Convert Best Practices to Results

Our Tutor.com implementation story

Rochester Public Library (MN)
Presented by Kimberly Edson
The Rochester Public Library

- City of Rochester and Olmsted County – Service Population 130,000
- Circulate 1.5 million items from a main library and a bookmobile
- 3 school districts in service area
Mission & Vision
Strategic Plan
The Perfect Storm & Persistence of Vision

- Needs Assessment
- Collaboration
Budgeting

Program
Marketing
Library Cards
Identify and address barriers
Barrier: Transportation

• Solution
  – Service Delivered via Internet
Barrier: Service Requires Library Card

• Solution:
  – Library Card for ALL students
  – Develop institutional card for on-line resource access only

• Community Solution:
  Schools
  – collaborate with library to ensure student access
Barrier: Access to Computer Equipment

• Solution:
  – Enable EVERY Library Computer to access Tutor.com

• Community Solution:
  – After school student support programs
  – Computer give away to low income students
10,000 business cards + 300 mouse pads + 22,000 magnets + 3,000 candy bars + 22,000 folders + 6,000 posters + 41 school open house visits + 1 tutor.com = success!
Preliminary success!

<table>
<thead>
<tr>
<th>Month</th>
<th>Responses</th>
</tr>
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<tbody>
<tr>
<td>Sept.</td>
<td>716</td>
</tr>
<tr>
<td>Oct.</td>
<td>825</td>
</tr>
<tr>
<td>Nov.</td>
<td>525</td>
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<tr>
<td>Dec.</td>
<td>386</td>
</tr>
<tr>
<td>Jan.</td>
<td>326</td>
</tr>
<tr>
<td>Feb.</td>
<td>241</td>
</tr>
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<table>
<thead>
<tr>
<th>Questions</th>
<th>% of Yes responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you glad your organization offers this service?</td>
<td>94.48%</td>
</tr>
<tr>
<td>Would you recommend this service to a friend?</td>
<td>92.45%</td>
</tr>
<tr>
<td>Is Live Homework Help helping you complete your homework assignments?</td>
<td>84.28%</td>
</tr>
<tr>
<td>Is Live Homework Help helping you improve your grades?</td>
<td>81.40%</td>
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<tr>
<td>Is Live Homework Help helping you be more confident about your school work?</td>
<td>85.77%</td>
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For more information, email me at:
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