

Recruiting College Students for Enriching Tutoring Jobs

RESEARCH SUMMARY

BACKGROUND: Why college students as K-12 tutors?

College students, particularly low-income or first-generation students, often must balance the goals of working to earn money and goals of contributing to the community, building career skills, and developing social relationships. Tutoring K-12 students can support each of these goals. This study presents findings from a randomized field experiment exploring how to best recruit college students as tutors.

Emphasis on Pay Works!



Increases Applications



Supports Equitable Recruitment



Draws Quality Applicants

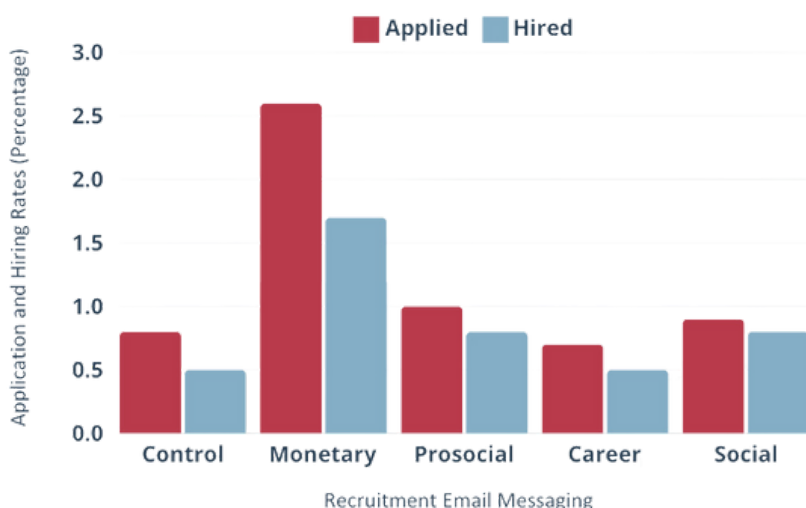
THE STUDY: Recruitment Emails

In partnership with Grand Valley State University, we randomly assigned college students to receive either a generic tutor recruitment email, or one of four targeted emails each making a different benefit of tutoring salient:

- **Monetary benefit** – Emphasizing the hourly wage
- **Prosocial benefit** – Emphasizing the benefits for K-12 students
- **Career benefit** – Emphasizing skills gained from tutoring
- **Social benefit** – Emphasizing the chance to meet other peers

THE FINDINGS: Nearly triple the number of tutor applicants

We found that making the **monetary benefits** of a job salient increases the likelihood college students apply **by 196%**. There was no impact on application rates when recruitment messaging emphasized other benefits of the job. **Those attracted by pay were just as likely to be hired and stay in the job.** This study highlights a simple, cost-effective strategy for recruiting college students to work as tutors.



Emphasizing pay in recruitment emails led to nearly...

200%

more applications from college students.

