

# ***School Outreach for Libraries***

**How Partnership Can Benefit Your Community**

tutor  
.com™

The  
**Princeton**  
Review®

## Today's agenda

- Reaching students where they are
- The benefits of school outreach for library awareness
- Finding partners
- How to keep students interested throughout the year
- Resources to support your ground game

# How Tutor.com makes an impact

“

GREAT TUTOR. 11/10.  
GAVE ME GOOD INSIGHT  
AND REASSURANCE IN  
MY TIME OF COLLEGE-  
ESSAY-STRESS MODE

- 12th Grade English student

tutor.com™  
A Service of The Princeton Review

“

GREAT SERVICE. PLEASE  
DON'T GET RID OF IT. IT  
REALLY HELPS ME WITH MY  
HW WHEN MY PARENTS ARE  
BUSY OR DON'T KNOW  
THEMSELVES.

- 5th grade Math student

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“

I FEEL VALIDATED AND IT REASSURES  
ME THAT I AM ABLE TO HAVE ACCESS  
TO FREE TUTORING BY MULTIPLE  
PEOPLE WHO ARE KNOWLEDGEABLE  
IN THE SUBJECT. I FEEL LIKE I HAVE A  
SUPPORT SYSTEM FOR SUBJECTS I  
HAVE A HARD TIME IN AND THIS  
HELPS ME TO SEEK OUT HOW TO  
UNDERSTAND PROBLEMS AND NOT  
JUST KNOW THE ANSWER.

- 10th grade Algebra student

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A Service of The Princeton Review

“

I AM REALLY GLAD TO HAVE  
THIS AVAILABLE. I WORK  
FULL TIME AND STUDY AT  
NIGHT. HAVING SOMEONE  
AVAILABLE AT NIGHT IS  
AWESOME. THANK YOU SO  
MUCH!!

- College Algebra student

tutor.com™  
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“

I WISH I WOULD HAVE  
USED THIS SERVICE MUCH  
SOONER! I AM  
DEFINITELY GOING TO  
USE IT AS MUCH AS  
POSSIBLE.

- College Chemistry student

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# Why do school outreach?

- Reach students where they are and where they are most comfortable
- Inform students of all of the *FREE* resources the library provides, including Tutor.com access
- Address equity issues in education with a service that benefits all learners
- It's mutually beneficial!



# Types of School Outreach

## *Word of Mouth*

Getting students to know and talk  
about the program

## *Seeing is Believing*

In order to truly understand they  
need to see it

## *Experience It for Yourself*

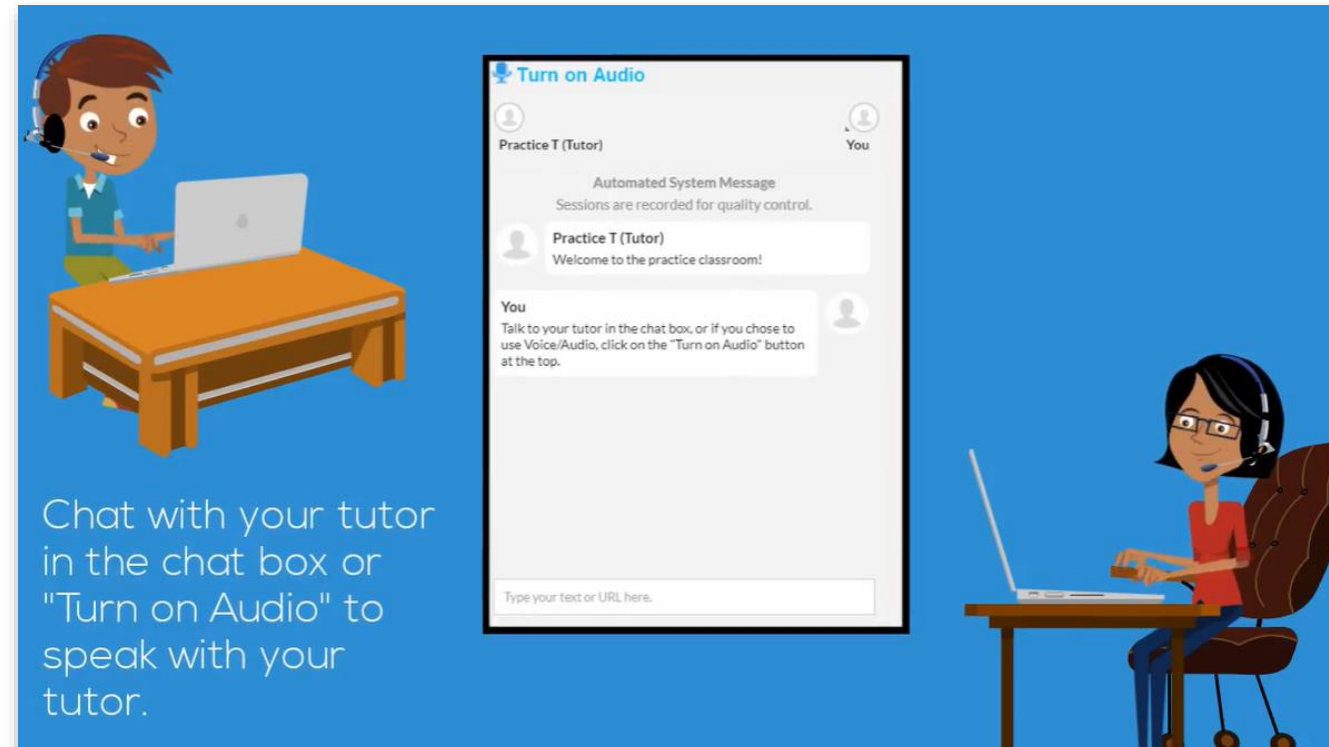
Get students' fingers on keyboards

# Word of mouth

- Speak to school administrators and teachers about the benefits of the service for students
- Attend PTA and Parent-Teacher Nights
- Bring posters and flyers from the Tutor.com Client Resource Center for teachers to post in classrooms
- Partner with the school's media specialists and librarians to socialize Tutor.com in the library and computer labs
  - Media department can use class time to encourage student awareness
  - Bookmark Tutor.com on school computers
- Get teachers talking about it during class or extra help sessions!

# Seeing is believing

- Give demonstrations at back-to-school events, parent-teacher conferences and other events that highlight student resources.
- Train school librarians so they can guide students when they come for help!
- Share Tutor.com videos and the practice classroom with the schools so they can use on broadcasts or on school computers.



Chat with your tutor in the chat box or "Turn on Audio" to speak with your tutor.

# Experience it for Yourself: Become a Tutor.com Expert

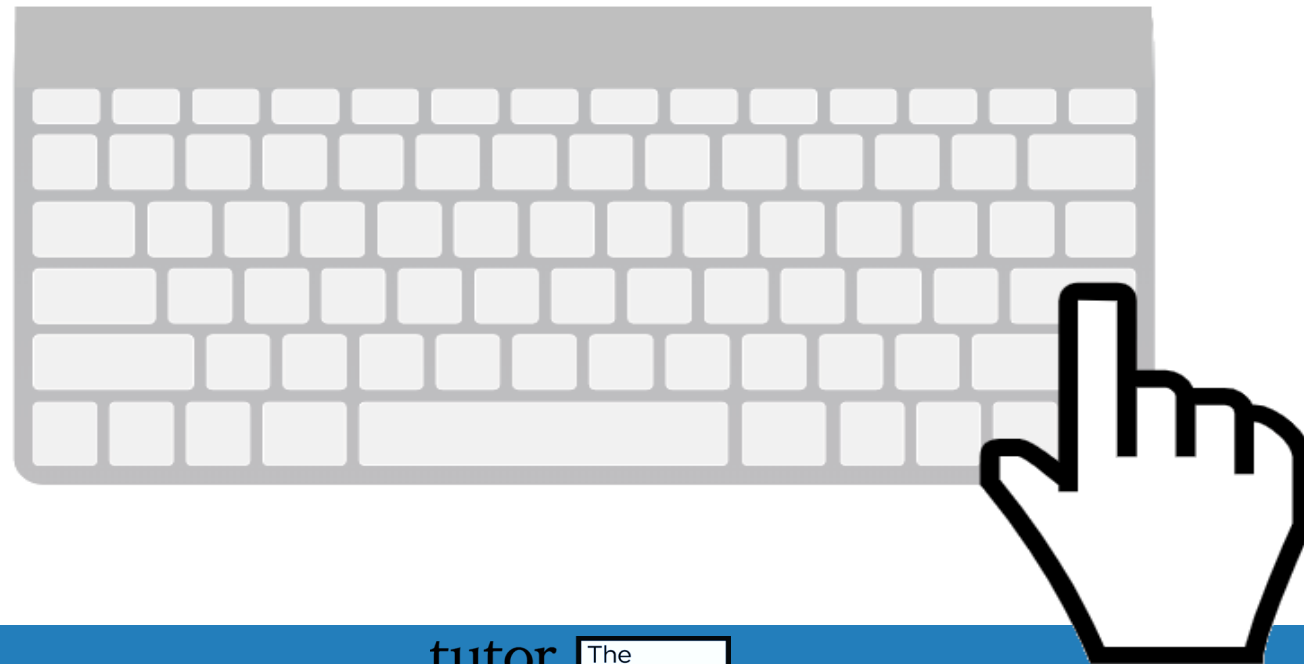
- Sign up for Tutor.com access to gain a better understanding of how the service works for all learners
- Set up Tutor.com hands-on sessions in the library or when you visit schools
  - Better yet, schedule school visits to your library to introduce them to more than just Tutor.com
- Hold library card sign-up fairs for local students to ensure they have access to the library, and therefore to Tutor.com as well





# Experience It for Yourself: Share Your Expertise

- Now you understand how the program works and how it can help others
- Work with students and teachers in a hands-on way to share your expertise
- Once a student sees how it works, that's when they realize the full potential of Tutor.com

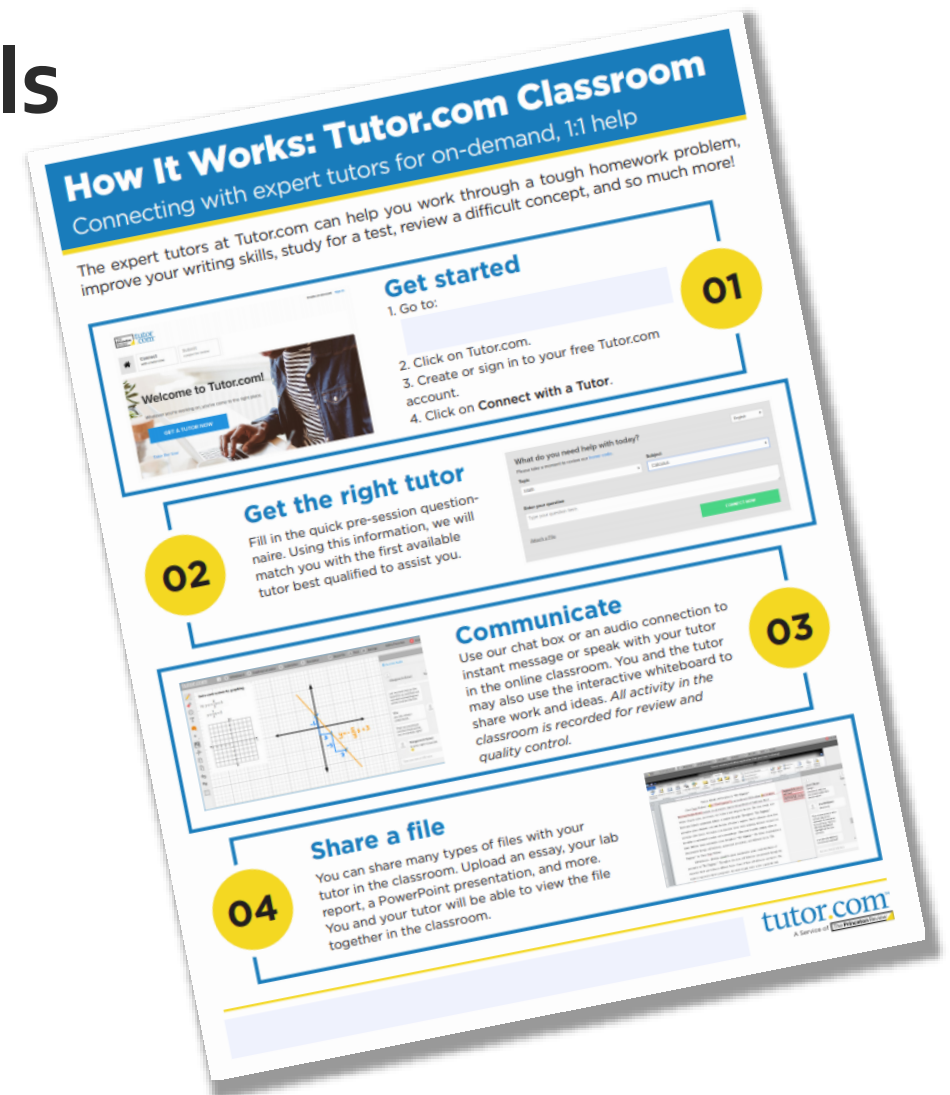




# FINDING PARTNERS

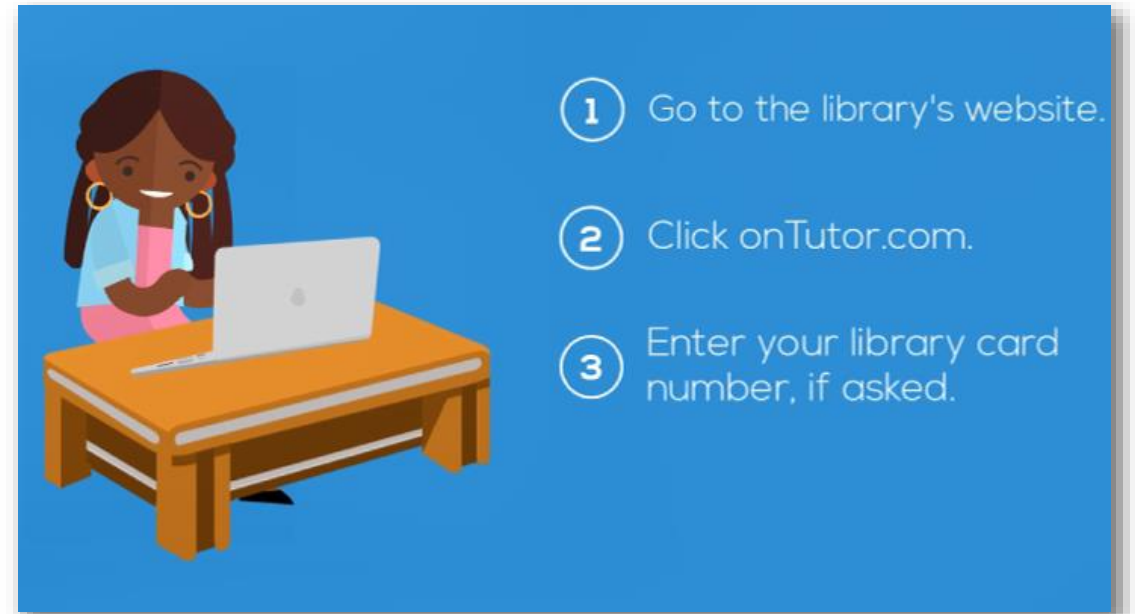
# Finding Partners: School Principals

- Work with heads of school to get involved in back-to-school events or freshman orientation
  - Send home welcome packages or folders with information to students
- Check the Client Resource Center for fliers and pamphlets to include!



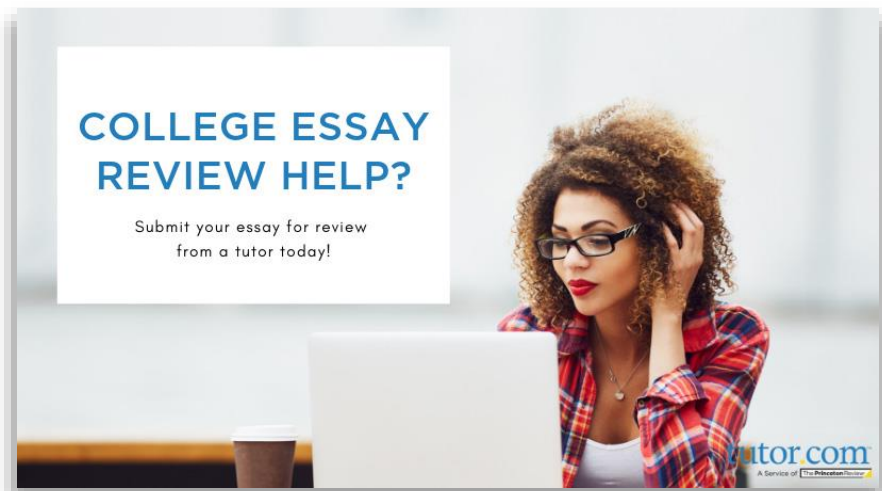
# Finding Partners: School Librarians and Media Specialists

- Get students where they study and do their homework
  - Get posters or flyers set up around the school library, and place program cards at the front desk
  - Speak to them to see if you can get shortcuts on the desktop to the program, removing one step from getting kids started.
- Work with them to bring classes into the library.
- Put Tutor.com graphics on school displays  
(ex: Advertisements in TVs in the common area)



# Finding Partners: Guidance Counselors

- They are one of the first points of contacts for students who are struggling
- Counselors are constantly helping students with college admissions and entrance exam needs
  - Arm them with information about SAT/ACT support and tutoring support for college essays
- Can be a great place to help with students looking to score a summer job!
  - Tutor.com's job search assistance and resume/cover letter review isn't just for adults.



**Improve your math skills • Review a writing project • Study for an upcoming exam • Prepare the GED®/HiSET®/TASC®**

Math	English	Microsoft Office
Writing	Spanish	ESL for ELL
Science	Social Studies	Citizenship Test

# Finding Partners: Department Heads

- Work out a time to bring classes to the computer room
  - Demonstrations of Tutor.com and students actually experiencing the program is the best way to get more widespread adoption
- Focus on specific departments:
  - Math gets real-time examples/diagnostic quizzes training
  - English gets real-time/diagnostic/drop off training
- Work with teachers to get bookmarks added to student textbooks when they're handed out!

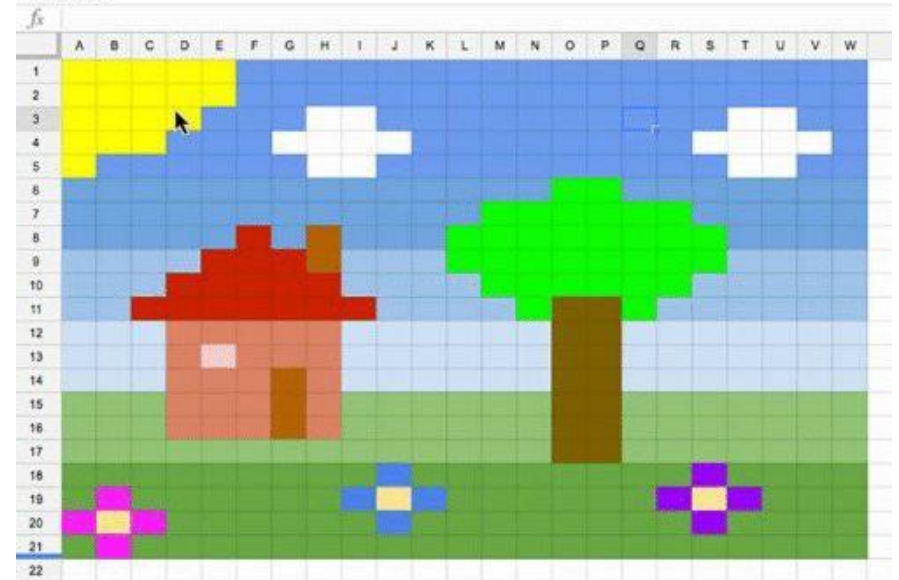


# Finding Partners: IT / Computer Specialists

- Set aside some time for in-person demonstrations!
- Shortcuts on all technology
- Add the school's IP addresses to your authentication options
- Family and Consumer Sciences classes
  - Get students ready for life with our computer literacy tutoring (Microsoft programs, etc).

My resume: "I am proficient in excel"

Me:



# Finding Partners: PTA

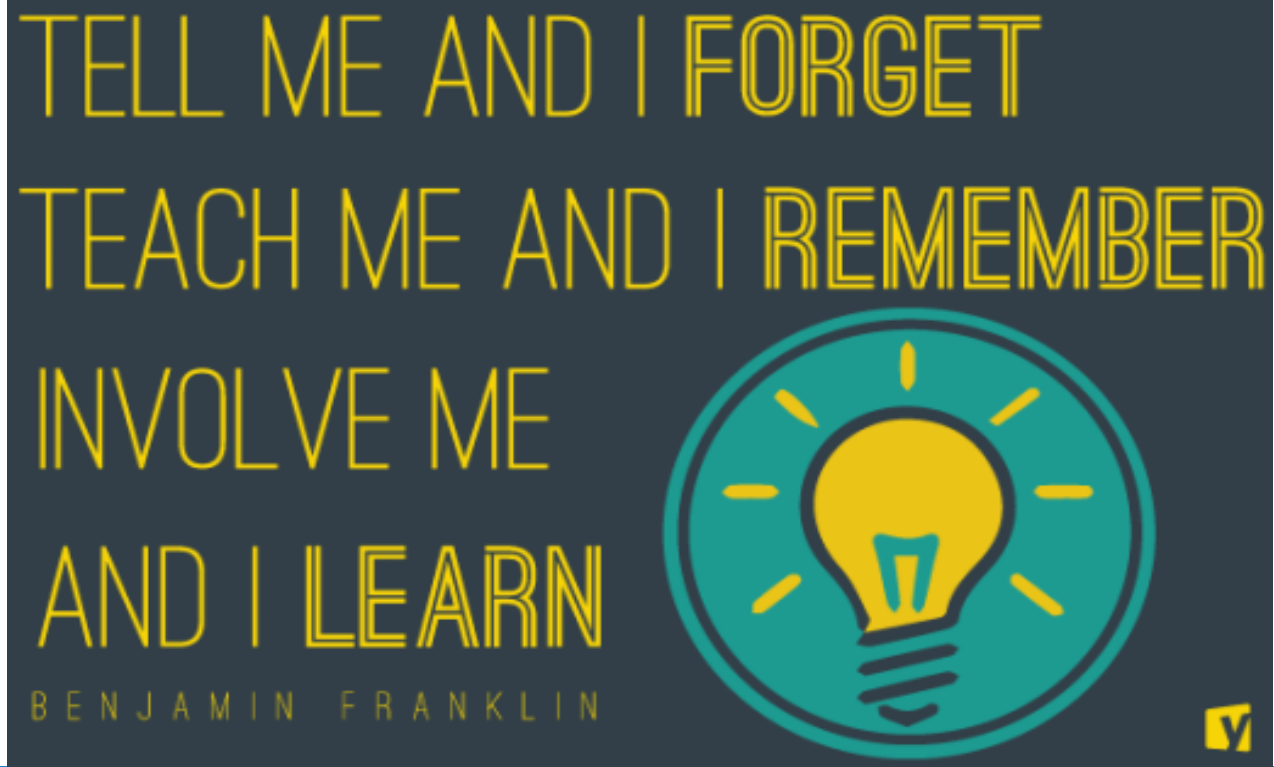
- Getting parents on board can be a key way students will learn about resources available to them
- Speaking to the PTA directly gives you access to the parents who are directly involved with student welfare and run their own events and outreach
- Come prepared with handouts found on our Client Resource Center to help educate the PTA
- With them involved, its another way to reinforce the use of Tutor.com at home



# Finding Partners: Student Body

- Information in the school newspaper is a great way to get resource information to students
- You can submit a small ad, or get a newsletter added to the paper to inform the students that this is available!
  - With different templates available on our Partner & Promoters page, you can highlight:
    - College prep
    - K-12 services
    - Job search (primarily for High School seniors)

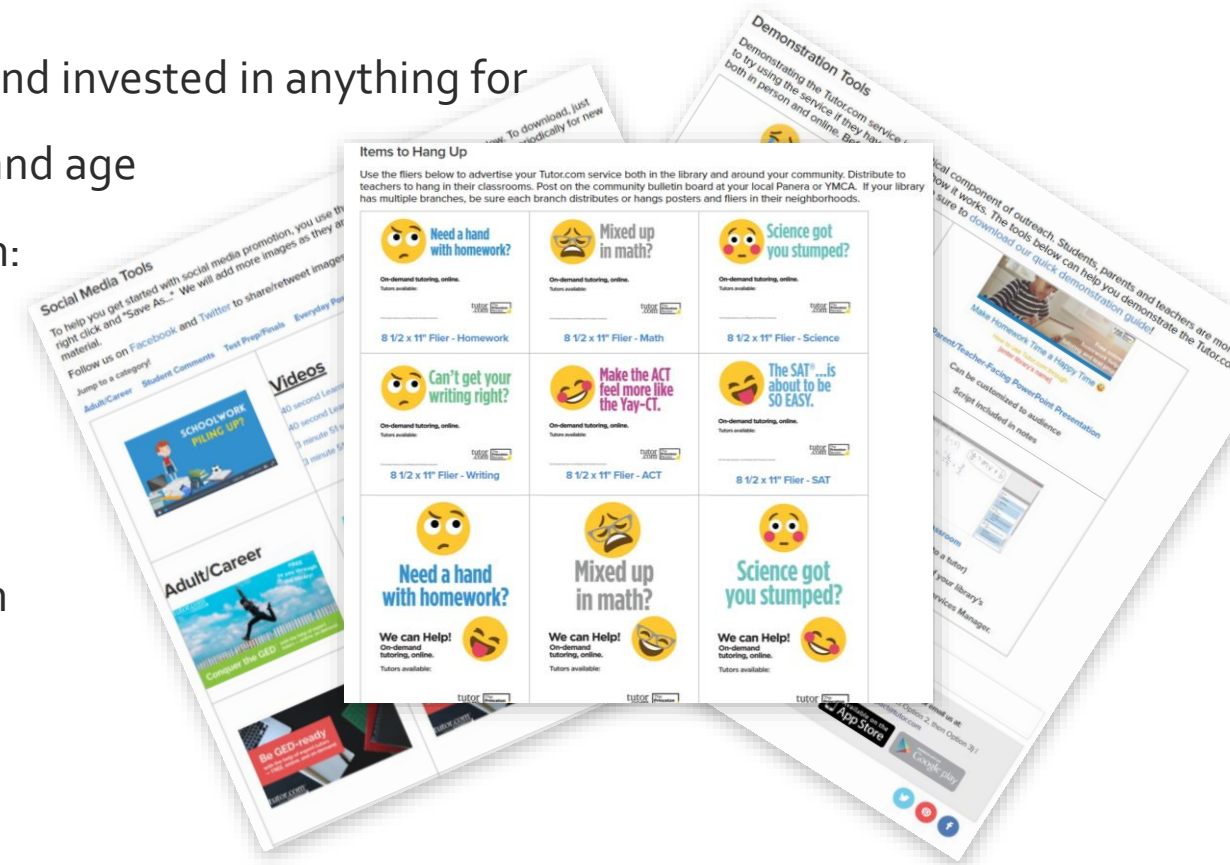




# KEEPING STUDENTS ENGAGED

# Keeping Students Engaged

- Keeping younger students and teenagers interested and invested in anything for an extended period of time is difficult in today's day and age
- Remember to remind them at tough times in the term:
  - Midterms/Finals
  - Major testing periods
  - Final papers
- Our Client Resource Center is constantly updated with new and topical resources and webinars



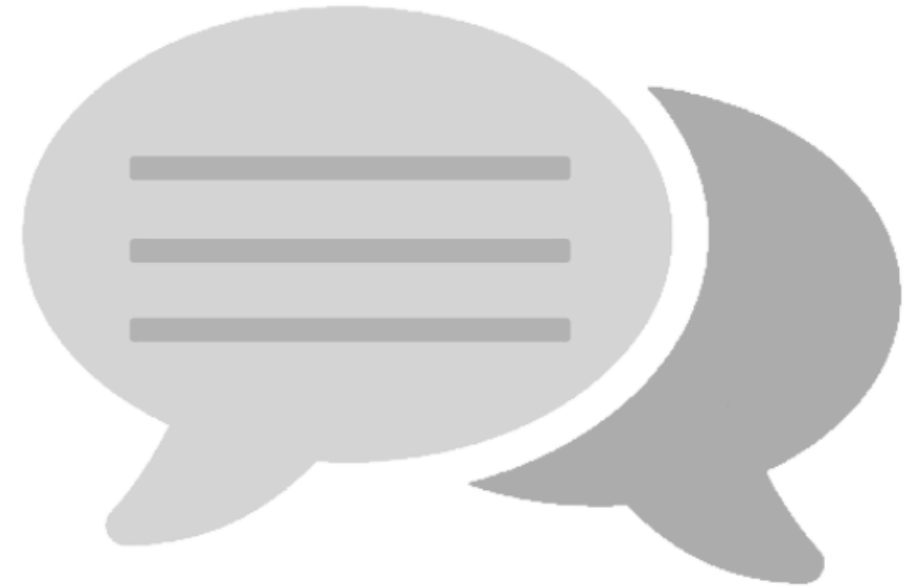
# Keeping Students Engaged

- Maintain your newly-made connections throughout the year
  - School outreach isn't a one-and-done event!
  - Keeping these relationships strong will help build and maintain momentum and growth.
- Don't forget to introduce Tutor.com to your after school programs:
  - It's just another pillar of support for when student's aren't able to come to your library programs



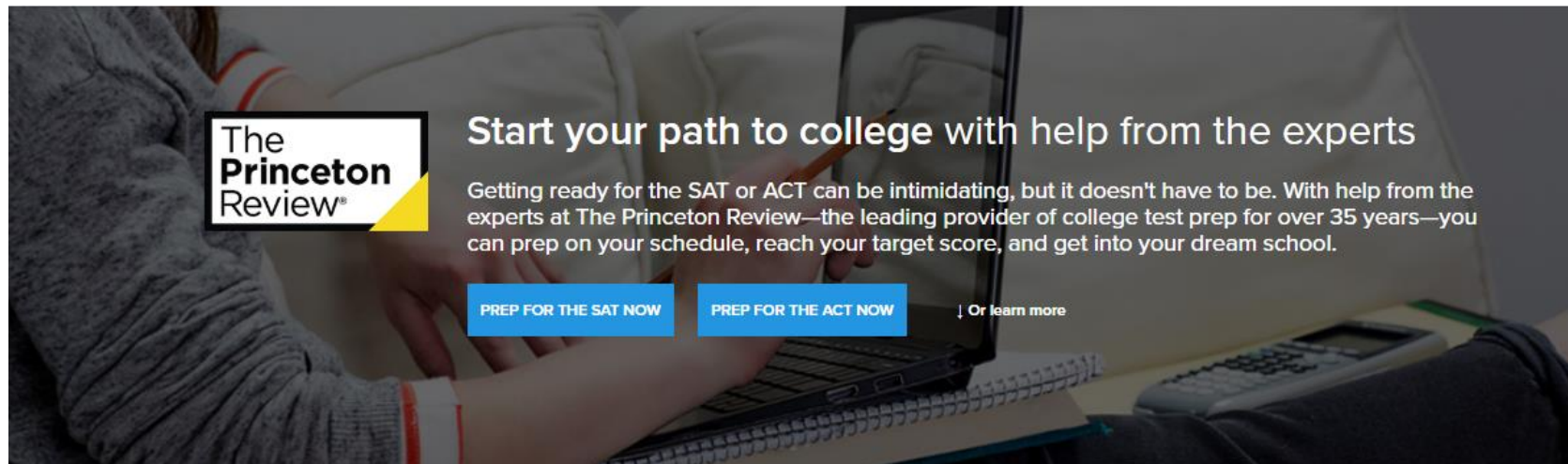
# Keeping Students Engaged

- Leverage your new connections to spread the word on other programs you have running at your library
  - Student body - roundtable discussions on relevant topics
  - English department/School librarians – author visits
  - English department – reading clubs
  - History and Social Sciences – Research help



# Topical for Teens: SAT/ACT

- 10<sup>th</sup> – 12<sup>th</sup> graders will be focused on SAT/ACT prep for fall and spring test dates
- Send info on SAT/ACT Essentials home
- Host a test prep awareness workshop
- Gamify completion of practice tests via Tutor.com



# Topical for Teens: Finding a Job/Internship

- Growing up is hard to do
- For those students looking to take the next step in finding a job or internship, we can help them out!
  - Resume/cover letter assistance
  - Job search
  - Interview prep
  - And more!



# Topical for Teens: College Applications

- Help your students achieve their goals:
  - AP course help
    - Dozens of videos by GetAFive available for free, in addition to live tutoring
  - Admissions essay review
  - Tutoring to help raise their grades for their dream school
  - Test prep for those who want to get a big head start on graduate school applications







– TUTOR.COM –  
A GUIDE THROUGH THE SEASONS

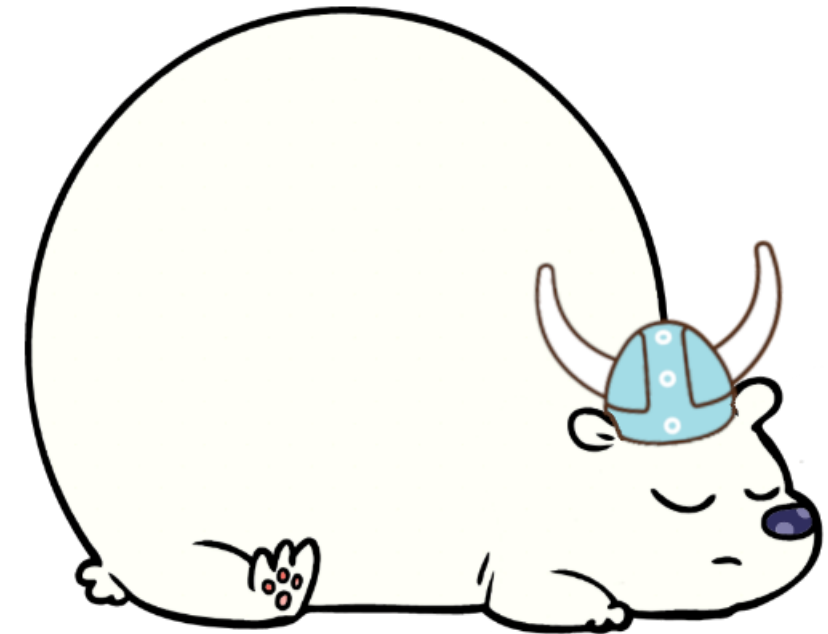
# Fall – Getting Back in the Groove

- Back to school season!
  - Use goal sheets from the Client Resource Center to get started
  - Print out some program cards to hand out to students
- September is library card sign-up month!
  - Set up shop in the school library and help students get their library cards
- SAT/ACT prep
  - A renewed focus on the SAT/ACT essentials



# Winter – No Hibernation Allowed

- Midterm season!
- College applications begin
  - Use our social media posts to remind students that Tutor.com is an asset at this time
- NaNoWriMo
  - For those students looking to take the plunge, our WriteTutors are here to help
- New Years Resolutions
  - Refresh flyers, handouts and bookmarks for those looking to make school a priority in the coming year



# Spring – Time to Spring into Action!

- Goal: finish off the school year strong
- Standardized tests, Spring SAT/ACT dates and school finals
  - Host study sessions and remind folks of us as a resource
- Update flyers and social media posts
  - Use flyers and posts about stress and time management, as well as graduation
- Summer jobs/internships
  - Plug our resume/cover letter review and interview prep



# Summer – Avoid that Summer Slide

- Teacher's appreciation week (May 5<sup>th</sup> – 11<sup>th</sup>)
  - Throw a little celebration to show how much you appreciate their cooperation and hard work!
- Kick start your summer reading programs
- Review your Tutor.com school year performance
  - See where you guys did well, where you can improve and how we can help!
- Check your site to make sure all of your links work correctly
  - And let us know of any changes in staff so we know who to reach out to!
- Restock, retrain, and refresh
  - Get ready for the school year!




My most important school supply is...



my library card!

tutor.com The Princeton Review

 <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>
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Bookmarks - Combination (4/sheet)

Get a head start on preparing for the

**SAT/ACT**

through

tutor.com



SCHOOLWORK PILING UP?



40 second Introductory video

[WWW.TUTOR.COM/CLIENTCARELIB](http://WWW.TUTOR.COM/CLIENTCARELIB)

# Thank you!

- Recording and certificate to follow session -