

Expert academic help for students – anytime, anywhere

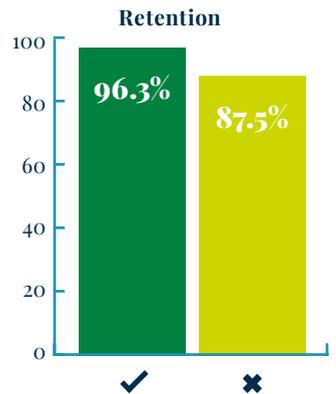
Helping you drive student retention and success





Increasingly students need **more flexible access to academic support** to help them balance coursework, commuting, employment and family commitments – support that both they and you can trust. Integrating high-quality, 24/7 academic tutoring into your student support offering can add real value to your students' experience.

Smarthinking's on-demand expert tutor support offers a robust solution to the varied needs of today's students. Studies show that Smarthinking has a positive effect on both student success and retention, with more than 20 years of proven results and over 3 million students having used the service, which is currently being used in hundreds of institutions worldwide.



Smarthinking users
Broward College in the US have been using Smarthinking for over 13 years. Their analysis of over 19,000 students in spring 2015 showed that withdrawals among Smarthinking users were just **3.7%** compared with **12.5%** among non-users.

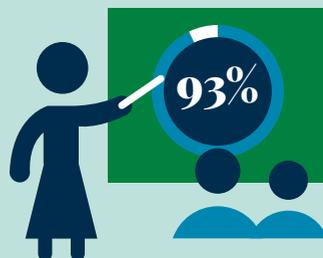
On-demand student support anytime, anywhere

Smarterthinking offers students high-quality expert academic help and writing support that builds their confidence. We are the only provider to offer students access to expert tutor support **24 hours a day, 7 days a week for all of our services**. We work to complement and integrate with existing university academic support services – providing a scalable way for students to get the out-of-hours support they need, when they need it.

Wide range of easy-to-access services

Smarterthinking 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)



93% of students that use Smarterthinking would recommend it to a friend.



Subject-specific support tailored to university students

Smarterthinking's support is purely tailored to the Higher Education market, with tutors who specialise in education at level 4 and above. The subjects covered include:

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

Tutors you can trust

Smarterthinking tutors are highly qualified educators and professionals. Ours is the only service of its kind to have **90% of our tutors educated to Masters or PhD level**, with each averaging nine years of teaching and/or tutoring experience. Smarterthinking has over 1500 tutors located across the globe to ensure the service is staffed around the clock and to ensure quality metrics and services levels are met for all subjects. All of our tutors are experienced in providing support in British English and go through an intensive training programme and tutor certification specific to online, one-on-one tutoring. Tutors are also reviewed for quality assurance and effective educational practices on an ongoing basis.

Extra support for your department

As an educator, you can benefit from using Smarterthinking as an extension of your office hours. **Complementing your in-house support**, it's like having an assistant to help with the demands on your time and attention. Through the usage data gathered, Smarterthinking can help you identify specific areas where a student or group of students require additional assistance, enabling you to provide customised support where it's most needed.

Data that tracks progress and informs planning

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



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

The ability to write well is a critical factor in determining student academic success. However many students struggle with the transition to higher education academic writing. Lecturers frequently encounter written submissions that lack basic grammar and punctuation, referencing and formatting. Weak writing impedes student performance, lowers grades and threatens to increase drop out rates.

Research has confirmed that students view feedback on their drafts and support from staff as being most important*. 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 towards 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.

Complementing the support provided by your in-house teams, Smarthinking can help build students' confidence, which in turn can lead to stronger engagement, higher retention and more successful outcomes.



Success rates



Students success rates in courses across the curriculum jumped from 61% for students who didn't use Smarthinking, to 83% for students who use Smarthinking two or more times.

Sally Search, VP for Student Affairs, Tallahassee Community College, US

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

An enriching experience for all students

Smarthinking offers additional value for everyone – from first years to postgraduates, mature students and international students, and is particularly useful for commuter or distance-learning students.

Using Smarthinking will help your students to overcome roadblocks, clarify concepts and improve their writing. Feedback has shown that many students really value the anonymity that online tutoring provides and the 'thinking time' it can afford students to analyse what they've heard in class before asking questions.

How does it work?

Smarthinking tutors don't give answers by editing and correcting students' work for them. Instead they help students become better writers by guiding them to a fuller understanding – increasing their confidence to handle future assignments on their own.

Each tutoring session is tailored to fit individual students' needs by using a pedagogical method that encourages and involves them in the learning process, helping them better understand the subject matter.

Students log in from our website or through their VLE. There they can choose to request a live drop-in session, schedule an appointment in advance, ask a question, or submit their writing for review. 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.

Tutors use a virtual whiteboard to work through problems with students online and in written submissions focus on expanding students' understanding of good writing techniques.



"In terms of actual grades, the incidence of High Distinctions and Distinctions was approximately double amongst the cohort who used Smarthinking compared with those who did not use Smarthinking.

Open Universities Australia



We value Smarthinking as an important online component of our overall tutoring and academic support strategies for our students. It is essential that students have access to tutoring assistance after hours and on weekends—whenever a learning moment is happening

Karen Reilly, Campus Dean of Learning Support,
Valencia College, US



Next steps

Integrating Smarthinking into your existing processes and systems is very straightforward. We work with you to create a plan to help you 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 is provided for both faculty and students.

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