

# Academic Resource Center (ARC)

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Deliverable #2  
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# Agenda

- Looking back at Phase 1
- Executive Summary
- Methodology/Objectives/Sample
- Results and Key Insights
- Recommendations
- Appendix







# Looking Back

In phase #1 we conducted **15 Tele-Depth interviews** to understand what motivated students to attend the Arc and understand what the Arc was missing regarding marketing techniques.

**Top recommendation from Phase #1:** Increase Marketing techniques /details to get more students to attend the ARC and to collaborate with more Professors in the University.

**Key Findings from Phase #1:**

- (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.





# 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?

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

- (1) Making information like hours of operation and the full range of services provided more easily findable for students will likely increase attendance.
- (2) Most students found the one-on-one tutoring to be more beneficial.
- (3) Scheduling appointments could be made easier, but it is not a huge deterrent, most people do not return very often after a first or second appointment.
- (4) Students are made aware that they can receive satisfactory tutoring at the ARC, but other services that the ARC has are unknown.
- (5) More students would like to see ARC utilizing social media platforms such as Instagram to reach them and learn more about the ARC services.
- (6) For the most part, students simply don't feel they have much to gain from attending the ARC.



# Methodology





# Methodology - The Pirates



- Survey:
  - Released on November 8
  - Duration to complete: 5 minutes
  - Total: 70 Responses
  - Incentive: Raffle to win a \$50 basket from the Seton Hall Bookstore

| Respondents   |    |
|---------------|----|
| Freshman      | 23 |
| Sophomore     | 17 |
| Juniors       | 13 |
| Seniors       | 17 |
| <u>TOTAL:</u> | 70 |



## Objectives

Gauge the success  
of student's  
experiences at the  
ARC.



Compare the opinions  
of students who have  
and have not attended  
the ARC.



Understand the  
current impressions  
of the ARC's  
marketing tactics.



# Results and Key Insights





# FAMILIARITY WITH THE ARC

- 76% of students who haven't attended the ARC have heard of it.
- 53% of students had trouble in class and needed to seek assistance.
- 46% of students have attended tutoring with the ARC.
- *In 1-3 sentences, please describe how familiar you are with the ARC's services*
  - Most people weren't very familiar what the ARC offers or only knew of the most basic information required to use the service they did.

“Not very familiar, I only went to the writing center once but I'm not even sure if that's part of ARC.”



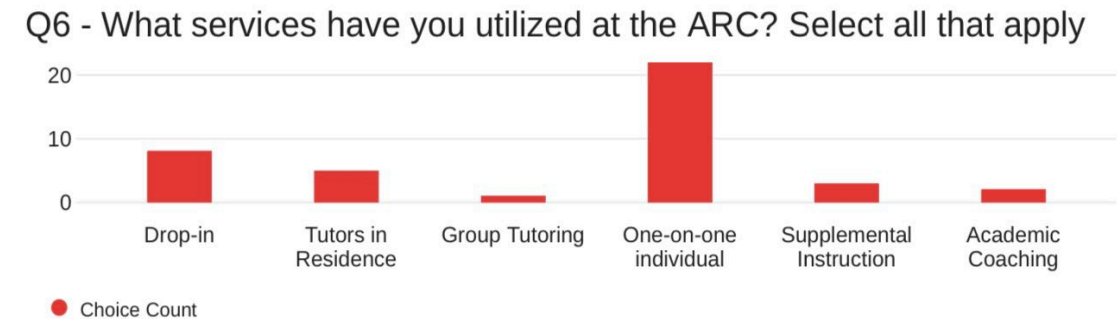
**Key Finding:** Making information like hours of operation and the full range of services provided more easily findable for students will likely increase attendance.



# FAMILIARITY WITH THE ARC

- *What services have you utilized at the ARC?*
  - Top 3 attributes:
    - Over half the people who took the survey utilized **one-on-one** tutoring
    - Drop-in
    - Tutors in Residence
  - Bottom 3 attributes:
    - Supplemental Instruction
    - Academic Coaching
    - Group Tutoring is the least utilized resource at the ARC

Around 79% of the responses yielded a "One-on-One individual" response, signifying that this is far and away the most sought out form of tutoring. "Drop-in" was the 2nd most frequent answer, occurring 29% of the time.



**Key Finding:** Most students found the one-on-one tutoring to be more beneficial.



# PROCESSES AT THE ARC

- How would you describe the appointment scheduling process for the ARC?
  - Average answer 7.46 out of 10
- Since coming to Seton Hall, how many separate classes have you utilized the ARC for?
  - 0 – 4%
  - 1-2 – 71%
  - 3-4 – 18%
  - 5+ – 7%

“Scheduling an appointment was easy, though I don’t know that I would go again”



**Key Finding:** Scheduling appointments could be made easier, but it is not a huge deterrent, most people do not return very often after a first or second appointment.



# TUTORING AT THE ARC

- 50% of students *agreed, while 36% strongly agreed* with the following statement: The tutors met my expectations in terms of knowledge and tutoring abilities.
- 59% of students feel they have received adequate information about the tutoring services, availability and benefits.
- 69% of students feel that the tutoring services were adequately promoted and advertised at Seton Hall.

“I've visited the ARC multiple times and found help with topics and subjects I struggled with on my own.”



**Key Finding:** Students are made aware that they can receive satisfactory tutoring at the ARC, but other services that the ARC has are unknown.



# Concerns with the ARC

- In 1-3 sentences, how can the ARC improve its advertising efforts.
  - Most students who took the survey had similar response. They want to see ARC market more on social media to the students.
  - Other students wanted information regarding the physical-location of the ARC to be pushed.
- In 1-3 sentences, are there any other questions or concerns you may have for the Academic Resource Center
  - Some students were concerned about the lack of tutors for a specific subject. Or there being a tutor at all for a certain class.

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



**Key Finding:** More students would like to see ARC utilizing social media platforms such as Instagram to reach them and learn more about the ARC services.



# CONCERNS WITH THE ARC PT. 2

- What are some difficulties or concerns you face that prevent you from attending the Academic Resource Center?
  - Top 3
    - 55% - Not feeling the need for additional help
    - 45% - Scheduling Conflicts
    - 28% - Difficulty accessing or locating the tutoring services
  - Bottom 3
    - 24% - Lack of awareness about tutoring services
    - 17% - Concerns about the quality of tutoring
    - 3% - Other

“I’m sure the ARC would be helpful I just don’t need the help right now”



**Key Finding:** For the most part, students simply don’t feel they have much to gain from attending the ARC.



WOW

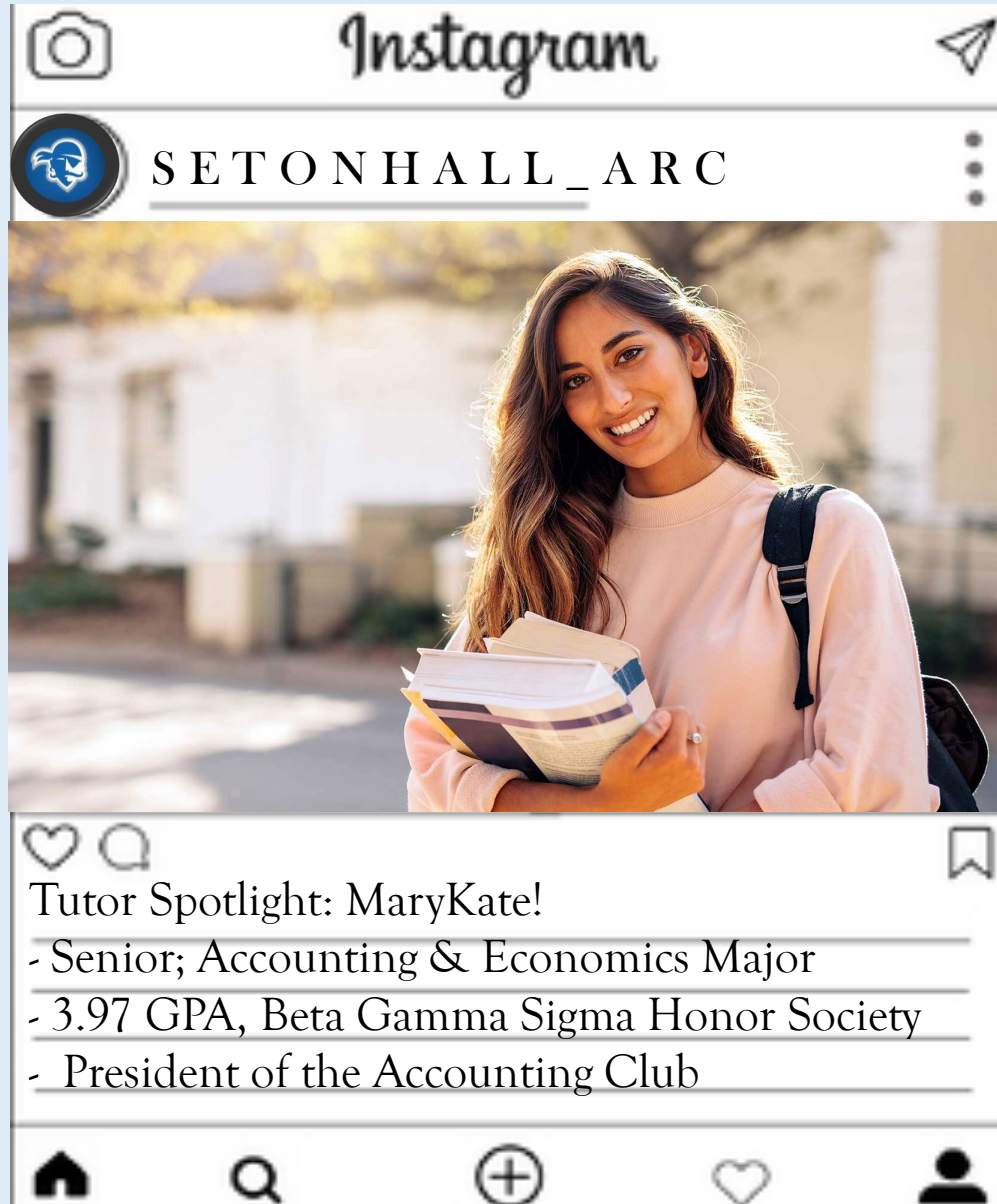


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A blue arched sign with a gold border and a crest at the top, mounted on two blue posts. The sign is set against a black metal fence. To the left is a brick pillar, and the base of the sign is surrounded by grey stones.



# Meet the ARC Tutors with a Weekly Tutor Spotlight Post





# Recommendations





# RECOMMENDATIONS

- Create more interactive content on social media/throughout campus to grab the attention of all students, not only those who have trouble in class.
- Make an effort to increase awareness of the ARC's physical location and hours. A number of students were aware of the Academic Resource Center's existence, yet did not know where to go from there.
  - Push for integration into LMS's such as Canvas and Blackboard to make attaining information on the ARC as accessible as possible for students.
- Emphasis the credentials of the tutors to strengthen the credibility and trustworthiness of the ARC Center, as well as increase retention of students.
  - This can be done through promotional materials/marketing channels to attract students.



Thank You!

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

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# Appendix





# Recruitment Email

Greetings Seton Hall Students,

We are a group of students gathering survey responses for a Market Research class, if you take the following survey regarding the ARC you will be entered into a raffle for a \$50 gift basket of items from the Seton Hall Bookstore.

\*Link to survey\*



# Survey Questions

## ARC Research Survey

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Start of Block: Intro/Screeners

Q1 **Thank you** for taking our survey! Your response will help us research the habits of students relating to the Academic Resource Center. **All your responses are confidential.**

At the end you will be entered into a raffle to win a **\$50 gift basket** full of items from the **Seton Hall University Bookstore!**

This survey should take 5-7 minutes to complete.

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# Survey Questions

Q2 Are you a current Seton Hall undergraduate student?

☐ Yes (1)

☐ No (2)

*Skip To: End of Survey If Are you a current Seton Hall undergraduate student? = No*

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# Survey Questions

Q3 What year are you?

- ☐ Freshman (1)
- ☐ Sophomore (2)
- ☐ Junior (3)
- ☐ Senior (4)

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# Survey Questions

Q8 Have you had trouble in any classes and needed to seek assistance?

☐ No (1)

☐ Yes (2)

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Page Break



# Survey Questions

Q4 Have you ever attended tutoring with the Academic Resource Center?

☐ Yes (1)

☐ No (2)

*Skip To: End of Block If Have you ever attended tutoring with the Academic Resource Center? = No*

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# Survey Questions



Q5 In 1-3 sentence please describe how familiar you are with the ARC's services

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# Survey Questions

Q6 What services have you utilized at the ARC?  
*Select all that apply*

- ☐ Drop-in (1)
- ☐ Tutors in Residence (2)
- ☐ Group Tutoring (3)
- ☐ One-on-one individual (4)
- ☐ Supplemental Instruction (5)
- ☐ Academic Coaching (6)

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# Survey Questions

Q7 Since coming to Seton Hall, how many separate classes have you utilized the ARC for?

- ☐ 0 (1)
- ☐ 1-2 (2)
- ☐ 3-4 (3)
- ☐ 5+ (4)

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# Survey Questions

Q9 How would you describe the appointment scheduling process at the ARC?

0 1 2 3 4 5 6 7 8 9 10

0 being the hardest and 10 being the easiest

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# Survey Questions

Q10 Use the answers to indicate how much you agree with the following statement

The tutors met my expectations in terms of knowledge and tutoring abilities.

- ☐ Strongly Agree (1)
- ☐ Agree (2)
- ☐ Neutral (3)
- ☐ Disagree (4)
- ☐ Strongly Disagree (5)

End of Block: Intro/Screeners

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Start of Block: No People

Display This Question:

If Have you ever attended tutoring with the Academic Resource Center? = No

Q12 Have you ever heard of the ARC?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Survey If Have you ever heard of the ARC? = No

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# Survey Questions

*Display This Question:*

*If Have you ever attended tutoring with the Academic Resource Center? = No*

Q13 Did you receive adequate information about the tutoring services including their availability and benefits?

☐ Yes (1)

☐ No (2)

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# Survey Questions

Display This Question:

If Have you ever attended tutoring with the Academic Resource Center? = No

Q14 What are some difficulties or concerns you face that prevent you from attending the Academic Resource Center? (Select all that Apply)

- ☐ Lack of awareness about tutoring services (1)
- ☐ Scheduling conflicts (2)
- ☐ Not feeling the need for additional help (3)
- ☐ Difficulty accessing or locating the tutoring services (4)
- ☐ Concerns about the quality of tutoring (5)
- ☐ Other (6) \_\_\_\_\_

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# Survey Questions

*Display This Question:*

*If Have you ever attended tutoring with the Academic Resource Center? = No*

Q15 Did you feel the tutoring services were adequately promoted and advertised?

☐ Yes (1)

☐ No (2)

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# Survey Questions

Display This Question:

If Have you ever attended tutoring with the Academic Resource Center? = No



Q16 In 1-3 sentences How can the ARC improve its advertising efforts?

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