

tutor  
.com™

The  
**Princeton**  
Review®

BACK TO  
SCHOOL  
2018

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Expand your services  
to build a community  
of learners.

# OUR AGENDA



**NEW!**

## Let's Review What's New!



## Who, What, Why and How

- Elementary School
- Middle School
- High School



## Your Support Tools

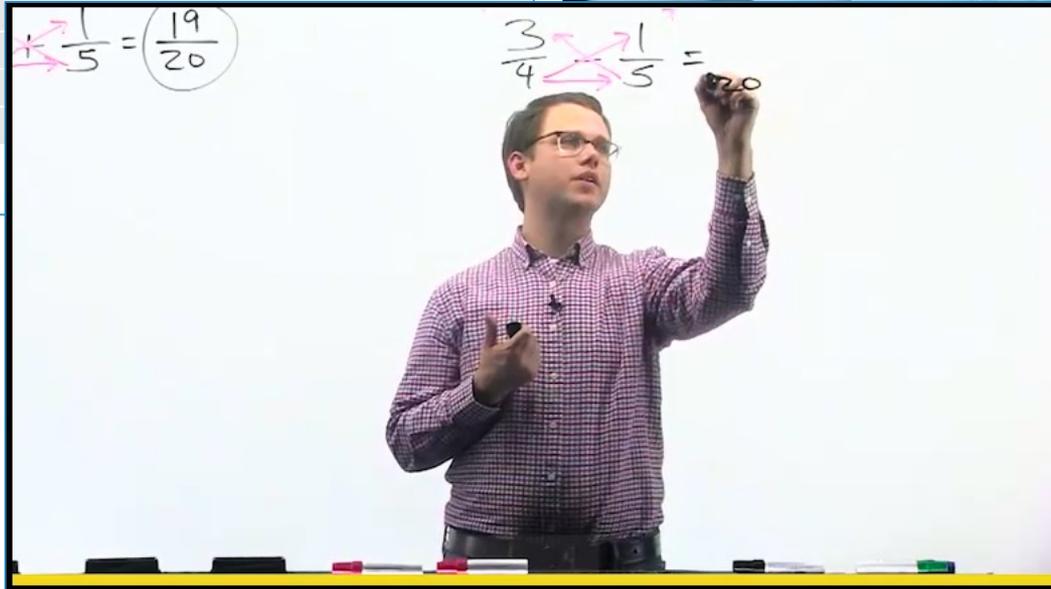
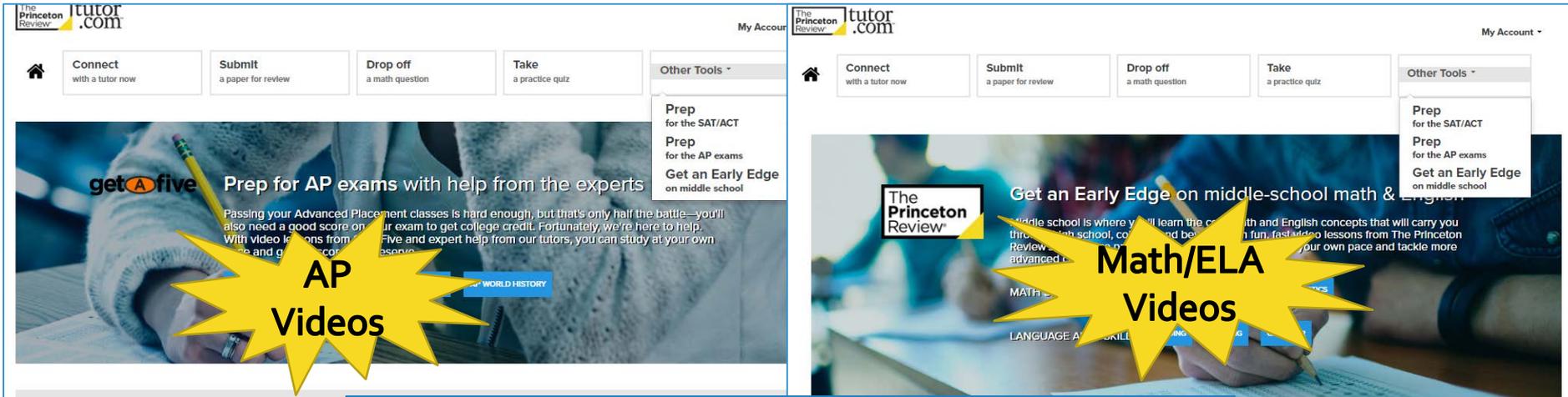
- Client Resource Center
- Client Portal
- Client Care Team

# WHAT'S NEW!

Landing Page	Released, but still being “tweaked”
Voice/Audio	Fully Released
Classroom Tools: calculator, text editor	Fully Released
AP® Course Lessons – Videos	Fully Released
Math & ELA Fundamentals – Videos	Fully Released
Writing Projects for Drop-Off Reviews	Groundwork released – remainder this fall
Nursing Subject Supplemental	Fully Released – sold as an add-on package
Computer Science Subject Supplemental	Fully Released – sold as an add-on package
Monthly Report Updates	Almost ready – should release this fall
“Monthly Bookmark” newsletter	Started in July – will continue to send
Social Media Promotion Pieces	Ongoing creation – Posted on CRC
Promotional Videos	Ongoing creation – Posted on CRC



# WHAT'S NEW!



Topical video lessons for AP courses:  
Biology,  
Calculus, U.S. History & World History

Foundation Focused for **Math & ELA**  
Good for middle & high school + GED/adults

# WHAT'S NEW!

What kind of help do you need?  
Drop Off Essay Review (50-minute maximum review)

Select your grade level: \*  
College - Intro

Are you seeking help with undergraduate or graduate writing? \*  
Undergraduate

What is the topic of your paper? \*  
Robespierre and the French Revolution

Where are you in the writing process? \*  
I think I'm on track but ready for feedback

Our tutors will review your essay for higher order concerns (content). Where else would you like the tutor to focus?  
Please check up to 2 additional areas:  
 Properly supporting your argument  
 Crediting your sources  
 Sentence construction  
 Word Choice  
 Other (Please specify)

Please describe your assignment and any instructions you've received from your teacher or professor (feel free to cut and paste). \*  
Robespierre oversaw the notorious Reign of Terror from his perch on the Committee for Public Safety, but ended up being executed himself. Explore the reasons why in 1000-1200 words, building your argument by citing primary and secondary sources.

What citation format are you using, if any?  
Turabian

Please upload a document for review.  
Choose File HIST115 essay.docx Remove

Submit

Targeted Reviews

## Your Drop Off Essay Review Feedback

### Essay Details

Submitted review on: 8/9/2018 12:29:47 PM  
Reviewed by: Matthew S

Topic of essay: "The Feeling of Love and Longing in Poetry"  
Where are you in the writing process: I think it needs a lot of work still  
Review priorities: Thesis, Organization and paragraph development, Properly supporting your argument, Subject-verb agreement

### Higher-order writing concerns

In this section, you'll see feedback from your tutor about your essay's content and organization.

**CLEAR AND FOCUSED THESIS:**  
Lacks argument focus

**PROPER CREDITING OF SOURCES:**  
OK, but needs work

**WELL-DEVELOPED ARGUMENT:**  
Lacks argument focus

Enhanced Feedback

### OTHER FEEDBACK:

In terms of content and organization, there are some things that need to be worked on. First of all, I think that you need to make a stronger argument other than these works being the best representations of this topic. That clearly states an opinion, but you should also mention the evidence that supports this. Show the reader why these are the best, rather than just telling them. And since "the best" is something that means different things to different people, try to define in a more descriptive way what you consider "the best" to mean. Also, I would suggest focusing on more ways they portray longing instead of just making the reader feel the desire for the subject as well. That is fine to mention as one point of evidence, but the argument would be strengthened if you were to refer to other ways that the longing is portrayed. Was there a particular way these authors wrote that depicted longing well? Does addressing this in a positive or negative way make these "the best" representations? I will leave a link below to help you with the Chicago style citations.

### Lower-order writing concerns

In this section, you'll see feedback from your tutor about your essay's style and grammar.

**SENTENCE CONSTRUCTION:**  
Few or no problems

**WORD CHOICE:**  
Some major errors

**GRAMMAR:**  
Some major errors

**SENTENCE VARIETY & CLARITY:**  
Few or no problems

**TRANSITIONS:**  
Few or no problems

**FORMATTING CITATIONS:**  
Some problems

### OTHER FEEDBACK:

There were a couple of issues with word choice and punctuation in this paper. Remember when writing to always express yourself in a clear and concise manner. It may be helpful in catching these mistakes if you were to read over your paper out loud. Then you will be able to hear how your writing sounds to the reader. For the punctuation errors, I will provide an informative link below that goes over multiple forms of punctuation and also one that you can use when citing your sources.

Pre-session questionnaire and summary feedback form changed (fully released). This will lead into "Progressive Writing Projects" where student can submit up to 5 concurrent versions to same tutor.

# WHAT'S NEW!



**Nursing &  
Healthcare**

**On-demand, online tutoring  
for nursing & healthcare**  
Completely **free** through your library!

**Master your prerequisite classes.  
Crush your coursework.  
Ace your NCLEX.**

Algebra	Biology	English Cop.
Anatomy & Physiology	Microbiology	Pathophysiology
Pharmacology	Psychology	NCLEX Test Pre.
Medical/Surgical Nursing	Nursing Care Plans	

**Tutors available:** [enter program hours]

[enter library website or program url]



**Coding &  
Web Design**

**On-demand, online tutoring  
for computer science**  
Completely **free** through your library!

**Take your education to the next level in  
computer literacy and computer science**

Microsoft Excel	C++ Programming
Microsoft PowerPoint	Java Programming
Microsoft Windows	Python Programming
Microsoft Word	Relational Databases (SQL)
	Web Design

**Tutors available:** [enter program hours]

[enter library website or program url]

[enter library name]

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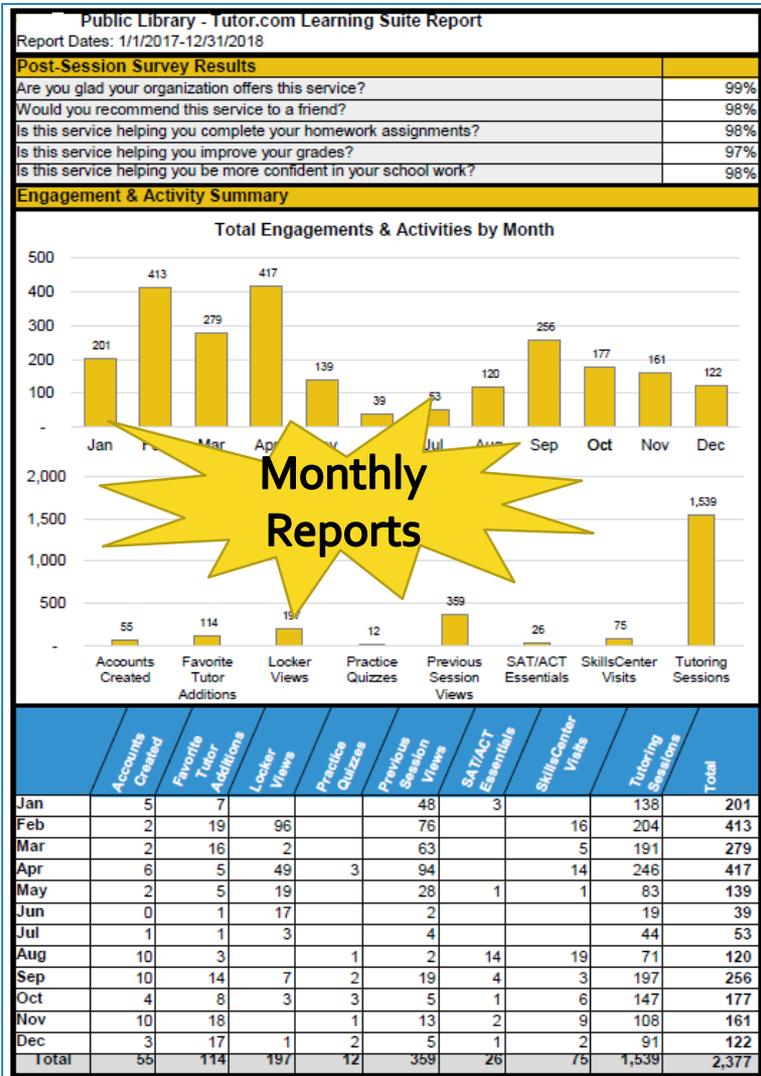
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Supplemental Subject Package, offered as an add-on to your current Learning Suite.

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www.tutor.com/clientcarelib

# COMING SOON!



Promoting Tutor.com at Back to School Time! Is this email not displaying correctly?  
[View it in your browser.](#)

## Tutor.com Monthly Bookmark

Promotional Tips for the Upcoming Month

### Back to School

Hello %company%

Welcome to the first edition of *Monthly Bookmark*, a new initiative from your Library team friends at Tutor.com. The purpose of this newsletter is to share quick ideas you and your team at %company% can implement within your library communities become and stay aware of. We'll suggest ways to promote Tutor.com via Tutor.com. Each month, we'll suggest a featured article, and an idea for a...

#### Social Media Post 1

#### Social Media Post 2

"Yeah, mom, I really AM doing homework on my phone!" Connect with a tutor through the library's website for help. #backtoschool #homework #freetutoring

WHO is dreading the return of homework? No need to SCREECH. We'll OWL-ways have your back! On-demand tutoring available through the library's website. #backtoschool #homework #freetutoring

# COMING SOON!

1. Get a card.



2. Get online.



3. Get a tutor.



4. Get happy!



Social  
Media Tools

My most important school  
supply is...



SCHOOLWORK  
PILING UP?

Library card!

tutor.com The Princeton Review

The Princeton Review



0:02/3:50 | powtoon

tutor.com The Princeton Review

www.tutor.com/clientcarelib

# IT'S ELEMENTARY!



**Who: Parents of K-3**

**Why: “New Math”**

**What: Basic Skills, Language Support, Primary Math**

**How: Tutoring for Parents, Audio Option for Children**

# IT'S ELEMENTARY!

## Safe & Secure Assurance

Tutor.com's top priority is to provide a safe and secure learning environment for students. Our learning solutions are designed for students to get help anonymously from a professional tutor online. No personal information is shared between the tutor and student, and sessions are reviewed to ensure the highest standards of expertise, safety and quality.

### Professional, Expert Tutors

We have thousands of tutors, all of whom are carefully screened experts and include certified teachers, college professors, graduate students, select undergraduates from accredited universities and other professionals. The majority are based in the U.S. and Canada.

### Every Tutor is Screened, Certified and Background Checked

All of our tutors must complete a rigorous application process and pass an extensive background check to become a certified Tutor.com tutor.

**Comprehensive Application.** All tutors must demonstrate their tutoring skills and subject expertise during the application process.

**Background Checks.** Every tutor must complete a third-party background check, which includes a criminal background check and verification of their education.

**Practice** Each tutor leads mock tutoring sessions to become an expert in our online classroom.

**Mentoring** Ongoing mentoring and professional development allows tutors to continually develop their skills.

### Safe, Quality Sessions

Tutor and student work in a secure online classroom, and no personal information is exchanged between tutors and students. Sessions are recorded and reviewed for quality control.

**Our matching system** pairs an incoming student to the next available tutor based on the student's grade level and subject they need help with.

**No personal information is shared.** Students only see a tutor's first name and last initial. Students are anonymous to the tutor.

**Tutors are strictly prohibited** from discussing anything personal with students and from exchanging any personally identifiable information.

**All sessions are recorded**, including all typing, whiteboard work, websites researched and files shared between tutor and student.

**Sessions are scanned** for inappropriate words and phrases, and reviewed by Tutor.com staff if flagged by the system.

**Students can leave comments** after every session, which provide us with feedback to continue to enhance the service.

## HAVE YOU HEARD?

You can now add audio to your Tutor.com sessions!

Connect with a tutor today:



## Tools

- Safe & Secure
- Audio Social Media Post
- Email Templates/Newsletters

## Outlets

- PTA/PTO Meetings
- Teachers/School Librarians
- Facebook/Twitter
- Library Programs

# MEET PATTY PARENT



Patty Parent wants to be involved in her child's education. She has setup homework schedules and tries to keep track of what her son is learning in class each week. She even requested a parent/teacher meeting when Pete seemed to be struggling. Flashcards, they said. Math cubes, they said. Common Core for conceptual learning, they said.

UGH! Patty is frustrated and she's worried her frustrations will only discourage Pete and make learning a chore. She needs someone to walk her through the problems so she can help Pete the right way.

Patty can connect with our elementary-level tutors and identify as a parent needing help to explain a concept. Our tutors will help her better understand the concepts and techniques.

**Top 10 Things Parents Should Know About Tutor.com**

- 1 We Provide Personalized Support.** Every Tutor.com session is personalized to meet the needs of your child, from remedial to advanced.
- 2 We Work With Their Curriculum.** Our tutors use examples from the students' class notes, assignments or textbooks to insure our methods meet teachers' expectations.
- 3 We Help With More Than Homework.** Tutors can help students with specific homework problems, but can also assist with test prep, concept reviews, and more.
- 5 We Are Experts in Over 40 Subject Areas.** Students can get help with math, science, language arts, Spanish, social studies, AP<sup>®</sup> classes, Microsoft Office<sup>®</sup>, college entrance exams and more.
- 6 We Impact Student Achievement.** Multiple independent research studies<sup>1</sup> by educational experts have found that using Tutor.com raises students' grades and scores.
- 7 We Build Student Confidence.** On average, 96% of student survey respondents report that Tutor.com
- 8 We Work with Parents, Too.** Tutor.com tutors can help you better understand your child's homework so that you can help them complete their assignments.
- 9 We Are Easy to Use and Accessible to All.** Students just need a computer, smartphone or tablet with an internet connection, along with a library card to get connected today.
- 10 We Are a Safe Online Environment.** All of our tutors must pass a rigorous application process including an

# IT'S ELEMENTARY: PART TWO!

**Who: 4<sup>th</sup>-5<sup>th</sup>, sometimes 6<sup>th</sup>**



**Why: Fostering Independence, Comfortable Online, Build Love for Learning**

**What: Homework Completion, Remedial Skills Building, Accelerated Learning**

**How: Tutoring with Audio, Foundational Videos, Account for Parent Oversight**

# IT'S ELEMENTARY: PART TWO!



**Need a hand  
with homework?**

**We can Help!**  
On-demand  
tutoring, online.



**BE A STUDYING  
SUPERHERO!**

tutor  
.com

The  
Princeton  
Review

## Tools

- Fliers for Classrooms
- Emails Announcements
- Animated Video
- Superhero Social Media Post

## Outlet

- School Visits
- Homeschool Groups
- Facebook/Instagram
- Parenting Publications

# MEET MARIA MATEMATICAS



Maria is a late elementary school student whose primary language is Spanish. She speaks some English and has to complete her homework in English. Her parents only speak Spanish.

She is a little behind in math because her new school is ahead of what she's learned. Math frustrates her the most!

Maria can connect with our bilingual Spanish-speaking tutors for math support and also with our ESL tutors to improve her English and grow her vocabulary.

**Las 10 cosas más importantes que los padres deben saber sobre Tutor.com**



- 1 Damos apoyo personalizado**  
Cada sesión de Tutor.com se diseña a la medida, para atender las necesidades de su hijo, sin importar si necesita un curso de nivelación o uno avanzado.
- 2 Trabajamos con su programa de estudios**  
Nuestros tutores usan ejemplos de las actividades, libros de
- 3 Somos expertos en más de 40 materias**  
Podemos dar apoyo en matemáticas, ciencia, lengua y literatura inglesa, español, estudios sociales, clases de AP®, Microsoft Office®, exámenes de ingreso a la universidad y más.
- 4 Tenemos un impacto positivo en los logros de**
- 5 Trabajamos con los padres también**  
Los tutores de Tutor.com pueden ayudarle a entender mejor la tarea de su hijo, para que usted también pueda apoyarlo a hacerla.
- 6 Nuestro servicio es fácil de usar y accesible para todos**  
Para unirse a nosotros, los

# MAXIMIZE THE MIDDLE!



**Who: 6<sup>th</sup> – 8<sup>th</sup> Graders**

**Why: Stress, time management, self-esteem, parents can't help**

**What: Writing Skills, Mid-Level Math, Computer/Tech, More Structured Science**

**How: Tutoring, Drop-Off Reviews, Videos & Practice Quizzes**

# MAXIMIZE THE MIDDLE!

**Wondering where to start? We can help!**  
How to Use Tutor.com from  
[enter Library URL]

**01 SAVE YOUR WORK**  
Setup a free, anonymous account so that you can always retrieve your previous session, reconnect with your favorite tutors, use our Drop-Off Review service, save assignments in your Tutor.com locker and use our mobile app!

**CONNECT WITH A TUTOR**  
Connect to a tutor quickly and easily. Select your topic, subject and grade level. Then, to get the best tutor for your problem, post your question and, if you have a file or picture, attach it to your request.

**03 CHAT WITH YOUR TUTOR**  
Use our online classroom to chat with your tutor and share your work on the whiteboard. You and the tutor can draw, type, paste images and use graph paper on the interactive whiteboard.

**SHARE A FILE**  
You can share many types of files with your tutor in the classroom. Upload an essay, your lab report, a PowerPoint presentation and more. The file will open in the classroom so that you and your tutor can work on your assignment together.

**donut worry**  
ABOUT YOUR HOMEWORK!  
connect with a tutor today!

*WE JUST WANT YOU TO KNOW...*  
*You've Got This*  
tutor.com The Princeton Review

**NOW YOU CAN ASK THE QUESTIONS YOU DIDN'T WANT TO ASK IN CLASS**

## Tools

- How-To-Use Guide
- Emoji Bookmarks
- Empathic Social Media Posts
- In-Library Demo

## Outlet

- English Teachers
- School Librarians
- Instagram or Snapchat
- Library Tween Programs

# MEET GREG GO GETTER



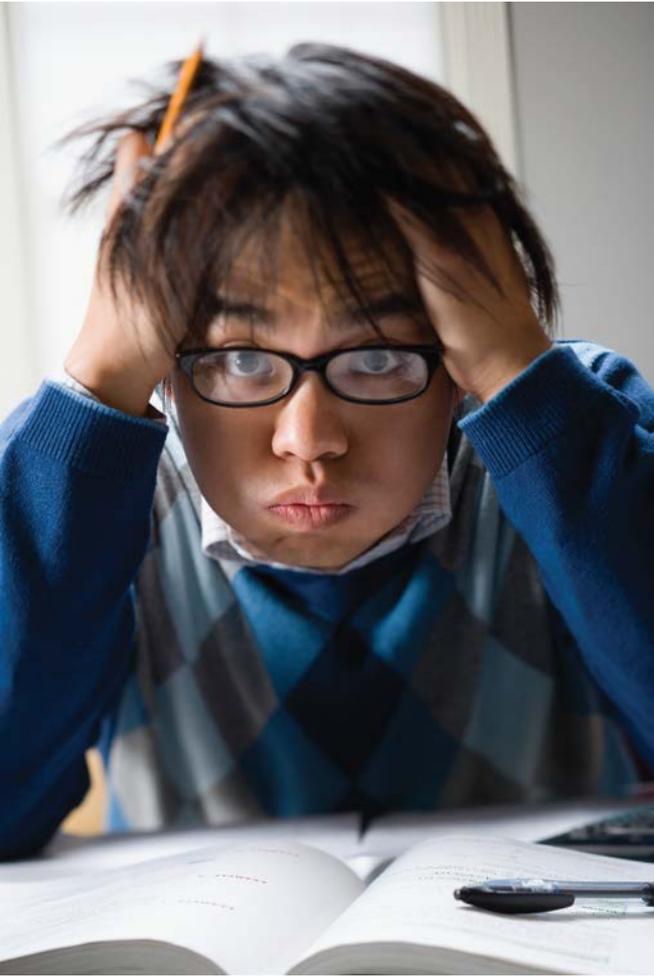
Greg is a super prepared student who always tries to stay ahead of the game. He likes to be prepared, review, and hopes that these skills will pay off in the long run.

Greg needs reassurance that he's "got this" and also some time management tools to manage everything he has put on his plate.

When you visit Greg's class or see him stressing in the library, show him the longer promotional video. Encourage him to try the drop-off math review for his 8<sup>th</sup> grade algebra and to watch the video lessons when he needs a reminder. As always, make sure Greg knows our tutors are encouraging and educational.



# HOLY COW, IT'S HIGH SCHOOL!



**Who: 9<sup>th</sup> – 12<sup>th</sup> Graders**

**Why: Balancing life, graduation requirements, rigor courses, college bound, job searching**

**What: core academics, writing skills, AP<sup>®</sup> courses, ACT/SAT, and the list goes on...**

**How: Everything in Learning Suite**

# HOLY COW, IT'S HIGH SCHOOL!

**We can help!**  
Anywhere. Anytime.

**Over 40 Subjects**

- Math
- Science
- Writing
- English
- Spanish
- ESL/ELL
- Social Studies
- AP® Classes
- ACT®/SAT® Prep
- Microsoft Office®

**Need a hand with homework?**

**Feeling the pressure of test prep?**

**We can help!**

tutor.com The Princeton Review

<Name of Library or Library Logo>

Is bedtime prime study time?  
tutor.com can help.

tutor.com The Princeton Review

Homework

PURR-FECTION

tutor.com The Princeton Review

## Tools

- Social, Social, Social Media
- Tri-fold Brochures
- Test Prep Fliers
- ACT/SAT “How To”

## Outlet

- Teachers by “Type”
- Your TAB/TAG Members
- Teen focused Instagram acct
- In-Library Practice Tests and programs for college-bound

# MEET RENA RIGOR

Rena wants to fill her high school transcripts with rigor courses to help push her to the top of the college admissions' offices selection list. She'll fill her schedule with AP courses, for some of which she might not have had the best preparation.

AP and other rigor courses look appealing because they can result in college credit, higher GPA due to weighting and scholarships. For many students, though, they are an eye opener.

Make sure the AP teachers in your district high school are aware of Tutor.com , including our AP-level tutoring in 14 subjects as well as our AP video lessons. "Feeling the Pressure of Test Prep" posters are a great addition to their classrooms.



 <p>Mixed up in math?</p> <p><b>We can Help!</b></p> <p>On-demand tutoring, online.</p>	 <p>Science got you stumped?</p> <p><b>We can Help!</b></p> <p>On-demand tutoring, online.</p>	 <p>Not feeling right about writing?</p> <p><b>We can Help!</b></p> <p>On-demand tutoring, online.</p>	 <p>Feeling the pressure of your test prep?</p> <p><b>We can Help!</b></p> <p>On-demand tutoring, online.</p>
 <p>Sampletown Library District library@stlib.org</p>	 <p>Sampletown Library District library@stlib.org</p>	 <p>Sampletown Library District library@stlib.org</p>	 <p>Sampletown Library District library@stlib.org</p>

# MEET AL ATHLETE



Up by 6:00 a.m. School from 7:30 – 2:30. Straight to practice by 2:45 and not home until 6:00 p.m. Brother-babysitting duty until 8:00. Algebra worksheet, English essay, biology lab report, Spanish test and history chapter drag on until 11:00 p.m.

Al does it all, but just as he needs coaching on the field, he also needs support in his studies and a little help managing his time.

Drop-off reviews, short video lessons and late night tutoring availability can help Al make his study time more efficient AND effective. Be sure to let coaches know about Tutor.com, and not just at the school. Look for other athletic organizations like Pop Warner or Little League, gymnastics & cheerleading gyms, swim clubs and more.

**GET BACK IN THE GAME!**

Don't let your schoolwork sideline you! Let the experts at Tutor.com help you finish your homework, study for your tests and practice your skills.

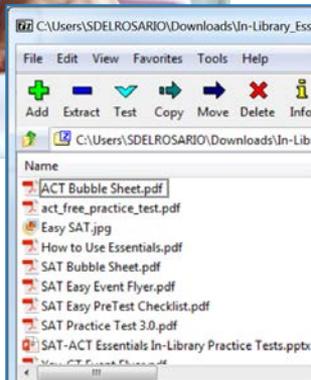
# MEET COL LEDGE



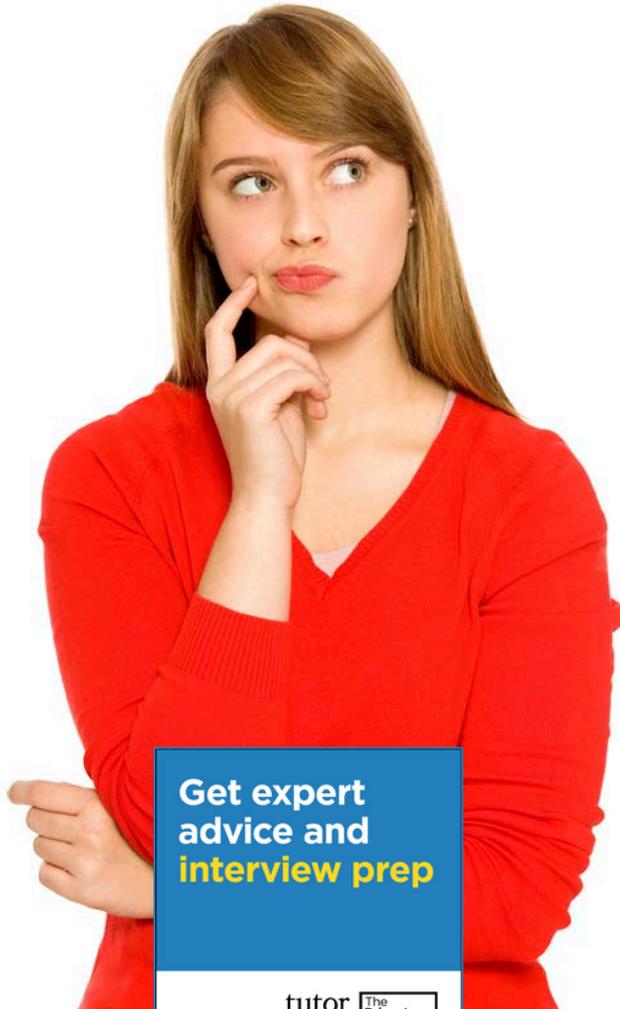
Col needs to ace the ACT! She may even take the SAT to open up further merit scholarship opportunities. Test prep books are expensive and the ones in the library are often unavailable or outdated.

In addition to test prep, Col could use some advice on the Common App and financial aid. The path to college seems to be paved with potholes that make for a bumpy ride.

You can help Col, and others just like her, by introducing our SAT/ACT Essentials which includes not only test prep, but expert advice from The Princeton Review College Counselors. Hang fliers near your test prep books or put bookmarks in the college advice books in your stacks. Host an in-library practice test and use Essentials as your medium.



# MEET JAIME JOB SEARCHER



Get expert  
advice and  
interview prep



Jaime needs a job. She's a junior and she doesn't see college in her path after high school. Instead, she'd like to pursue a service job where she can rise in the ranks to manage a store. She really enjoyed her seasonal cashier job at the toy store, but alas, that has ended.

Jaime isn't sure how to find new job opportunities. Her mom says go around the mall and ask for applications, but every store tells her to apply online and upload a résumé. What in the world is a high school kid supposed to put on a résumé and how can she find opportunities without having to go to every single companies' website?

Jaime needs to know about Tutor.com's Job Search Assistance. Our audio feature is perfect for practicing interviews. Let them know about it. Have our Career Brochures at your teen desk and put a link on your website.

# MEET TINA TEEN LIBRARIAN



Now that Tina knows all there is to know about Tutor.com and how it can help meet the needs of her community of learners, she also wants to know about data and materials. If she has a question, where can she go? If she wants to learn more, where can she go? If she wants to check stats, is that possible? She truly wants to remain an active participant in the usage growth of this service!

# THE TUTOR.COM LEARNING SUITE

## Marketing & Promotion Tools

<a href="#">HOME</a>	<a href="#">TRAINING</a>	<a href="#">BEST PRACTICES</a>	<a href="#">GRAPHICS</a>	<a href="#">SAT<sup>®</sup>/ACT<sup>®</sup> ESSENTIALS</a>
<a href="#">HANG UP</a>	<a href="#">HAND OUT</a>	<a href="#">DEMONSTRATE</a>	<a href="#">WRITTEN TEMPLATES</a>	<a href="#">SOCIAL MEDIA</a>
<a href="#">ADULT LEARNER &amp; CAREER</a>	<a href="#">SPANISH</a>	<a href="#">THROWBACK PIECES</a>	<a href="#">SEASONAL</a>	<a href="#">STATE &amp; CONSORTIA PROGRAMS</a>

## Client Resource Center

Resources and ideas to make your Tutor.com program a success



Bookmarks - Combination (4/sheet)



## Tutor.com Services for Adult Patrons

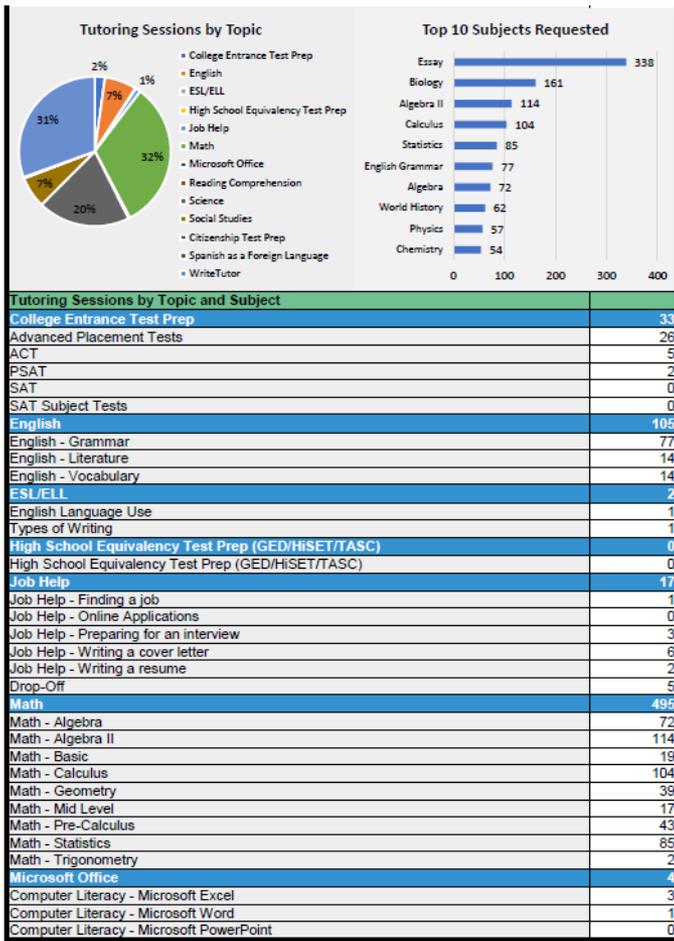
The Learning Suite  
for  
Adult Learners & Job Seekers



[PDF of Presentation](#)   [Post-Webinar Survey](#)

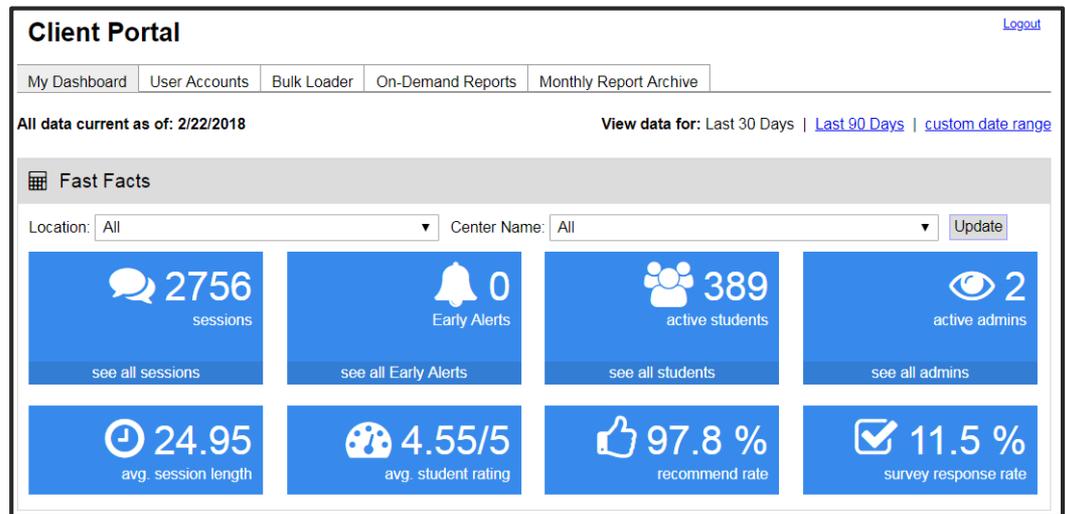
# THE TUTOR.COM LEARNING SUITE

## Extensive Usage Reporting



## Monthly Reports

- Engagements by Type and Month
- Tutoring by Grades and Subjects
- Tutoring by Location(s)
- Self-Study Tool Utilization Details
- Post-Session Survey Data
- Unedited User Comments



# NEXT STEPS

Log in to your platform and explore the tools!

Check out the Client Resource Center as we update and add new goodies!

Share, share, share what you have learned with others in the library – all departments! – and the community!

Set a goal for usage at your library – how much do you want to increase in a month, 3 months, and tell me goal. We can help you monitor and send tips/tricks!

## Questions?



Susan, Joanna & Dave  
Tutor.com Client Care Team  
[ClientSupport@tutor.com](mailto:ClientSupport@tutor.com)  
[www.tutor.com/clientcarelib](http://www.tutor.com/clientcarelib)