

Not sure where to begin with HomeworkAlabama? Get help with our

Getting Started Guide



Launching your HomeworkAlabama and/or CareerAlabama program is an exciting time for your library and community. To help make the process smooth and successful, we've put together six basic steps to get you started.



Step 1: Assign a program manager.

Select a staff member (or two) who is passionate about the service to manage your program. This ensures that someone at your library has ownership and is sharing information among your staff and within the community.

Step 2: Train all library staff.

Everyone knows someone that can benefit from online tutoring and career help. All library staff should be familiar with the service offerings and feel comfortable answering patron questions. Empower your staff to share these services by providing information and training. HomeworkAlabama offers several options at tutor.com/clientcarelib/al/training.

Step 3: Link to it from your library website.

This is the step that can help make or break the success of your program. If patrons have a hard time finding links to the service, they won't be able to access it when they need it. Your Client Services Manager can suggest the best places to put links on your library website to get patrons where they need to go! (Make sure your links point to www.HomeworkAlabama.org or www.CareerAlabama.org.) You can also refer to our simple *Website Placement Guide* for tips at tutor.com/clientcarelib/al/bestpractices.

Step 4: Announce the program.

An old marketing axiom is that a person needs to hear or see something at least five times before it "sticks." With that in mind, when first launching your program, be sure to spread the word generously! Use this handy table to make sure you hit all the highlights:

	Announce It	Show It Off	Items to Hand Out or Hang Up
In Library	Newsletter article	Staff referrals	Bookmarks and flyers
At Schools	Email to teachers	Demo to students	Bookmarks and guides
In Community	Local media	Demo to politicians	Flyers/posters around town

Step 5: Track your progress.

Review your reports each month to help guide you in your outreach. Reports will show you when a campaign has worked (spike in usage) or what areas you might be missing. For more timely data, use the On-Demand Reports tab in your Client Portal.

Step 6: Sustain your success.

Just as it is with getting chores done, kids have to be reminded more than once about using online homework help. Even adult patrons could use reminders now and again of the services available to them through your library. If possible, once you have launched your program, try to promote the service each month. Also be sure to reach out to the schools at key times, including at the start of each school year, after winter break, and just before final exams.

Questions? clientsupport@tutor.com