

Welcome! While you are waiting, please join our interactive poll here:

1. Text joannclaspil910 to the number 22333 OR
2. Go to the website www.pollev.com/Joannclaspil910





What was the last thing you did to promote Tutor.com?



Start the presentation to activate live content



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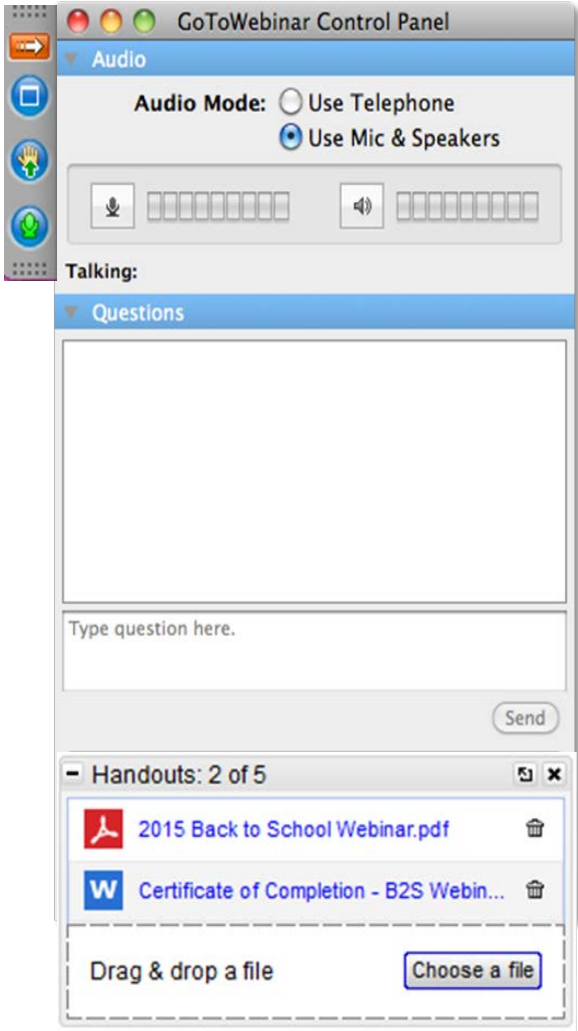
Marketing and Promotion Fresh Start!

Back to School 2017 with Tutor.com



Using GoTo Webinar

Raise your hand



Choose your audio format

Type questions and hit send



Download handouts

Our Agenda



New for 2017/2018



Coming Soon



Staff Training



Back to Basics



Know Your Who



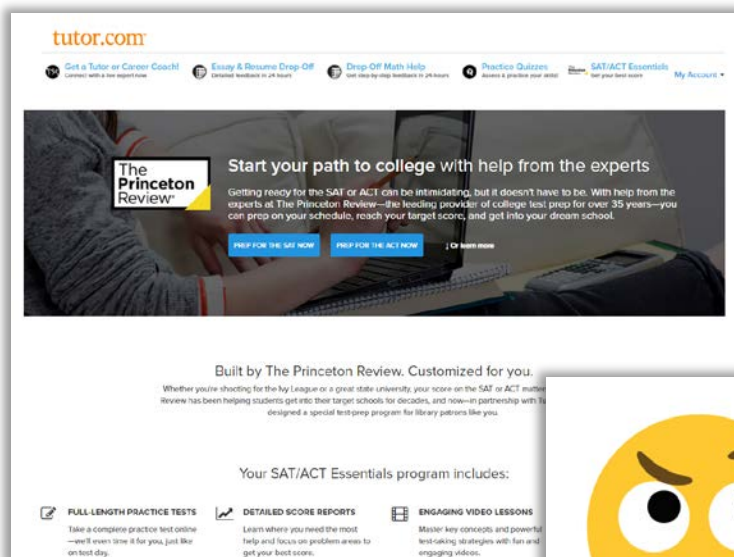
Conquering the Digital Divide



Incentive Incentives

What's New

Always Innovating



SAT/ACT Essentials



Can't get your writing right?

On-demand tutoring, online.
Tutors available: Monday - Friday, 2 p.m. - 10 p.m.
 samletownlib.org

Samletown County Library System

tutor.com The Princeton Review

The Princeton Review is not affiliated with Princeton University.

Look & Logo



Subjects



ESL/ELL



Reading Comprehension



MS Word
 MS Excel
 MS PowerPoint

Team Members



Joann Claspill
 Client Services Manager



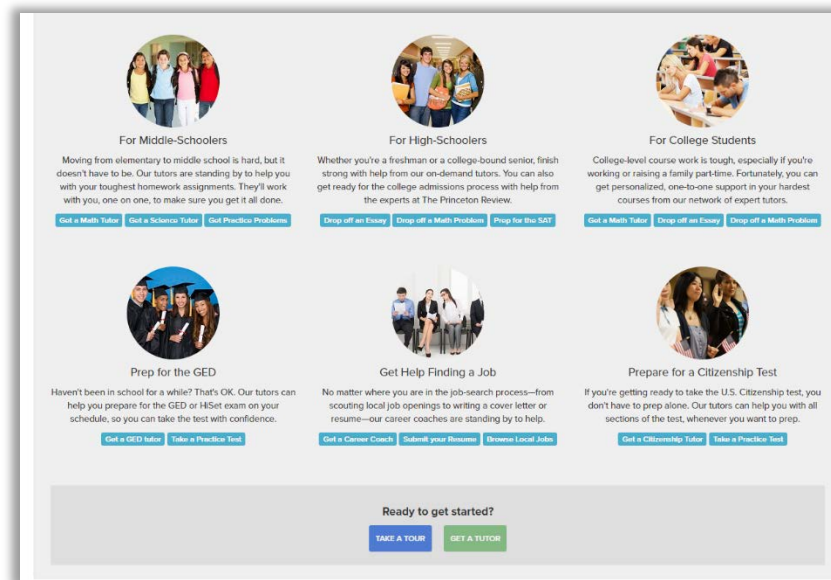
Dave Wills
 Director of Library Partnerships

What's In the Works

Always Innovating



Optional Voice for All Sessions (with phone option)
6 month rollout



Customizable Landing Page & New Interface Aesthetics
2-3 month rollout

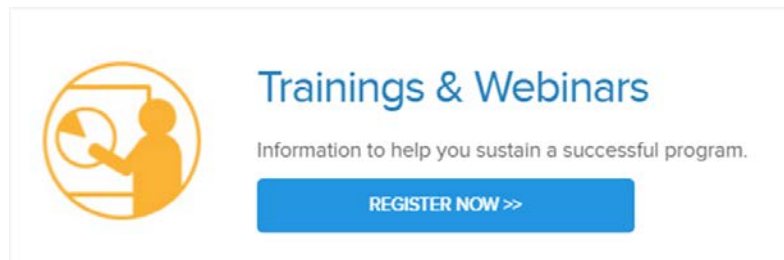


$$\sum_{i=1}^n \frac{a_i}{n} \geq \prod_{i=1}^n a_i^{\frac{1}{n}}$$

Graphing Calculator, Equation Editor & Text Editor
1 month rollout

Staff Training

Everybody needs a refresher now and then!



- Monthly webinars
- Recorded webinars
- Demonstration videos
- Custom Training Options

www.tutor.com/clientcarelib

Back to Basics

Start in house

Fliers in the library with QR Codes

Bookmarks at key areas in your library including books!

Article in Library Newsletter with QR Code

Staff training

Teen group promotions and/or contests

Tutor.com Info Night at library



Feeling the pressure of your test prep?

We can Help!

On-demand tutoring, online.



Back to Basics

Take things up a Notch!

Fliers in grocery stores/community boards with QR Codes

Bookmarks in teachers' lounges/school libraries

Article in local paper and online sources

Instagram and tweet posts with hours and hashtags

Promote at Scout meetings

Demo at Open House or in specific classes



Over 40 Subjects

- Math
- Science
- Writing
- English
- Spanish
- ESL/ELL
- Social Studies
- AP* Classes
- ACT*/SAT* Prep
- Microsoft Office*

AP* and SAT* are registered trademarks of College Board. ACT* is a registered trademark of ACT, Inc. Microsoft Office* is a registered trademark of Microsoft Corporation. The Princeton Review is not affiliated with Princeton University.

We can help!
Anywhere - Anytime.



Use the browser on your computer, phone, tablet or e-reader to get the help you need at:

- <center library URL>
- Connect in our online classroom
- Use our Drop-Off Service for overnight reviews
- Watch videos to review concepts
- Take practice quizzes to prepare for a test
- Review your past work



"I've gotten better grades because of this service. I've gone from getting F's in math, to getting A's. Thank you!"
—Algebra Student

Need a hand with homework?



Feeling the pressure of test prep?

We can help!

Hours available:

<center hours>

<center website>



<Name of Library or Library Logo>



Know Your Who

Target That Audience!

Who	Message	Share
AP Teachers	Support students on their AP exams!	Top 10 Tips, Efficacy Studies Briefing
Math Teachers	Help students conquer that calculus once and for all!	Drop Off Service, Math Flyers with QR Code
Guidance Counselors	Boost college bound students!	SAT/ACT Flyers and Student Brochures with QR codes
School Librarians	Let students know they are not alone when they leave your library!	Bookmarks and Student Brochures with QR Codes
Homeschooling Parents	Tackle tough subjects with ease!	Safe & Secure Assurance, Top 10 Tips

Inventive Incentives!

In House

Video commercial contest – www.wevideo.com

Flyer/Poster Contest

Digital Punch Cards – www.loopyloyalty.com

Writing Contest – Present with www.prezi.com for bonus points!



... or anyone you know participated in the Center for the Future of Learning Digital Badge Pilot?

YES

NO

NEVER HEARD
OF IT

Start the presentation to activate live content

If you see this message in presentation mode, install the add-in or get help at PollEv.com/app

Has your library used digital badges for any other program or service

YES

NO

Not
sure

Start the presentation to activate live content

If you see this message in presentation mode, install the add-in or get help at PollEv.com/app

Digital Badges - A New Frontier!



Earn

Earn Open Badges for skills you learn online and in person



Issue

Anyone can create & issue Open Badges to recognize the achievements of others



Display

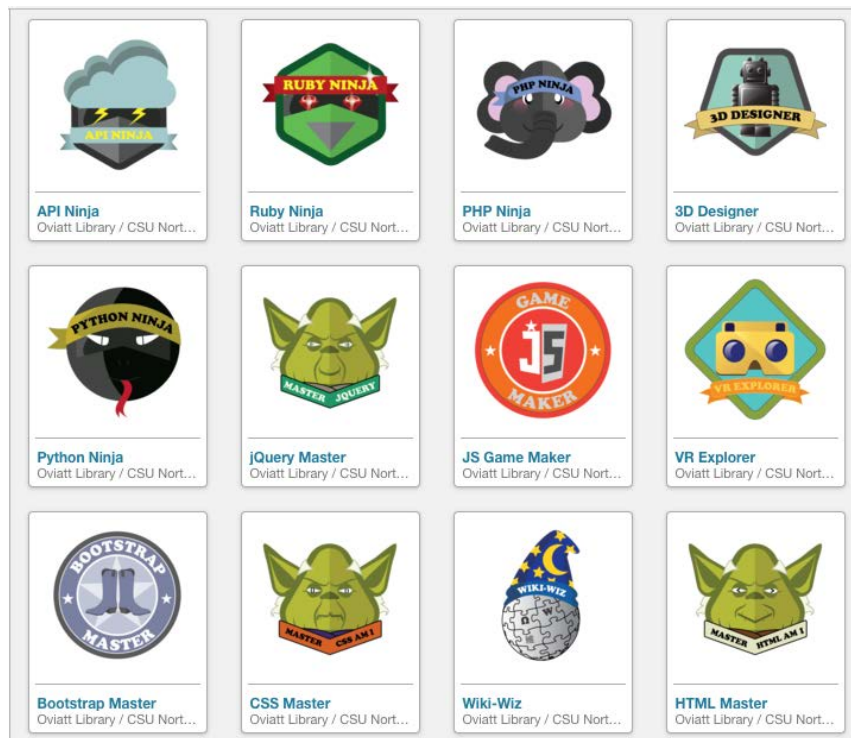
Share your Open Badges as verifiable records of your learning



Understand

Verify Open Badges and accept them as records of achievement.

Badge Examples



- Students can earn “badges” and store them on their “backpack”
- Evidence of task mastered can be a screenshot, an emailed transcript from session
- Take badges to your own level! Earn 10 badges – get a treat! Create a Badge Wall of Fame!

- Terrific Tutor Badge
- SAT/ACT Adventurer Badge
- Quizmaster Badge
- Create a Commercial Badge
- Refer a Friend Badge
- Drop Off Daredevil Badge
- Frequent Shopper Badge (2-3)



Inventive Incentives!

In House and Beyond



Gif contest – www.gifmaker.me and have an “opening night”

Comic Superhero Design – What does your tutor superhero look like?

Send bookmark/flyer home with report cards

Sponsor a “Problem of the Month” on a bulletin board in school

Digital Badge Program for rewards, “Wall of Fame”

Conquering the Digital Divide

Take the Leap!

Social Media

Research conducted through the University of Chicago and reported on April 21, 2017 finds:

Key survey findings include:

- 76 percent of American teens age 13-17 use Instagram.
- 75 percent of teens use Snapchat.
- 66 percent of teens use Facebook, essentially flat from 2015, when Pew Research Center data showed 71 percent of U.S. teens using the site.
- 47 percent of teens use Twitter.

Which of these Social Media outlets does your library utilize and how? How can we begin tapping into this realm to better promote and reach our audience?

#LibrariesRule #ThankfulForMyTutor #AceThatTest!

#InstantInstagram



ahml

Following

with an infusion of technology. Many hands on art making projects are extended digitally to explore new and dynamic concepts.

1. 5th grader performs a scene from the collaborative original movie, "Don't Crush my Dreams" using the Green Screen app by Do Ink.
2. Students try to engineer an automated art-making robot using markers and an electric toothbrush.
3. 3rd graders film a stop-motion animation using a unique progression technique using a clay snowman sculpted in stages of melting.
4. 1st graders create creatures half their size inspired by the book, "Where the Wild Things Are."



jojo7218, fremontlib, fuglefun, f0rbidden0ne, nmurray56, glencoepubliclibrary, arlingtonheightshistoricnbhd, fraileyha, lvb2121 and oakparklibrary like this

MAY 25

Add a comment...



Using Instagram for the win!

Hold an Instagram Contest!

#HashtagsRule

Website resources listed at the end!



#TutoringWorks
 #LibraryHashtagHere
 #AceThatTest

#InstaExamples

Summary and Paraphrase Quiz

◀ 1 ... 13 14 15 ▶

Discuss with a tutor Resources Your Score

Your score: **73%**

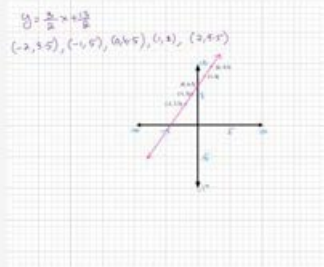
Missed questions:

1	Review your answer	Discuss with a tutor
2	Review your answer	Discuss with a tutor
3	Review your answer	Discuss with a tutor
14	Review your answer	Discuss with a tutor

Not bad, but there's still room for improvement. Take a look at the questions you missed and connect to a tutor for more help.

#WorkingQuizzes
 #GettingBetter
 #GettingMyStudyOn

Now we need to graph the line $y = 3/2x + 13/2$. There are three different ways to graph an equation of line. (i) By creating a table of values, (ii) Using x-intercept and y-intercept, (iii) By using Slope and y-intercept. Let us choose table method to get few points to plot and then graph them. We can pick any x value preferable two negatives values, 0 and two positive values, so that we can graph on either side of the coordinate plane.



VIEW FULL SIZE

Step 7:

We need to use the five points that we got in the previous step to plot in the coordinate graph. A point is given by (x, y) the first coordinate is where the point lies on the x axis and the second coordinate is where the point lies on the y axis. Up and to the right are the positive directions and down and to the left are negative directions for both axes. To plot (-2, 3.5), from the origin we need to move LEFT 2 units and UP 3.5 units and plot the points. To plot (-1, 5), from the origin (0, 0) we need to move LEFT 1 unit and UP 5 units. To plot (0, 6.5) we need plot at 6.5 in the y-axis. To plot (1, 8) we need to move RIGHT 1 unit and UP 8 unit. To plot a point at (2, 9.5), we need to move RIGHT 2 units and UP 9.5 units. We need to join all the points to get the graph of the line $y = 3/2x + 13/2$. Hope this helps

How did we do?

#MathExplained!
 #LightBulbMoments
 #TutoringIsTheBomb
 #LibraryHere



#SATPrepEasy
 #TestPrepRocks
 #CollegeBound!
 #LibraryHashtagHere

log-on to tutor.com today for 24/7 test prep support

Inventive Incentives!

Out and About

#Instagram!!!



Partner with school art, music, library programs and showcase on social media!

Partner with local business for a reward/promotion



Contact local morning news for a shout out!

Post fliers with 4-H groups and others!



Present at school board meeting!

op a new Hashtag for tutoring and your library here - let's brainstorm

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Resources

- QR Code Generator:
 - <http://www.qr-code-generator.com/>
- Awesome Library Instagrammers:
 - <http://www.rivistas.com/12-must-follow-library-instagram-accounts/>
- Ways to Use Instagram:
 - <http://yalsa.ala.org/blog/2017/02/23/12-insta-easy-instagram-library-literacy-promotion-ideas/>
- Badge Info:
 - <https://openbadges.org/> and <https://www.openbadges.me/>
- Digital Reward Punch Cards:
 - <https://loopyloyalty.com/>
- Video Creation:
 - <https://www.common sense.org/education/blog/16-websites-and-apps-for-making-videos-and-animation>

We Are Here!

The Client Care Team



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