



smarthinking

24/7 on-demand service to
help students

Smarthinking's on-demand, online tutor service can help ensure all your students have 24/7 access to high-quality expert academic help and writing support – whenever and wherever they need it.

“We encourage students from the start of the module to use Smarthinking for their formative exam submissions, as well as their summative submissions. We also encourage students to make a 1:1 appointment with a Smarthinking tutor during the exam period. The appointments are available at the time that suits the students (24/7) and with a fast response time. I would continue to use Smarthinking with my students. **”**

Nicole Blythe, University of Salford



Pearson

Enabling the round-the-clock support students need

Smarthinking is designed to complement your existing academic support services, offering a scalable way for you to ensure that all your students can get reliable, round-the-clock help with their academic writing – either direct from your VLE or via an easily-accessible app.

Your institution can benefit from using Smarthinking. Complementing your in-house support, it's like having a team of assistant tutors to help with the demands on you and your colleagues' time and attention.

Faculty staff benefit from using Smarthinking as an extension of their office hours to help with the demands on their time – enabling their attention to be focused on the areas that will make the greatest difference.

Through the usage data gathered, Smarthinking can help educators identify specific areas where a student or group of students require additional assistance, enabling them to provide customised support where it's most needed.



Tutors you can trust

Our tutors are trained to support all learners by determining student needs at the beginning of each synchronous session and then setting an individualised and appropriate course for each session.

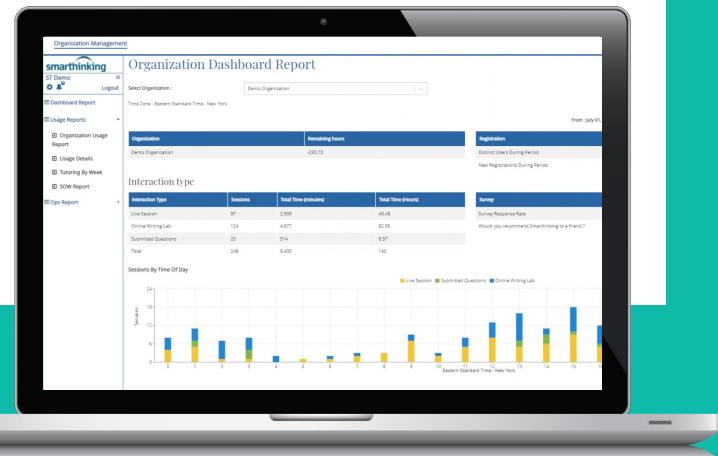
Smarthinking tutors do not provide answers. They help students by providing detailed high-quality feedback on sections or full drafts of their written assignments. Alongside support on writing, tutors can also assist in a range of disciplines, helping students to problem-solve their questions. Smarthinking tutors are available to help with CV and cover letter writing too.

90% of our tutors are educated to Masters or PhD level, with each averaging nine years of teaching and/or tutor experience. Smarthinking has over 1500 tutors located across the globe and all of our tutors are experienced in providing support in British English. Our tutors go through an intensive training programme and tutor certification specific

to online, one-to-one tutoring. Tutors are also reviewed for quality assurance and effective educational practices on an ongoing basis.

Data that tracks progress and informs planning

Smarthinking provides instant access to detailed analytics that helps you keep track of progress and identify knowledge gaps. The dynamic dashboard helps you monitor student usage, see what feedback tutors are providing and identifies common issues. It also allows you to examine trends for future planning and extract data to conduct detailed studies on the impact of online tutoring.



Wide range of easy-to-access services

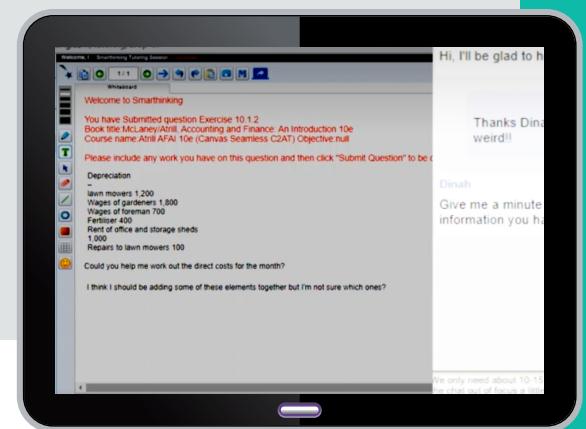
Smarthinking is user-friendly and easily accessible through your VLE via mobiles, tablets or laptops. You can choose to give your students access to some or all of the services available, including:

- Connect with a tutor for on-demand feedback via a live tutoring session
- Submit writing for review
- Ask a subject-specific question
- Engage in a group session
- Careers support (CV and cover letter writing, coaching and interview preparation).

How do tutors interact with students?

During live sessions, tutors use a virtual whiteboard to work through problems with students online and focus on expanding student's understanding of good writing techniques.

Students can even work together outside of class in Smarthinking's group tutoring sessions and can invite a Smarthinking tutor to join the discussion if they need extra help.

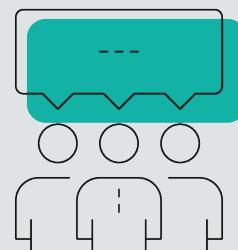


Subject-specific support tailored to university students

Smarthinking is available for a range of subjects covering:

- Writing (both academic and careers)
- Mathematics and Statistics
- Science
- Business
- Nursing & Allied Health
- Computing & Technology

96%
of students say
they would
recommend
Smarthinking to
a friend



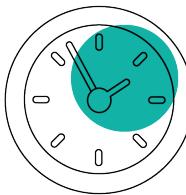
Could 24/7 academic writing support help your students stay the course?



Research¹ shows that, even before the pandemic, **36% of students lacked confidence in asking for support**. In addition, **30%** lacked faith in their ability to be able to identify potential problems with their written assignments. So how can universities support students who **feel unable** to make use of existing in-house support yet are struggling with confidence in their writing capabilities?

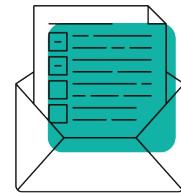
Pedagogically sound services which give students access to feedback from experienced, high-quality tutors provide **legitimate and valuable support** for students. Given that so many students also need to be able to access this support out of hours, having round-the-clock access is vital.

Students using Pearson's online Smarthinking service can get support from an experienced and highly-qualified tutor at any time of day or night – by booking a live, one-to-one session or submitting their work for review usually within 24 hours.



Research has confirmed that students view feedback on their drafts and support from staff as being most important.² Our experience in this area shows that giving students feedback on the quality of their writing before being graded, and understanding to what extent writing contributes to grades, gives them a much better chance to strengthen their argument and produce high-quality writing.

Smarthinking contributes to expanding students' understanding of proper writing techniques – without editing or correcting work – helping to improve the quality of their writing. As a result, Smarthinking can help build students' confidence, which in turn can lead to **stronger engagement, higher retention and more successful outcomes**.



On average **55%** of all students use the service between 5pm and 9am.

¹HE Learner Survey 2020

²An Investigation of First-Year Students' and Lecturers' Expectations of University Education, Stefanie Hassel and Nathan Ridout. *Frontiers in Psychology* 2017.

Next Steps

Integrating Smarthinking into your existing processes and systems is very straightforward. We work with you to create a plan to embed Smarthinking into your modules/programmes and roll out the service quickly and effectively to your students via your VLE. Full training on using all aspects of the service and ongoing support is provided for both faculty and students.

Contact jo.corwood@pearson.com to find out more, or visit: go.pearson.com/moreonsmarthinking