tutor.com™

A Service of The Princeton Review®

School Outreach

Integrate Your Program into Schools

School outreach is a fantastic way to build relationships with local school staff, teachers, and students.

You can use this short, helpful guide to show your community the benefits of your **Tutor.com** program and encourage its use.

Building Awareness

Social media posts and printed materials like flyers and program cards help encourage your patrons to share information about your Tutor.com program with their friends, family, neighbors, and other community members.

Tag schools online and encourage them to repost

- We encourage you to share these testimonials and social media graphics from our Client Resource Center (CRC)

Send email campaigns to school departments

- Include handouts like Top 10 Facts for Educators and Writing Support on Your Terms to help teachers understand Tutor.com's features and pedagogy
  - Be sure to target specific departments (English and math departments are often very receptive)

Share Tutor.com videos

- We have tutorial and informational videos you can share with school media departments
- Check out our webinar series (topics like overcoming test anxiety, mastering your study skills, and stress management are perfect to share during testing season)

Reach out to local homeschooling social media groups

- Homeschooling parents are great spokespeople, and reaching out on social media can be a way to educate them on your library's resources

Work with local school librarians to post flyers and posters

- Visibility is essential in promoting usage

On-Campus Presentations

We've found that, when students try out Tutor.com sessions in real time with an adult who can guide them through the process, it encourages repeat use and helps drive positive outcomes.

Become a Tutor.com expert—and teach others!

- In the [trainings tab](#) of the CRC, we have all kinds of trainings, ranging from general overviews to deep dives on specific features
- Be sure to check our monthly newsletter for upcoming live trainings with our Customer Success Team

Guide students through a session

- If you are able to get into the classroom with 1-to-1 tech, you can give students a sample question for them to solve with a live tutor
  - Please [fill out this form](#) before you conduct a classroom session so we can prepare for the influx of tutoring requests at that time

Incorporate Tutor.com into coursework

- Partnering with the English or math department can be highly effective
  - Once students experience how Tutor.com is able to help them with the writing or problem-solving process, they become more likely to return—including for sessions in other subjects

Work with school counselors

- They can reach out to students who may need extra help and walk them through the program
- Encourage counselors to inform students about The Princeton Review® [SAT®/ACT® Essentials](#) test-prep resources, available through the Tutor.com platform
  - These resources contain valuable information for college-bound learners on topics like:
    - Which colleges might be a good fit
    - How to write a college admissions essay
    - Financial aid options

Collaborate with schools' IT departments

- Add a website shortcut on school computers that redirects to your Tutor.com landing page
  - If schools have 1-to-1 tech, make sure those shortcuts are added before the tech is sent out to students

Bonus Ideas

Here are a few extra outreach ideas to help you spread the word about your Tutor.com program.

Work with your school librarians to host a library card drive

- Set up a table and encourage students to sign up for library cards (this is a perfect time to hand out flyers and program cards)

Host a teacher party

- Thank your teachers for being an active part in your outreach and grow those relationships at the end of the school year

Share statistics with teachers and administrators

- We provide robust, actionable data in our monthly reports, including learner comments, survey results, length of tutoring sessions, and popular subjects
  - This information can help teachers identify and address the subjects and topics with which students may be struggling

If you come up with other cool ideas, please let us know! Your program might even be highlighted in a future newsletter.

Have any questions? Feel free to reach out to your Customer Success Manager or send an email to clientsupport@tutor.com. We are always here to support you and your library!