FULL PRODUCT TRAINING
WITH PROMOTIONAL CALENDAR
THREE MAJOR COMPONENTS

Real-Time Tutoring
• 3,000+ expert tutors
• On-demand, 2pm-10pm,
  – Sun-Thu
  – Job Seeker 10am-10pm
• 40+ subjects

Asynchronous Reviews
• Essays/Writing
• Resumes/Cover Letters
• Math Questions
  – Algebra through Calculus

Self-Study Tools
• SAT/ACT Essentials
• SkillsCenter™
• Practice Quizzes

www.tutor.com/clientcarelib/la
# Tutoring Subjects Available

<table>
<thead>
<tr>
<th>Math*</th>
<th>Science*</th>
<th>Social Studies*</th>
<th>Languages</th>
<th>Writing</th>
<th>Test Prep</th>
<th>Computer &amp; Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic I &amp; II</td>
<td>Basic</td>
<td>History</td>
<td>English</td>
<td>Book Reports</td>
<td>AP® Test</td>
<td>Job Searches</td>
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<tr>
<td>Algebra I &amp; II</td>
<td>Earth Science</td>
<td>Government</td>
<td>-Grammar</td>
<td>Creative Writing</td>
<td>PSAT®</td>
<td>Applications</td>
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<tr>
<td>Geometry</td>
<td>Biology</td>
<td>Geography</td>
<td>-Literature</td>
<td>Essays</td>
<td>ACT®</td>
<td>Cover Letters</td>
</tr>
<tr>
<td>Trigonometry</td>
<td>Chemistry</td>
<td>Political Science</td>
<td>-Vocabulary</td>
<td>General Technique</td>
<td>SAT®</td>
<td>Résumés</td>
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<tr>
<td>Pre- &amp; Calculus</td>
<td>Physics</td>
<td>Reading Comp.</td>
<td>Letters</td>
<td>HSE/TASC</td>
<td>Interview Prep</td>
<td></td>
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<tr>
<td>Statistics</td>
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<td>ESL/ELL</td>
<td>Research Papers</td>
<td>Citizenship</td>
<td>MS Word®</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Spanish</td>
<td>Short Stories</td>
<td></td>
<td>MS Excel®</td>
<td></td>
</tr>
</tbody>
</table>

* Bilingual Spanish speaking tutors available

www.tutor.com/clientcarelib/la
OUR TUTORS

7% Subject Matter Exams
25% Mock Session
81% Background Check

Sharable Resources
10 Things Teachers Should Know
10 Things Parents Should Know
Safe & Secure Assurance
http://go.tutor.com/libraries/hcl

www.tutor.com/clientcarelib/la
o Point links to homeworkla.org

o Authenticate through GeoIP or LaLibCon login
Previous Sessions

- **Drop-off Review Retrieval**
- **Favorite Tutors**
- **Virtual Locker**
- **COPPA Compliant**
Hi Student!

Live one-on-one help is available noon - midnight. Get a tour of Tutor.com!

What do you need help with today?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Subject</th>
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</thead>
<tbody>
<tr>
<td>Math</td>
<td>Select a subject...</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select a grade</td>
</tr>
</tbody>
</table>

Please choose your school *

I want a tutor with voice chat capabilities.

Enter your question

Type your question here.

Attach a file

Want to use voice chat?

Requires a microphone and speakers or a headset.

SkillsCenter™ Resource Library

Here are some worksheets, lessons, videos and more that we thought you'd like.

View Study Resources
View Test Prep Resources
View Career Resources

www.tutor.com/clientcarelib/la

P A T R O N E X P E R I E N C E

Tutor.com Entry Page

- Top Navigation Bar
- My Account Menu
- Defaults to “Get a Tutor”
- SkillsCenter™ at Bottom
- Changing in early 2018
COMING IN 2018

NEW LANDING PAGE

• Improved ‘merchandising’
• Customizable navigation
• Bolder, brighter display

www.tutor.com/clientcarelib/la
What do you need help with today?

Find out where you need more help.

Take a practice quiz now to see which concepts you know and which ones you don’t. If you miss a question, don’t worry—you can discuss it with a tutor with one click.

- Topic: Algebra
- Quiz: Factoring Polynomials

My Quizzes:
- Algebra - Graphing Linear Equations
  Score: 50%
  Date: 06/19/2017
- Algebra – Slope-intercept form
  Score: 75%
  Date: 06/15/2017
Welcome to Tutor.com!

Live one-to-one help is available K-College available Sunday – Thursday from 2:00 – 10:00pm; Adult Education Thursday from 10:00am – 10:00pm

What do you need help with today?

Subject
Select a subject...

Grade
Select a grade...

What library are you in? *

I want a tutor with voice-chat capabilities.

Enter your question
Type your question here.

Attach a File

CONNECT NOW

PATRON EXPERIENCE
Get a Tutor or Career Coach

- K-12th + intro-college
- Adult Learners
- Job Seekers

- Homework Help
- Skills Building
- Remedial Tutoring
- Test Preparation
- WriteTutor Coaching
- Job Search Assistance

www.tutor.com/clientcarelib/la
<table>
<thead>
<tr>
<th>Subject</th>
<th>Student Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAT Prep: Writing</td>
<td>“I am doing the Identifying Sentence Errors portion of a SAT Practice Worksheet, and I need some help with some of the questions.”</td>
</tr>
<tr>
<td>ESL for ELL</td>
<td>Past versus Passed</td>
</tr>
<tr>
<td>Microsoft Office®</td>
<td>“how to use excel to create a chart”</td>
</tr>
<tr>
<td>Reading Comprehension</td>
<td>“What type of constituent is underlined in the sentence below? The nice unicorns from that planet are visiting us regularly.“</td>
</tr>
<tr>
<td>Job Search Help</td>
<td>“Hello. can you help me reword my experiences and job descriptions to tailor it to the position in which i am seeking employment? i will send you my resume with no personal info.“</td>
</tr>
<tr>
<td>GED/HiSET/TASC Prep</td>
<td>“Trying to earn my GED, I need help with the Bill Of Rights. I need help on remembering 10 armaments.”</td>
</tr>
<tr>
<td>Matematicas Primera</td>
<td>“Nesecito ayuda con matematicas leccion 1.9 y 1.10”</td>
</tr>
</tbody>
</table>
Choose your topic.
Choose your subject.
Choose your grade.
Enter your zip code (optional).
Choose your home library/school.
Select voice if you’d like.
Enter your question.
Attach a file, if you’d like.
Click to connect.
Choose computer or phone.

Audio transcript is recorded.

Audio transcript is transcribed to text.

Currently unlimited storage, but may eventually be limited to 12 months.
Interactive Whiteboard

- Drawing and writing tools.
- Paste or import images.
- Change background to graph paper.
- Drag & drop shapes & formulas.
- Open multiple whiteboard.

www.tutor.com/clientcarelib/la
Tutors open websites in classroom for shared viewing to supplement the discussion and instruction.

- URLs for all shared resources are provided as links in the session transcripts.

**Graphing Calculator**

- Available in upper level math and science subjects
- Complex equation editor with resulting graphs.

www.tutor.com/clientcarelib/la
P A T R O N  E X P E R I E N C E

- Tutor shares application so students can see software tools.
- Excellent for teaching MS Office.
- Replaces copy/paste of text on whiteboard.
- Allows both student and tutor to modify the text.

File Sharing
- Word, Excel, PowerPoint, TXT, HTM, HTLM, PDF, JPG, BMP, PNG (1 MB, max)

Two-Way Text Editor
- NEW!
Please answer this survey.

1) I thought my tutor was:
   - Excellent
   - Very Good
   - Good
   - Fair
   - Poor

2) I thought the classroom was:
   - Excellent
   - Very Good
   - Good
   - Fair
   - Poor

3) Would you recommend this service to a friend?
   - Yes
   - No

4) Are you glad Johnson County Public Library (JYL) offers this service?
   - Yes
   - No

5) Is this service helping you:
   - Complete your homework assignments?
     - Yes
     - No
   - Improve your grades?
     - Yes
     - No
   - Be more confident about your school work?
     - Yes
     - No

6) Share any feedback here - we really read these!

7) Add this tutor to your favorites?
   - Yes
   - No

Submit

---

**Thank you!**

What now?

Email a transcript of your session

Enter email address  Send Email

Print a copy of your session

Print

Replay your session

Replay

---

**Post-Session Survey – results in your reports**

- Transcript delivery options
  - Email
  - Print
  - Replay Video

- Transcript includes live links and all whiteboards & tools.
Submit your paper or resume for a 24-hour review.

It's easy—just complete the form below to let our tutors know what you're working on, submit your document, and we'll get it back to you within 24 hours.

What library are you in? *

What kind of help do you need?
Job Help Resume and Cover Letter Drop Off Review (20-minute maximum review)

Select your grade level: *

What would you like your tutor to review?

I am:

Please copy and paste the job announcement/posting for which you are applying or copy the link to the posting:

Please upload a document for review.

Choose File | No file chosen
Remove

Accepted file formats: .doc, .docx, .txt

Submit

PATRON EXPERIENCE

Drop-Off Essay & Résumé Review

- K-12th + intro-college
- Adult Learners
- Job Seekers

- Open 24/7
- Turn-Around: ≈5-6 Hours
- 5,000 Character Maximum
- Guidance, Not Editing
- (exceptions for résumés)

www.tutor.com/clientcarelib/la
## EXAMPLE QUESTIONS

<table>
<thead>
<tr>
<th>Grade</th>
<th>Describe Your Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>9th Grade</td>
<td>“Persuasive essay, two claims with evidence, and a counter claim.”</td>
</tr>
<tr>
<td>12th Grade</td>
<td>“Write journal entries of the beg, middle, end of the book All quiet on western front”</td>
</tr>
<tr>
<td>College – Intro Level</td>
<td>“The essay should be about 5 pages long. You must do ONE outside reading and incorporate it into the paper. This is to be a thesis paper, so you should argue for a position--e.g. that voluntary euthanasia should be legal. Or you can make it more specific, e.g. physician assisted suicide but not euthanasia, etc.”</td>
</tr>
<tr>
<td>Recent Graduate: Job Seeker</td>
<td>“No specific job announcement/posting. Just need a general review of my resume. Thank you!”</td>
</tr>
<tr>
<td>Adult</td>
<td>“Personal statement for family medicine residency. I am mostly concerned about conciseness and flow.”</td>
</tr>
<tr>
<td>Job Seeker</td>
<td>“Hi. One of the current desk monitors near my job recomended I email the Resident safety program directly even though I already applied because supposedly the program stony brook uses is really slow. Do you mind just reading over the email?”</td>
</tr>
</tbody>
</table>
Patron Experience

Summary Feedback Form

Strengths: Great topic! Good Flow!

Weaknesses: We have some places where we can cut words and phrases to give you more space to answer the questions we didn’t really touch on enough from the prompt.

Recommended Next Steps: After you work through these changes, make sure you read the essay out loud to make sure everything is good to go! 😊 Don’t be discouraged—my application essay took 11-12 drafts to be really ready for submission to a highly competitive school. You’re doing a fabulous job, and you’re really close to being finished! :D You got this!!!
Got a question? Ask it now.

Have a tough algebra or algebra II question that you just can't figure out? Send it over to our expert tutors and we'll write up a detailed explanation of how to solve the problem.

Please submit one question at a time

What kind of help do you need?

Drop-Off Algebra Review

Select your grade level:

9th

Type your question here. Include all directions and a note to the tutor if there is a certain way you want it solved. For example, "Use graphing" or "Use factoring".

Find the equation of the line that passes through the points (-5, -1) and (-1, 5). Slope-intercept form.

Graph the equation.

Attach a File

Submit

Drop-Off Math Questions

- Middle & High School Math Subjects
  - Algebra through Calculus
- Open for submission during regular tutoring hours.
- Turn-Around: ≈12 Hours
- Limited to one question per submission
## EXAMPLE QUESTIONS

<table>
<thead>
<tr>
<th>Grade</th>
<th>Describe Your Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>9th Grade</td>
<td>“Two planes leave an airport at the same time heading in the same direction. One plan is traveling at 350 mph and the other is traveling at 400mph. How long will it take for the difference between the two planes to be 75 miles?”</td>
</tr>
<tr>
<td>10th Grade</td>
<td>“Hi, I'm currently doing this problem on my Solving Quadratic Systems Homework and I don't know how to do it. Please use the quadratic formula for this one and help solve it algebraically. Thank you.”</td>
</tr>
<tr>
<td>11th Grade</td>
<td>“I wanted help understanding the e (base of natural logarithms) and the ln for logs.”</td>
</tr>
<tr>
<td>12th Grade</td>
<td>“determine the y intercept of the line represented by the given equation -y=7/4x+8/7  I know we have to divide by -1 to get the answer because the teacher said so but I do not understand why we have to divide -1 for this problem, how do I know when to do that?”</td>
</tr>
<tr>
<td>College</td>
<td>“Please see attached. I'm confused because when I get to the last step of integrating sin^2(x) again, wouldn’t I just be back in a loop of integrating and replacing the answer with the given trig identity?”</td>
</tr>
</tbody>
</table>
Your question:
Two planes leave an airport at the same time heading in the same direction. One plan is traveling at 500 mph and the other is traveling at 400 mph. How long will it take for the difference between the two planes to be 75 miles?

Your Solution:

Step 1:
First, we should know that distance is equal to speed times time as shown in the whiteboard. We will use this formula in this problem.

Step 2:
Let t be the time when the difference of distances between them is 75 miles. Now we know that distance = speed * time, so in t hours at the speed of 400mph the faster plane will travel 400t miles = 400t miles of distance. Likewise, the slower plane will travel 500t miles. The difference between the two would be 500t - 400t = 100t miles of distance. So we will solve it for t as 0.75.

How did we do?
Please take a moment to review your tutor's feedback and leave a comment - we really read them!

Rate tutor's feedback:

Would you recommend this service to a friend?
- Yes
- No

Is there anything we can do better next time?

PATRON EXPERIENCE
Step by Step Explanations

- Explanation for each step
- Neatly drawn whiteboards
- Post-response feedback form

- Not a substitution for real-time tutoring sessions
- Can be helpful as a time-management tool

www.tutor.com/clientcarelib/la
Practice Quizzes & Skills Drills

High School/End of Chapter
- Math Fundamentals
- Algebra I
- Geometry
- Algebra II
- Calculus
- Biology
- Chemistry
- Physics
- English/Language Arts

www.tutor.com/clientcarelib/la
Study Resources

Thousands of lessons, worksheets, study guides and videos to help you.

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<th>Subject</th>
<th>Subtopic</th>
<th>Web</th>
<th>Videos</th>
<th>Tutor.com Sessions</th>
<th>Tests &amp; Worksheets</th>
<th>Learning Games</th>
<th>Flashcards</th>
<th>Textbook Solutions</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Elementary</td>
<td>Fractions</td>
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</tr>
</tbody>
</table>

SkillsCenter™ Resource Library
Study • Test Prep • Job Search

- Websites
- Videos
- Tutor.com Sessions
- Sample Tests & Worksheets
- Learning Games
- Flashcards
- Textbook Solutions

www.tutor.com/clientcarelib/la
QUESTIONS?
IN-LIBRARY PRACTICE TEST EVENTS

Benefits of Offering In-Person

Help students prepare for test day.

Build awareness of Tutor.com.

Provide instruction on using Tutor.com.

Attract new students into the library.

Connect with school guidance counselors.

An excuse to buy doughnuts.

www.tutor.com/clientcarelib/la
ADMISSIONS ADVICE

Taking Both SAT & ACT can be beneficial.

- Increase chances of MERIT BASED AID.
- Provide more information to admissions counselors.
- ACT could, for some schools, replace the SAT Subject Tests.

SAT Test Dates
- Mar 10
- May 5
- June 2
- Aug 25

ACT Test Dates
- Feb 10
- Apr 14
- June 9
- July 14

ACT OR SAT

Early Decision/Early Action
Applications generally due on or around Nov. 1, Nov 15, Dec. 1 or Dec 15, depending on school.
PRE-EVENT PLANNING

In-Library Practice Tests

• Choose ACT or SAT. ACT is required in Louisiana for high school graduation. Tuition assistance is available to students for Louisiana higher education institutions if the student scores at least a 21. Consider offering an SAT practice test once or twice a year for those students considering out-of-state or private schools.

• Choose your space: computer lab or classroom style? Capacity? Quiet Environment?
  – You will need the room for a minimum of 4 hours. For prep time, it is preferable to book it for five hours.

• Print Materials if you are using printed booklets instead of computer-based testing.
  – SAT Test Booklet & Bubble Sheet
  – ACT Test Booklet & Bubble Sheet

• Do a dry-run to get a “Score Report” and understand the process
ADVERTISING

www.tutor.com/clientcarelib/la

Customizable Flyers

FREE Practice Test
Day:
Time:
Where:
Register Before Event Required

Social Media

FREE Practice Test
Day:
Time:
Where:
Register Before Event Required

The SAT® ...is about to be SO EASY.

Make the ACT feel more like the Yay-CT!
PRE-TEST PACKET

Pre-Test Checklist and “How To” Guide

FYI: Official “What to Bring” from College Board and ACT, Inc.


Consider printing and providing a copy of the test prep books you have available in your library as part of the pre-event package so students know there are resources available that are not online.

Be prepared for students that have not taken these steps. You’ll need extra time at the beginning to get a few of them setup with Tutor.com accounts.
TEST DAY

• **Provide refreshments.** The tests do allow for “break time.”
• If using computers, **have computers already on** the Tutor.com authentication page.
• Spend 10-15 minutes **showing them the Tutor.com service** and explaining how to use their Score Reports & Coursework to improve.
• If using printed tests and bubble sheets, be sure to **show them how to enter their answers** into the Essentials program. Tell them EXACTLY which practice test they are taking.
• When it is time to start, **launch the online proctor.** Even if using computers to take the test, the online proctor simulates the test day environment so they can learn pacing.
**SAT/ACT Essentials**

- The Princeton Review’s Self-Paced Prep Course
- Practice Tests for ACT & SAT
- Detailed Score Report
- Video Lessons
- Practice Drills
- Admissions Advice

[www.tutor.com/clientcarelib/la](http://www.tutor.com/clientcarelib/la)
Essentials’ Navigation

**Home Tab**
- Set Targets
- Access Strategies Module

**Practice Tests**
- 1 Practice ACT Test
- 9 Practice SAT Tests
- Download Bubble Sheets
- Online Proctor

**Coursework**
- Video Lessons
- Practice Drills

**Resources**
- College Application Advice

Visit www.tutor.com/clientcarelib/la for more resources.
**Patron Experience**

**Practice Test Options**

- Click “Start”
- Choose Online or Download Tests & Sheet
- Launch Online Proctor
- Resume Paused Tests

**Scores Over Time**

- Graph of results

**Previous Score Reports**

- Click to access score reports
Choose your timer option

Once you’ve started, you cannot change this selection.

- Timed

START EXAM

PATRON EXPERIENCE

Practice Tests

Choose Time Allotment

- Timed (just like on test day)
- 1.5x
- 2x
- Untimed

Navigating Test

- Pause & End Button – Top Right
- Timer Under Pause/End
- Next Button – Bottom Right
ACT SECTIONS
3 Hours 50 Minutes
- 45 Minutes: English
- 60 Minutes: Math
- 10 Minutes: Break
- 35 Minutes: Reading
- 35 Minutes: Writing & Language
- 5 Minutes: Break
- 55 Minutes: Math – No Calc.
- 2 Minutes: Break
- 50 Minutes: Essay

SAT SECTIONS
3 Hours 57 Minutes
- 55 Minutes: Reading
- 10 Minutes: Break
- 35 Minutes: Writing & Language
- 25 Minutes: Math – No Calc.
- 5 Minutes: Break
- 55 Minutes: Math – Calculator
- 2 Minutes: Break
- 50 Minutes: Essay
# PATRON EXPERIENCE

## Score Report Sections

### Composite Score
- Total
- By Section
- Compared to Target

### Section Score
- By Section
- By Category
- Drill Down Into Questions
Question 43

A) NO CHANGE
B) as being communicative
C) as communicating Correct Answer
D) through communicating Your Answer

CONCEPTS TESTED:
Grammar & Usage: Verb Forms

QUESTION EXPLANATION:
C. Comparing the answer choices reveals that word choice is being tested. Refer to the essay to use POE when determining which answer is consistent with the text. The essay states that “owners will see that communicating with their pets is every bit as important as...” Choice (D) can be eliminated as it violates the proper comparison expression. Choices (A) and (B) are wordier than choice (C), so they can be eliminated. The correct answer is (C).

Now let’s look at what to do next:

Areas of Strength
Based on this exam, here's where you're scoring well:
- EDITING Add and Delete: Words
- RESEARCH SUMMARIES Hypotheses and New Information
- REFERRAL Locating Significant Details

Areas of Focus
Based on this exam, here's where you can improve:
- TRIGONOMETRY Basic Trigonometry
- ARITHMETIC Patterns, Sequences, Series
- PLANE GEOMETRY Volume

Score Report: Next Steps

Question & Category
Correct Answer Shown
Explanation Given
Concept Categorized

Areas of Focus
Ordered by Priority
Click for Coursework
PATRON EXPERIENCE

Coursework Tab
By Section & Category
- 90 ACT Lessons
- 90 SAT Lessons
- Video & Drill for Each

Tutor.com Browser Tab
Connect With a Tutor
- Flip Back to Tutor.com tab in your browser for help from an on-demand, subject-matter expert if you don’t understand any questions or concepts from the video lessons or practice drills.
Resources and Materials

General tips & tools
This self-paced course is designed so that you can do whatever you want, whenever you want. Complete as few - or as many - lessons as you'd like every day to prepare for the big test. Not sure where to start? Take a practice test so that we can recommend to you where you should start and then, off you go! You'll find our recommended lessons queued up for you on the Home page of your dashboard. Following each lesson, you will see drills that provide lots of opportunities to practice each topic. If you answer a question incorrectly, take the time to read and understand each of the explanations. Apply this learning on your next practice test to enjoy a well-earned score improvement.

Are you ready for the Common App?
Attention, all rising seniors! The 2016-17 Common Application is live. 669 colleges accept the Common App, which makes it easy to apply to multiple schools with just one form. Learn about the benefits of the Common App and get our expert tips on how to manage your time this fall. If you're applying Early Decision, start planning now!

Everything you need to know about your college application
You've been planning for this for your entire high school career. You've crafted the perfect transcript, achieved the standardized test score you want, committed passionately to your extracurricular activities, researched schools, and identified your best-fit colleges. It's time to show off all that work on an all-star application. Here's what you need to know to get started on your college application and stay organized.

5 ways college application essays and high school essays differ
Are you a high school junior? Your college application is probably your first experience writing a personal statement. From purpose to audience, here's a quick run-down of how college essays are different than the essays you write for English class.
NEXT UP: PROMOTION

QUESTIONS?
Client Resource Center
Resources and ideas to make your Tutor.com program a success

Tutor.com for Libraries News
New Tutor.com Overview Training Dates Available
Register now! This webinar occurs several times - click here here to find the date that works best for you.
After registering, you will receive a confirmation email containing information about joining the webinar.

www.tutor.com/clientcarelib/la
<table>
<thead>
<tr>
<th>Month</th>
<th>Theme Ideas</th>
<th>In-Library</th>
<th>In-Schools</th>
<th>In Community</th>
<th>Electronic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>New School Year Resolutions! Spring college admissions activities</td>
<td>Make Resolution Mobiles. Have students set resolutions about school. Show them Tutor.com to help keep those resolutions.</td>
<td>Restock flyers, brochures, etc. at the schools. Outreach to guidance counselors, especially with SAT/ACT Essentials information for spring tests.</td>
<td>Work with the local community college or BOCES to inform HSE/TASC takers of tutoring opportunities.</td>
<td>Focus on spring test dates for SAT/ACT. Post reminders to file FAFSA. “Dreaming of College” social media post. “Make Tutor.com part of your New Year’s Resolution.”</td>
</tr>
<tr>
<td>Feb</td>
<td>Library Lovers’ Month. Standardized Test Prep Starting. Random Acts of Kindness Week.</td>
<td>Electronic Resources “Speed Dating” for teens. Setup multiple computers (if available) with different resources and give teens 2-3 minutes at each station to explore.</td>
<td>Distribute “Top 10 Things Teachers Should Know” about Tutor.com via email and include a note about how Tutor.com tutors align their techniques with Common Core.</td>
<td>Reach out to church/synagogue/mosque youth leaders. If they focus their ministry on serving the whole person, they may touch on areas outside of religion. “How the library can help you destress.”</td>
<td>Tweet “I LOVE TUTOR.COM” student comments or “My tutor was so nice.” Guest blog post from a teen that tried Tutor.com and “loves” it.</td>
</tr>
<tr>
<td>Mar</td>
<td>“Luck” (St. Patrick’s Day). 3rd Quarter Report Cards coming soon. Standardized Test season begins.</td>
<td>With science testing in early April, consider a month of STEM programming in April. You can use Tutor.com science packets if you don’t plan to use them in the summer. Hang up “Science got you stumped” flyers.</td>
<td>Focus on English teachers. Send them flyers for WriteTutor and encourage them to offer extra credit to students using Tutor.com before handing in big papers.</td>
<td>Boys and Girls Club often have in-person tutoring or homework help programs. Drop off some brochures about Tutor.com so they can provide their members with supplemental assistance outside of regular program hours.</td>
<td>Instagram “Lucky You” graphic. “Still too cold to go outside? Go ahead. Get tutoring help from the comfort of your couch.” Post the pie graph of your usage by subjects on Pi day.</td>
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<td><strong>Apr</strong></td>
<td>Spring sports. Testing continues. Last quarter begins.</td>
<td>“It’s your lucky day” table setup. Rotate resources through the week. Put out brochures or bookmarks and an iPad or laptop for demos.</td>
<td>Outreach to coaches &amp; Advanced Placement teachers. Consider advertising at high school sporting events (banner sign on baseball fence?).</td>
<td>Hang flyers on community bulletin boards (restaurants, grocery stores, laundromats) or focus on workforce development. Visit local WD offices with information.</td>
<td>“Working on a paper?” Instagram/facebook/twitter post. Reuse “Get in the game” posts. “Is bedtime prime study time?” targets the upper level high school students that are stressed with end of year testing and college apps.</td>
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<td><strong>May</strong></td>
<td>AP® Tests. 4-8 Science Tests. National Math Education Month</td>
<td>Raffle: patrons submit math sessions for a drawing at end of month.</td>
<td>Teachers’ Appreciation Week and School Principals’ Day. Send out an email inviting teachers and principals to a “Pop In” night (popcorn &amp; demos) or a Demos &amp; Donuts morning.</td>
<td>Educate local youth organizations that see a lot of kids over the summer about library programs and Tutor.com. They YMCA, S.T.R.O.N.G., Big Brothers Big Sisters, etc.</td>
<td>Post challenging math questions on social media with a link to your Tutor.com program to celebrate National Math Education Month.</td>
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<td><strong>Jun</strong></td>
<td>Finals/Regents, end of year. Finish strong.</td>
<td>Test Prep &amp; Writing flyers throughout the teen area.</td>
<td>With summer reading at the front of all librarians’ minds, just focus on pre-scheduling social media posts for June so you don’t have to think about promoting Tutor.com during your busy summer reading season.</td>
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<td>Year end push on social media. Post about: Don’t give up. The end is in sight. Study for finals. Perfect your paper. Ace the ACT.</td>
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<td>Jul</td>
<td>Summer STEM Packets. Planning Time</td>
<td>Use Tutor.com math and science packets for the summer to help keep students engaged with the program even when school is “out.”</td>
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<td>Aug</td>
<td>Starting Strong! Gearing up for a great year!</td>
<td>B2S party or Program for parents</td>
<td>Attend B2S nights. Email to principals/teachers.</td>
<td>Pitch news article to local media about library resources for school.</td>
<td>Highlight on website. Blog post. “Keep calm &amp; connect” post on FB, Instagram, Twitter</td>
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<td>Sep</td>
<td>Library Card Sign-Up (LCSU)!</td>
<td>Provide program cards or Tutor.com branded library card holders with every new library card.</td>
<td>ConnectEd (or similar) initiative. Outreach to school librarian/media specialist. PTA meetings. (Top 10 Things Parents Should Know)</td>
<td>A library card can save you, $x every year. Get one today! Pitch to Chamber of Commerce members as an employee perk. “We’ll come to your place of business to distribute applications.”</td>
<td>“When you need help, it’s there” as part of a larger LCSU push on social. Email/newsletter article listing benefits of library membership they might not be aware of (Tutor.com).</td>
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<td>Oct</td>
<td>Fall sports, college admissions, 1st semester projects, looming holidays</td>
<td>Host a college night at library and promote Essentials as well as essay writing tutors</td>
<td>Reach out to coaches. Athletes needing help to stay academically eligible can use Tutor.com after practice.</td>
<td>Job seekers applying for seasonal jobs for extra holiday cash can use Tutor.com's Job Search Center for help.</td>
<td>“Get in the Game” social media posts. Blog post for teens on time management.</td>
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<td>Nov</td>
<td>Report Cards. Thanksgiving.</td>
<td>Put speech bubbles with comments of “Thanks to Tutor.com” around the teen area or on top of computer monitors.</td>
<td>Brochures for teachers in faculty rooms, offices, and school libraries.</td>
<td>Outreach to homeless shelters. As the weather gets colder and holidays come around, they see more visitors. Kids are homeless, too. 😊</td>
<td>“Regretting your report card? Raise your grades with Tutor.com!” social media. Also, post post-session comments of “Thanks.”</td>
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<td>Dec</td>
<td>Planning Time</td>
<td>Dec. is a slower month for Tutor.com so instead of trying to promote usage this month, use this time to plan your promotions for the second half of the school year.</td>
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