tutoring center through email the University will cut the cost's of previous marketing strategies (printing flyers, setting up informational booths around campus)

    - ❖ By using email to advertise the tutoring center both on and off-campus students will receive equal exposure to information regarding tutoring resources.

Conclusion

- Research supports that the proper marketing can impact the attendance of an event and or the utilization of service provided.

- Promoting the tutoring center through email is affordable and will help cut costs of promoting the tutoring center.

- As a result of promoting the tutoring center through email both on and off-campus students will have equal exposure to information regarding tutoring services.

Recommendation

- Conduct more research regarding the best marketing strategies when targeting college students.

- Include more student participants to get a better representation of the overall student body at Hamline University .