**Florida Center for Mathematical Coaching and Consulting**

**Business Summary**

Mathematics courses have very low retention and success rates. Providing tutor and training services is considered a best practice in mathematics education. Students enrolled in math courses need frequent feedback and support. Given the nature of mathematical concept development, students/clients need “just-in-time” interventions to ensure that they develop understanding of content prior to the introduction of new course material. Tutoring consists of face-to-face or a blended format that involves a combination of individual and web-based services.

Math tutoring and training at the Florida Center for Mathematical Coaching and Consulting is a Florida-based company that offers tutoring services for a wide variety of subjects. The company is currently a sole proprietorship; however the business plans to change its organizational form to a Florida-based LLC.

The Center was founded by Dr. Stephen Atkins who has taught high school, community college, and university level courses in a variety of quantitative fields for over thirty years. Dr. Atkins has multiple years in training, curriculum development, and providing professional development for a variety of college and high school faculty and administrators. During the past two decades he established Teaching and Learning Centers in Florida and North Carolina colleges that specialize in providing students outstanding academic support. His efforts have received international recognition for excellence in critical thinking through the Foundation of Critical Thinking.

Although the Center has informally existed for over two decades in North Carolina; operations were not structured as a full-time business and was administered as a part-time endeavor. He is now ready to concentrate on developing this business into a more efficient source of revenue. The first step of this transformation is the writing of a business plan. This plan is being used as an internal document to assist in the development of the Florida Center for Mathematical Coaching and Consulting

The Center operates with very low overhead, therefore he will not be seeking capital for operations.

**The Market**

Florida Center for Mathematical Coaching and Consulting has identified several target market segments that will be pursued. The largest segment are the students enrolled in mathematics courses in Southwest Florida and primarily will serve the Port Charlotte, Punta Gorda, North Port, Cape Coral, and North Ft. Myers areas. Stephen has close relationships with many of the professors of math programs in local colleges and universities, allowing him to tailor the tutoring to the specific course material as well as receive referrals from said professors. Within this market segment there will be four subgroups: 1) high school or middle school students, 2) students enrolled in college or university math or other quantitative related courses , 3) students enrolled in research processes including dissertations and master thesis, 4) clients from business and industry with specialized quantitative needs related to Quality Management processes- lean six sigma, project management professional certification exam, statistical process control or related statistical processes, and quantitative aspects of ISO management system standards.

**The Services**

The Florida Center for Mathematical Coaching and Consulting offers a wide range of academic subjects. Group or private tutoring sessions will be offered. Private sessions offer intense individual assistance, but groups sessions can also be beneficial with decreased economic costs and the use of team-based approach that the business program encourages. Workshops for business and industry are also provided for management practices that involve statistical processes. The Florida Center for Mathematical Coaching and Consulting uses a framework designed by the Center and based on a metacognitive model for critical thinking. The Critical Thinking Analysis Framework (CTAF)© provides a unique problem solving approach taught to students for approaching all topics that they encounter. This system seeks to provide the student/client with a way in which they can better solve his/her own queries. This system differs from most tutors who are primarily concerned with answering immediate questions without providing basic problem solving skills for analyzing any mathematical application.

Florida Center for Mathematical Coaching and Consulting provides tutoring services in quantitative courses in the Southwest Florida area. Tutoring is available in courses including: algebra, pre-calculus, statistics, finance and business mathematics, calculus, and physics. Tutoring services are also available to students from other programs including undergraduate classes and community college courses. Tutoring sessions focus on helping students grasp the concepts they will need to know to perform well in and outside of the classroom, as well as developing study strategies to effectively prepare for exams in their class. A long-term focus of empowering students is favored over a short-term problem-solving strategy.  
  
**General Objectives for the First Year**

The Florida Center for Mathematical Coaching and Consulting will be led by Dr. Stephen Atkins. Dr. Atkins brings a wealth of academic excellence as well as a proven record of teaching, tutoring, and providing professional development to high school and college faculty, and implementing and managing a number of academic success programs. Stephen first began tutoring at Elon University. It was this experience that provided him with the insight that he enjoyed and excelled at tutoring. During his second year in the mathematics program, the school hired him to be a tutor for the first year students. This provided him with incredible interest into how student’s learn mathematics. Later, he pursued a Master’s and doctorate degree focusing on best practices from the research literature in mathematics teaching and learning education.

The Tutoring Service is a home-based tutoring business that offers a wide range of tutoring services. Due to Stephen’s expertise, professor networking connections, demand for math tutoring and low overhead, the Florida Centre for Teaching and Learning will realize good revenue and profits.

**Objectives**

* Generate ten informal contracts/referrals with math and business school professors.
* Generate a minimum of ten contracts from marketing strategies.
* Provide at least eight site visits for quality management projects
* Increase revenue steadily from Year 1 through Year 3.
* Achieve full hourly capacity by 1st quarter, Year 2.

Private tutoring sessions are available, as well as small group study sessions. Students are encouraged to come prepared with questions and items to discuss. Students are also encouraged to ask the tutor questions throughout the week in between sessions. Questions are submitted and answered via email. While this takes up time for Dr. Atkins and it is not directly billed out unless the time spent per student exceeds one hour a week, typically, web-based approach is a value added service for all clients and seldom are clients billed for additional services.

Tutoring employs a metacognitive model for critical thinking. The Critical Thinking Analysis Framework (CTAF)© provides a unique problem solving approach taught to students for approaching all topics that they encounter in school as real-world statistical problem solving for business and industry. This system seeks to provide the client with a method in which he/she can better solve their queries within a problem solving context. This system differs from most tutors who are primarily concerned with answering the students immediate questions and not concerned with providing the students with basic problem solving skills for analyzing any mathematical application. CATF, a problem solving method that students can apply to a wide range of subjects and provides the students with the necessary tools to solve the problem at hand, but also empowers them with a systematic approach to solving future issues. This unique approach does not just address the current question the student has, but provides a problem solving method for all conceivable difficulties. CATF enables students to approach any problem in a systematic manner and self-assess their own thinking as they focus on problem solving. It is quite effective at lowering anxiety when faced with new subjects because students or other clients have a method of approach that can use to assist to gain confidence and mathematical competence.

**Rates are:**

Individual tutoring, $30/hour

Two people at $25 each/hour

Three people at $20 each/hour

Four people at $15 each/hour

Five people at $10 each/hour

Many international students are sponsored by organizations that assist the students in the economic and social costs/issues of studying in a foreign country. Many of these agencies have money set aside for tutoring and the Service will work closely to develop a business relationship with the various organizations.

**Special Classes for Quality Management**

Business, Government agencies, and industry may request seminars or workshops on statistical approaches for management such as critical thinking, root cause analysis, statistical process control, lean six sigma, ISO Management system standards, and project management. Rates for special workshops are $500.00 per day plus travel and related expenses.

**Profit Expectation:**

Year 1:

Anticipated Revenue:

Atkins services personal work load:

20 students/week @ $30.00 hr. = $600/week

Based on 40 weeks/year equates to $24,000 annual revenue.

Staff (additional tutors) workload:

20 students/week

$24,000\*\*

\*\*The Centre retains 20% of staff earnings equating to $4800/yr.

Other Revenue:

It is anticipated that the Centre will provide a minimal of eight management related workshops per year for an additional $6000.00.

Total revenue year 1: $50,000.00

**Cost:**

Start-up contingency capital: $10,000

(start up)

website development: $2,000

Marketing materials and advertisements: $1,500.00

LLC and related legal costs: $200.00

Total cost year one: $3,700

First year profit: $50,000 – $3,700 = $46,300

\*anticipated that summer sessions, holidays, and spring break will minimize demand