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Wail Malik Eltag
Marketing Major
Hamline University

Letter of Transmittal

Dear Marketing & Creative Services,

The reason why I wanted to pursue this feasibility project is because I know first-hand how important proper academic support is when a student's main goal in college is to achieve academic success. I would like the chance to thank the marketing & creative services department for giving me the opportunity to conduct this feasibility project. In this report, I will be going over the importance of tutoring, and how it is directly correlated with a student's academic success, and whether it is feasible to increase the number of students who are utilizing the tutoring center. I will also be discussing the best way to inform students about the tutoring opportunities offered by the university.

Sincerely,

Wail Eltag

Increasing the utilization of tutoring resources at Hamline university: A Feasibility Study

Wail Eltag

Hamline University

Abstract

The purpose of this paper was to determine whether it was feasible for Hamline university to increase the number of students who utilized their tutoring resources. Research includes peer-reviewed articles retrieved from a combination of the Bush memorial library database and Google scholar. Research also includes surveys of students at Hamline university. It was discovered that this project was feasible because sending information regarding tutoring services cost nothing. It also informed students of the tutoring resources that were offered by the university making them more likely to utilize them.

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Introduction

Universities offer a wide range of academic resources. These resources help students achieve their academic goals; whether it is extra help studying for a calculus exam, or finding the right journal article in the library to help finish their English paper.

Developing good study habits during a student's time in college plays a crucial role in their academic success. All universities offer resources such as libraries and tutoring centers. The problem is; the scarce numbers of students who use the tutoring center. These resources were designed to help students better understand the material covered in their classes. I believe that if the tutoring opportunities at Hamline were properly marketed to students, we would see an increase in the utilization of the tutoring center by students.

Students who utilize tutoring on average have 0.2 points higher grade point averages, and 10% higher retention rate than those who do not use the tutoring center (Cooper, 2010). Properly marketing the tutoring center will not just increase the number of students who utilize the tutoring center. It will also increase a student's grade point average, and thus, increases a student's chances of academic success.

James A Kulik Conducted an experiment at the university of Michigan with a group of students who were being tutored and a control group of students that weren't being tutored. In this study, Kulik found that students who were receiving tutoring were scoring higher on their examinations than the students who were in the control group (Kulik, 2016).

To increase the number of students who use these academic resources we need to promote our tutoring centers. To do this properly, I must first conduct a survey at Hamline to see how students prefer to be contacted about information regarding scheduling tutoring

appointments and offering them incentives for using these resources. (plus additional research)

since then

Methods

On October 16, 2016, I received permission to proceed with researching my feasibility project. I started research process by using Hamline University's online library database to find peer reviewed articles. This topic is important because students who utilized tutoring centers ten times more a quarter had 10% higher rates of persistence and 0.2 points higher GPA than students who didn't utilize drop-in tutoring (Cooper, 2010).

When I initially started researching my topic on the Bush library database I found it difficult to link together keywords to find relevant articles on my feasibility topic. Professor Soria was extremely helpful when it came to this matter because she spent a class period teaching us how to conduct effective searches on the libraries database.

She did this by recommending that we brainstorm a list of words that pertain to the articles we hoped to find and limiting our searches to three keywords. She also recommended that we used Google scholar to help with our research. Using the same keywords, I found it easier to find more relevant articles on Google scholar than the bush library database. Once I gathered enough articles I began to analyze their information.

I also had the opportunity to create a survey that consisted of 10 questions that would later help me determine if it is feasible to increase the number of students who utilize the tutoring center. Out of the ten questions that were created three of the questions were demographic, three were contact preference questions, and four questions were regarding the student's opinion on the utilization of the tutoring center.

Method Overview:

- I created a survey that allowed me to get a feel for how many students utilize tutoring at Hamline.
- This survey included questions like: “how often do you use the tutoring center?” “Where do you go when you seek extra help with homework assignments, and studying for exams?” and “the times that you have utilized the tutoring center, did you find it helpful?”
- I used the results from this survey to help answer my criteria questions
- I conducted more research to find:
 - The correlation between utilizing tutoring centers, and the graduation rate of college students.
 - How to better promote the use of academic resources among college students.
 - Reasons behind students not seeking tutors when they should.

Results

I began my primary research by conducting a survey that was taken by students at Hamline University. The first question asked in the survey was a demographic question to figure out the living situation of the 35 students who participated in the survey. These results reflected that 88.6% of the Hamline students who took the survey lived off campus.

This raised an important question: Are off-campus students receiving the same amount of exposure to tutoring promotion as students who lived on campus. Students who live on campus have the benefit of constantly being exposed to fliers and promotional booths promoting tutoring resources, while off-campus students might be missing out on this regular exposure.

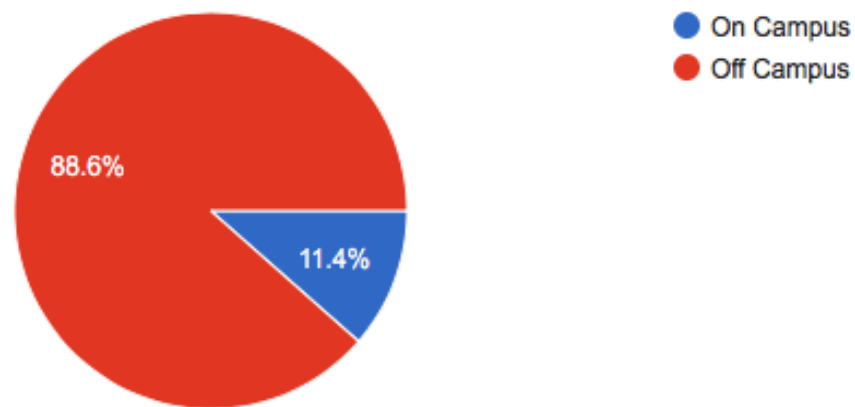


Figure 1. Hamline student's living situation, off-campus or on campus.

This graph served the purpose of giving me an idea of the best way to contact students about events happening on campus such as tutoring opportunities. The 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, of the 35 students surveyed 11% of these students expressed that they preferred fliers.

This means that the best way to inform students about tutoring resources is through email and not traditional fliers, this would allow both on and off campus students to be equally exposed to this information. Because of this equal exposure, Hamline students will be well informed of the tutoring resources offered at the university. This may cause an increase of utilization of the tutoring center.

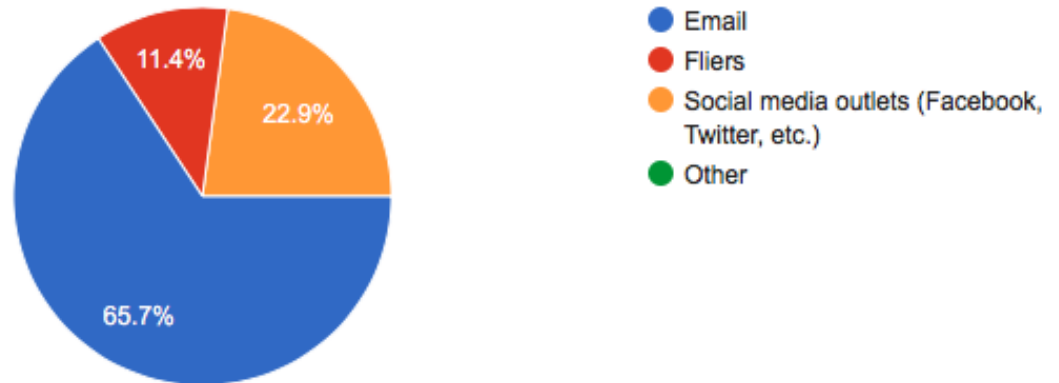


Figure 2. Hamline students preferred method of contact.

The survey also supports that 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. We must change the way it's being promoted because the data supports that promotion through fliers, social media, and other outlets such as booths are the least preferred methods of communication among Hamline students.

To be effective, we must promote tutoring resources through email as suggested by many the students who participated in this survey. That way the information about the tutoring

resources offered by the university will reach a wider audience, which may result in an increase of utilization of the tutoring center by Hamline students.

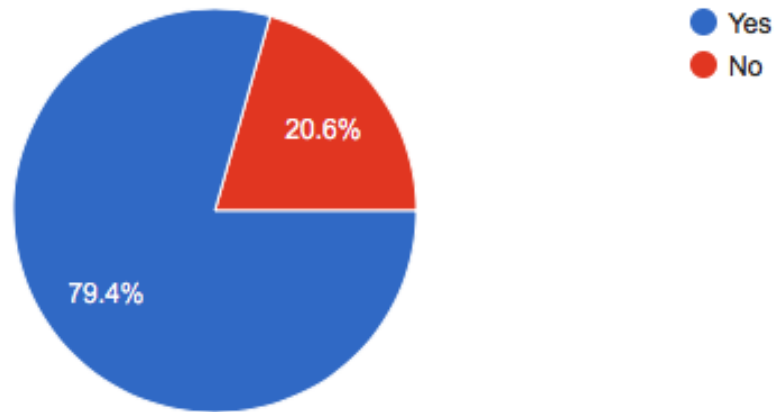


Figure 3. Should Hamline try to promote the tutoring center more than it is now?

First criteria question: Is there a need for better promotion of the tutoring center?

Looking at figure 3 we see that many of the Hamline students who participated in this survey expressed that they would like to see the university promote the tutoring center more than it is being promoted currently. We can conclude from these statistics that Hamline students are interested in learning more about these tutoring resources offered by the University.

Second criteria question: Is it affordable to improve the promotion of tutoring resources offered by the university?

Yes, it is affordable. When we analyze the data provided in figure 2 students were asked what their preferred method of contact was and the statistics showed that 65 percent of students who participated in the survey preferred to be contacted by email.

Hamline currently uses promotional fliers and info booths to promote tutoring services. Here is the problem, if you refer to Figure 1 you'll notice that most the students who took this

survey lived off campus. Which means that students who live off campus don't receive the same amount of exposure to these fliers and info booths as students who live on campus. By switching over to e-mail Hamline will cut the cost of expenses used for printing fliers and setting up information booths.

Third criteria question: Are there any benefits from promoting the tutoring center?

Yes, if Hamline properly promotes the tutoring resources offered by the school this will increase the number of students who utilize them. If more students are utilizing the tutoring center this can help students achieve a higher grade point average. With a higher-grade point average this also implies that a student chances of academic success will become greater. Overall academic success decreases the percentage of students who drop out from Hamline. Which means a higher retention rate at Hamline university.

Conclusion

The research conducted in this feasibility project along with the results from the survey conducted makes it clear that it is feasible to increase the number of Hamline students who utilize the tutoring center. This will be done by promoting the tutoring resources less through fliers and information booths and more through email notification. This way both on and off campus students will receive the same amount of exposure to the promotion of the tutoring center.

Recommendations

Although It was concluded that it was feasible to increase the number of students utilizing the tutoring resources at Hamline. If this study was conducted again I would recommend that more research is conducted regarding the best marketing strategies when targeting college students because by doing this, it would give Hamline more ways besides email notifications to inform our student body about tutoring help opportunities. I also recommend that when conducting surveys that I should include more student participants to get a better representation of the overall student body at Hamline.

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