

Marketing Strategies for SI Attendance

Supplemental Instruction

Angelo State University

Marketing is essential for the Supplemental Instruction (SI) Program. It is the best way to cultivate a positive presence on ASU's campus.

The Office of SI uses various marketing techniques to not only disperse but also enroot the program's mission, its goal: to help students to become independent learners.

SI Leaders use an effective marketing technique, making regular class announcements. The SI "plugs" remind students of the SI session schedule, offer a teaser as to what is happening in SI for that week, and continuously encourages students to attend SI sessions.

These regular talks help SI Leaders develop rapport with the students and thus influence the students to attend SI.

SI targets high-risk courses, not high-risk students. Year after year, high-risk courses produce a disproportionately large number of unsuccessful completions (Ds, Fs, and Ws). We realize most students in these courses struggle with the course content, some more so than others.

Attendance in SI sessions can reduce the high DFW rate in targeted historically difficult classes. SI Program national data indicates that students who regularly attend SI—one visit per week—improve their final class standing by one-half to one full letter grade.

The number of students in an SI session can also affect the group dynamics. A typical SI session has between five and seven students.

SI attendance, however,

varies according to discipline. It is not unusual for science SI sessions (BIO 1410, BIO 1411, BIO 2423, and BIO 2424) to have upwards of 20 students in each session; whereas our college algebra SI sessions (MATH 1302) on average have one to two attendees.

The more students in SI, the more opportunities, because they are continually exposed to the benefits of collaborative learning. In addition, small group activities and division of study material not only offers more student interaction and engagement but also lessens the work load.

While it is the SI Leader's responsibility to advertise SI, instructors also play a big role in this marketing effort through their support and promotion of the SI Program.



Important Dates:

April 23 through May 4 — SI Student Evaluations
April 30 to May 4 — Dead Week; SI sessions end with the last day of classes



TO:

SI Staff

Dr. Susan L. Neste

Executive Director
Center for Academic Excellence
susan.neste@angelo.edu

Sara Weertz

Director
Supplemental Instruction
sara.weertz@angelo.edu

Jennifer Lambert

Assistant SI Coordinator
Editor
jlambert2@angelo.edu

Office of Supplemental Instruction

Center for Academic Excellence
Library A312
(325) 942-2710
www.angelo.edu/dept/si



Spotlight
on
SI Leaders

Dace Mahanay

English 1302: Writing
Across the Curriculum



Spotlight
on
SI Leaders

Norbert Rios
Biology 2424:
Human Physiology
(LECTURE)



Jairon Johnson
Biology 2424:
Human Physiology
(LAB)

Dace Mahanay supports ENG 1302: Writing Across the Curriculum with Dr. Gloria Duarte. Dace is a senior biology major and chemistry minor, and he will graduate this May. Dace's ultimate career plan involves medical school; however, this summer Dace will travel to Africa with the Peace Corps. In spring 2006, Dace became an SI Leader "to not only help other students, but also to keep up with and hone [his] own writing skills." Dace's SI sessions help students better prepare for the writing workshops.

Norbert Rios is a second semester SI Leader. If you haven't seen him in SI, you might recognize him from his managerial work at the UREC or his involvement with intramural sports. This spring Norbert supports Biology 2424: Human Physiology with Dr. David Marsh. As a senior biology major and chemistry minor, Norbert will attend medical school in San Antonio after graduation in May. Norbert feels his SI work is great preparation for medical school. He has developed a great rapport with the students and his SI sessions are enlightening and fun.

Jairon Johnson graduated from ASU in May 2006 with a B.S. degree in Biology. While working fulltime at a local assisted living facility, he has returned to SI this spring, supporting the LAB portion of Biology 2424: Human Physiology. Jairon's career goal is to attend medical school and specialize in geriatrics medicine. Jairon enjoys doing SI because he says it keeps his biology skills fresh. Students appreciate the study skills strategies and activities that Jairon presents in SI, such as mock exams and informational handouts.



SI Session Schedule: Spring 2007

MATH 1302
College Algebra
Mark Lussier
mlussier@angelo.edu
M 5-6 p.m. MCS 210
W 12-1 p.m. MCS 119
R 2-3 p.m. MCS 210

MATH 1302
College Algebra
Alexis Duarte-Valverde
aduarte@angelo.edu
M 3-4 p.m. MCS 110
T 4-5 p.m. MCS 110
W 2-3 p.m. MCS 110

BIOLOGY 1411
Man and the Environment
Amy Bullock
abullock@angelo.edu
M 2-3 p.m. CAV 219
W 6:30-7:30 p.m. CAV 219
R 7-8 p.m. CAV 219



BIOLOGY 2424
Human Physiology
LECTURE
Norbert Rios
nrrios@angelo.edu
M 1-2 p.m. CAV 123
M 5-6 p.m. CAV 123
W 1-2 p.m. CAV 123

BIOLOGY 2424
Human Physiology
LAB
Jairon Johnson
jjohnson13@angelo.edu
M 12-1 p.m. SIII 107 (LAB)
W 12:30-1:30 p.m. CAV 119
R 12:30-1:30 p.m. CAV 119
R 5-6 p.m. SIII 107 (LAB)

ENGLISH 1302
Writing Across
the Curriculum
Dace Mahanay
dmahanay@angelo.edu
M 12-1 p.m. A 013
R 10-11 a.m. CAV 119
R 2-3 p.m. A 007

BIOLOGY 2423
Human Anatomy
Ben Gilbert
bgilbert@angelo.edu
M 6-7 p.m. CAV 125 (LAB)
T 2-3 p.m. CAV 023
W 3-4 p.m. CAV 019
R 5-6 p.m. CAV 125 (LAB)
F 11-12p.m. CAV 125 (LAB)