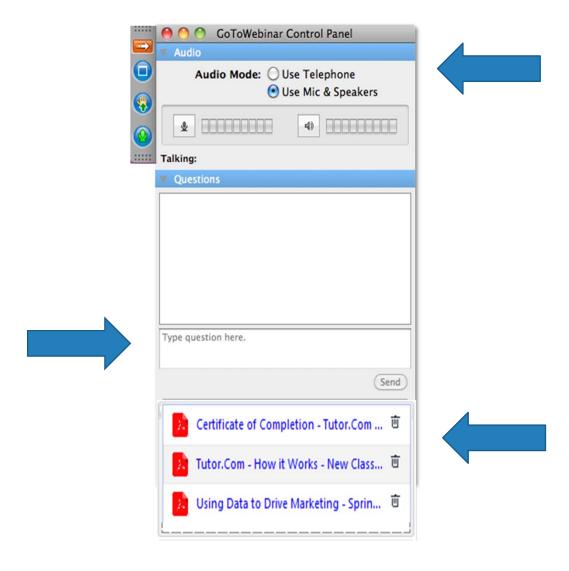
## **USING GO TO WEBINAR**









**USING DATA TO** DRIVE MARKETING AND PROMOTION

**Robin Briones Client Services Manager** 949-241-7072 robin.briones@tutor.com

**Expand your** services to build a community of learners.

## **OUR AGENDA**



Let's Review What's New!

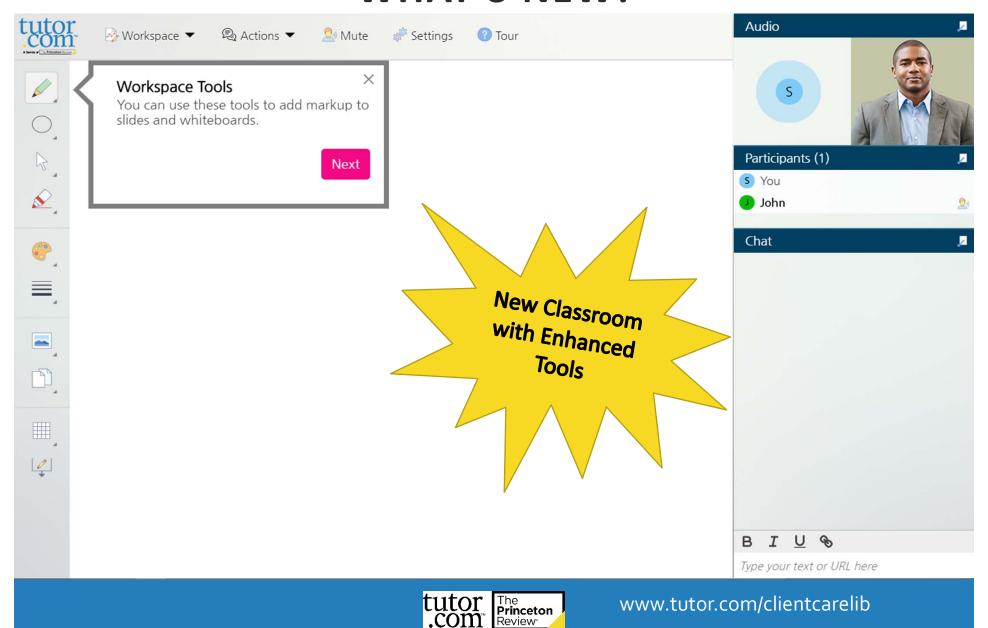


**Know Before You Go – Report- Driven Outreach** 



**Reaching Specific Audiences** 

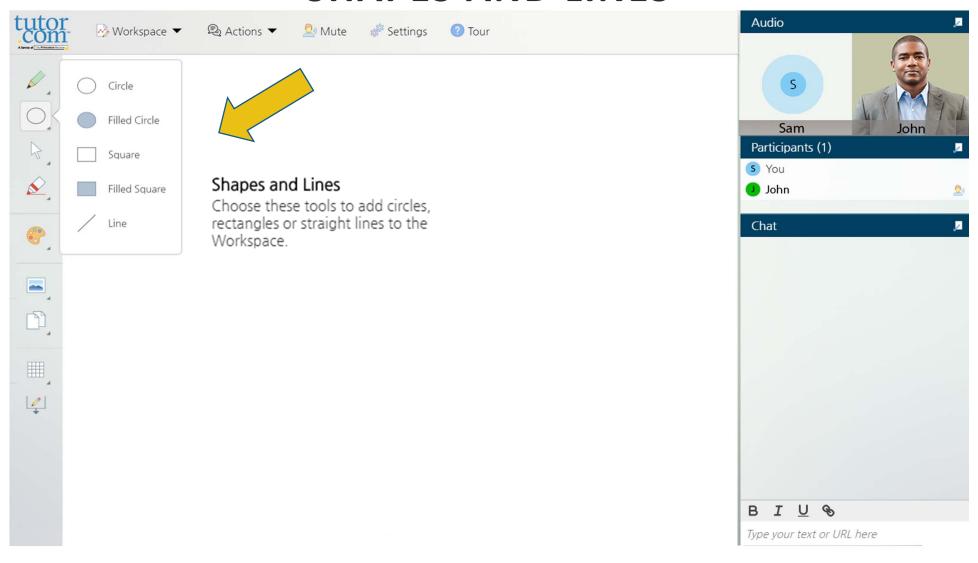
## WHAT'S NEW!



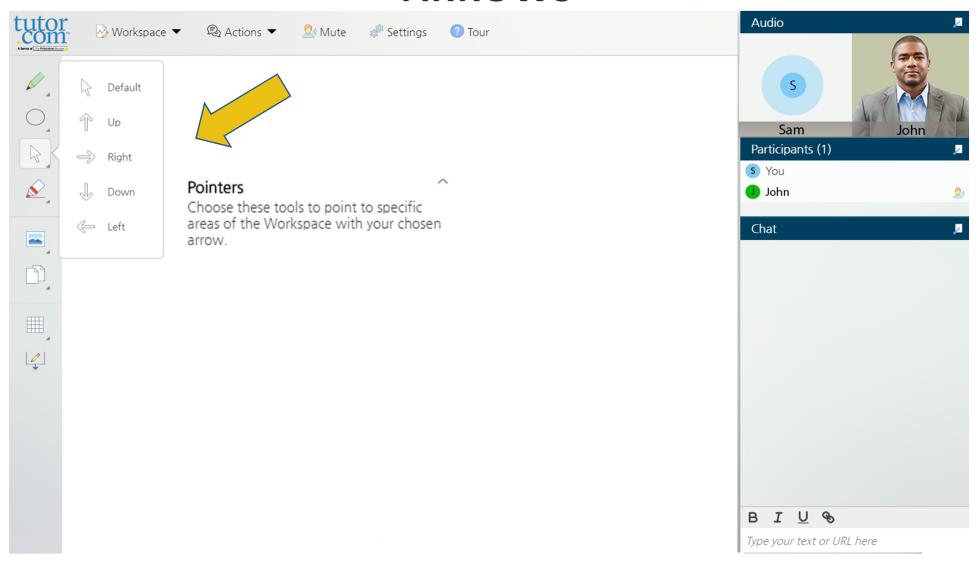
## **TEXT BOXES**



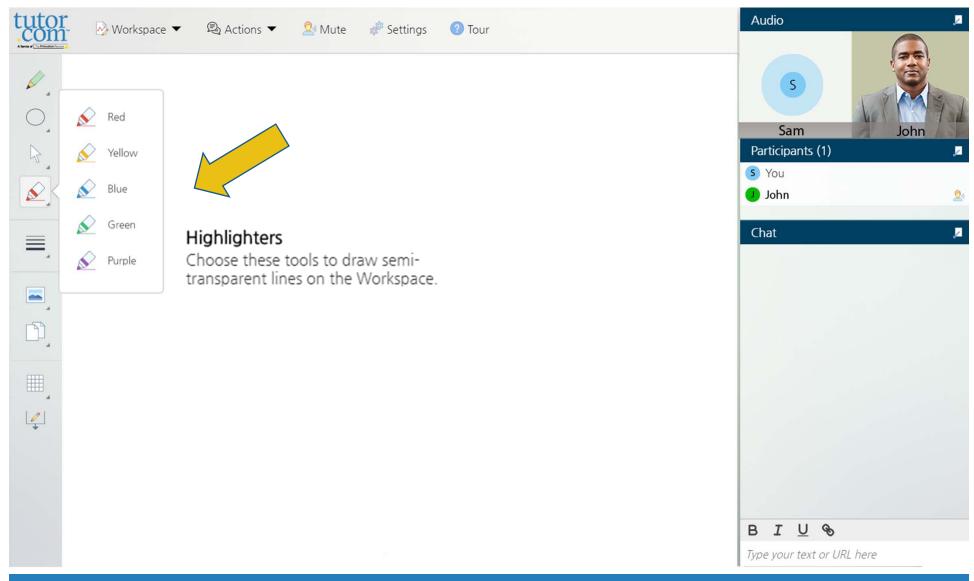
## **SHAPES AND LINES**



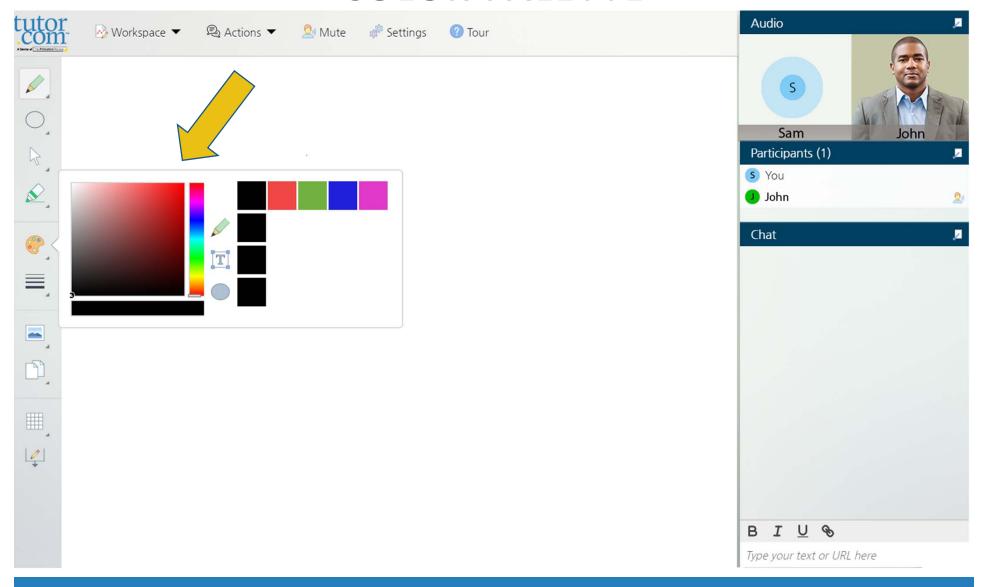
## **ARROWS**



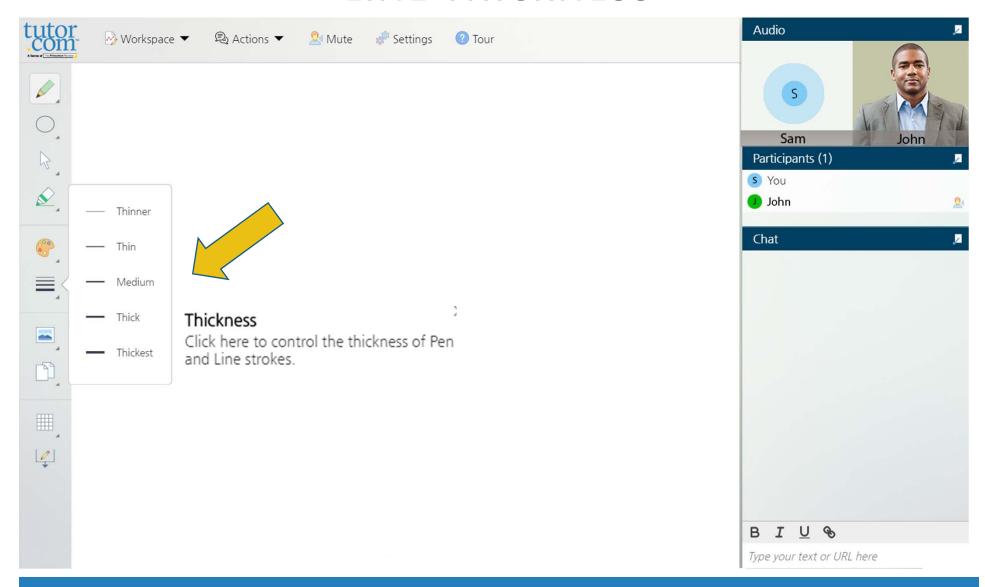
## **FIVE COLORS**



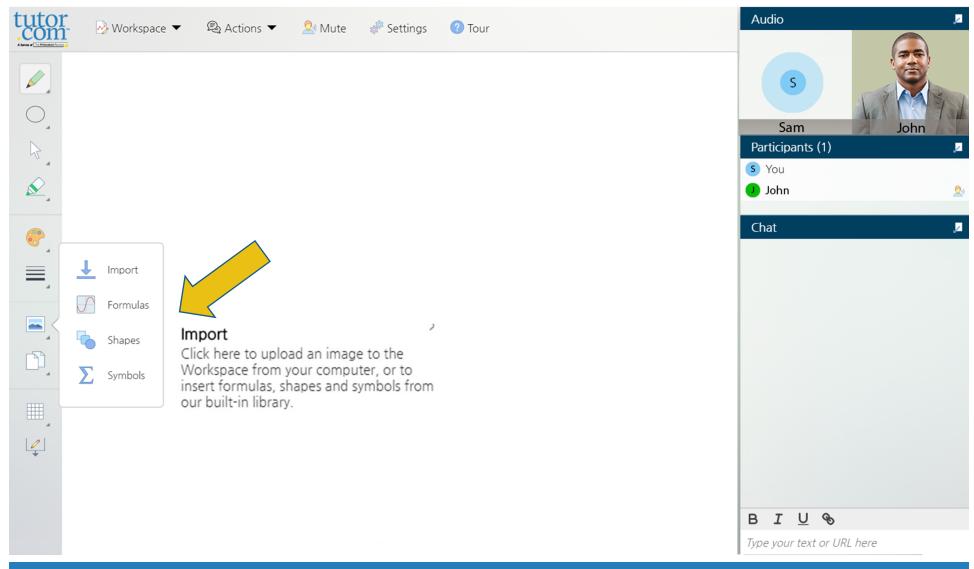
## **COLOR PALETTE**



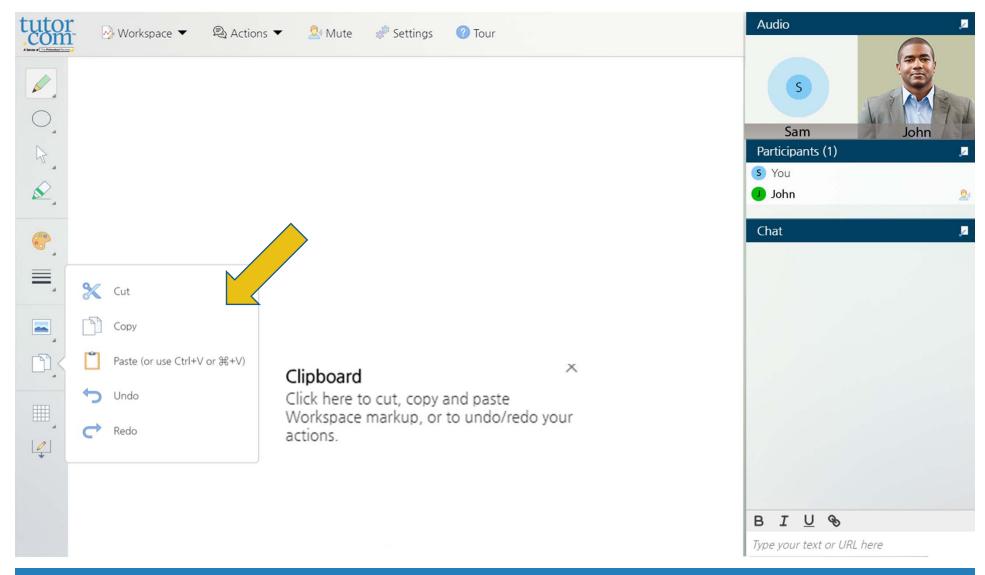
## **LINE THICKNESS**



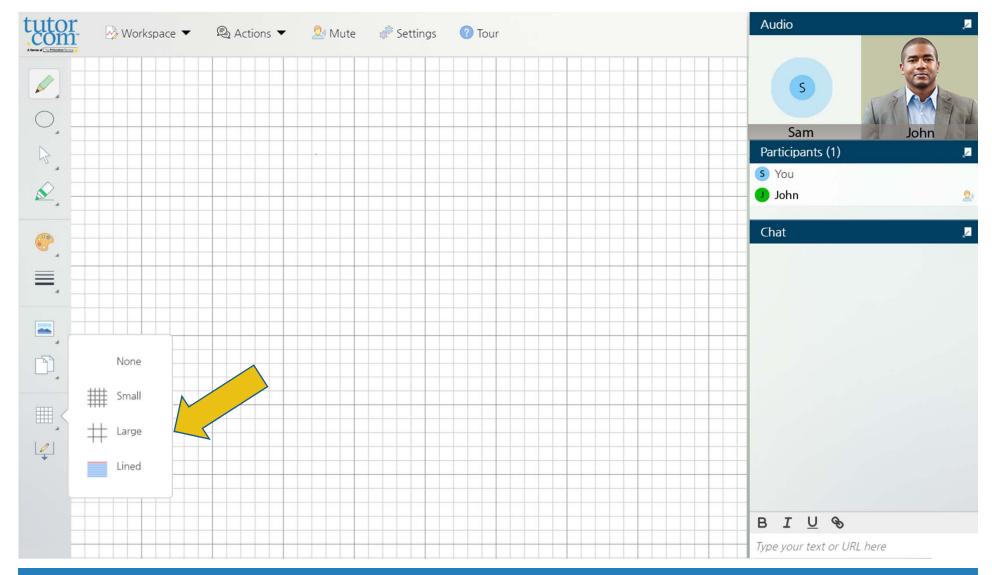
## GRAPHICS, FORMULAS, AND SYMBOLS



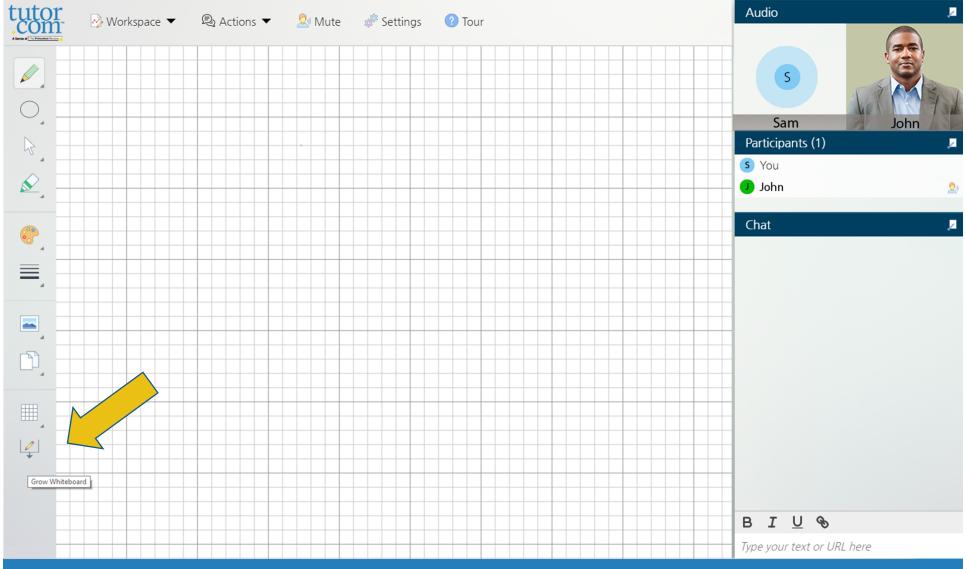
## CUT/COPY/PASTE/UNDO/REDO



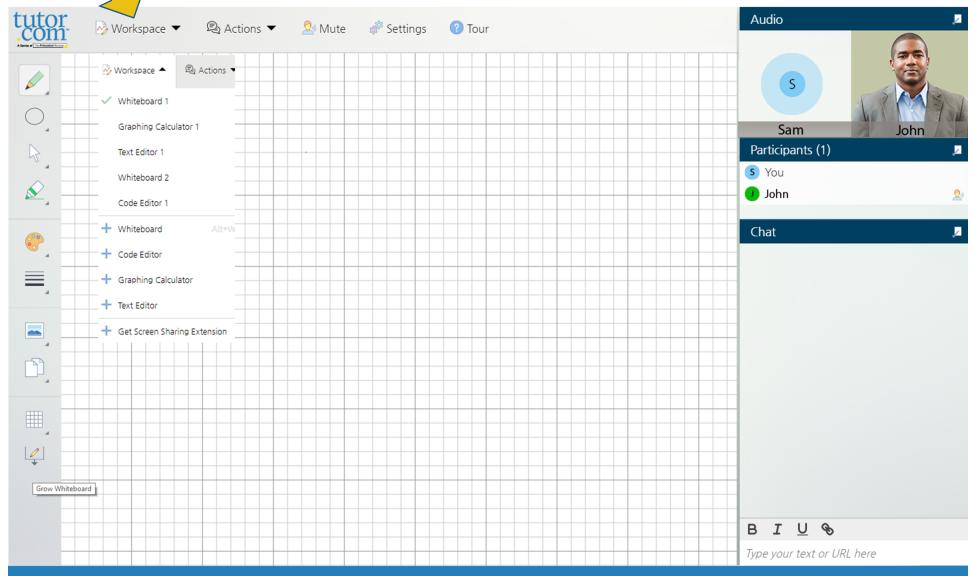
## WHITEBOARD TYPE



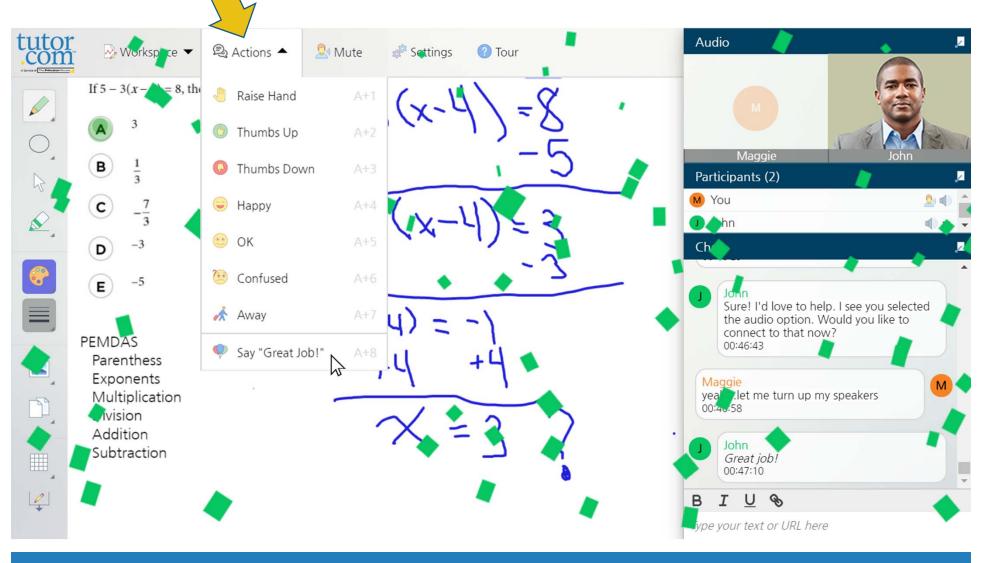
## **WHAT'S NEW!**



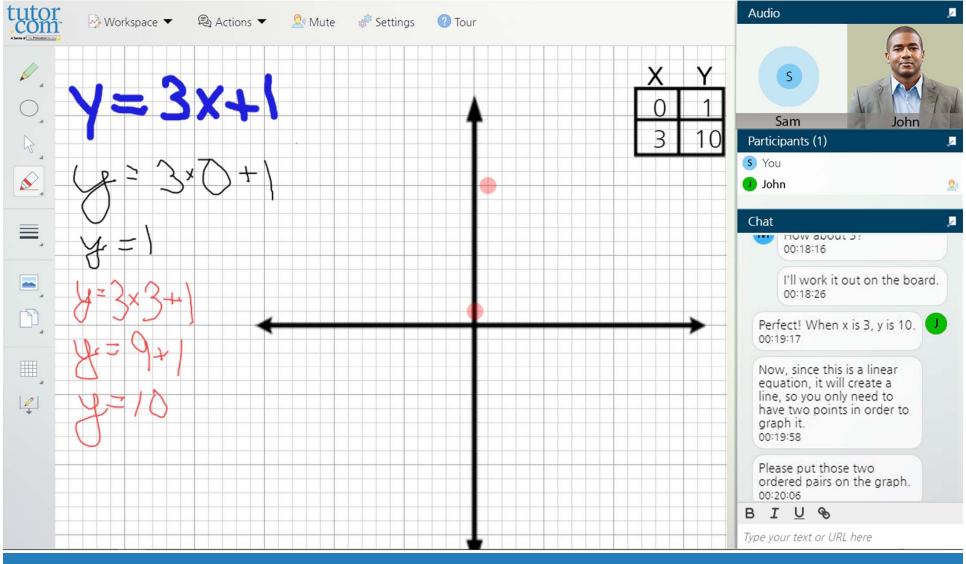
## **WHAT'S NEW!**



## **ACTIONS MENU**



## SAMPLE ALGEBRA PROBLEM





- ✓ Total Usage
- ✓ Mobile Usage
- ✓ Usage by Subject
- ✓ Usage by Grade
- ✓ Usage in SkillsCenter
- ✓ Average Session Time
- ✓ Total Time in Session
- ✓ Assessment Quiz Usage
- ✓ Number of User Accounts
- ✓ Number of New Accounts Created
- ✓ Optional: School name and/or zip code
- ✓ Survey Results
  - ✓ Live Session Feedback
  - ✓ Student Comments

Tutor.Com Client Reports - Did You Know?



## Welcome to your Tutor.com Reports!

If you have any problems viewing these reports, please contact us at your convenience.

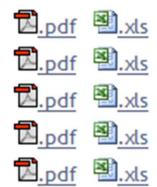
2019 October Report By Location With Summary

2019 September Report By Location With Summary

2019 August Report By Location With Summary

2019 July Report By Location With Summary

2019 June Report By Location With Summary





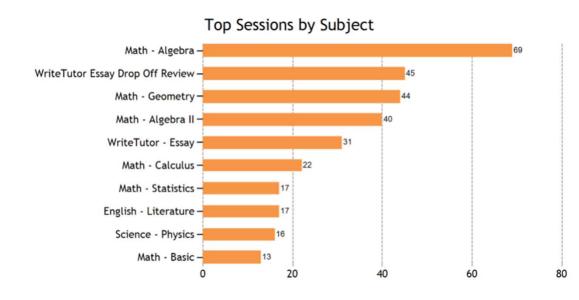
Usage TOTAL SERVED 915 - Live one-to-one Sessions 902 - SkillsCenter™ Sessions 13 **Mobile Usage** TOTAL SERVED 80 - Mobile Live one-to-one Sessions 75 Mobile SkillsCenter™ Sessions Live one-to-one Sessions **TOTAL SESSIONS** 902 - Advanced Placement (AP) Test Prep 88 - Computer Literacy - English 103 Usage

- Live tutoring
   vs. SkillsCenter
- Mobile
- Sessions by Subject

Live one-to-one Sessions	
TOTAL SESSIONS	694
- Advanced Placement (AP) Test Prep	45
- Computer Literacy	1
- English	41
- ESL and ELL, grades 8+	1
- Job Help	1
- Matematicas	2
- Math	417
- Math Algebra II Drop Off Help	1
- Reading, grades 8+	1
- Science	79
- Spanish	18
- WriteTutor	35
- WriteTutor Essay Drop Off Review	52

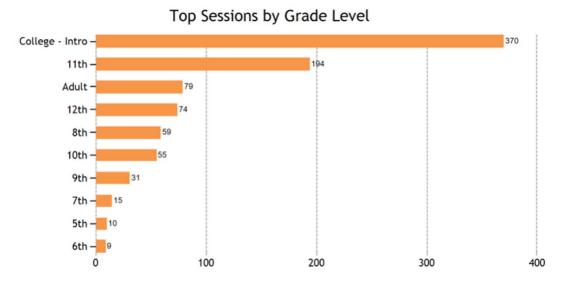
For what subjects are the live tutoring sessions taking place?

Where are the gaps and how can we promote to increase usage in those subjects?



## Popular Subjects

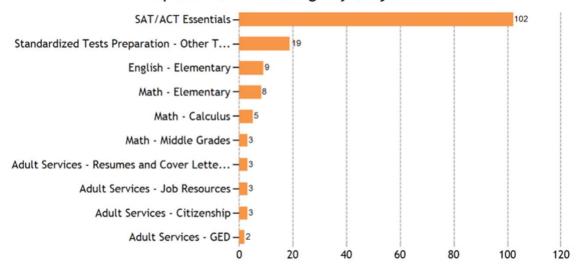
- Share with educators
- Relevant messaging



### Grade-level Trends

- Hit or miss?
- Success after promotion?

#### Top SkillsCenter™ Usage by Subject



#### 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



"She gave me good feedback on my paper! I liked the part when she went over word choice because it improved the flow" – College student

"IT WAS GREAT! It was my first time using this but my tutor was very friendly and helped me out" –  $9^{th}$  grade student

"Thank you so much for helping me!" – 6<sup>th</sup> grade student

"Great clarification and explanations" — 10<sup>th</sup> grade student

"Thank you for your time to review my cover letter! Highly appreciated!" – Adult patron

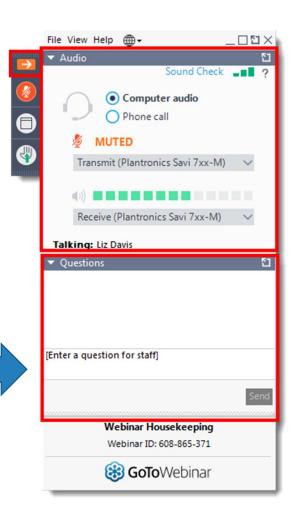
Student/PatronComments

 Use in newsletter headers

Social media



Use the question box to ask any questions and/or share your ideas and successes!





Ensure that the library staff is fully trained

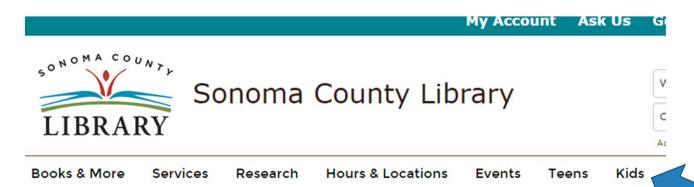


- Children's Librarians
- Young Adult Librarians
- Reference Librarians
- Additional staff who interact with patrons



- Audit your library's website links to Tutor.Com
  - Do the links appear in several places on the library website?
  - Are the links working?





#### Kids

Books & Reading

Children's Summer Reading Club

Register

Sign In

Reading Lists

#### **Homework Center**

In Person Homework Help

History

Black History

California History

U.S. History

Women's History

World History

#### **Homework Center**

#### HOMEWORK HELP

Volunteers offer weekly drop-in homework help sessions at several different library locations.

#### Tutor.com

Sonoma County Library is pleased to provide card holders with free online access to Tutor.com's 3,600+ expert

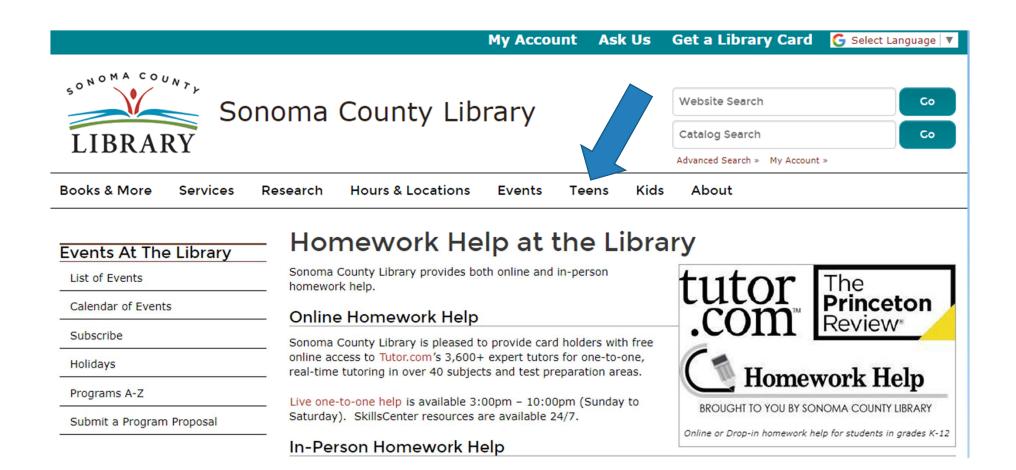
tutors for one-to-one, real-time tutoring in over 40 subjects and t preparation areas.













#### Tutor.com

#### Tutor.Com

#### GO »



Sonoma County Library is pleased to provide card holders with free online access to 24 hour essay and resume review drop off, Tutor.com's 3,600+ expert tutors for one-to-one, real-time tutoring in over 40 subjects and test preparation areas. From the time a student logs into the Tutor.com service with their Sonoma County Library card number and pin to the end of their session, the Tutor.com interface has been built for ease of use, a personalized experience and complete safety for the student.

Live one-to-one help is available 3:00pm - 10:00pm (Sunday to Saturday).

#### How Do I Get Started?

- 1. Have your library card ready (Don't have one? No problem! Check out our eCard registration page)
- 2. Click on the "Go" button above
- 3. Sign in with your library card if asked
- 4. Use the tutoring and other supplemental services to complete your homework or resume!

#### Features

- Live one-to-one help is available 3:00pm 10:00pm (Sunday to Saturday).
- · SkillsCenter resources are available 24/7.
- 24-Hour Essay and Resume Drop-Off: Drop-Off an essay or resume for a 20-minute review. Whether the patron is still working on it and is not ready to turn it in or is ready to turn it in and only wants one final review, Tutor.com has a place for them to drop it off, have it reviewed overnight and get it back in 24 hours.
- 24-Hour Math Drop-Off: If a patron has a tough math question they just cannot figure out, they can submit the
  question and Tutor.com expert tutors will write up a detailed explanation of how to solve the problem.
- SkillsCenter Resource Library with access to thousands of fully-vetted online resources (websites, instructional videos, learning games, customizable flash cards, practice tests, and more) with educational information that both the student and tutor can use to complement a lesson.
- Career Center where career coaches work with job seekers in real-time, providing individualized help the moment
  patrons need it.
- Spanish Tutors: Tutor.com also offers Spanish-speaking support for students seeking live help for most math, science and social studies subjects. A single click toggles the entry page interface and pre- session survey between English and Spanish for Spanish-speakers. Tutor.com takes the extra step to translate pre- session submission form into Spanish for those selecting this language option. Subjects, grade levels and form instructions are all translated for an easy connection to bilingual, subject-matter expert tutors.



### **CLIENT RESOURCE CENTER**

## WWW.TUTOR.COM/CLIENTCARELIB

## **Client Resource Center**

Resources and ideas to build awareness of your Tutor.com program



#### **Tutor.com for Libraries News**

#### **New Materials Available!**

We have posted several new materials on our **Printables** page and **Digital/Social**. Throughout the year, we update and add materials as they are completed. Please be sure to check back on a monthly basis to see what is new.

#### Keep up to date with our most recent training!

Take a look at our Fall webinars! Click here to find our most recent trainings, with new trainings happening seasonally!

Learn how to get into schools and share your resources with students directly, how to target adults and let them know this isn't just for those in school, or get an in-depth understanding of our SAT/ACT Essentials! Just head to our trainings page!

We would greatly appreciate your input regarding topics important to you for future webinars! Please reach out to marcus.nebro@tutor.com regarding any thoughts you have.



GET HELP FROM CLIENT CARE TEAM

In-Library ACT Practice Test Package

Click to download a zip folder of materials.



On-demand tutoring, online.

Tutors available:

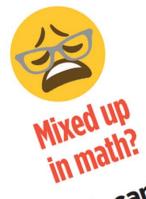
The Procursor Review is not affiliated with Procursor University







Place promo materials in prominent locations; inside and outside of your library.



tutor.com



Résumé Writing

Interview Prep

Job Searches

Online Applications

Career Resources

The service is helpful because there is no such thing as too much practice when it comes to interviewing for a new job. The practice was simple and a reassurance that I can do a good job in the interview. I will continue to polish my interview skills using the examples and feedback that were offered here." -Tutor.com User, Career Cente

Cover Letter Assistance

Get Help. **Get an Online Career Tutor.** Find a Resource 24/7.



- · I need help filling out an online job application.
- · My résumé's not working.
- · I need to find a job.





· I want to change careers.

We can help.



am so excited to have access to this assistance

I will definitely recommend this service."

Taylor P was great. She communicated with me while tayor - was great. Size Communicated with the winds she was working on my letter and résumé so I wasn't left on hold waiting and wondering if she was still there. Her suggestions were helpful and professional.

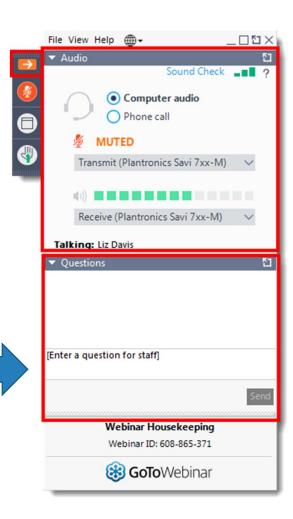
-Tutor.com User, Career Center



www.tutor.com/clientcarelib



Please share your ideas about creative places for promo materials



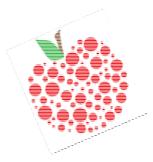


- Reach out to local schools.
  - Place bookmarks and/or program cards in media centers.
  - Demo Tutor.Com to students, educators, school librarians/media techs, admins, instructional assistants, coordinators, and families (English/Math)





## **REACHING SPECIFIC AUDIENCES**

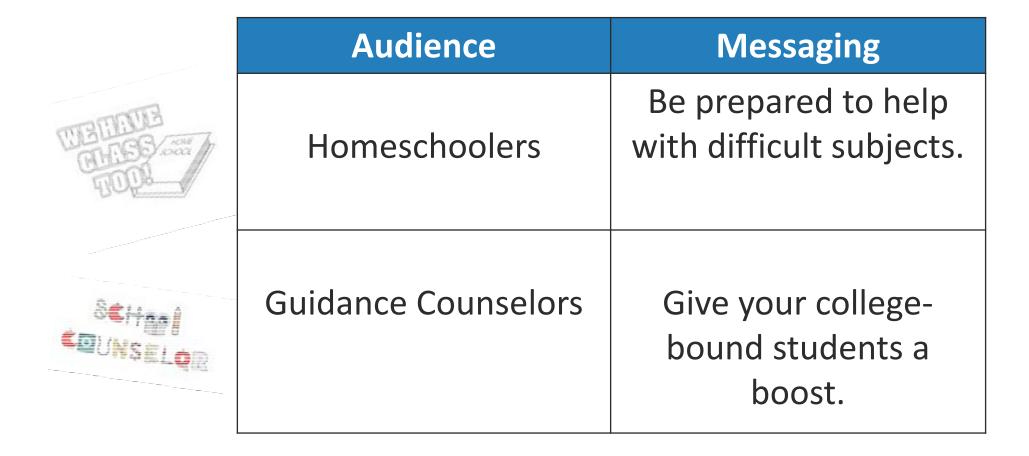






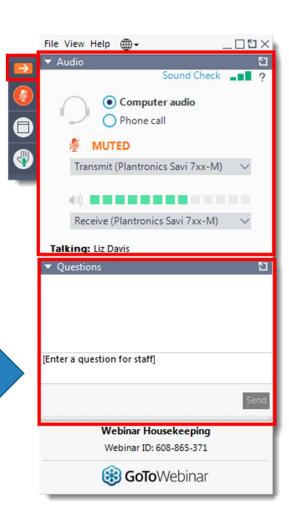
Audience	Messaging
Educators – Math, Science, English, AP	Raise your students' test and homework scores.
Sports coaches and performing arts teachers	Don't let academics bench your players or ground your artists.

## REACHING SPECIFIC AUDIENCES



## REACHING SPECIFIC AUDIENCES

Please share
your ideas
about how you
reach specific
audiences



## CREATIVE CONTESTS AND ACTIVITIES – REWARD YOUR PATRONS' WORK

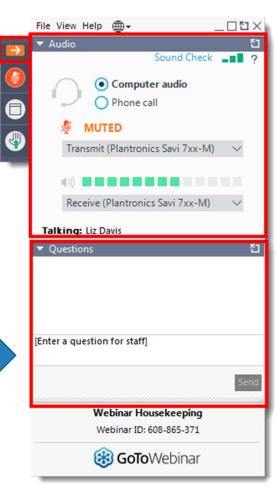
Contest/Activity Type	Details
Video Production Contest	Students can create their own Tutor.Com commercial to place on the library website and/or share on social media.
Middle School Book Club	Meet offsite after school to read one chapter of a featured book and enjoy snacks.

## CREATIVE CONTESTS AND ACTIVITIES – REWARD YOUR PATRONS' WORK

Contest/Activity Type	Details
After-School Homework Club	Students earn punch cards when they attend and get the help with homework they need.
Teen Advisory Club	Provide teens a voice in the library and community. Assist in creating events at the library for all ages.

## CREATIVE CONTESTS AND ACTIVITIES – REWARD YOUR PATRONS' WORK

Please share any creative contests and/or activities your library offers



## WINTER/SPRING WEBINAR OPPORTUNITIES YOU ARE INVITED!

TUTOR.COM/CLIENTCARELIB

Gen Z and Your Library - Join us for this webinar as we showcase promotional ideas to appeal to these demographics, and help grow involvement in not only Tutor.com but your library as well!

Access recording by visiting: tutor.com/clientcarelib/training

## WINTER/SPRING WEBINAR OPPORTUNITIES YOU ARE INVITED!

TUTOR.COM/CLIENTCARELIB

Tutor.Com for Your Community - Join us for this webinar highlighting the various groups that can benefit from Tutor.com: whether it's patrons who serve in the military, parents looking to help their children with homework, or students applying to their first job, we are here to complement the support you offer to everyone in your community.

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

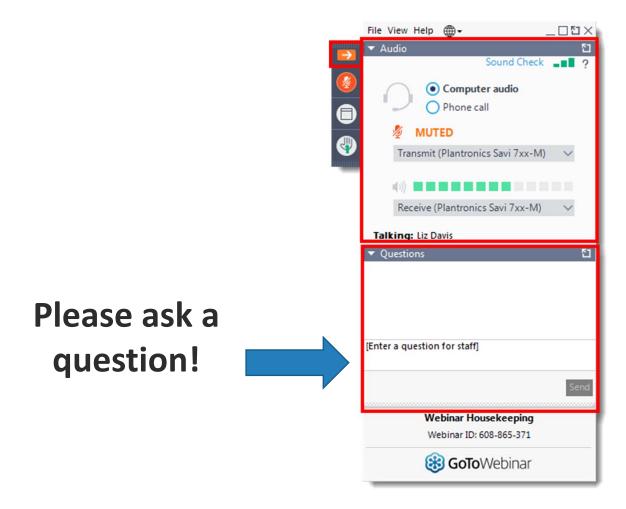
Set a goal for usage at your library – how much do you want to increase in a month, 3 months, and tell me the goal. We can help you monitor and send tips/tricks!

## **Questions?**

Rachelle, Robin, and Marcus from the

Tutor.com Client Care Team are available to assist you.

Email: clientsupport@tutor.com
Client Care Center:
www.tutor.com/clientcarelib



## robin.briones@tutor.com





# Questions? clientsupport@tutor.com