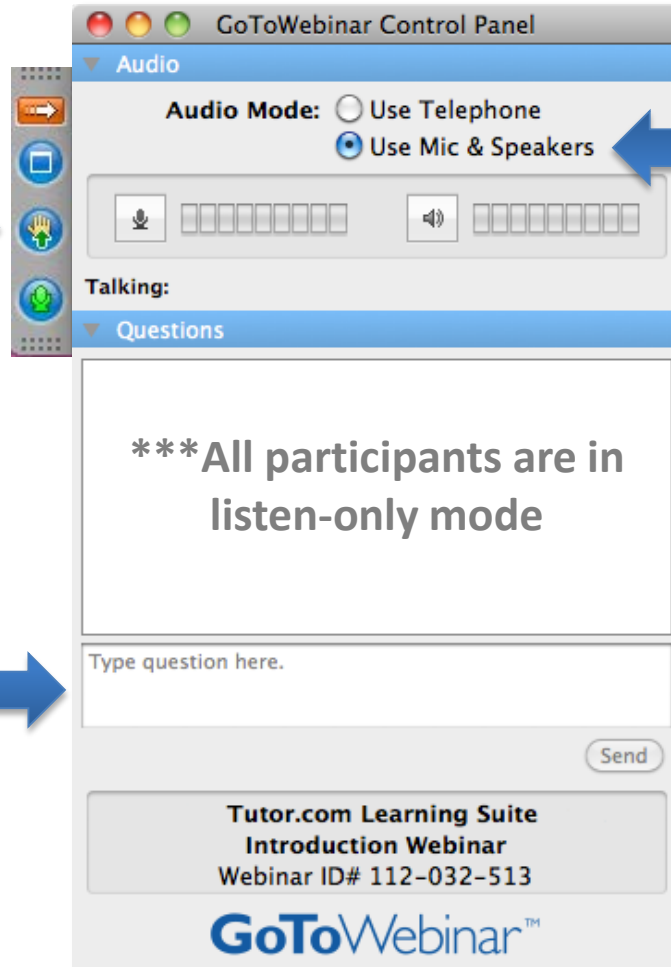


How Do I Use GoTo Webinar?

Raise your Hand



Type your questions or comments and press Send



Choose the Telephone option if you do not want to use your computer headset or speakers

Technical Difficulties?
Call Lily
646-619-8235



Building Awareness with Tutor.com



Karen Beach & Brian Hart
Charlotte Mecklenburg Library, NC

Susan Del Rosario
Director, Library Programs
Susan.DelRosario@Tutor.com



Today's Agenda

- Promoting Tutor.com at Charlotte Mecklenburg Library – Karen Beach & Brian Hart
- New School Year Resolutions Campaign
- Tutor.com Client Resource Center
- Basics of Building Awareness List

Charlotte Mecklenburg Library

- **Speaker**

Karen Beach and Brian Hart

- **Tutor.com Client Since**

July 2001 – One of Tutor.com's very first partners!

- **Approximate Population**

723,000+

- **Annual Sessions Served**

4,242

CMLibrary.org Placement

- Children's, Teens, Job Search, Research, etc.
Includes Mobile Link!

The screenshot shows the CMLibrary.org website. At the top, it says "CHARLOTTE MECKLENBURG LIBRARY". There is a search bar and navigation links like "CHECK IT OUT", "RESEARCH IT", "DOWNLOAD IT", "ATTEND PROGRAMS", "VISIT A BRANCH", "HOW DO I?", and "ABOUT US". The main content area is titled "Teen Services" and includes a description: "Teen Services connects youth, ages 12-18, with free resources such as library materials, creative programs, websites and databases, and volunteer opportunities. Through the transformative power of information, imagination, and ideas the Charlotte Mecklenburg Library...". Below this, there are links for "Teen Fashion Apprentice 2014" and "Turn It Up Teen Radio Program". A section titled "Resources for Teens" features a "Summer Reading" banner with a book icon. A list of resources is provided:

- [Homework Help](#)
- [College Prep](#)
- [Research Options](#)
- [Tutor.com](#)
- [Tutor.com To Go](#)
- [Digital Downloads \(music, movies, eBooks, and more\)](#)
- [Volunteer Opportunities for 13-18 year olds](#)
- [LibraryLoft](#)
- [ImaginOn](#)

A callout box with a white background and a black border, listing the resources for teens from the screenshot:

- [College Prep](#)
- [Research Options](#)
- [Tutor.com](#)
- [Tutor.com To Go](#)
- [Digital Downloads \(music, movies, eBooks, and more\)](#)
- [Volunteer Opportunities for 13-18 year olds](#)
- [LibraryLoft](#)
- [ImaginOn](#)

New School Year Resolutions!

- New for 2014/2015
- Materials will be ready by 8/22
- A full engagement campaign, ready-made!



Campaign Goals

- Increase student engagement during the school year.
- Build awareness of library resources, beyond the books.
- Motivate students to succeed in school.

I Resolve To Sign a Contract

- Step 1 – Student Resolutions Contract
 - Academic Goals
 - Resolutions to Accomplish Goals
 - Optional Check-In Dates

To help me accomplish these goals, I resolve to (check all that apply):

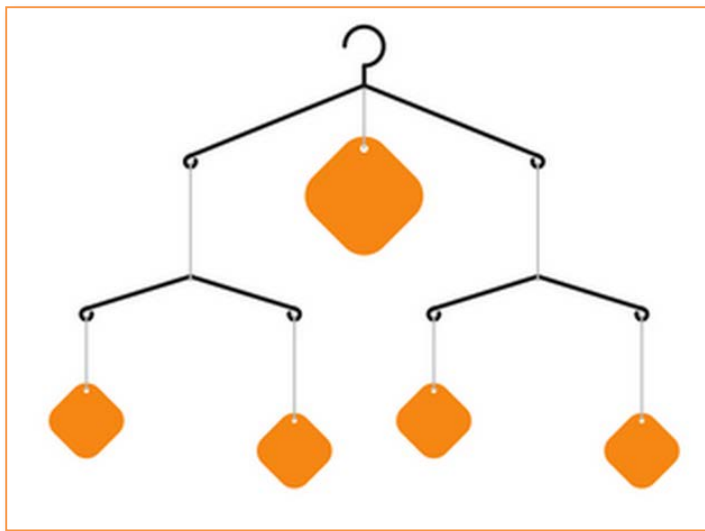
- DO MY HOMEWORK (and remember to turn it in)!*
- GO TO CLASS!
- ASK FOR HELP!*
- STUDY FOR MY QUIZZES, TESTS AND EXAMS!*
- FOLLOW THE RULES!
- STOP WHINING ABOUT HOMEWORK!*
- NOT BLAME THE DOG FOR EATING MY HOMEWORK!*
- CREATE A SCHEDULE FOR WHEN I WILL DO HOMEWORK!
- KEEP A TO-DO LIST!
- ORGANIZE A STUDY GROUP!*
- _____
- _____
- _____

Distribution Ideas

- Library Card Sign Up Efforts
- School Presentations
- SRP Participants
- Teen Advisory Group
- Any Youth Program

I Resolve to Make a Mobile

- Step 2 – Make a Mobile
 - 2 Design Options: Coat Hangers or Office Supplies
 - Premade Medallions & Full Instructions
 - Hang in Library or Send Home as Reminders



Distribution Ideas

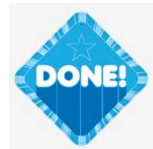
- Mini-Maker Space Project
- Hand Out With Contracts
- Provide Upon 1st Check-In

I Resolve to Punch Cards

- Step 3 – Resolution Punch Cards
 - Earn Special Mobile Medallions
 - Reward Efforts with Prizes
 - Encourage Library Use

Reward Ideas

- Special Mobile Medallions
- Small Prize from Janway
- Hold a Raffle
- Host End of School Year Party
- Negotiate Extra Credit with Teachers



- ◆ Get/keep my library card!
- ◆ Read a book for fun!
- ◆ Learn how to use a database!
- ◆ Participate in a library program!
- ◆ Use Tutor.com for help!
 - ◆ Connect with a Tutor
 - ◆ Take a Quiz
 - ◆ Use the SkillsCenter
- ◆ Pass my quizzes & tests!
- ◆ Ask a question in class!
- ◆ Answer a question in class!
- ◆ Get a great teacher comment!
- ◆ Reach my academic goals!

When you accomplish each task, come to [the library](#) to get your card punched!

Library Name
Library Address
Library URL

I Resolve to Use My Resources

- Step 4 – Reach Out For Help
 - NSYR Checklists
 - School Outreach Checklist
 - Website Placement Guide
 - Client Resource Center
 - Community Impact
 - Client Care Team

SCHOOL OUTREACH CHECKLIST

Connecting with Teachers

- ❑ Send an announcement to all administrators, teachers, media specialists, librarians and counselors at the schools in your community.
Tools to use from the CRC: Email to Educator
- ❑ Present at a Teacher In-Service day, hand out brochures and leave fliers for teachers to hang in classrooms.
Tools to use from the CRC: Parent/Teacher PowerPoint, Brochures, Student Center Fliers
- ❑ Encourage teachers to try the service themselves.
Tools to use from the CRC: None
- ❑ Suggest teachers place a link to the library website on class blogs or websites.
Tools to use from the CRC: None
- ❑ Suggest teachers offer students extra credit for trying or using the service. Students can email session to teacher or print transcript.
Tools to use from the CRC: None

Connecting with Students

- ❑ Attend Back to School Open House; show video or allow students to use the Practice Classroom.
Tools to use from the CRC: Demo Video: "The Online Classroom", Practice Classroom, Bookmarks/program cards, Informational brochures, How it Works Handouts
- ❑ Demonstrate to students within the classroom or at school assembly.
Tools to use from the CRC: Student PowerPoint, Bookmarks/Program cards
- ❑ Send link for demo video to teachers and ask them to show it in class; focus on 6th-12th grade math and science teachers for the largest impact.
Tools to use from the CRC: Demo Video: "The Online Classroom"
- ❑ Provide bookmarks to the school librarian or media specialists and school counselors.
Tools to use from the CRC: Bookmarks
- ❑ Hang fliers on bulletin boards all over the school
Tools to use from the CRC: Student Center Flier, Need a Tutor Flier

Additional Ideas

- ❑ Place an advertisement in the school newspaper and/or yearbook
- ❑ Send program cards to the school to include with every mid-term report or end-of-term report
- ❑ Sponsor a "Stumper Problem" in the school cafeteria, such as the "Math Stumpers" or "Brain Teasers" on About.com. Encourage students to use Tutor.com through the library for help in solving the problem, then offer a small prize or raffle drawing each month to participating students.
- ❑ Recruit your Teen Advisory Group (or Board) to spread the word at school. Provide them with program cards to hand out to friends.
- ❑ Don't forget to promote the service at test prep time (State tests, SAT, ACT) and to students (and guidance counselors) writing college application essays.



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I Resolve to Visit the CRC

www.tutor.com/clients/home

The screenshot shows the Tutor.com Client Resource Center website. The header includes the Tutor.com logo, session count (10,094,212), and navigation links for Client Resource Center, Promotional Materials, Trainings & Webinars, and Contact Us. The main banner features a collage of students and the text 'Client Resource Center Resources and ideas to make your Tutor.com program a success!'. Below the banner are three main sections: 'Promotional Materials' (with a 'Download Materials' button), 'Trainings & Webinars' (with a 'Register Now' button), and 'News & Press'. The 'News & Press' section contains a date-based announcement and a link to a new mobile feature. On the right side, there are three annotated steps: 'Step 1: Plan It!' (with a list of promotional materials), 'Step 2: Link To It!' (with a list of website links), and 'Step 3: Hang It Up!' (with a list of customizable materials). The footer includes social media icons and copyright information.

tutor.com
10,094,212 Sessions and Counting!

CLIENT RESOURCE CENTER PROMOTIONAL MATERIALS TRAININGS & WEBINARS CONTACT US

Client Resource Center

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

Promotional Materials

Posters, bookmarks, press releases, web graphics & more

[Download Materials](#)

Trainings & Webinars

Information to help you sustain a successful program

[Register Now](#)

News & Press

11/11/2013: The next training will take place Tuesday, November 19th at 1:00 pm EST. Please visit our Webinars and Trainings page for more information.

Tutor.com is celebrating 10 years of working with public libraries! >

Have you heard about our new mobile app? To Go? You can find flyers and posters for your new feature on the Promotional Materials page.

Promotional Materials

Below, you will find a **step-by-step guide** to promoting Tutor.com. Each section contains pre-designed promotional materials, many of which are customizable. Your Client Care Team has also included suggestions and instructions for each step of the way.

If you ever find yourself in need of help, please contact us right away. Our dedicated Client Care Team can assist you in building a marketing plan, customizing materials in different formats or demonstrating the service to patrons. Contact the Director of Library Programs, Susan Del Rosario, to get started sdelrosario@tutor.com.

For help in downloading material, or if you need a different file format (i.e. pdf instead of Word), please email clientsupport@tutor.com or contact your Client Services Manager directly.

Step 1: Plan It!

Get started or relaunch your program! Use the planning tools below.

- Getting Started Guide
- Media Article Templates **NEW!**
- Outreach Check List
- Digital Postcards **NEW!**
- Newsletter Article Templates
- Announcement Templates
- Tutor Press Release
- Tutor Career Press Release

Step 2: Link To It!

Prominent links on your website are the most important step to success.

- Website Placement Guide
- Graphics for Student Center
- Graphics for Adult Ed Center
- Graphics for Tutor.com
- Wallpaper for Students
- Wallpaper for Adults
- Desktop Icon
- Monitor Strip

Step 3: Hang It Up!

Display the customizable materials all over your community!

- Table Tents **NEW!**
- Student Posters
- Student Flyers
- Student Tear-Away Flyers

f t in

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I Resolve to Read Community Impact

- Monthly Marketing Emails
 - Building Awareness Idea
 - News & Information

Building Awareness with Tutor.com

Dear Nicole ,

We hope that you and your patrons are having an awesome summer! Don't forget to stop summer brain drain and prepare for the new school year with our math challenges found at the very bottom of the [Client Resource Center](#). We have a few suggestions on how to use the Summer Math Challenges in your library below:

1. Post the Summer Math Challenges on your library's website for students and parents to download. Encourage students to submit their answers to the library for a small prize.
2. Incorporate with your Summer Reading Program. Print off the Summer Math Challenge packages and hand them out to students who participate.
3. Tweet a Week! Each week, tweet a summer Math Challenge problem for each grade level. The following week tweet the answer!

We would love to hear your ideas also! Let us know how you use the summer math challenge by emailing communityimpact@tutor.com.

555 West 18th Street
New York, NY 10011

www.tutor.com/clients

tutor.com

COMMUNITY IMPACT
News and Information for Libraries

tutor.com

Get Your Staff Back to School Ready!
[It's That Time of Year Again.. Sign Up For a Back to School Webinar Today!](#)

Have you attended our [Back to School Promotional Webinars](#) in the past? Even if you have, make sure you attend this year to learn even more ways to engage with students! We have some new ideas on how to get your students to really use your library resources this upcoming school year, and we can't wait to share them with you!

Our annual Back to School webinars show you new, creative and unique strategies to build awareness of Tutor.com in your library and review all of the great new promotional tools available to you for free in our Client Resource Center. For dates, times and guest speakers for this year's webinars, [click here!](#)

What's Happening at Tutor.com

Tutor of the Month: Bryanna F.!
First and foremost, we would like to congratulate our Tutor of the Month, Bryanna F., on the birth of her new baby born on June 23rd! Aside from being a tutor, Bryanna is also a busy mom with three children and owns and operates an in home childcare center. Read more about Bryanna on [our blog!](#)

Tutor.com is Still Taking Referrals!
Don't forget to refer a librarian friend to us who doesn't offer Tutor.com at their library, and get the chance to win a Kindle Fire for your library! Once you refer your friend to us, we will send you your choice of a thank you gift. If they choose to subscribe to Tutor.com by December 15, 2014, we will send your library a free Kindle Fire! [Click here to refer your friend!](#)

Refer A Friend to Tutor.com!

Patron Quotes of the Month
All quotes are unedited.

Spotlight On...

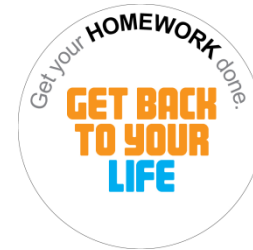
Building Awareness with Tutor.com: Take Advantage of the School Outreach Checklist!
Before the new school year begins, make sure you take a look at our School Outreach Checklist! Read about some of the best ways to connect with students, teachers in your community to let them know that your library program is there to support them throughout the school year. The School Outreach Checklist can be found under "Step 1" in the Client Resource Center, check it out today!

The CRC Materials Are Updated!
With many format changes in our classroom and interface changes this year, many of the materials in the Client Resource Center needed a face lift! Be sure to download the newest versions of all materials to ensure that you have the most up to date version!

Get on Mailing List: Email CommunityImpact@Tutor.com

I Resolve to Check Out Janway

- Predesigned, customized give-aways
 - www.Janway.com
 - 5% Discount on predesigned



New materials to be posted by 8/1.

Available Items

Backpacks

Balloons

Buttons

Travel Mugs

Plastic Bookmarks

Printed Bookmarks

Magnets

Library Card Protectors

Mouse Pads

Pencils

T-Shirts

Bracelets

Q&A

- **Back to the Basics List**
 - **In Library Promotion:** Staff Training, Posters/Fliers, Bookmarks/TableTents, Desktop Wallpaper
 - **At the School:** Open Houses, Teacher Demos, Fliers in Classrooms, Student Newspaper, Bookmarks in Library
 - **In the Community:** Youth Clubs, Laundro-Mats, Local Papers, Homeschoolers, Pizza Delivery Boxes
 - **Online:** Great Website Links, Twitter, Facebook, Vine, Pinterest, Craigslist, Mobile App
 - **Get Creative:** Scavenger Hunt, Pi Day, Raffles, Challenge Problems, News Interview