Best Practices for Program Success
8 Steps for a Strong Start

1. ASSIGN KEY PROGRAM MANAGERS. Your key program managers will serve as first points of contact for Tutor.com and will handle the day-to-day management of the program at your institution. Responsibilities:

- **Make decisions** about the program and champion its success.
- **Lead Tutor.com team** at the institution. Help Tutor.com representatives negotiate different departments under Student Services and Academic Affairs, including Information Technology, Institutional Effectiveness and Research, Learning Management System administrators, Marketing/Communications personnel, Tutoring Center staff, etc.
- **Work directly with faculty and administrative staff** to build student awareness of Tutor.com as a support tool for academic success.
- **Coordinate ongoing promotional and outreach efforts** for increasing student engagement.
- **Share program data and feedback** with key leadership and decision makers.

2. CREATE A COMMUNICATIONS PLAN. Set up a regular schedule of announcements and reminders according to your course terms. A strong communication plan is critical for reaching online students.

- **Before term begins:** Send email announcements to faculty and administrative staff;encourage professors to introduce the program to incoming students. Be sure to include relevant access information so students can be directed to the appropriate place.
- **First week of classes:** Announcement/email to all eligible students. Be sure to include relevant access information and a description of the tutoring assistance they can receive.
- **Reminder during midterms** (announcement/email): Keep student awareness high especially during heightened times of academic stress.
- **Reminder during finals** (email): Send students off to finals feeling confident about their exams.
- **Visit the Client Resource Center** for promotional materials, trainings and news! Go to **www.tutor.com/prc/higher-ed**

3. WORK WITH FACULTY. Instructors have direct access to students and can be highly influential in raising student awareness from the classroom.

- **Encourage professors to share information about your Tutor.com program** in their classes. This can range from making it a required portion of course writing assignments to giving extra credit for time spent tutoring. Students can print or email a transcript to send to their professors.
- Tutor.com offers a wide range of subjects, but **math, science, and English (particularly writing)** are the most requested, as students are required to take introductory level courses in these subjects to fulfill requirements. These gateway courses will set the foundation for the rest a student's college career, so it may be best to focus on promoting these subjects first. Once students become familiar with these subjects, they are more likely to explore other subjects and tools, such as Diagnostic Quizzes or the Tutor.com Skills Center.

4. REACH STUDENTS ONLINE. In addition to setting up an email communication plan, consider other digital avenues to connect with your students.

- **Email Campaigns:** As part of your regular communication plan, send out email blasts with information about the program and reminders at significant intervals throughout the course term.

- **Social Media:** Work with your Communications departments to set up a schedule for engaging students about Tutor.com via Facebook, Twitter, Instagram, and blogs. Social media avenues will be a great way to generate word-of-mouth.
- **Student News:** Coordinate with your publicity department to promote the program in news section of institution's website and digital publications such as newsletter or bulletins.

5. REACH STUDENTS ON CAMPUS GROUNDS.

- **Hang flyers and posters:** Post promotional materials on campus in student centers, dining halls, residence halls, tutoring or writing centers, computer labs, and the library.
- **Student Press** (if applicable): Work with student newspaper and press. Encourage them to feature Tutor.com in an article.
- **Student Ambassadors:** Recruit students to help spread the word in their classrooms. Share student testimonials of tutoring benefits.
- **Campus Bookstore and Library:** Provide program cards or bookmarks at check-out.

6. TRACK STUDENT AND PROGRAM SUCCESS.

- **Review** your monthly usage report
- **Meet** with your Client Services Manager on a regular basis to discuss usage trends and data. Keep them informed about what is important at your institution.
- **Assess and adapt** promotional efforts toward achieving program goals. If you see a high concentration of usage in any one subject area, consider focusing on departments with underutilized subjects to increase diffusion of subject usage.
- **Share** reports and user feedback with key leadership and decision makers.
- **Send** student comments to faculty and administrative staff.
- **Request** student testimonials.

7. WORK WITH YOUR CAMPUS TUTORING SERVICES

- **Collaborate** with your on-campus tutoring center personnel to help promote the program to students as supplemental to existing tutoring services. Your Tutor.com program can extend the reach of a physical Tutoring Center for off-hours such as weekends and for commuter or online students who cannot access on-site tutoring support.
- **Train** tutors and tutoring center staff to demonstrate the program to interested students.

8. ESTABLISH A WEB PRESENCE. Visibility of the Tutor.com program on your institution's website will be critical to the success of the program. See our _Best Practices for Building Web Presence Guide_ on the Client Resource Center. Recommendations:

- **Build a landing page:** Create a home for your Tutor.com program on the institution's website where students can find information about the program and how to access. Be clear in your description of the service's subject offerings, availability, the institution's goals in providing the program for students, and directions on how students can access it. Possible locations on the institution's website include the Tutoring Center page, Student Services page, or Academic Advising page.
- **Feature a link** to your Tutor.com program on your institution's Learning Management System for higher visibility. Students are more likely to use the program if it is easily accessible in the high traffic zone where they access their coursework and email.

QUESTIONS OR CONCERNS?
Connect with us at **clientsupport@tutor.com**