Introduction

- The transition from high school can be difficult and students need support services.
- Our study aimed to make the population here on Franklin Pierce University aware of this service/support center (Academic Center of Excellence)
Problem Statement

Research is necessary to determine students’ awareness of the Center for Academic Excellence and its services, to identify effective market communication strategies and to recommend continuation or change in future programming.
Research Objectives

- Research what types of academic support programs are offered at higher education institutions.
- Research what other similar institutions are doing to promote similar programs.
- Determine the level of awareness for the services offered by the Center of Academic Excellence.
- Identify the most effective communication strategies to reach students.
Literature Review

- Academics have changed in the past few decades
  - Technological based learning

- Need for academic support is high
  - Report in Neil-Levitz
Literature Review

- Other schools dedicate an entire webpage to their Academic Services center
  - Easy access to Services link
Methodology

- Population
  The population of Franklin Pierce University consists of approximately 1,400 undergraduate students

- Sample Size
  160 Students, 20 Male and 20 Female from each of the 4 grades (Freshman, Sophomore, Junior, Senior)
Methodology

- The research team used the non-probability convenience sampling method.
- Handed out the questionnaires to students in dorms, and common areas around campus (Cafeteria and library).
- The researchers also used a quota sampling method based on gender and class standing to get an equal response from each class, as well as from both genders.
Assumptions and Limitations

- **Assumptions**
  It is assumed that everyone who took the survey answered ALL of the questions honestly and accurately.

- **Limitations**
  The researchers found that time and the relatively small sample size to be limitations to the research process.
Question 1 – Are you aware of the Centre of Academic Excellence at FPU?
Question 2- Where have you seen or heard of the Centre of Academic Excellence at FPU during the past semester?
Question 3 - Do you know where the Centre of Academic Excellence is located?

- Yes: 49%
- No: 51%
Question 4- Please check all the academic services you would be interested in:
Question 5 - Please rate each service in terms of overall importance:(1 Least – 5 Most)
Question 6- What do you feel is the most effective communication strategy for reaching students on campus?
Question 7- Would you recommend the Centre of Academic Excellence to a fellow student?
Question 8- What is your current class standing?

- Freshman: 40
- Sophomore: 40
- Junior: 40
- Senior: 40
Question 9- Do you play a sport here at Franklin Pierce University?
Question 10 - Do you participate in Extracurricular activities at FPU?

- No: 49%
- Yes: 51%
Question 11- Does your sport/activity interfere with your academics?

- Yes: 35%
- No: 65%
Question 12- Please indicate your gender

Female, 50%

Male, 50%
Cross Tabs- Awareness v. Gender

Are you aware of the Center of Academic Excellence at Franklin Pierce University? no

Are you aware of the Center of Academic Excellence at Franklin Pierce University? Yes

Please indicate your gender.
Cross Tabs- Awareness v. Activities

Do you participate in an extracurricular activity?

<table>
<thead>
<tr>
<th></th>
<th>no</th>
<th>yes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>35</td>
<td>43</td>
<td>78</td>
</tr>
<tr>
<td>Count</td>
<td>33</td>
<td>49</td>
<td>82</td>
</tr>
<tr>
<td>Count</td>
<td>68</td>
<td>92</td>
<td>160</td>
</tr>
</tbody>
</table>
Discussion

- The study was supported by the literature that explained that study skills are one of the most important factors in academic success.
- The study was also supported by Macan
  - Time management was determined as the most important service that students would be interested in.
Recommendations

1. Make the hours more flexible and work with athletes & people with extracurricular activities schedules: (Since 35% say it interferes with their academics).

2. More obvious advertising in all buildings of the campus, Including: Classrooms, Cafeteria, Common areas & Dorms.

3. Have professors discuss this with their classes & Coaches discuss with athletes

4. Advertise the name change better
   - Many students were not aware that the Center was also Academic Services.
References


Franklin Pierce University. (2010). <www.franklinpierce.edu>
