

tutor.com™

A Service of **The Princeton Review**

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 to your students.

In this short guide, you'll find tried and true methods for ensuring that your Tutor.com program helps your students reach their full potential and achieve their goals. Read on to learn some of our partners' best practices for implementing a strong program.



Lay a Foundation

Assemble a strong team

- Program Manager
- Technical Contact
- Communications Contact
- Site/Building/School Contacts

Set achievable goals & define success

- " _____ is why we are providing access to Tutor.com."

Provide access to the widest population of students

- Tutor.com is not just for struggling students; all students can benefit.

Build a launch strategy to reach each population

- Announce the partnership leading up to launch date, at launch, and beyond.
- Regularly remind your students that they have access to Tutor.com.



“ This provides a level of support to our families to say 'all right, we'll give this a shot. I may not be able to help you with all the homework, but I know somebody that can.' If that moves one family in that direction, then that cuts the bridge of inequities. ”

—District Superintendent

Implement the Program

Utilize a consistent communications plan

- Press releases*
- Superintendent messages
- Student testimonials
- Social media*
- Newsletters and mailings*
- District and school websites*
- Flyers and banners*
- Student messaging through Learning Management Systems

*Resources and ideas to build awareness can be found at: [tutor.com/clientcarek12](https://www.tutor.com/clientcarek12)

Involve teachers & staff

- Staff orientations, professional development, webinars
- Encouragement of staff adoption in each subject and grade

Inform and remind parents

- Webinars
- Parent testimonials
- Newsletters

Encourage, incentivize, and motivate students to utilize

- In-school orientation and usage in class
- After-school homework help
- Use of Tutor.com by incorporating into coursework during class (e.g., small group work, remediation, or study hall work) in support of teachers.

Use data to track progress toward goals

- Track adoption and usage patterns to manage outreach



“

All of the students that have used [Tutor.com] have found it very helpful and one even wrote on our Classroom page to encourage others to use it.

”

- 5th Grade Teacher

Partnership Examples of Best Practices

Develop and share new resources

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

Conduct trainings and orientations with your CSM

- Tutorials for teachers/staff in how the program supports their subjects and students
- Parent webinars (English and Spanish as needed)

Keep program details up-to-date

- Client Portal administrators
- Program contacts
- Student access information
- Logos
- Materials

Plan strategic relaunches and campaigns

- Back-to-school messaging
- Test time
- End-of-semester support reminder
- Summer



“ Our main goal is to put students first. Tutor.com does this by giving them the resources to achieve academically, which in turn gives the student success in all areas of life. ”
—District Superintendent

Work with Your Tutor.com Team



Large District (75K)

- Top-down ownership and endorsement from district leadership
- Involvement of school personnel throughout implementation
- District-made video messaging in English and Spanish
- Teacher training for all grade levels and subjects, with a focus on math (based on district goals)
- Promotion across multiple platforms, including banners, emails, webinars, newsletters, and in-class usage with students

Medium District (20K)

- School leadership and teachers expressed enthusiasm to students
- Availability for **all** students
- Promotion across multiple platforms, with an emphasis on social media leading up to the program launch
- Frequent check-ins with Tutor.com team on usage and outreach strategy

Small District (2K)

- Strong superintendent support and dedicated school rollout team
- Teacher participation in trainings to learn how to incorporate Tutor.com into the classroom
- Press releases and promotion with printed hanging banners and posters in school buildings (in English and Spanish).
- Digital banners on school and district websites.
- Parent communication to encourage usage for **all** students and skill levels



“ I loved the way of communication and being able to solve the problem on a shared whiteboard, it was super helpful! Great tutor...I liked how she explained the problem...and redirected me when needed. ”

—11th Grade Student