

# How Hampton University Increased Tutoring Engagement by 50%

## About Hampton University

- A historically Black research institution located in Hampton, Virginia.

- The university has a total undergraduate enrollment of 3,000+ students, with ~300 exclusively online.

- As an HBCU, HU is committed to serving students from diverse national, cultural and economic backgrounds.

## Simple Implementation, Efficient Scaling

- > 10.27.21 - Program launched
- > 12.15.21 - End-of-term call hosted by Partner Success Manager, 50+ tutoring hours completed
- > 3.1.21 - 250 students signed up on Knack, nearly 10% of student body
- > 4.28.22 - 671 student contact hours & 444 sessions completed



We've been able to open up tutoring to those who previously could not receive tutoring from our program. **We're also saving thousands of dollars each semester; no more wasted funds on unutilized drop-in hours!**



Mikael Davis,  
Dean of Student Achievement

## Problem Statement

Like many campuses across the country, Hampton University (HU) experienced challenges recruiting and engaging tutors, especially in the transition to remote instruction, making it difficult to provide the level of academic support their students needed.

## Opportunities

HU sought a solution that could supplement their traditional tutoring program in order to better support their 3,000+ students, including approx. 300 who were exclusively online.

The three opportunities HU specifically wanted to focus on were:



### Opportunity #1: Increase Accessibility & Engagement

Existing tutoring resources were not best suited for many students, or tutors.



### Opportunity #2: Foster Meaningful Professional Development

Students needed access to rich part-time work opportunities that would help prepare them for post-collegiate careers.



### Opportunity #3: Improve ROI

HU desired eliminating wasted funds due to unutilized drop-in hours, which would save thousands of dollars each semester.

## The Solution: Virtualize & Scale Peer Tutoring



In October 2021, Hampton University launched a Knack Managed Peer Tutoring Program, providing:

- Course-specific peer tutoring for students, by students
- Flexible scheduling that fits the needs of their students
- Scalable virtual, part-time jobs providing meaningful professional development opportunities (while only paying per session)

## Impact



### 134 Courses Covered

By the end of spring '22, 134 courses were eligible for Knack tutoring, with sessions being completed for 37 unique courses.



### 75% of Students Came Back for a Second Session

Approx. 75% of students who completed one tutoring session on Knack returned for a second session.



### 99.8% Average Satisfaction

On average, students at Hampton University rated their Knack tutoring sessions 4.99 out of 5—a 99.8% satisfaction rating.