

Serving Patrons From All Walks of Life

How Tutor.com Services Support Your Entire Community



Today's agenda

- Community Outreach
 - Your Patrons:
 - Students, active-duty military and veterans, parents of school-age children, English-language learners, adults studying for the GED, college or grad school, job searchers
 - How can we support them?
 - Outreach and event ideas
 - Client Resource Center
- Communicating these Tutor.com resources to your community

How Tutor.com Helps You Support Your Community

- It offers more than just access for students in kindergarten through 12th grade
- On-demand tutoring is one part of the program – did you know we offer:
 - Comprehensive test preparation for AP exams, SAT, ACT, LSAT, MCAT, GMAT and GRE
 - US and Canadian citizenship test preparation
 - Job search help AND interview prep!
 - GED and HISET test assistance
 - Quizzes in English, math, science and ASVAB (for the military)

com·mu·ni·ty

- the people of a district or country considered collectively, especially in the context of social values and responsibilities; society.
- We understand that you have many members of your community to consider when it comes to support
 - Tutor.com has developed features, services and materials to support you in this outreach



Slide 4

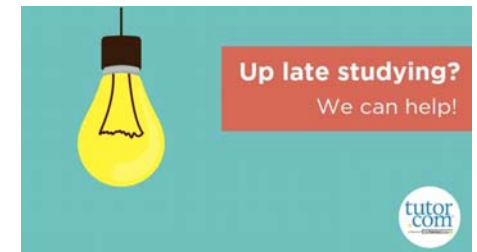
LL3

again, this assumes they don't know what their community is so please restructure to tie it we understand their community just as they do and have developed features, services, and materials to support them in reaching those needs.

Lauren Lobdell, 3/11/2020

TUTOR.COM: EDUCATION EQUALIZERS

- People from all different backgrounds have equal access
- After school/late night access for all sorts of lifestyles – student athletes, working parents, etc.
- Help for all, regardless of education level or knowledge of the English language





Hear ye hear ye

**WRITING/RESUME DROP OFF
SERVICE IS FREE!**

tutor.com The Princeton Review

HOW CAN WE HELP?

- Utilize our expert tutors to reinforce topics learned in your skill-based courses
 - On-demand tutoring for all patrons, kindergarten through adult
 - Computer literacy help
 - Excel – Everyone’s nightmare
 - PowerPoint – make those presentations pop!
 - Job help for everyone: students, veterans, adults reentering the workforce
 - Resume and Cover letter review
 - Interview practice
 - Help with the job search and application process

ClientSupport@tutor.com

Slide 6

LL5

How we can help who in this slide? Be clear about exactly who the audience is you are talkign about on each slide

Lauren Lobdell, 3/11/2020

Adults

- *Job-seekers*
- *Parents*
- *English-language learners*

Military

- *Active-duty servicemembers & dependents*
- *Veterans new to college or re-entering the workforce*

K12 Students

- *Homework help*
- *Assistance with test prep*
- *Navigating job and internship searches*

Parents

- *Help parents help their kids*
 - *Sessions to understand new topics (i.e. math)*

College & Grad

- *Filling out the Common Application*
- *Details on the FAFSA*
- *Undergrad and grad test prep*

Job-Seekers

- *Interview preparation*
- *Cover letter and resume review*
- *Live help with job search*

ELEMENTARY: K-3

- Who: Parents of K-3
- How Can Tutor.com Help?
 - “New Math”
 - Basic Skills
 - Language Support
 - Primary Math
 - Primary Reading
 - ELL support

Excellent tutor - She knows how to teach a small kid very well. Very knowledgeable.” – Library patron parent of a kindergartener



MEET PATTY PARENT

- Patty Parent is involved in her son's education. She setup homework schedules and keeps track of what Pete is learning in class each week, but she struggles with the curriculum.
- Patty is worried her frustrations will only discourage Pete and make learning a chore.



ELEMENTARY: 4-6TH GRADES

- Who: 4th-5th, sometimes 6th grade students and parents
- Why: Fostering Independence, Comfortable Online, Build Love for Learning
- What: Homework Completion, Remedial Skills Building, Accelerated Learning
- How: Tutoring with Audio, Foundational Videos, Account for Parent Oversight



"Andrea was awesome. She helped my son amazingly. She is very knowlagable and smart. I highly recommend her service for anyone." – Library patron parent of a 5th grader

MEET MARIA MATEMÁTICAS

- Maria is a 5th grade student whose primary language is Spanish. She speaks some English and has to complete her homework in English. Her parents only speak Spanish.
- She is a little behind in math because her new school is ahead of what she's learned. Math frustrates her the most!



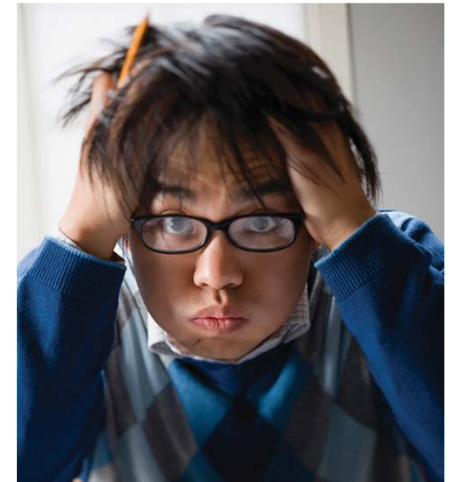
MIDDLE SCHOOL

- **Who:** 6th – 8th Graders
- **Why:** Stress, time management, self-esteem, parents can't always help
- **What:** Writing Skills, Mid-Level Math, Computer/Tech, More Structured Science
- **How:** Tutoring, Drop-Off Reviews, Videos & Practice Quizzes



"This is so helpful for my daughter!! The audio feature really makes it easy for her to get help with homework questions." – Parent of an 8th grade library patron

"I Really enjoyed the way my tutor followed me as I worked in the Draw-Space. It made me feel confident about the equations." – 7th grade library patron



MEET GREGG GO-GETTER

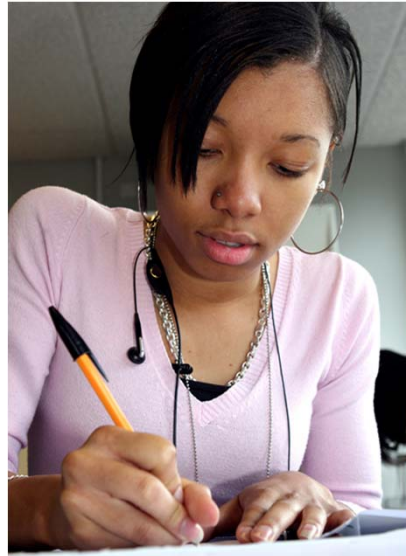
- Greg is a super prepared student who always tries to stay ahead of the game. He likes to be prepared, review, and hopes that these skills will pay off in the long run.
- Greg needs reassurance that he's "got this" and also some time management tools to manage everything he has put on his plate.





"My tutor helped guide me through the process very well but also gave me opportunity to try some problems on my own." – 12th grade library patron

"Justin's help on my essay was amazing! I really appreciate his comments and help." – 10th grade library patron



HIGH SCHOOL

- **Who:** 9th – 12th Graders
- **Why:** Balancing life, graduation requirements, rigorous courses, college bound, job searching
- **What:** Core academics, writing skills and college essays, AP[®] courses, ACT/SAT, and the list goes on...
- **How:** Everything in the Tutor.com Learning Suite

MEET RENA RIGOR

- Rena fills her schedule with AP[®] Courses so that her high school transcripts are weighted to push her to the top of the college admissions' selection list.
- The problem is, Rena may not have had the proper preparation for the advanced material.



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COLLEGE AND BEYOND

- Who: College Level Students
- Why: Balancing work/life, rigorous courses, professional development, changing careers, financial investment
- What: Core academics, writing skills and help with research assignments, advancing to graduate programs...
- How: Everything in the Tutor.com Learning Suite, Grad Test Prep



*"Amazing tutor, really friendly, very knowledgeable! He really cares about my level of understanding on the topics covered. :) Thank you for the help! I really appreciate you."
– College-level library patron*

MEET JAIME JOBSEEKER

- Jaime needs a job. She's a junior and she doesn't see college in her path after high school. Instead, she'd like to pursue a service job where she can rise in the ranks to manage a store. She needs more experience.
- Jaime isn't sure how to find new job opportunities. What in the world is a high school kid supposed to put on a résumé and how can she find opportunities?



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MILITARY

- Who: Children of active-duty servicemembers, military servicemembers & veterans
- Why: Frequent moves, return to civilian workforce, taking courses after time away from school
- What: Support for dependents of active-duty military, college-level course help, navigating the job search
- How: Everything in the Tutor.com Learning Suite, Test Prep, Job Search Help



"The tutors on this service are extremely helpful. I am an adult student in the military and it has been a long time since I have taken any math. Every time I log into this service the tutors are patient to take the time and take you through a problem without making you feel insecure about mathematics. Please continue to provide this service and make all tutors aware that some people have gone years since their last math class." – Military student

MEET MARY MILITARY

- Mary joined the military after high school, and planned to attend college after finishing her active-duty service.
- Mary is back home, and just enrolled at a local college to obtain her degree. She's been out of school for awhile, and isn't sure where to turn for help with complicated math problems.



ENGLISH LANGUAGE LEARNERS



- Who: People of all ages who are learning English as a second, third or fourth language
- How Can Tutor.com Help?
 - ELL support with live tutors
 - Basic Skills
 - Language Support
 - Primary Math
 - Primary Reading

NEW CITIZENS

- Who: New US or Canadian citizens
- Why: Citizenship tests require intense studying
- What: Tips on how to approach the test, working with a tutor
- How: Connect with a tutor, access tips on the test

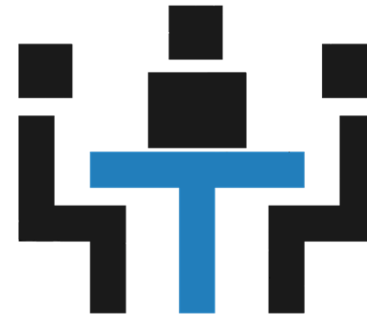


Spread the Word!

Your Message



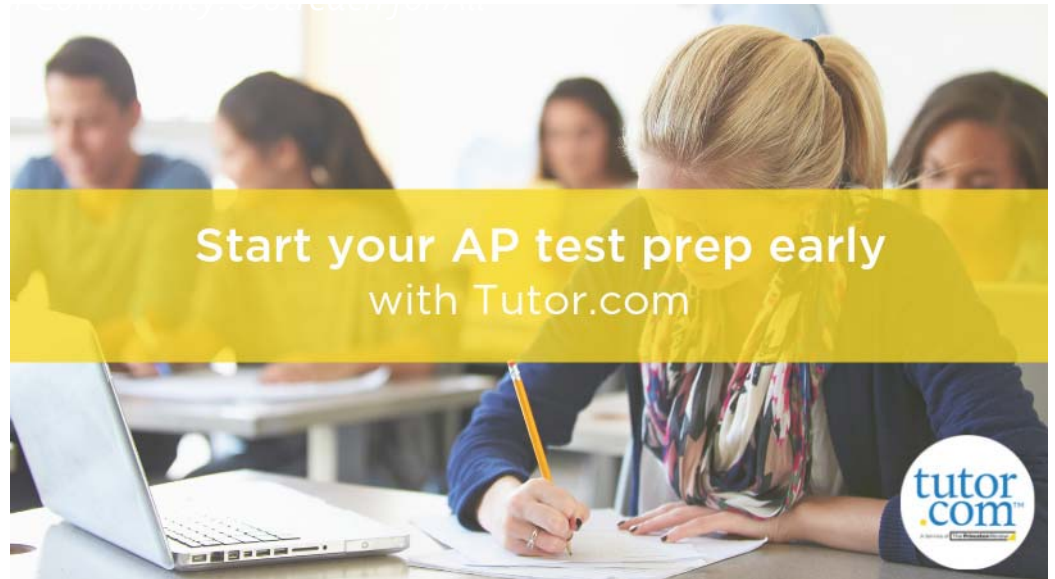
Your Events



COMMUNICATION

- Remind your patrons that you have a variety of services available to them, like Tutor.com!
- Use customizable posters, flyers and bookmarks to advertise the service
- The Client Resource Center has updated materials at your disposal:

<https://www.tutor.com/clientcarelib>



“

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

- 12th Grade English student

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“

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
A Service of The Princeton Review

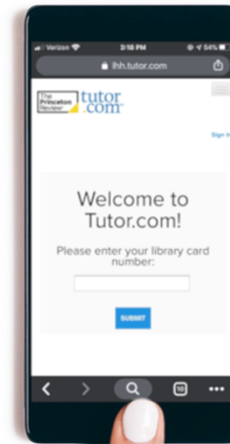
EVENTS

- Some ideas:
 - Pick a few Saturdays throughout the year to highlight SAT/ACT test preparation
 - 2020 SAT Test Dates: March 14th, May 2nd, June 6th
 - 2020 ACT Test Dates: April 4th, June 13th, July 18th
 - Job Search and Internship Fair
 - Involve local businesses that are hiring or looking for summer help
 - Military Mondays
 - Host information tables once a week or month for active-duty military or veterans in your area



What's Coming in 2020

- New classroom is almost here!
 - Makes accessing from your phone or tablet even easier
 - Video will become an option for libraries later in the year
- The mobile app is being updated as well



Questions?



Thank you!

- Recording and certificate to follow session -