

A RESEARCH STUDY ON FSU-TEACH

Presented by: Group 3



What guided our research project?

Research Questions:

- Are FSU STEM students within their freshman and sophomore years of college aware of FSU-Teach?
- Does student awareness of FSU-Teach differ within their freshman and sophomore years of college?
- Do FSU STEM students believe a career in teaching is financially rewarding?
- Do FSU STEM students believe a career in teaching is emotionally rewarding?



Methods:

To address our questions, we conducted a survey distributed to STEM students of eligible majors to garner responses on attitudes and awareness of FSU-Teach and teaching as a whole.

- Directly email STEM professors
- Send survey in STEM-based group chats
- Direct message individuals we know are STEM majors



How was the research conducted:

- **Qualtrics** system to survey FSU STEM students
- **SPSS** system to conduct tests of our research
 - Measures of central tendency
 - ANOVA tests
 - Chi Square tests
 - Multiple response tests

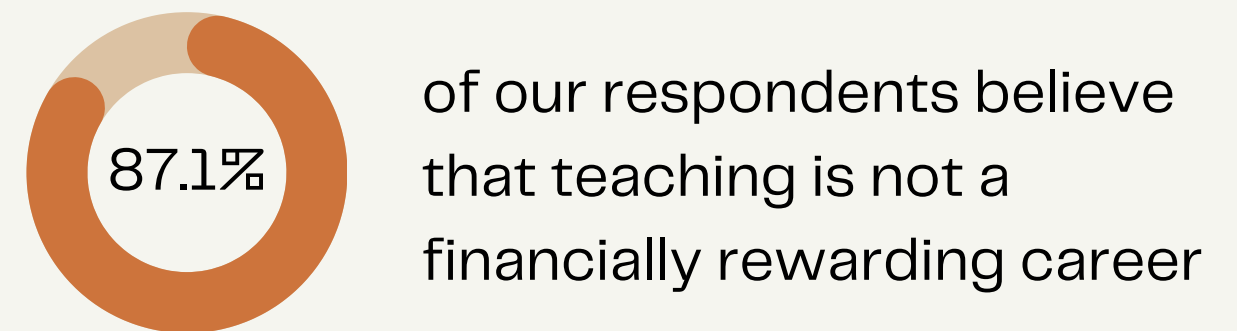
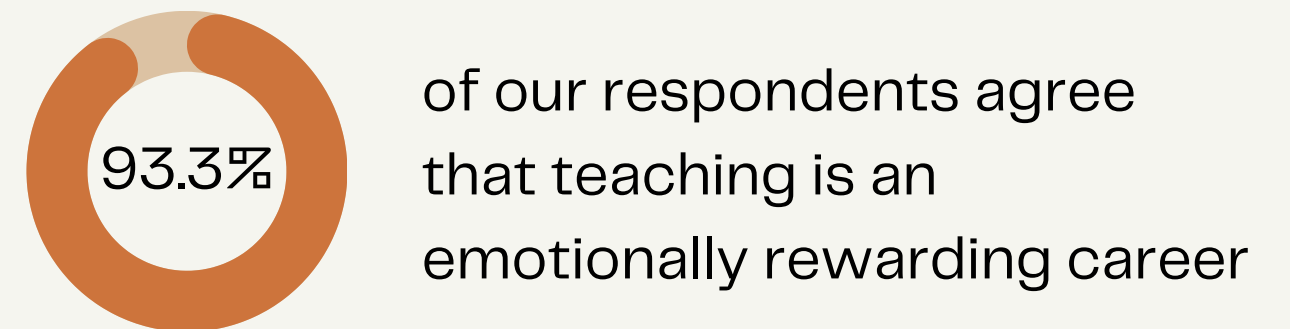
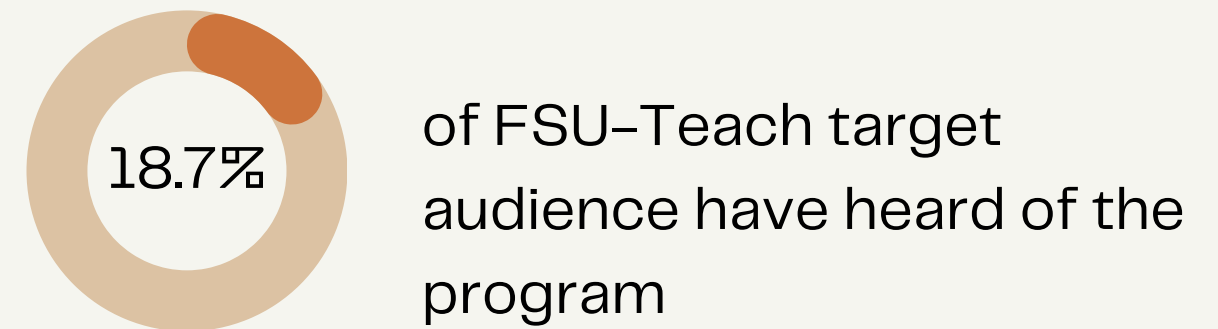
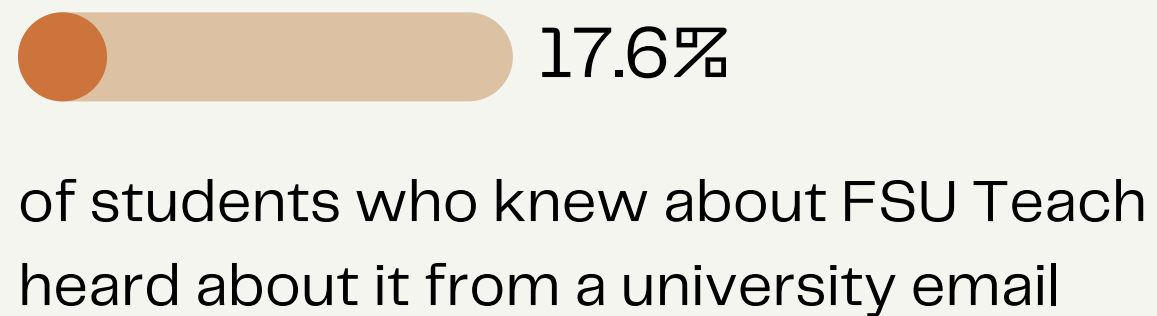
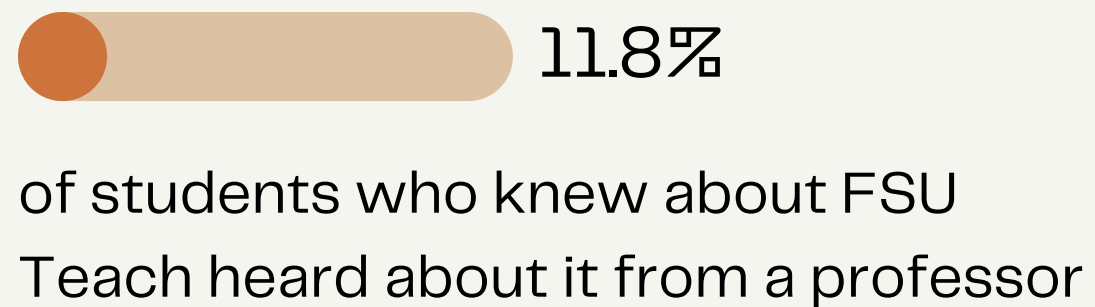
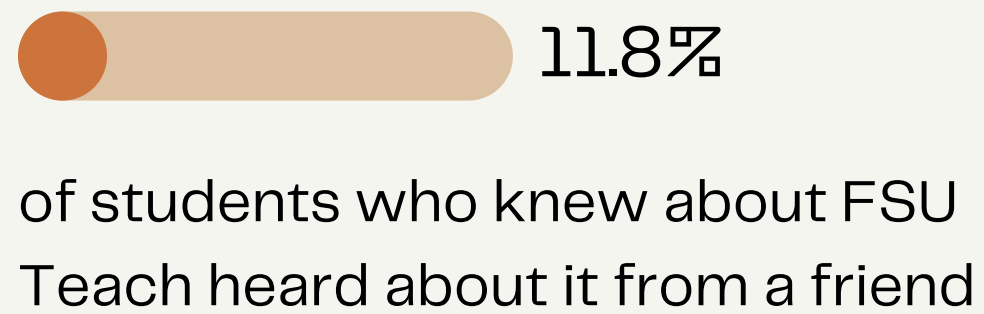




Sample Description:

- **Age:** 20 (Mean, median, and mode)
- **Gender:** 6 males and 25 females
- **Academic Level:** 2 freshmen, 7 sophomores, 9 juniors, 12 seniors, and 1 other
- **Race:** 20 white, 2 black, 6 Hispanic, 1 Asian, and 2 others
- **Major:** 12 bio majors, 1 computer science major, and 18 other majors
- **Parents:** 14 have parents who work in the STEM field and 17 don't

Significant Results:



What do our results mean?

- FSU-Teach's marketing is not reaching underclassmen.
- FSU-Teach's current efforts aren't tackling the issues students have with teaching as a career.
- Email marketing is working amongst older students.
- The emotionally rewarding aspect of teaching needs to be highlighted in advertising.
- Students are not aware of many of the positive aspects of FSU-Teach.
- FSU-Teach's social media is failing to bring awareness to the target audience.

Final Recommendations:

Improve
messaging

Focused
Advertising

Combat
Stigma

Change from
the inside

Promotional
videos and
update media

Change social
media strategy

A wooden desk with a pencil, a pen, and a notebook. The pencil is in the foreground, the pen is behind it, and the notebook is on the right side. The text "THANK YOU!" is written in large, bold, black letters on a white rectangular background.

THANK YOU!

Questions?