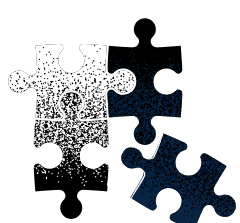# Outreach &
Engaging Students

Make it meaningful

Break through barriers: stigma associated with tutoring; *perceived* lack of time; out of sight, out of mind

Remember that **one size does not fit all**. High achievers, those who occasionally seek help, and those who struggle can **all** benefit

How does online tutoring help **Student A** vs. **Student B**? AP classes; college readiness; low grades; basic skills; late night studying; writing skills; e-learning support

Why students should try it: 24/7; judgment-free; easy to use; all skill levels; no bad questions; frustration-free; easy writing drop-off

Build a calendar

- Schedule **regular communications** to students, parents, and schools (seasonal, SAT/ACT, back to school)
- Use graphics, handouts, newsletters, CRC, & videos

In-school impact

Use the **school-day usage guide** and have students utilize tutor.com during school hours

Partner with faculty to encourage students to utilize tutor.com: writing drafts, extra credit problems, session goals, in-class help

Familiarize teachers & **administrators** with tutor.com; share data & metrics

Encourage students to utilize tutor.com in **math**, **science**, & **writing**; integrate into the learning day

Increase visibility

- Highlight tutor.com on **websites** and **social media** whenever possible
- Set up **shortcuts** on school computers to access your tutor.com program
- Share **success stories** with students and faculty

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