

# Tutoring & Writing Center Marketing Campaign

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# Project Overview

Goal: Increase usage and improve perception of the Tutoring and Writing Center

How:

- Survey of first-year students and graduate students
- Focus group with peer tutors
- Analysis of student behavior and perceptions through survey data

Key Focus: Understanding why students do not use the center

# First-Year Survey - Key Findings

## Awareness vs Usage

- 94% aware of the Tutoring Center
- 61% have used tutoring
- 39% have never used it

## What Would Encourage Usage

- 70%: clear explanation of what happens in a session
- 60%: student testimonials
- 60%: knowing it's not just for struggling students
- 50%: tutor introductions

## When Students Would Use Tutoring

- 70%: before exams
- 65–70%: during major papers/projects
- 60%: when overwhelmed

## Top Reasons for Not Using

- 70–75%: "I didn't think I needed it"

# Graduate Survey - Key Findings

## Awareness vs Usage

- 91%: aware
- 27%: have used tutoring
- 73%: have not used it

## Top Reasons for Not Using (33 students)

- 64%: Didn't think they needed it
- 48%: Time constraints
- 36%: Nervous / unsure what to expect
- 33%: Didn't know online options existed
- 27%: Didn't know how to book

## Key Perception Issues

- 35–40%: Unsure tutoring is helpful for advanced work

## What Would Encourage Usage

- 70%: clear examples of how tutoring helps graduate students
- 65%: flexible/online scheduling
- 60%: messaging that normalizes support
- 50%: testimonials from graduate students

# Tutor Focus Group

## Who Uses Tutoring

- Students required by professors
- First-year students needing guidance
- Students in early brainstorming or final review stages

## Biggest Barriers

- Fear of being judged
- Stigma around tutoring and intelligence
- Prefer to figure things out alone
- Discomfort getting help from peers

## Common Misconceptions

- Tutors are expected to “teach everything”
- Unclear how sessions work or how to prepare
- Confusion between writing vs. content tutoring

## Why Students Return

- Tutors are relatable
- First session reduces anxiety
- Familiarity builds comfort
- Improved grades

## What Increases Usage

- Student testimonials
- Social media
- Faculty promotion and class visits
- Incentives (raffles, rewards)
- Clear booking instructions

# Marketing Strategy Shift



**Current Approach**

Increasing awareness



**New Approach**

Shape student behavior  
and perception



**Achieving Success**

- Normalizing tutoring
- Showing what sessions look like
- Making tutors relatable
- Encouraging early use

# Social Media Strategy

## Content types:

- Relatable TikToks (POV, humor)
- Study tips
- Tutor introductions
- Testimonials
- "What to expect" videos

Focus on conveying the message of "You don't need to be struggling to use tutoring"

TWC Marketing Campaign ▾

Main table ... Build Vibe view +

New task ▾ Search Person Filter ▾ Sort Hide Group by ...

Content Ideas

Task	Owner	Status	Platform	Notes
<input type="checkbox"/> Tutor Introduction Series 1	AC	Working on it	Instagram	Individual or carousel
<input type="checkbox"/> POV: You Waited Until 11pm to Start Your	AC	Working on it	TikTok	Funny short video
<input type="checkbox"/> What Happens in a Tutoring Session	AC	Working on it	Instagram	Walkthrough video
<input type="checkbox"/> Student Testimonials	AC	Not Started	Instagram	Individual post
<input type="checkbox"/> Before vs. After Tutoring	AC	Not Started	Instagram	Reel
<input type="checkbox"/> Midterm/Finals Support Posts	AC	Not Started	Flyer	Midterm/final reminders
<input type="checkbox"/> Common Academic Struggles	AC	Not Started	Flyer	Carousel post
<input type="checkbox"/> Tutoring Myths	AC	Not Started	Instagram	Carousel post
<input type="checkbox"/> How to book a tutoring appointment	AC	Not Started	Instagram	walk through video or carousel of how to ...
<input type="checkbox"/> 3 Signs you should book a tutoring session	AC	Not Started	TikTok	"If this happens to you, tutoring may help"...
<input type="checkbox"/> Day in the Life of a Tutor	AC	Not Started	TikTok	Vlog Video
<input type="checkbox"/> + Add task				

# Marketing Deliverables

Reel/TikTok

Flyer

*You don't have to!*  
**DO IT ALONE.**  
WE'RE HERE. LET'S GET THERE  
**TOGETHER.** ♥

 <b>BUILD CONFIDENCE</b> Understand more. Stress less.	 <b>IMPROVE YOUR WRITING</b> Clearer ideas. Stronger papers.	 <b>BOOST YOUR GRADES</b> Better results. Real impact.	 <b>FLEXIBLE &amp; CONVENIENT</b> In-person or online. We work with your schedule.
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**“** Tutors are approachable, supportive, and really help me feel more confident in my work. **”**  
— Endicott Student ♥

**BOOK YOUR APPOINTMENT TODAY!** →

**ON TRACLOUD →**

**ENDICOTT COLLEGE** **TUTORING & WRITING CENTER**  
We can't wait to help you succeed. ♥

Instagram Post

ENDICOTT COLLEGE  
**TUTORING & WRITING CENTER**

*Real people. Real support. Real results.* ♥

**YOU'VE GOT THIS.** ☆  
*We've got you!* 🎉

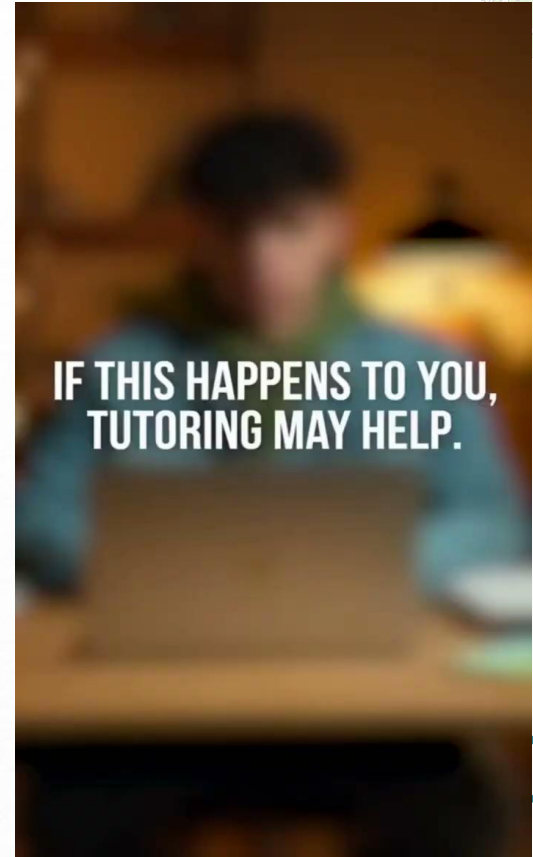
WHETHER YOU'RE BRAINSTORMING, STUCK, OR POLISHING YOUR FINAL DRAFT—**WE'RE HERE.**

 <b>THINK IT.</b> Brainstorm and organize your ideas.	 <b>WRITE IT.</b> Build stronger papers with confidence.	 <b>TALK IT OUT.</b> Get feedback and new perspectives.	 <b>OWN IT.</b> Do your best work and feel proud.
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*Tutoring isn't just for when you're struggling—*  
**IT'S FOR GETTING AHEAD.** ♥

**BOOK YOUR APPOINTMENT TODAY!**  
 **ON TRACLOUD** →

*It's free. It's easy. It's here for you.* ♥



# Final Recommendations

## Recommendations

- Partner with professors for promotion
- Use TikTok & Instagram to reduce stigma
- Show real tutoring experiences
- Promote during high-stress academic periods

## Expected Impact

- Increased first-time users
- Reduced stigma
- Higher repeat usage
- Stronger student success outcomes



**Thank You!**