



## Launch Kit

### Strong Starts for Strong Programs

Your **Tutor.com** team is here to help you implement a program that will be successful and supportive for your library patrons.

In this short guide, you'll find tried and true strategies for ensuring your patrons get the most out of your TutorWV program.

# Program Launch Kit

|                                     |    |
|-------------------------------------|----|
| Lay a Foundation.....               | 2  |
| Implement the Program.....          | 3  |
| Nurture Success.....                | 4  |
| Work with your Tutor.com Team ..... | 5  |
| TutorWV Logo Pack .....             | 6  |
| Web Placement Guide.....            | 7  |
| Website Carousel Images.....        | 9  |
| Getting Started Video .....         | 10 |





# Lay a Foundation

## Learn about your program

- Watch and share this [Tutor.com overview video](#) with your staff.
- Visit the [TutorWV Resource Center](#) for informational materials.
- Attend live webinar trainings throughout the year.
- Connect with your Customer Success Manager (CSM) for answers to your questions.

\*Additional training resources for your staff are available at: [TutorWV Resource Center](#) and [tutor.com/prc/libraries](https://tutor.com/prc/libraries).

## Provide access to the widest population of patrons

- TutorWV is not just for struggling students; all K-college learners as well as jobseekers can benefit.

## Build a launch strategy to reach each population

- Announce the partnership on your website and social media channels.
- Regularly remind your patrons that they have access to live personalized tutoring, writing review, test prep, career support, and other resources through TutorWV.



# Implement the Program

## Showcase the program on your website\*

Place your program link with a TutorWV graphic on your website to keep the service at the front of your patrons' minds. (Tip: Programs that link to your portal from the homepage get more program utilization!)

Consider including special features on your website during back-to-school season and at the start of each semester. Key pages on which to include TutorWV links include:

- Homepage
- Featured Databases
- Children's and Teens'/YA Pages

\*Graphics and banners can be found at: [TutorWV Resource Center](#) and [tutor.com/prc/libraries](https://tutor.com/prc/libraries)

## Utilize a consistent communications plan

- Press releases\*
- Social media\*
- E-communications\*
- Flyers and banners\*
- Community outreach (local businesses, utility companies,\*\* etc.)
- School outreach\*
- Google Ad Grant: A non-competitive grant that allows for up to \$10,000 per month in search ads on Google. Some of our library partners have had great success with it. [Learn more here!](#)

\*Resources and ideas to build awareness—including a dedicated Press Guide and School Outreach Guide—can be found at: [tutor.com/prc/libraries](https://tutor.com/prc/libraries).

\*\*You may be able to have information included in electricity or water bills about your library programs and events.



# Nurture Success

## Develop and share new resources

Targeted messaging for each audience:

- Students
- Parents
- Teachers
- Jobseekers

## Keep program details current on your website, including:

- Logos
- Links
- Materials

## Plan strategic messaging campaigns

- Back-to-school season
- Testing time
- End of the semester
- Summer learning

## Experiment!

While we've reviewed some of the best ways to get your program off to a great start, we encourage you to try new strategies! Your Customer Success Manager is always here to help.





# Work with your Tutor.com Team

Please reach out to your Customer Success Manager for ongoing support throughout the year. At Tutor.com, we've worked with thousands of libraries across the country—small and large, urban and rural—and we'd love to share new ideas, provide you with additional resources, and answer your questions. You can reach us anytime at [clientsupport@tutor.com](mailto:clientsupport@tutor.com).

Best of luck to you with your program (re)launch!



# TutorWV Logo Pack

To download a zip file containing the below images in png format, [click here](#).



Color version  
Horizontal orientation



Color version  
Square orientation



White version  
Horizontal orientation



White version  
Square orientation



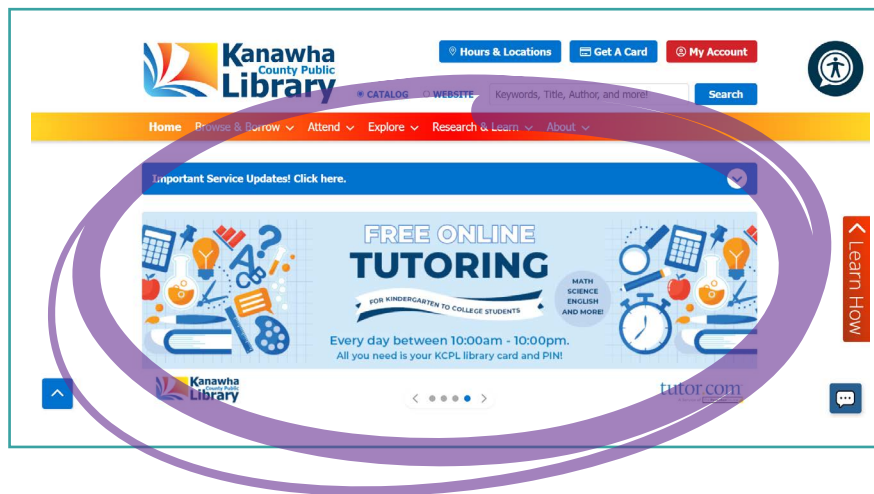
# Web Placement Guide

Placing links to TutorWV is the most critical step in sharing access to TutorWV with your patrons. Below are the best practices to help you make TutorWV easily accessible for your patrons.

## Put links everywhere

TutorWV serves several functions: tutoring, test prep, job search assistance, and parent & teacher support—just to name a few. It is utilized by kids and teens as well as adults. Therefore, be sure to place a link on each page that serves your different audiences. Some examples include:

- The most important place is on the home page carousel advertisement since it lowers the bar of entry for many patrons. Make sure to add the link here during back-to-school season, during your program's launch week, and during testing season. (See image at right)
- Top or side of navigation menus and "Quick Link" options (See image below)
- Kids'/Children's Page, especially if you already have Homework Help or Parent Resources pages
- Teens' Page, especially if you already have a Homework Help page
- eLearning, Research, and/or Resources page(s)
- Adult Literacy, Job, or Career page(s) (if offering Tutor.com's Adult Services)



## Download & Stream



Hoopla



Kanopy



Mango  
Languages



Newspaper  
Archives



Scholastic  
Teachables



TumbleBook  
Library



TutorWV



WVDELI



# Web Placement Guide **Continued**

## Make it visible & recognizable

Use the web graphics available on the [TutorWV Resource Center](#) to make your links easy to spot. We suggest using these standard TutorWV graphics and digital media resources that match other TutorWV promotional materials to help build recognition. Also, try to keep the links “above the fold” so that patrons do not have to scroll down to find them.

## Tell them what it is

Some patrons may not realize that TutorWV is different than scheduled, in-person tutoring. Include a short description of the service to enlighten them to all the ways TutorWV can help them succeed! Here are some blurbs you may want to consider adapting for your use:

- TutorWV provides on-demand academic tutoring, test preparation and writing assistance for students from Kindergarten to Adult in over 200 subjects. No appointment is necessary! Tutors are available 10:00 a.m. - 10:00 p.m. You can also use their drop-off essay review, practice quizzes, video lessons, and The Princeton Review®’s DSAT®/ACT® Essentials for self-study any time.
- The TutorWV Adult Learning & Career Center connects lifelong learners with expert tutors and career coaches in an easy-to-use online classroom. Get individualized job search assistance, resume writing help, or tutoring, including GED® preparation. You can also use their drop-off essay review, practice quizzes, video lessons, and The Princeton Review®’s GMAT®, GRE®, LSAT® and MCAT® Practice Tests for self-study. Tutors are available 10:00 a.m. - 10:00 p.m.

## Show them before they connect

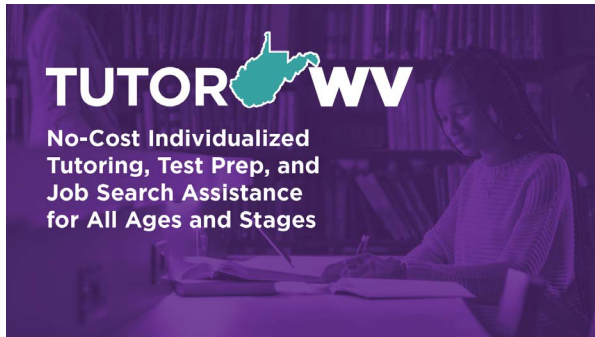
Include demonstrations on your website to help patrons better understand what the service is and to make them more comfortable trying something new. Consider linking to our [Tutor.com overview video](#). More helpful resources can be found on the [TutorWV Resource Center](#).

Contact our Client Care Team at [clientsupport@tutor.com](mailto:clientsupport@tutor.com) with any questions or for more suggestions on best practices to promote the TutorWV service on your library website.

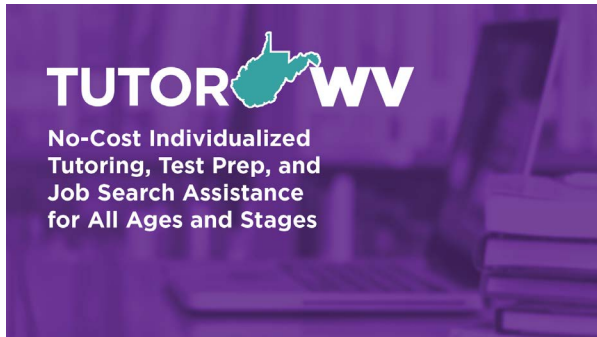
# Website Carousel Images

To download a zip file containing the below images in png format, [\*\*click here.\*\*](#)

For website carousels that are 1600 pixels wide by 900 pixels tall:

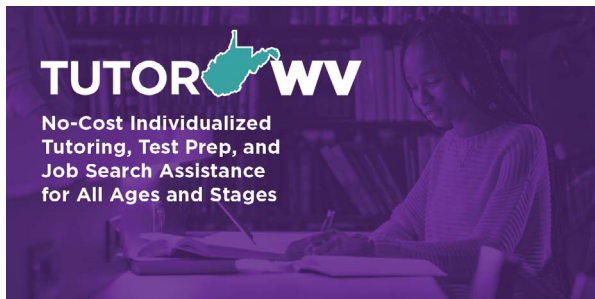


TutorWV-carousel-A-1600x900.png

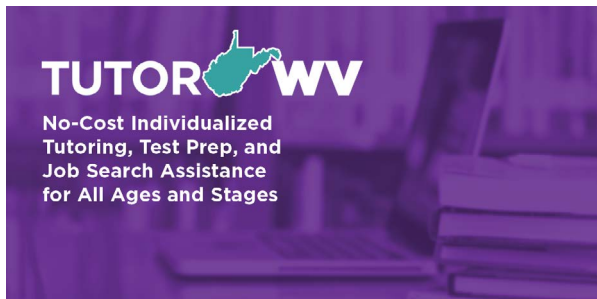


TutorWV-carousel-B-1600x900.png

For website carousels that are 1200 pixels wide by 600 pixels tall:



TutorWV-carousel-A-1200x600.png



TutorWV-carousel-B-1200x600.png



## Getting Started Video

To download an mp4 file, which you may add to your library's website and/or YouTube channel, [\*\*click here.\*\*](#)

To watch the video on Tutor.com's YouTube channel, [\*\*click here.\*\*](#)



# TUTOR WV



All test names are registered trademarks of the respective owners.  
The Princeton Review is not affiliated with Princeton University.