These are proven good students.
SURVEY YOUR STUDENTS

- 55% have work/life challenge issues
- 48% point to not enough support as significant
- 31% find requirements or feedback ambiguous
- 26% find independence hard

56% seriously consider dropping out
Research Design

Written Materials

Spoken Materials

Exercises

Interactive Self Assessments

Game Based Learning

Critical Analysis

Ambiguity

Balance

Independence

Development

Support

1:1 or 1:Group

Online or Recorded

Academic Writing

Written Materials

Spoken Materials

Exercises

Interactive Self Assessments

Game Based Learning

Critical Analysis

Ambiguity

Balance

Independence

Development

Support

1:1 or 1:Group

Online or Recorded
YOUR STUDENT WHO WE SUPPORT MOST...

55% have difficulty with work/life/school balance

56% (n=140) consider dropping out

48% pointed to not enough support as cause

31% found work outputs/feedback ambiguous

YES
1. WHAT MILESTONE ARE YOU WORKING ON?
   - The Doctoral Advisor/Student Relationship
   - Dissertation Help: How to Write a PhD Dissertation Faster

2. WHAT SKILLS DO YOU WANT TO DEVELOP?
   - You Do Have the Time! Here’s How You Find It
   - Time Management: Five Minutes on the Pomodoro Technique

3. WHAT IS YOUR MOTIVATION LEVEL?
   - None
   - Medium
   - Hot or Buzzing
   - Five Minutes on What to do When Just the Idea of Writing Gets You Down: Part of the 30 Day Writing Challenge
   - Academic Marathon Lesson #1: Keep your drive up and sustain your focus on the critical analysis needed to execute the work
Phase 2: Begin to Write

2.1 Have You Investigated the Characteristics of Academic Writing?

2.1.2 Have You Identified Characteristics of Outstanding Thesis?

1. Academic Writing Do's and Don'ts
2. Heading Sources and Requirements
3. Pull Headings from Four Sources
4. Video: Whether you call it a dissertation or a thesis, you should know what it is, before you start

Click Here to go to next marker
Step 1 - Do you have a research problem?

WRITE BELOW IF YES  CLICK IF NO

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Step 2 - Do you know what a problem statement is?

CHOOSE ONE BELOW AND CONTINUE IF YES  CLICK IF NO

A. The context that has called a researcher’s attention within a topic.
B. What a researcher thinks needs to be studied.
C. Specific description of what intrigues a researcher.

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Step 3 - Can you write the problem statement of your research study?

ENTER YOUR PROBLEM STATEMENT IF YES  CLICK IF NO

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Self Assess Your Problem Statement

Research Problem statements are two paragraphs around which your entire thesis will revolve. You cannot pay too much attention or edit and re-edit them too often. The key ingredients are whether and to what extent you can succinctly reference important literature and make a case for the significance of your ideas to your field. This automation(s) will help you self assess whether your current problem statement hits the mark. Remember you can edit your...
Opt-ins

- Opt-In 4 Webinars
- Opt-In 4 Motivational Emails
- Opt-In for DN Coaching
- Opt-In 4 Game-Based Learning About Bias
- Opt-In 2 Improve Academic Writing

- Opt-In 4 Reminder To Do Your Milestone Checklist
- Opt-In 4 30 Day Writing Challenge
- Opt-In 30 Day Challenge 2 Improve Work-Life Balance
- Opt-In 4 Top-Ten Motivations Each Month
- Opt-in 2 Re-Engage 4 Those who Linger

Other resources

- Doctoral Video Resources
- Assorted Graduate Motivation Aids

- Doctoral Milestone Checklist
- Textbook Help

Graduate Skills Development

- Critical Thinking & Critical Analysis
- Technical Reading Skills
- Organization Skills

- Academic Writing Aids
- Planning & Time Management
Engagement Statistics:
First University Pilot Year One

- 50% Webinar Attendees
- 8% Optin for Motivation Emails
- 22% Power Users
- 45% Average Email Opens
- 33% Site Visitors
Engagement Statistics:
First University Pilot Year One

55% of students using the services were full time / 45% part time at a distance from campus

50% of the Power Users Were Year 1 students
Survey Engagement Stats

- 43% had used site/services
- 57% had not used site/services

Survey participants

- Yes: 5
- No: 15
- Maybe: 10

supervisor recommended?
Survey Engagement Stats

- **60% STRONG**: 3+ days a week
- **8% NEUTRAL**: 1-2 days a month
- **11% PARTIALLY DEMOTIVATED**: can't find the time
- **10% COMPLETELY DEMOTIVATED**: seldom work on thesis
- **11% MODERATE**: 1 day a week
YOUR CONCERNS MAY BE...

WILL THEY USE IT?

THE ONES WHO NEED IT WILL
50%-60%

PEDAGOGY AND PERSONALIZED PROFESSOR LEVEL SERVICES COST MORE THAN ALGORITHMS

THE COST

COST OF YOUR TUITION / COST OF TEXTBOOK PER STUDENT PER YEAR = # WE HAVE TO SAVE A FEW BEFORE IT LOOKS GREAT ON THE BOOKS

ROI TO STAKEHOLDERS

ROI FUTURE

A) MARKETING AIDS, UPDATING SYSTEMS INEXPENSIVELY, LONG TERM FLEXIBILITY, NO SUNK DEVELOPMENT COSTS

B)