

Best Practices

Strong Starts for Strong Programs

Your **Tutor.com** team is here to help you implement a program that will be successful and supportive for your library patrons.

In this short guide, you'll find tried and true strategies for ensuring your patrons get the most out of your Tutor.com program.



Lay a Foundation

Assemble and train a strong team

- **Program Manager:** Takes ownership of the program, works with Tutor.com Customer Success Manager, trains staff, and shares graphics and resources (provided by Tutor.com) among your patron community
- **School Liaison:** Reaches out to local schools to spread the word about your program
- **Library Staff Members:** Attend (or view a recording of) a one-hour training provided by Tutor.com so they can answer patron questions about the service

Learn about your program

- Watch and share this [Tutor.com overview video](#) with your staff.
- Visit the [Tutor.com Partner Resource Center](#) for informational materials.
- Attend live webinar trainings throughout the year.
- Connect with your Customer Success Manager (CSM) for answers to your questions.

*Additional training resources for your staff are available at: tutor.com/prc/libraries.

Provide access to the widest population of patrons

- Tutor.com is not just for struggling students; all K-college learners as well as jobseekers can benefit.

Build a launch strategy to reach each population

- Announce the partnership on your website and social media channels.
- Regularly remind your patrons that they have access to live 1-to-1 tutoring, writing review, test prep, career support, and other resources through Tutor.com.



Implement the Program

Showcase the program on your website*

Place your program link with a Tutor.com graphic on your website to keep the service at the front of your patrons' minds. (Tip: Programs that link to Tutor.com from the homepage get more program utilization!)

Consider including special features on your website during back-to-school season and at the start of each semester. Key pages on which to include Tutor.com links include:

- Homepage
- Featured Databases
- Children's and Teens'/YA Pages

*Graphics and banners can be found at: tutor.com/prc/libraries

Utilize a consistent communications plan

- Press releases*
- Social media*
- E-communications*
- Flyers and banners*
- Community outreach (local businesses, utility companies,** etc.)
- School outreach*
- Google Ad Grant: A non-competitive grant that allows for up to \$10,000 per month in search ads on Google. Some of our library partners have had great success with it. [Learn more here!](#)

*Resources and ideas to build awareness—including a dedicated Press Guide and School Outreach Guide—can be found at: tutor.com/prc/libraries.

**You may be able to have information included in electricity or water bills about your library programs and events.

Use data to track progress toward goals

The Tutor.com Client Portal offers the data you need to chart your program's success. You can:

- Access on-demand reporting through your admin account
- Read patron ratings and comments
- Review monthly reports
- Track adoption and usage patterns

Nurture Success

Develop and share new resources

- Targeted messaging for each audience: students, parents, teachers, jobseekers
- Monitor usage with monthly reporting, Client Portal, and regular check-ins with your CSM

Conduct trainings and orientations with your CSM

- (Re)introduce library staff to the program each semester and in the summer via free Tutor.com trainings
- Remind patrons about your Tutor.com offerings with our orientation sessions (in English and Spanish as needed)

Keep program details current

- ...by informing your CSM of any changes to your:
 - » Client Portal administrators
 - » Program contacts
 - » Patron access information
- ...on your website, including:
 - » Logos
 - » Links
 - » Materials

Plan strategic messaging campaigns

- Back-to-school season
- Testing time
- End of the semester
- Summer learning

Experiment!

While we've reviewed some of the best ways to get your program off to a great start, we encourage you to try new strategies! Your Customer Success Manager is always here to help.



Work with your Tutor.com Team

Please reach out to your Customer Success Manager for ongoing support throughout the year. At Tutor.com, we've worked with thousands of libraries across the country—small and large, urban and rural—and we'd love to share new ideas, provide you with additional resources, and answer your questions. You can reach us anytime at clientsupport@tutor.com.

Best of luck to you with your program (re)launch!

