

CASE STUDY: Annapolis Valley

Annapolis Valley Regional Library

Need for Teen Services

In 2013, Annapolis Valley Regional Library in Nova Scotia, Canada evaluated their current programs' usage and realized their offerings could be modified to better meet patrons' needs. "One third of the population we serve is youth in kindergarten through high school," says Angela Reynolds, Head of Youth Services. "The few programs we had available for them were hugely popular, so we had an obvious need for more youth services."

With a limited budget, Reynolds could not rely on additional funds to purchase new services and instead had to find space in their current budget. "I looked at what I was spending on purchasing books for teens and young adults, and I was spending a lot of money and discarding a lot of new books that had been purchased within the last three or four years but hadn't been checked out very much," Reynolds notes. "Rather than continue spending money on books that are not being checked out, we decided to spend it on a resource that will actually get used by teens."

Serving a Rural Community

In addition to having a large percentage of youth patrons, Annapolis Valley also has a large percentage of patrons in rural areas. Its service population of 100,000 is spread out over 100 kilometers from one end of the valley to the other, consisting of mainly rural towns and villages.

"We have a lot of patrons who live in very rural communities and can get stuck under three feet of snow in the winter," Reynolds says, "So we have to offer alternative services for them. Programs like Tutor.com are really useful for those who can't travel but do have use of the Internet."

The region of Annapolis Valley also has many homeschoolers. "Homeschoolers and their parents are incredibly excited about Tutor.com," notes Reynolds. "Some of the parents had actually purchased Tutor.com time themselves for their children. When they heard the library was going to offer it for free, they were thrilled."

Program Details

Annapolis Valley Regional Library

Location:	Nova Scotia, Canada
Partner Since:	2013
Population:	100,000
# of Sites:	11

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— Angela Reynolds, Head of Youth Services for the Annapolis Valley Regional Library

Online Tutoring a Success for Annapolis Valley Patrons*

100%

are glad Annapolis Valley offers this service

98%

would recommend this service to a friend

94%

say Tutor.com helps them complete their homework assignments

88%

say Tutor.com helps them be more confident about their school work



What Annapolis Valley Patrons Are Saying About Tutor.com*

“The tutor fully helped me understand an equation that I had no idea where to start solving and made things completely clear for me! Now I know exactly how to do it easily!”

- 11th Grade Student

“Thank goodness for tutor.com! Many of my classmates have math tutors because parents can afford to hire them. I am a keen student but my family does not have the financial resources to pay for a tutor. This service really levels the playing field for me! Thank you! ”

- 12th Grade Student

“I don’t know what I would do without tutor.com”

- 11th Grade Student

“The tutor provided me with the steps and not the answer allowing me to solve it myself and learn how to be better at math.”

- 10th Grade Student

“The tutor was really cool about explaining the physics behind a scenario I thought up on the spot. It really strengthened my grasp of what I am doing now and what I will be working on further down the road.”

- 11th Grade Student

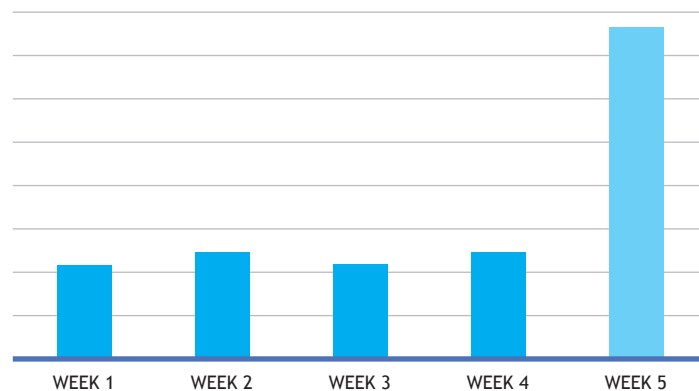
Generating Awareness

Reynolds knew that the key to creating a successful program was promotion, which is particularly hard to do when your community spans such a large geographic area. To combat this, Annapolis Valley promoted their Tutor.com program in several ways, including the more conventional methods of in-person demonstrations and press coverage, but they also had a strong presence on social media.

“We’ve been promoting our Tutor.com program heavily and steadily on Facebook and Twitter and that seems to really be working,” Reynolds says. “I know some youth follow us online, but if they don’t, their parents do. I post at different times of the day and on different days of the week to reach the most people. And I always say it’s free. When people find out it’s free, they get pretty excited!”

Reynolds also uses Tutor.com’s Client Resource Center (CRC) to aid her in her promotional efforts. “The materials in the CRC are super easy to personalize and print off,” Reynolds says. “When we first started doing this, I looked at every single thing on there and found some great promotional pieces to use and some really good tips.” The results of Reynolds hard work are evident - in the fifth week of their Tutor.com program, Annapolis Valley Regional Library’s usage tripled!

Usage by Week



Measuring Success

Reynolds also values Tutor.com’s statistical reports, which provide libraries with not only outputs, but also outcomes about how their program is helping their patrons. “One of the things we don’t always get from our patrons is this feedback with the comments,” Reynolds notes, “And to me, that’s really important. When I take a paper to my boss that says ‘I was failing pre-calculus and this helped me,’ those words speak so much louder than the numbers that we get. I think it’s going to be really valuable with stakeholders and supervisors.”