



Homework Louisiana

Launch Kit

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 Homework Louisiana.

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Program Launch Kit

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Lay a Foundation

Learn about your program

- Watch and share this [Tutor.com overview video](#) with your staff.
- Visit the [Homework Louisiana Home Page](#) 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 personalized 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 Homework Louisiana graphic on your website to keep the service at the front of your patrons' minds. (Tip: Programs that link to Homework Louisiana 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 Homework Louisiana links include:

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

*Graphics and banners can be found at: homeworkLA.org

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.



Nurture Success

Develop and share new resources

Targeted messaging for each audience:

- Students
- Parents
- Teachers
- Jobseekers

Keep program details current 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!



Homework Louisiana Logo Pack

To download a zip file containing the below images in png format, [click here](#).



**Homework
Louisiana**

Color version
Horizontal orientation



Homework Louisiana

Color version
Vertical orientation



**Homework
Louisiana**

White version
Horizontal orientation



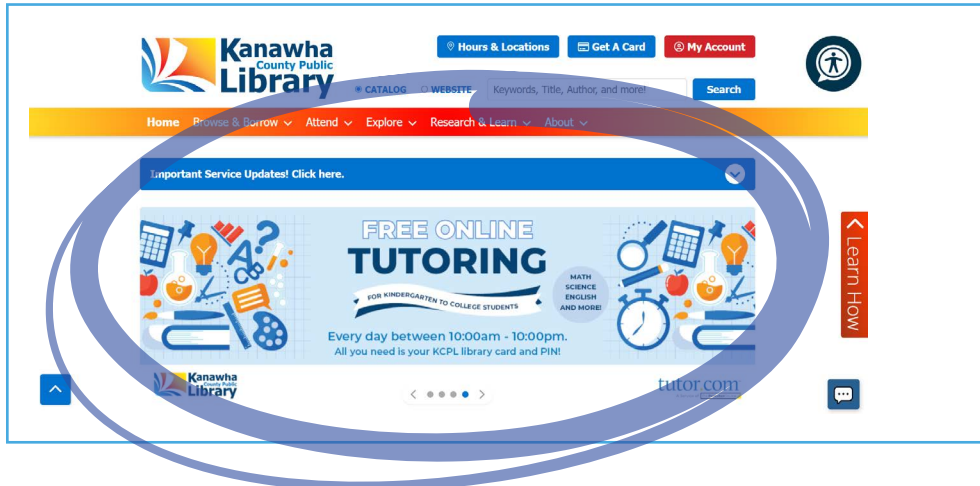
Homework Louisiana

White version
Vertical orientation



Web Placement Guide

Placing links to Homework Louisiana is the most critical step in sharing access to Homework Louisiana with your patrons. Below are the best practices to help you make the program easily accessible for your patrons.



Put links everywhere

Homework Louisiana serves several functions: tutoring, test prep, job search assistance, and parent & teacher support—just to name a few. It is utilized by kids and teens as well as adults. Therefore, be sure to place a link on each page that serves your different audiences. Some examples include:

- The most important place is on the home page carousel advertisement since it lowers the bar of entry for many patrons. Make sure to add the link here during back-to-school season, during your program’s launch week, and during testing season. (See image at right)
- Top or side of navigation menus and “Quick Link” options
- Kids’/Children’s Page, especially if you already have Homework Help or Parent Resources pages
- Teens’ Page, especially if you already have a Homework Help page
- eLearning, Research, and/or Resources page(s)
- Adult Literacy, Job, or Career page(s)



Make it visible & recognizable

Use the web graphics available on the [Homework Louisiana Home Page](#) to make your links easy to spot. We suggest using these standard Homework Louisiana graphics and digital media resources that match other Tutor.com promotional materials to help build recognition. Also, try to keep the links “above the fold” so that patrons do not have to scroll down to find them.

Tell them what it is

Some patrons may not realize that Homework Louisiana is different than scheduled, in-person tutoring. Include a short description of the service to enlighten them to all the ways Homework Louisiana can help them succeed! Here are some blurbs you may want to consider adapting for your use:

- Homework Louisiana provides on-demand academic tutoring, test preparation and writing assistance for students from Kindergarten to Adult in over 200 subjects. No appointment is necessary! Tutors are available 10:00 a.m. - midnight. You can also use their drop-off essay review, practice quizzes, video lessons, and The Princeton Review®'s DSAT®/ACT® Essentials for self-study any time.
- The Homework Louisiana Adult Learning & Career Center connects lifelong learners with expert tutors and career coaches in an easy-to-use online classroom. Get individualized job search assistance, resume writing help, or tutoring, including GED® preparation. You can also use their drop-off essay review, practice quizzes, video lessons, and The Princeton Review®'s GMAT®, GRE®, LSAT® and MCAT® Practice Tests for self-study. Tutors are available 10:00 a.m. - midnight.

Show them before they connect

Include demonstrations on your website to help patrons better understand what the service is and to make them more comfortable trying something new. Consider linking to our [Tutor.com overview video](#). More helpful resources can be found at [Homework Louisiana Home Page](#) or [Partner Resource Center](#).

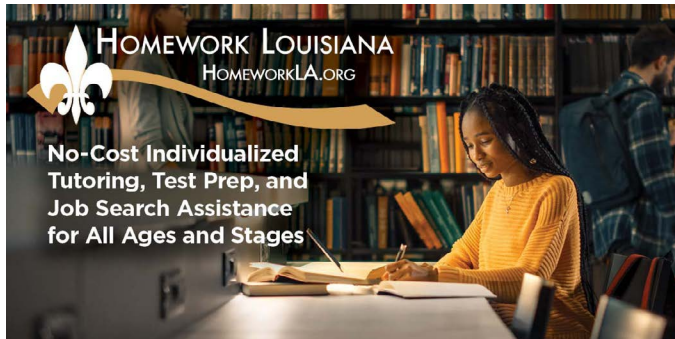
Contact our Client Care Team at clientsupport@tutor.com with any questions or for more suggestions on best practices to promote your Tutor.com service on your library website.



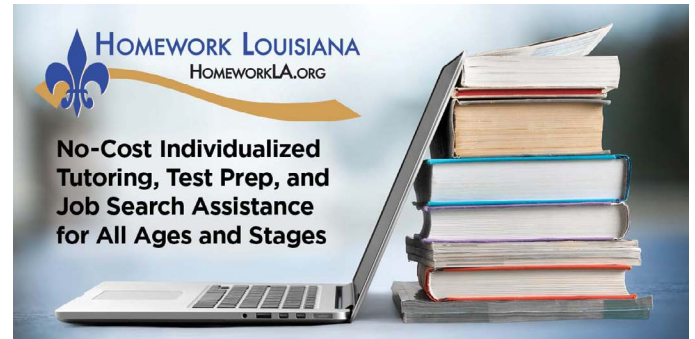
Website Carousel Images

To download a zip file containing the below images in png format, [click here](#).

For website carousels that are 1600 pixels wide by 900 pixels tall:

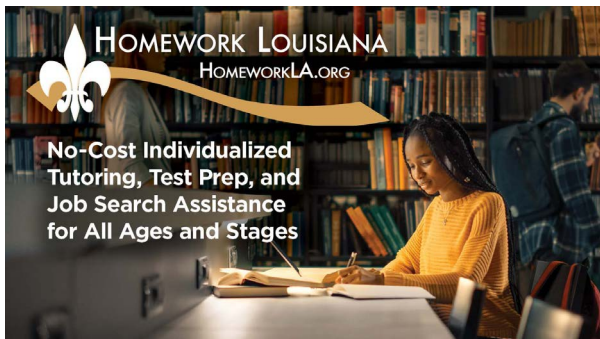


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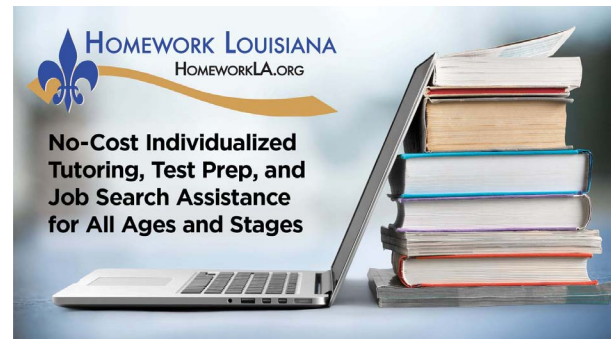


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For website carousels that are 1200 pixels wide by 600 pixels tall:



HWLA-carousel-A-1200x600.png



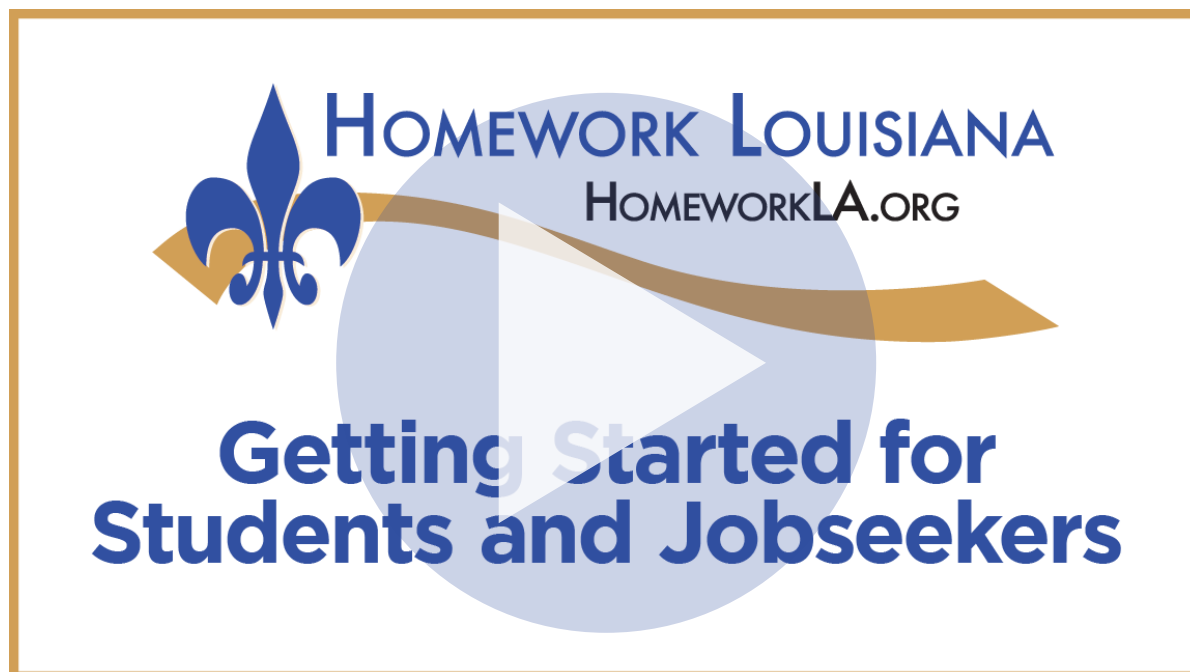
HWLA-carousel-B-1200x600.png



Getting Started Video

To download an mp4 file, which you may add to your library's website and/or YouTube channel, [click here](#).

To watch the video on Tutor.com's YouTube channel, [click here](#).





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