

Academic Resource Center (ARC)

Deliverable #1
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Agenda

- Executive Summary
- Methodology/Objectives/Sample
- Results and Key Insights
- Recommendations
- Appendix





Executive Summary

Business Issue: What is the most effective way for Seton Hall Academic Resource Center (ARC) to communicate and market their services to current undergraduate students across a wide range of academic abilities and diverse demographics?

Methodology: 15 minute interviews (15 total)

Key Findings: (1).....(2).....(3)....(4)...

- (1) Students who didn't attend the ARC lacked knowledge about details such as location and services provided
- (2) Most students were motivated by self improvement and professor requirements.
- (3) Students seek greater accessibility to tutoring during extended hours and faculty desires unique workshop events that cater to a broader range of students.
- (4) Faculty members view the ARC as beneficial to students who use it properly, students who apply the study/learning strategies taught in the ARC into their regular study routines.
- (5) Students have a generally high opinion of the ARC, but don't have enough information to consistently use it.

Methodology



Methodology - The Pirates

- Interviews:
 - Conducted between 9/25-10/4
 - Duration: 15 minutes
 - Total: 15 interviews
 - Incentive: Raffle to win a \$50 basket from the Seton Hall Bookstore



Respondents	
Faculty	5
Students who have used the ARC	5
Students who have NOT used the ARC	5
<u>TOTAL:</u>	15



Objectives

Identify the key factors that contribute to student success in the ARC tutoring program.



Determine the best way to deliver tutoring services to students



Develop a plan to improve the efficiency and effectiveness of the ARC tutoring program.

Results and Key Insights



WHAT PREVENTED STUDENTS FROM ATTENDING THE ARC

- **What/where** are the services?
- Unsure of what ARC offered/how it can help

“I was not aware of most services the ARC has provided.”



Key Finding: Students who didn't attend the ARC lacked knowledge about details such as location and services provided

MOTIVATING FACTORS FOR STUDENTS TO ATTEND THE ARC

- Personal growth and improvement
- Individualized Attention: ARC offers one on one tutoring in subjects
- Along with the improvement in grades, students were offered extra credit in some classes for attending the ARC

"The deeper explanations of concepts that I've struggled with has helped me when taking exams"



Key Finding: Most students were motivated by self improvement and professor requirements.

WHAT DID STUDENTS AND FACULTY THINK THE ARC IS MISSING?

- More **accessible hours** during after-hours and busy times of the year.
- **Increase awareness** of the ARC (Location, Drop-In Hours)
- Students believe that the ARC is **only** for students who are **struggling**
 - They would like to see more unique workshops to emphasize the effectiveness of the ARC

"Not everyone needs tutoring. Some people don't want to go out of their way, so they just go on YouTube." - Student who has **NOT** used the ARC



Key Finding: Students seek greater accessibility to tutoring during extended hours and faculty desires unique workshop events that cater to a broader range of students.

WHAT ARE THE OVERALL THOUGHTS OF THE ARC FROM FACULTY MEMBERS?

- Student proactiveness (in relation to the ARC) is fundamental to their success
- The ARC helps students form good study habits
- Faculty Members advocate for students to utilize the ARC often through Blackboard or E-Mail

"Programs can be challenging for some students, so staying proactive can help students be successful in a difficult course."



Key Finding:. Faculty members view the ARC as beneficial to students who use it properly, students who apply the study/learning strategies taught in the ARC into their regular study routines.

WHAT DID STUDENTS THINK ABOUT THE ARC?

- Believe it is a helpful tool that's hard to find.
- A great tool to help those who want to improve their academic abilities.
- Hidden was a commonly used word.
 - Feel like the ARC's location and services aren't properly communicated.

“My appointment at the ARC was great! I wish I knew how to make one sooner”



Key Finding: Students have a generally high opinion of the ARC, but don't have enough information to consistently use it.

WOW



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A blue arched sign with a gold border and a crest at the top, mounted on two blue posts. The sign is set against a black metal fence. To the left is a brick pillar, and the base of the sign is surrounded by grey stones.

BEFORE

"I'm so stressed out. I have a Stats Final, Market Research Presentation & 2 Interviews next week."

"I wish there was a resource on campus we could use."

"I know. College is so overwhelming. I don't know what to do."



AFTER

"I'm so glad we saw that ARC Instagram post that they were hosting a Stress Reduction Workshop"

"The ARC is such a great resource for students to use, even if they aren't struggling with a specific subject"

"I know! I don't feel overwhelmed at all anymore. I have a plan and I'm ready to take action."



Recommendations



RECOMMENDATIONS

- Share more details
 - Most students who didn't attend simply lacked the proper information.
 - Some even said the ARC felt hidden.
- Work with more professors
 - Many students attended due to a professor's requirement, so following down the path of having ARC be mandatory or asking professors to require it more will increase repeat attendance.
- Refocus advertisement
 - Students were drawn in by mostly the free tutoring and self improvement aspects so refocusing advertisements to put those to the forefront will likely increase attendance.

FUTURE RESEARCH

- Expand the sample size
 - This round of research was impactful, and it seems we have been asking all the right questions.
 - For the upcoming survey we should be focusing on similar questions, just increasing the sample size to get a better view of the overarching opinions on the arc.

Thank You!

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Appendix



Recruitment Email

Good evening professor,

I am currently taking a Market Research class, in which I am working with the Academic Resource Center to understand more about how students utilize the resources.

I was referred to you by Nicole Paternoster Director of the Academic Resource Center, who my team is working with to do said research, who suggested that you would be willing to speak with us.

I wanted to ask if you'd be willing to do an interview to help my team understand student's behavior when it comes to the ARC.

Thank you for your time.

Discussion guide (Attending students)

1.How often have you utilized the services provided by the ARC (Academic Resource Center) for tutoring this semester?

2.Which subjects or courses have you sought tutoring for at the ARC this semester? (Select all that apply)

3.How satisfied are you with the tutoring services provided by the ARC? Explain.

4.What aspects of the ARC tutoring services do you find most valuable or helpful?

5.Are you aware of the different types of services available at the ARC, such as academic coaching, tutors and residence, and supplemental instruction? If so, which type(s) have you used, and how satisfied are you with each?

6.How easy or difficult was it for you to schedule a tutoring appointment at the ARC?

7.Did the tutoring sessions meet your expectations in terms of helping you understand and improve your coursework?

8.Have you noticed an improvement in your overall academic performance as a result of using ARC tutoring services?

9.How would you rate the professionalism and knowledge of the ARC tutors?

Discussion guide (attending students) cont.

10.Are there any specific areas where you believe the ARC tutoring services could be improved?

11.Would you recommend ARC tutoring services to other Seton Hall University students? Why or why not?

12.Do you have any additional comments or suggestions regarding ARC tutoring that you would like to share?

13.Are there any specific times or days of the week that you would prefer for ARC tutoring sessions to be offered?

14.Would you be interested in additional resources or workshops provided by the ARC to enhance your study skills or academic success?

15.How did you hear about ARC tutoring services (e.g., from professors, flyers, word of mouth, online resources)?

16.Are there any barriers or challenges you've faced when accessing ARC tutoring that you would like to see addressed?

Discussion guide (non-attending students)

1.Where did you hear about the ARC's services?

2.What services are you aware that they provide?

3.If you have spoken to students who have used the ARC, what did they say about it, how did that influence your opinion or perception.

4.Do you think the ARC has something to offer you personally?

1.if yes why haven't you used ARC's services.

2.if not, what do you wish the ARC offered that would better for you as a student.

5.What is your overarching perception of the ARC?

6.What would motivate you to use the ARC?

7.What barriers do you feel are in the way of you using the ARC as a resource?

8.Have you used any other tutoring services, aside from when required?

Discussion Guide (Professors)

- 1.What made you decide to push students to use the ARC?
- 2.Are you aware of the full reach of the services that the ARC offers?
- 3.Do you see a tangible difference in students who do vs don't use the ARC?
- 4.Do you offer extra credit or base part of their grade on whether they attend the ARC?
- 5.How often per semester do you give students the opportunity to use the ARC.
- 6.Have you noticed that your students revisit the ARC after attending for the first time?
- 7.Do you believe students who have gone once are more likely to go again than for another student to go for the first time?
- 8.Do you have an average estimated percentage grade difference between students who use the ARC and those who don't? A rough estimation works as well.

Discussion Guide (Professors)

9. Do you put information about the ARC in your syllabus or in blackboard/Canvas?

10. If not, then how do you make your students aware?

11. In your discussions with students, what do you feel is the overall impression of the ARC?

12. Do you feel that any demographic seems more or less likely to use the ARC, if so which stand out as the least likely to use it?

13. Do you feel that attending tutoring should be a mandatory part of the college curriculum, as a reminder the writing center is already required for English 1.

- If not, do you feel more professors should include the ARC as a part of their personal curriculum.