

Higher Education Trend Report

Data from 2021 Tutor.com College and University Programs

Executive Summary

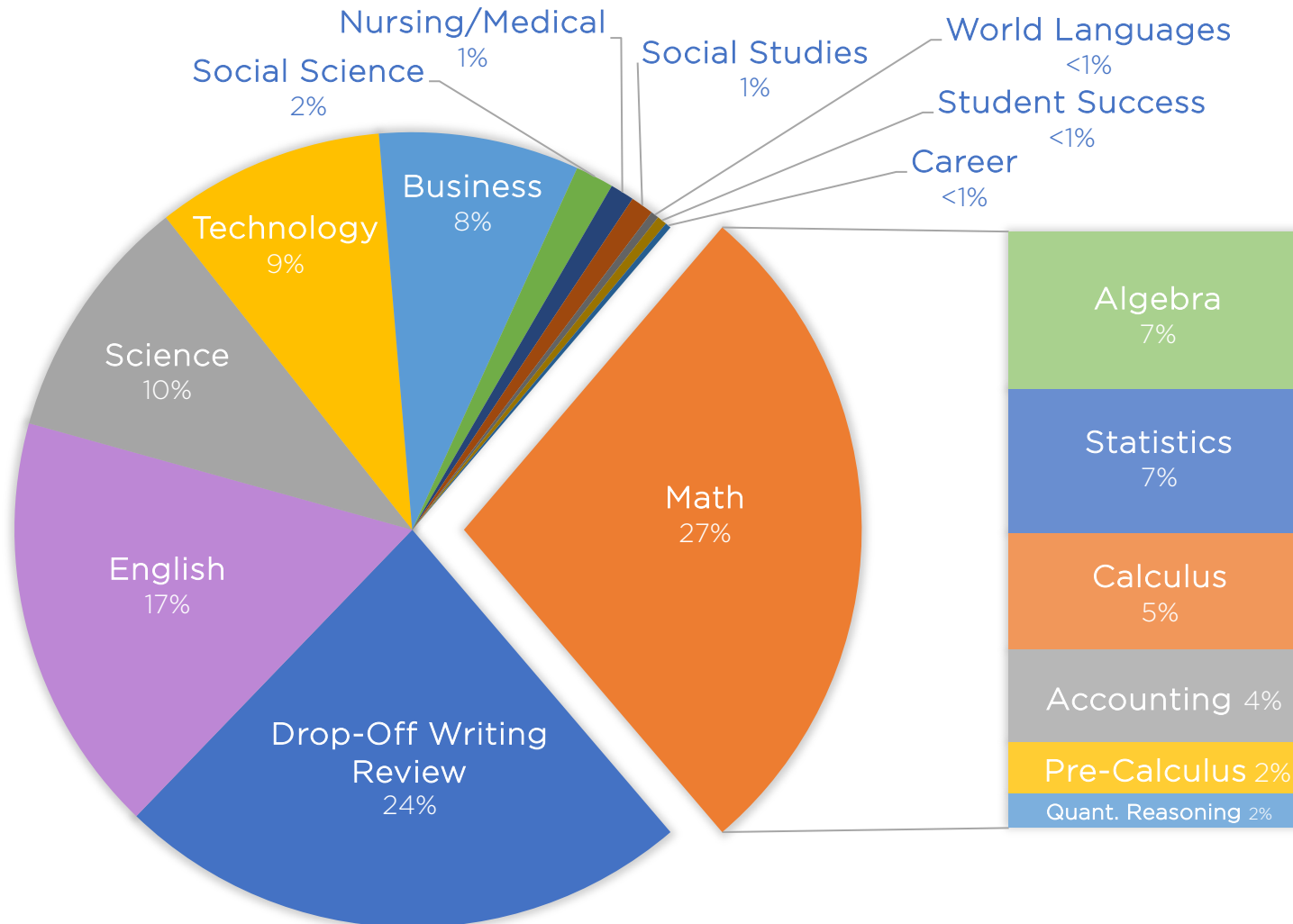
Higher education institutions partner with Tutor.com to increase persistence and course completion rates. Our expert, caring tutors help students—when they need support the most—so they stay on the path to graduation.

- ✓ 2021 brought a 10% increase in 1-to-1 tutoring sessions and drop-off writing review.
- ✓ More subjects were in demand, with the some of the largest gains made in social science and humanities.
- ✓ Most tutoring sessions were served outside the hours of Monday–Friday, 9 A.M.–9 P.M.
- ✓ In 2021, we issued 7% more early alerts for institutional partners than in 2020. These helped colleges and universities identify students struggling due to lack of prerequisite knowledge or difficulty mastering the subject matter.

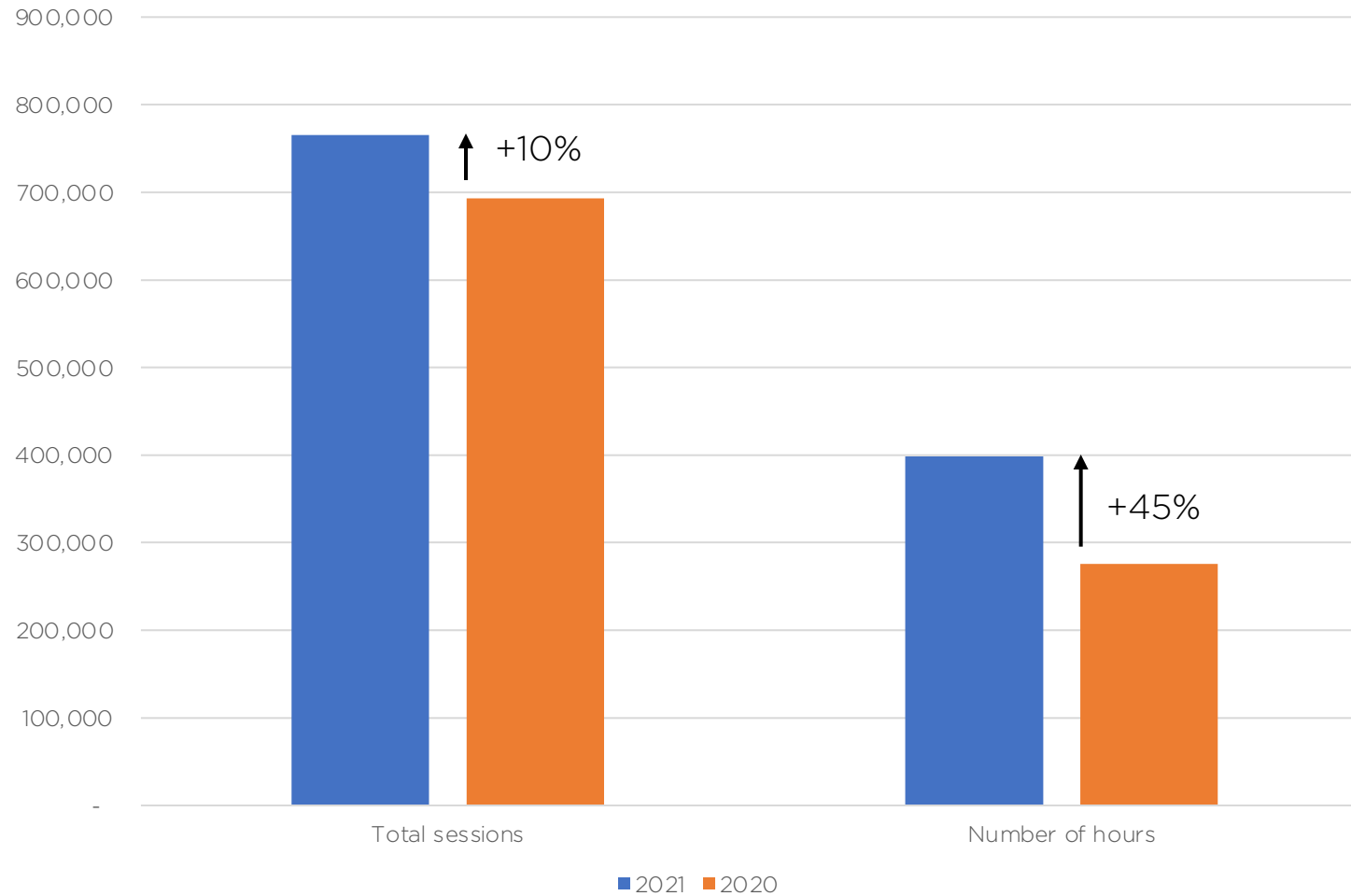
2021 FAST FACTS HIGHER EDUCATION PROGRAMS

Sessions served	765,432
Hours served	398,758
Average session length	31:26
Average student rating	4.66/5
Share of respondents who say...	
I'm glad my school offers Tutor.com	98.40%
Tutor.com makes me more confident about my course work	97.02%
Tutor.com helps me complete my assignments	96.10%
Tutor.com helps me improve my grades	95.98%
I'd recommend Tutor.com to a friend	96.81%

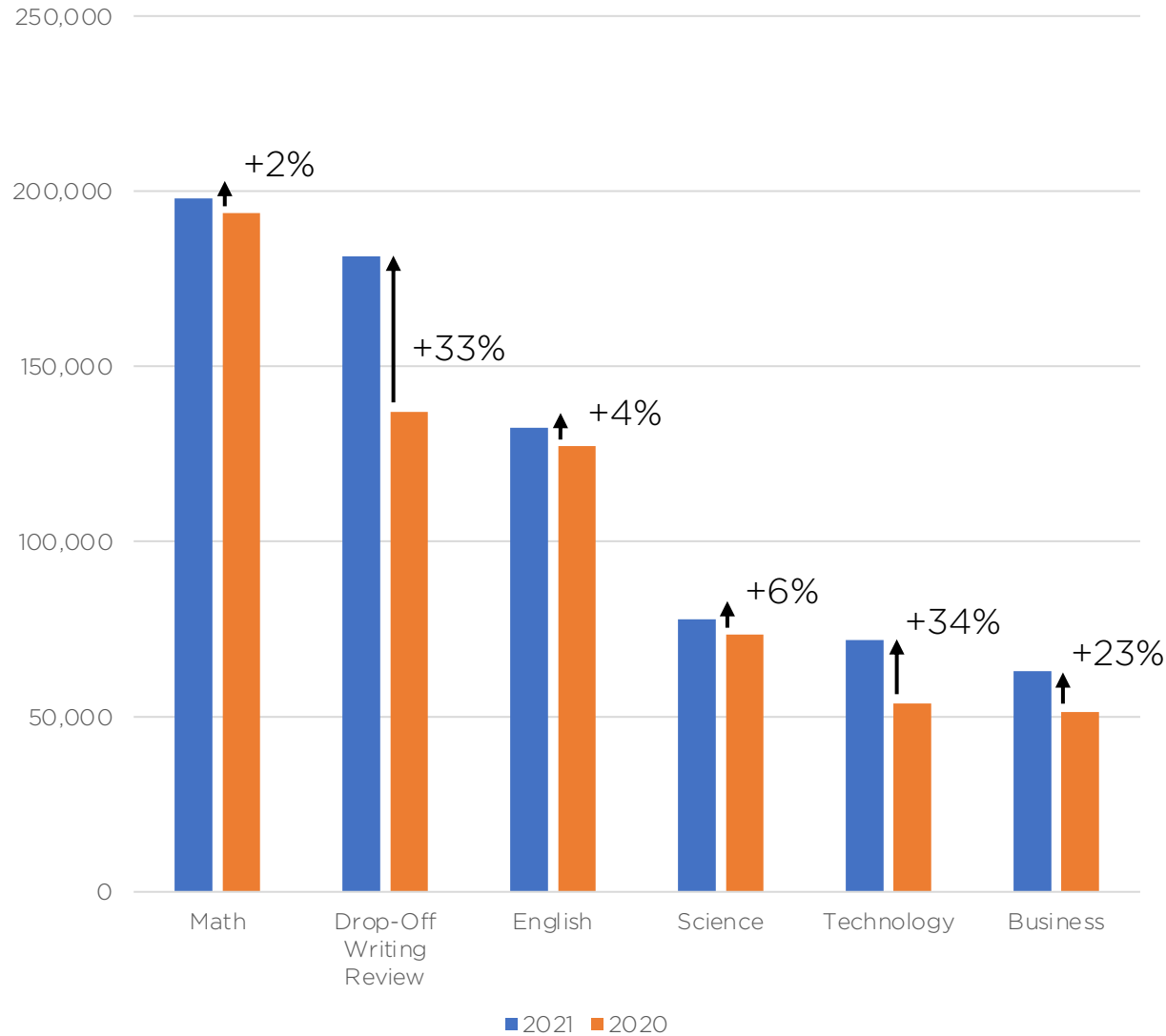
Sessions Served by Subject Area (2021)



Increase in Demand at Higher Education Institutions

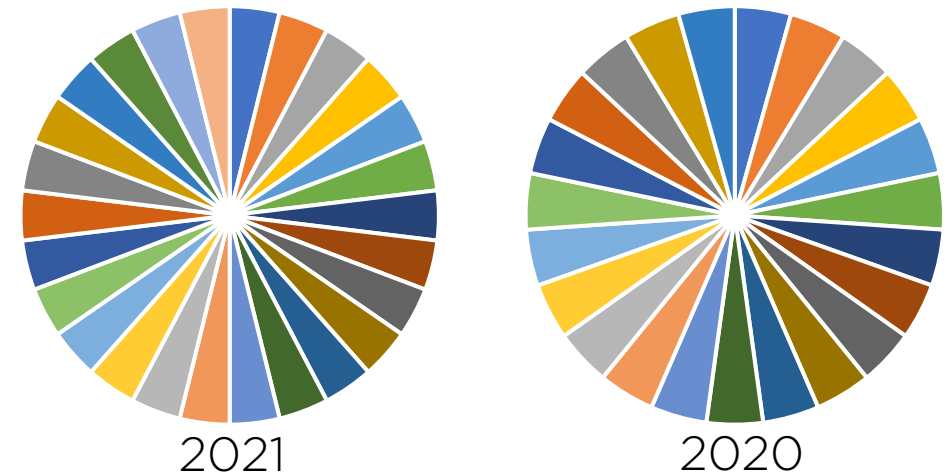


Sessions by Subject (2021 vs. 2020)



- ✓ Considerable gains in technology, drop-off writing review, and business
- ✓ Some of the highest gains seen in social science and humanities
- ✓ Continued demand for Student Success subjects
- ✓ Greater number of subjects in demand, including health sciences and bilingual Spanish tutoring in science and social studies

Number of core subject areas accounting for total tutoring sessions



Importance of 24/7 Support

Sessions Served by Day/Hour

Hours (ET)	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
0:00	0.37%	0.51%	0.46%	0.47%	0.47%	0.47%	0.41%	3.16%
1:00	0.27%	0.35%	0.32%	0.34%	0.34%	0.33%	0.30%	2.26%
2:00	0.22%	0.27%	0.23%	0.24%	0.25%	0.25%	0.24%	1.71%
3:00	0.16%	0.18%	0.17%	0.17%	0.19%	0.17%	0.17%	1.21%
4:00	0.17%	0.20%	0.15%	0.16%	0.18%	0.17%	0.16%	1.19%
5:00	0.18%	0.20%	0.16%	0.15%	0.16%	0.16%	0.17%	1.17%
6:00	0.19%	0.19%	0.16%	0.15%	0.16%	0.17%	0.17%	1.19%
7:00	0.22%	0.21%	0.18%	0.17%	0.18%	0.19%	0.20%	1.34%
8:00	0.34%	0.34%	0.29%	0.29%	0.28%	0.30%	0.27%	2.11%
9:00	0.45%	0.46%	0.42%	0.43%	0.44%	0.47%	0.41%	3.08%
10:00	0.60%	0.61%	0.58%	0.61%	0.59%	0.62%	0.53%	4.14%
11:00	0.74%	0.71%	0.68%	0.68%	0.72%	0.72%	0.64%	4.90%
12:00	0.81%	0.78%	0.75%	0.79%	0.81%	0.81%	0.74%	5.48%
13:00	0.92%	0.82%	0.82%	0.84%	0.86%	0.89%	0.80%	5.95%
14:00	1.00%	0.87%	0.85%	0.86%	0.90%	0.87%	0.82%	6.17%
15:00	1.06%	0.85%	0.88%	0.88%	0.89%	0.87%	0.86%	6.29%
16:00	1.09%	0.85%	0.87%	0.88%	0.91%	0.87%	0.85%	6.31%
17:00	1.01%	0.85%	0.83%	0.82%	0.84%	0.81%	0.84%	6.01%
18:00	1.05%	0.86%	0.87%	0.86%	0.87%	0.79%	0.82%	6.13%
19:00	1.12%	0.92%	0.92%	0.94%	0.89%	0.81%	0.82%	6.42%
20:00	1.15%	1.00%	0.97%	0.96%	0.93%	0.79%	0.80%	6.61%
21:00	1.16%	0.99%	0.99%	0.96%	0.94%	0.81%	0.81%	6.66%
22:00	1.06%	0.87%	0.88%	0.87%	0.86%	0.72%	0.73%	5.99%
23:00	0.78%	0.66%	0.65%	0.66%	0.66%	0.56%	0.56%	4.53%
Grand Total	16.11%	14.54%	14.07%	14.21%	14.33%	13.61%	13.13%	100%

In 2021, most tutoring sessions (53%) were served outside Monday-Friday, 9 A.M.–9 P.M. That's one percentage point higher than in 2020, as students continue to manage the effects of the COVID-19 pandemic.

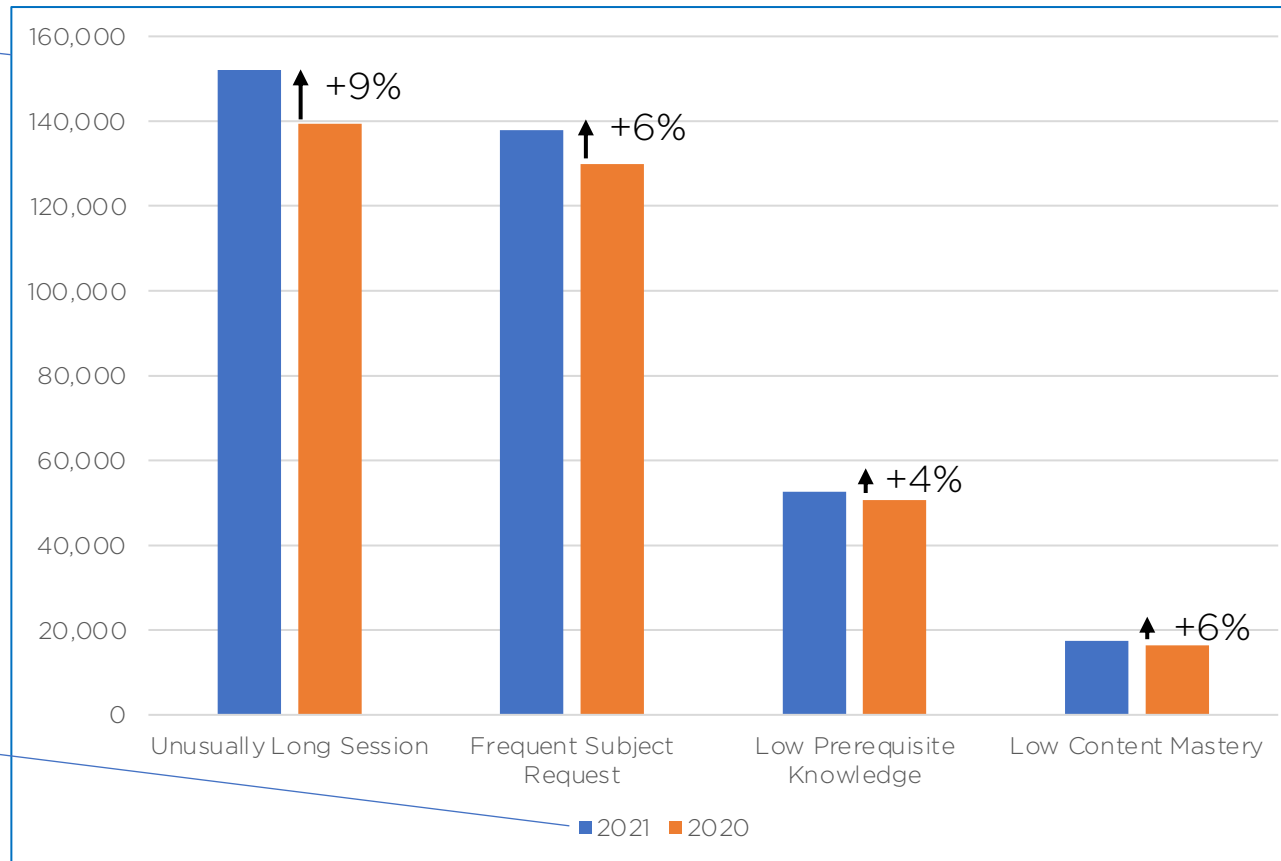
9 P.M. was the most popular time for students to seek help. Sunday at 9 P.M. was the moment with the greatest need. That's an hour later than in 2020, when Sunday at 8 P.M. was the most popular time.

Early Intervention Alerts at Higher Education Institutions

Our Predictive Insights Data Analysis provides early, actionable data to accelerate the intervention timeline and improve student success.

We scale the 1-to-1 human connection, even when in-person learning is changed or paused.

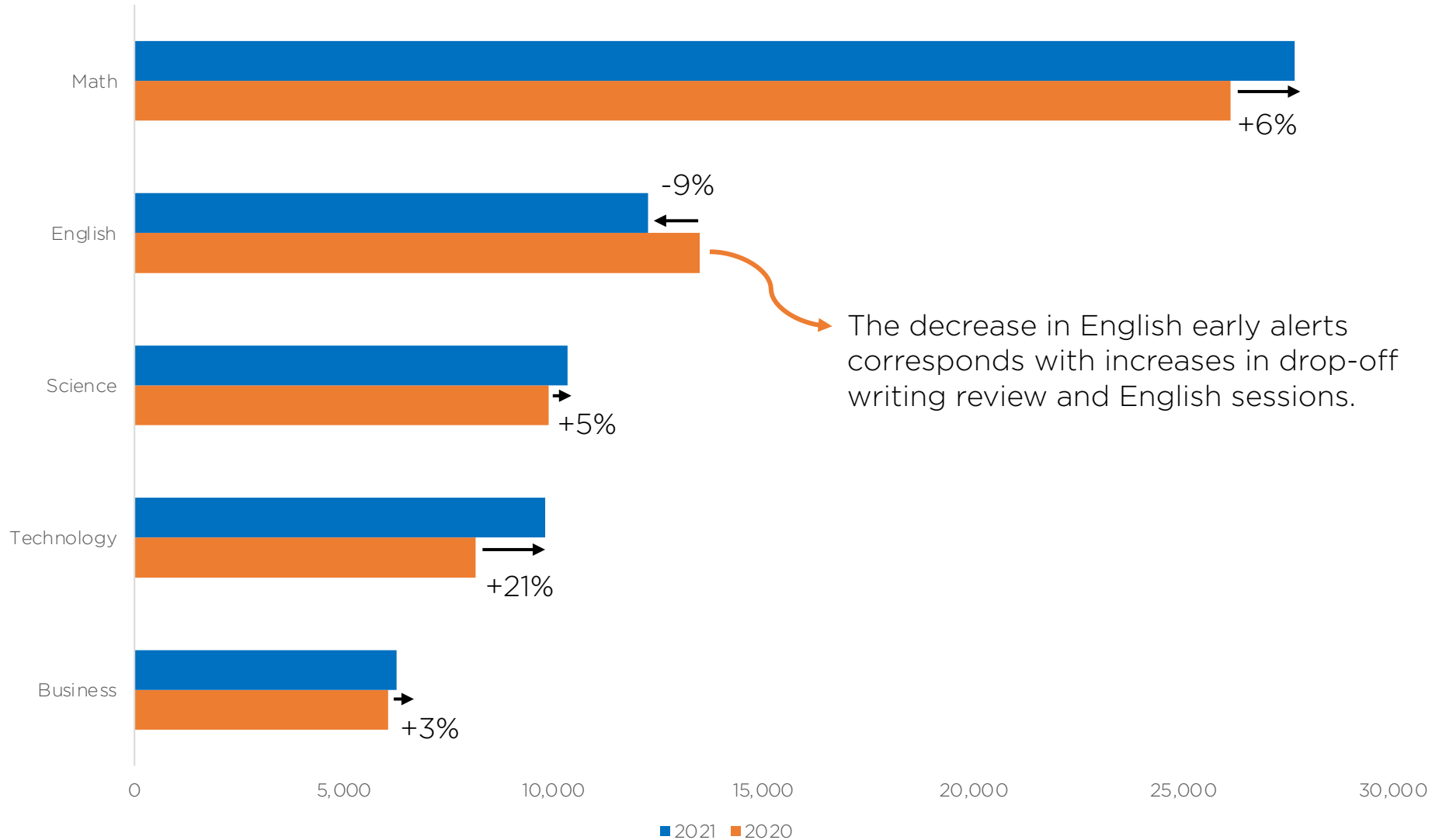
In 2021, early alerts helped schools provide just-in-time support to help students improve their grades and stay on track.



- Low prerequisite knowledge**
 When the tutor assessed your student lacked prerequisite knowledge in the session's topic.
- Low Content Mastery**
 When the tutor assessed your student lacked demonstrated content mastery by session's end.
- Unusually Long Session**
 When a student spends 50% longer than the average student in the same content area.
- Frequent Subject Request**
 When the student connects for tutoring help 4+ times in a 7-day period.

Early Alerts by Subject (2021 vs. 2020)

For Prerequisite Knowledge and Content Mastery

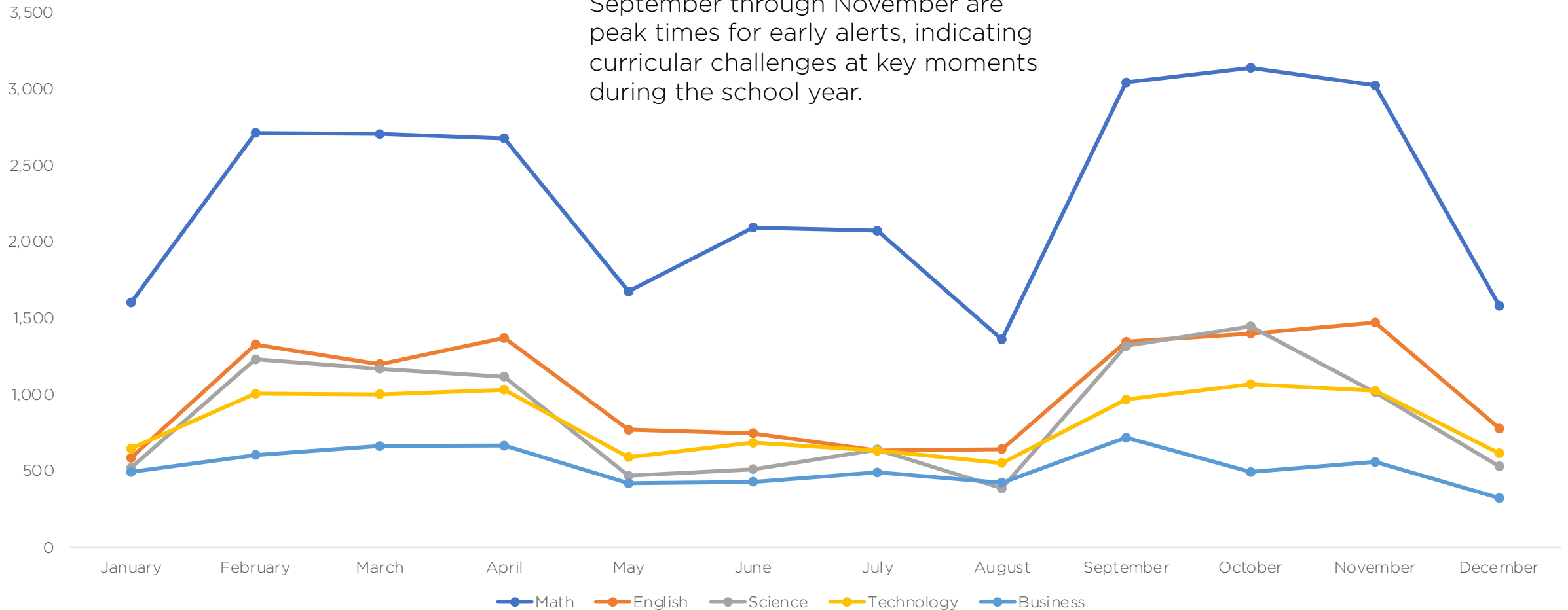


- Top Topics**
- Algebra II
 - Calculus
 - College-Level Essay Writing
 - College English
 - Chemistry
 - Physics
 - Computer Science
 - Microsoft® Excel
 - Introductory Accounting
 - Managerial Accounting

Just-in-Time Support

Subjects With the Most Prerequisite Knowledge and Content Mastery Alerts, by Month (2021)

February through April and September through November are peak times for early alerts, indicating curricular challenges at key moments during the school year.



Curricular Challenge Areas in Key Subjects

Topic Areas With the Most Prerequisite Knowledge and Content Mastery Alerts, by Month (2021)

Subject	January	February	March	April	May	June	July	August	September	October	November	December
Math: Algebra II	Linear Functions, Equations, and Inequalities											
Math: Calculus	Functions	The Derivative									The Integral	
Math: Intermediate Statistics	Regression Analysis	Probability		Hypothesis Testing	Regression Analysis	Hypothesis Testing			Probability		Hypothesis Testing	
Science: Chemistry	Conversions	Interacting with Chemical Equations		Interactions of Matter	Interacting with Chemical Equations			Conversions	Interacting with Chemical Equations			