

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, Tuonnacademic succe
- **Coordinate ongoing promotional and outreach efforts** for increasing student engagement.
- **Share program data and feedback** with



- **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.

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