



East Brunswick, NJ
September 27, 2018

How a Single Branch Library Creatively Uses Tutor.com To Benefit a Culturally Diverse & Demographically Changing Community



Today's Presenters

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WHY WE CHOSE TO OFFER ONLINE TUTORING

Changing
Demographics
in Town

Immigrant
Respect for
Learning &
Libraries

Education is
the
"Gateway" to
assimilation

Knowledge
and Access =
Equity

Equal Access
to STEAM
Skills for
Tomorrow's
Workforce

Libraries are,
and always have
been,
welcoming
places that do
not judge people
on their abilities
or shortcomings.

IT'S ALL ABOUT MARKETING



Leave the Nest!



Venture out, into
your Community!



Identify your Target
Audiences!

COMMUNITY OUTREACH



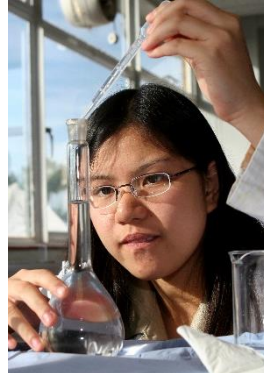
WHO DO WE WANT TO REACH?



Elementary
Schools



Middle
Schools



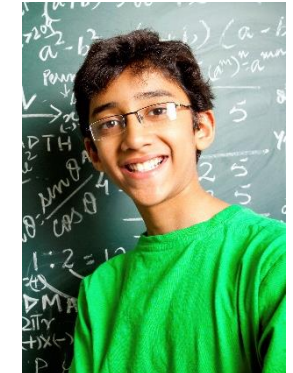
High
Schools



Adult
Learners



Job
Seekers



New
Immigrants

HOW WILL WE REACH THEM?

Library Card Campaigns

Table at Back-to-School Night

School Message Boards for Teachers

Student Newsletters

Library Staff = "Frontline Markets"

Library Career Center

ESL & Citizenship Classes

Website & Social Media

Local TV, Press Releases, Newspapers

Library Online Newsletter

YOUR WEBSITE IS YOUR VOICE: ADVERTISE WHAT'S NEW

The screenshot shows the East Brunswick Public Library website. At the top left is the library logo. To the right are search options: "Search Catalog" (selected) and "Search Website". Below these are navigation tabs for "KIDS", "TEENS", "BUSINESS/JOBs", and "EBTV". A blue navigation bar contains "MY EBPL", "RESEARCH", "EXPLORE", "ATTEND", and "CONNECT". The main content area features a scrolling banner for Tutor.com. The banner includes the Tutor.com logo, The Princeton Review logo, and the text "One-To-One Help To YOU". Below this text is a paragraph: "A short video that introduces the Tutor.com Learning Suite as it is offered through public and state libraries. This version includes a walk through of the different learning tools available in the Learning Suite" followed by a "WATCH VIDEO" link. Navigation arrows and a numbered carousel (1-8) are also visible.

Our scrolling banner, advertising Tutor.com

This block displays three different advertisement graphics for Tutor.com. The top graphic has a white background with the text "Need a hand with homework?" in black, followed by "We can help!" in white on a blue background, and "On-demand tutoring, online" in black. It features a yellow smiley face emoji and the Tutor.com logo. The middle graphic has a blue background with white text: "Ready to tackle your GED, HiSET, or TASC exam? Connect with an expert tutor." and the Tutor.com logo. The bottom graphic has a purple background with white text: "Get expert advice and interview prep" and the Tutor.com logo.

Tutor.com provides several graphic options, if you don't want to design your own.
www.tutor.com/clientcarelib

ONLINE LIBRARY NEWSLETTER

LIBRARY NEWS

tutor
.com™

The
Princeton
Review®

One-To-One Help To YOU

Posted August 28, 2018

A short video that introduces the Tutor.com Learning Suite as it is offered through public and state libraries. This version includes a walk through of the different learning tools available in the Learning Suite [WATCH VIDEO](#)

Tutor.com Learning Suite for Libraries

The tutors can help you understand your homework, study for a test, review your writing or learn new things.



How can I help you?



Tutor.com provides online and social media images, as well as pre-written newsletter article templates that can be customized for your library's newsletter www.tutor.com/clientcarelib

WHAT'S DRIVING TEEN USAGE?



Parent Expectations

Academic Rigor & Stress

Cultural Values of New Immigrants Who Are Hesitant to Openly Ask For Help

Strategic Placing of Tutor.com Bookmarks throughout Teen Space

Interaction with Teen Librarian

Staff Attendance at Back-to-School Night
(6 elementary, 2 middle, 1 high school)



Science
got you
stumped?

We can
Help!

On-demand
tutoring,
online.



www.ebpl.org

East Brunswick
Public Library



The Princeton Review is not affiliated with Princeton University.



Feeling the
pressure
of your
test prep?

We can
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On-demand
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online.



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BOOKMARKS: SIMPLE &
EFFECTIVE FOR KIDS,
TEENS & PARENTS



tutor.com™

NEW IMMIGRANTS AS A TARGET AUDIENCE

- ESL & Citizenship Instructors at Schools
- Visit ESL & Citizenship Classes in Community
- Tutor.com is a great resource to reinforce learning throughout the year! (think summertime & school vacations)
- Resources most appropriate for New Immigrants
 - ESL for ELL Tutors
 - Citizenship Tutors
 - Spanish-Speaking Tutors
 - Audio/Voice Sessions with Tutors
 - WriteTutor Drop-Off
 - SkillsCenter Resources



The flyer features a decorative border with white stars on a dark blue background at the top and red and white stripes at the bottom. The main text is centered on a white background.

**Study For The
Citizenship Test
with
tutor.com** 

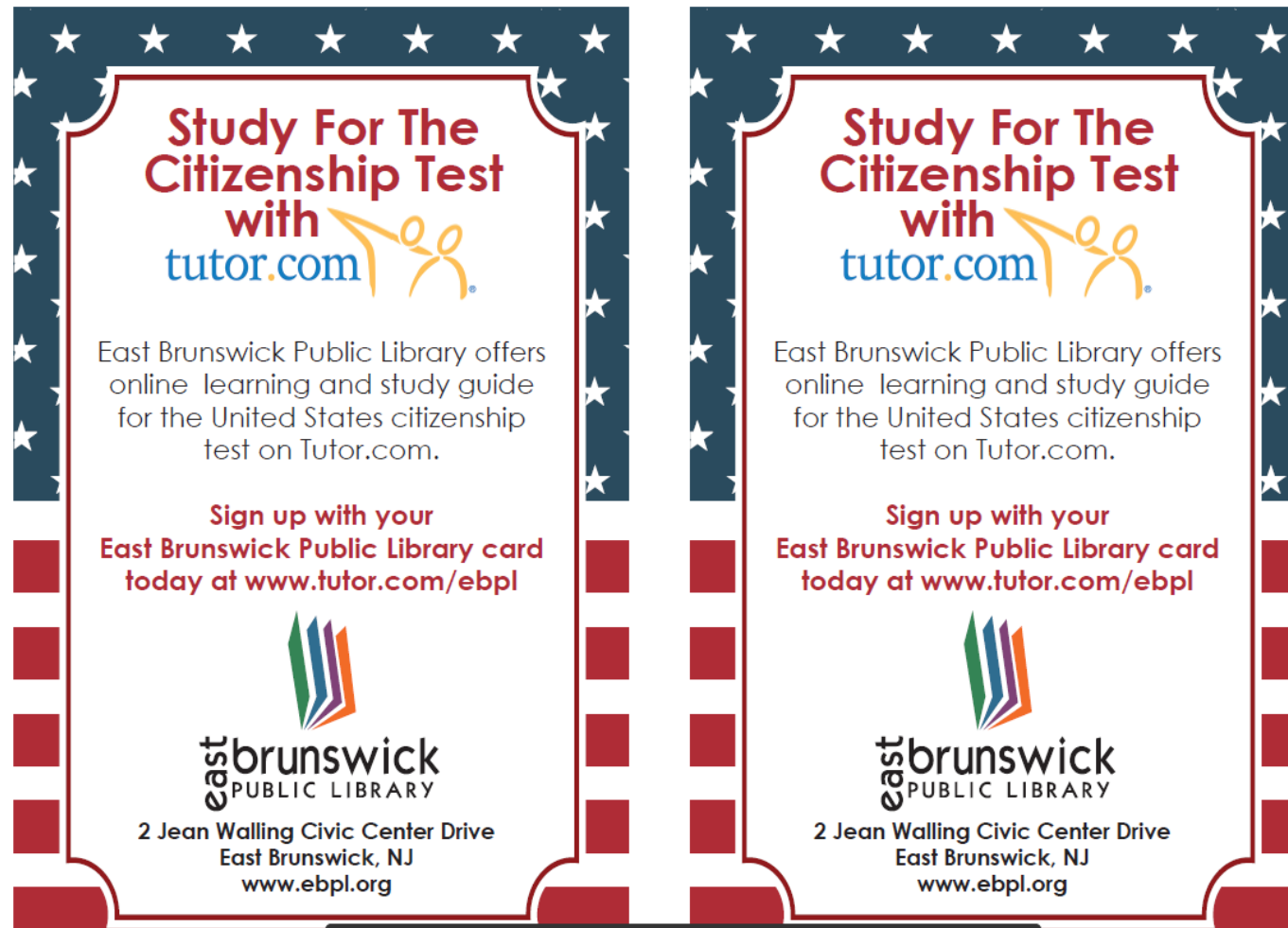
East Brunswick Public Library offers online learning and study guide for the United States citizenship test on Tutor.com.

**Sign up with your
East Brunswick Public Library card
today at www.tutor.com/ebpl**


east brunswick
PUBLIC LIBRARY

2 Jean Walling Civic Center Drive
East Brunswick, NJ
www.ebpl.org

GET CREATIVE – MAKE YOUR OWN FLYERS



5 in. x 7 in. flyers are a cheap and easy way to spread the word.

SOCIAL MEDIA FOR TARGET AUDIENCES



Tutor.com has many premade social media posts you can use and they update the site with new posts, often.

www.tutor.com/clientcarelib/social

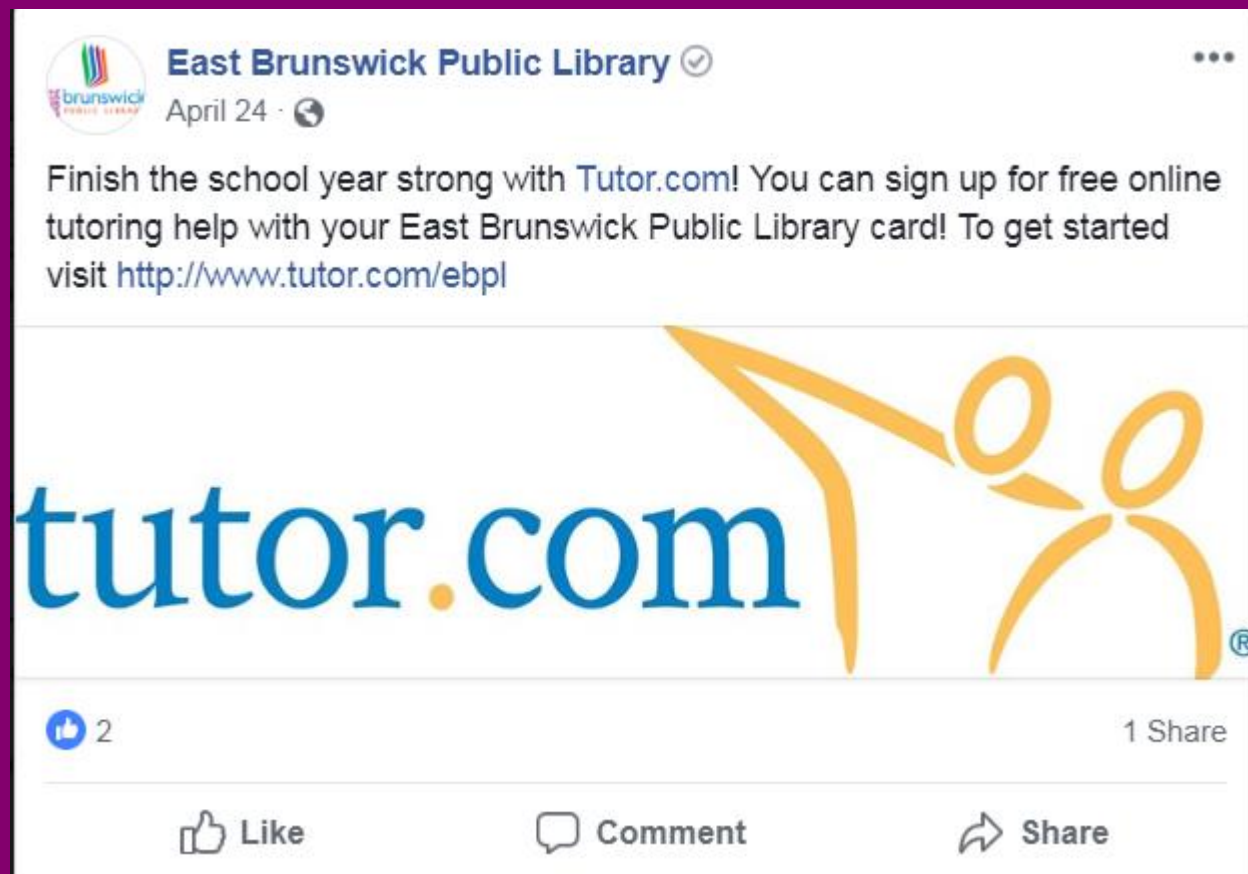


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@eastbrunswicklibrary
@tutordotcom



Follow us on Twitter!
@EBPLibrary
@tutordotcom

YEAR-ROUND RELEVANCE & PROMOTION



Tutor.com is relevant all year long, so be sure to promote through the entire school year.

For ideas on year-round promotion, visit the Best Practices section of the Tutor.com Client Care Center.

www.tutor.com/clientcarelib/guides

Marketing and Promotion Ideas from Previous Years' Back to School Webinars

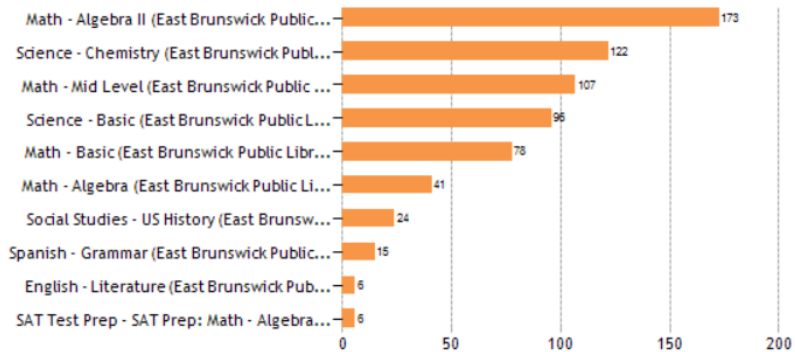
2018 Back to School Promotion Webinar: The Who, What, Why and Where of Tutor.com Promotion

([Download PDF of presentation](#)) ([View recorded webinar](#))

| | | |
|---|---|---|
| Getting Back to the Basics | Year Round Promotional Themes | New School Year Resolutions |
| Year Round & Summer Promotion | Using Data to Drive Promotion | Digital Marketing & Badging Ideas |

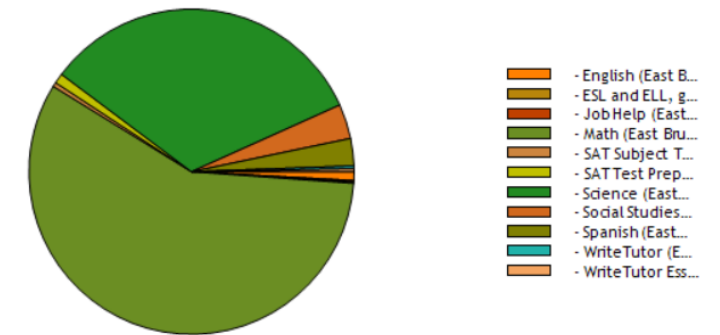
TRACK YOUR STATS – FINE TUNE YOUR MARKETING

Top Sessions by Subject

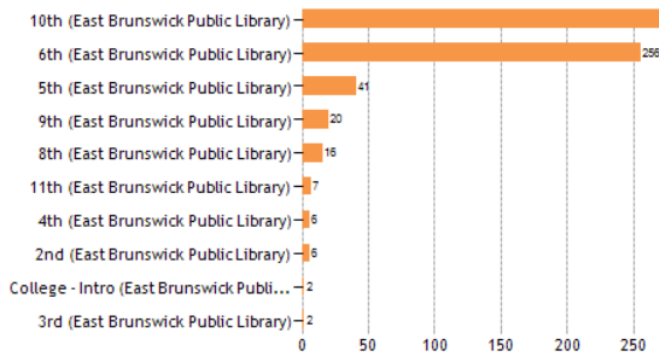


Tutor.com's monthly reports will show you what audiences you are reaching, but also who you are missing. Use this data to fine tune your messaging and promotional strategies.

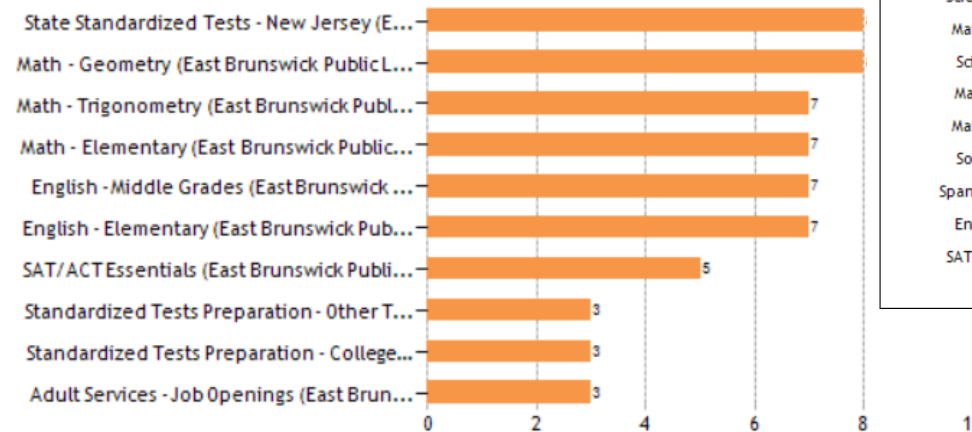
Live one-to-one Sessions Served



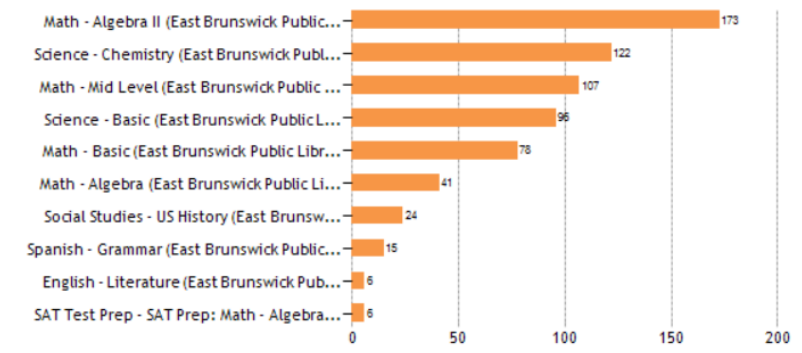
Top Sessions by Grade Level



Top SkillsCenter™ Usage by Subject



Top Sessions by Subject



A black poodle dog is sitting on a green lawn. A blue speech bubble is overlaid on the right side of the dog, containing the text "Any Questions ??".

Any
Questions
??

For more information about Tutor.com...

Current Tutor.com Library Partners

Contact your Client Services Manager for help or email
ClientSupport@tutor.com

Or, visit the Client Resource Center
www.tutor.com/clientcarelib

Interested in becoming a Tutor.com Library Partner

Contact Dave Wills

David.Wills@tutor.com

(917) 455-4617

Or, visit the website at www.tutor.com/libraries