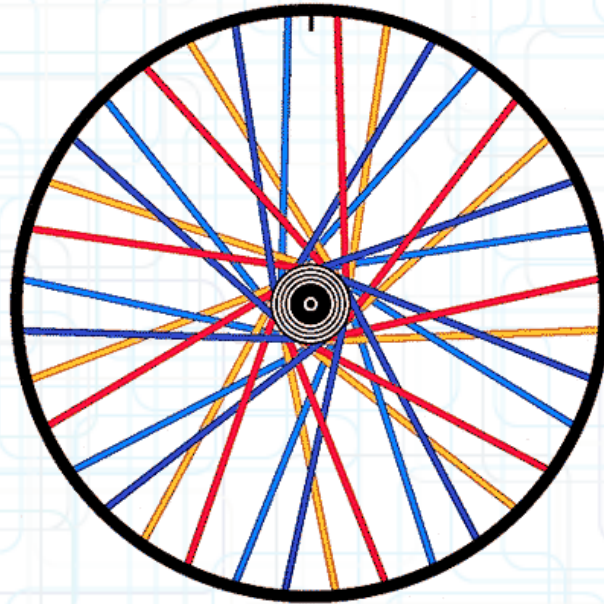


New York Public Library (NYPL) Tutor Hub Website

"Connecting Tutors, Improving Practice"



Allison Chang & Daniel Falk
April 2011

Mayor's Office of Adult Education
Social Media Fellowship

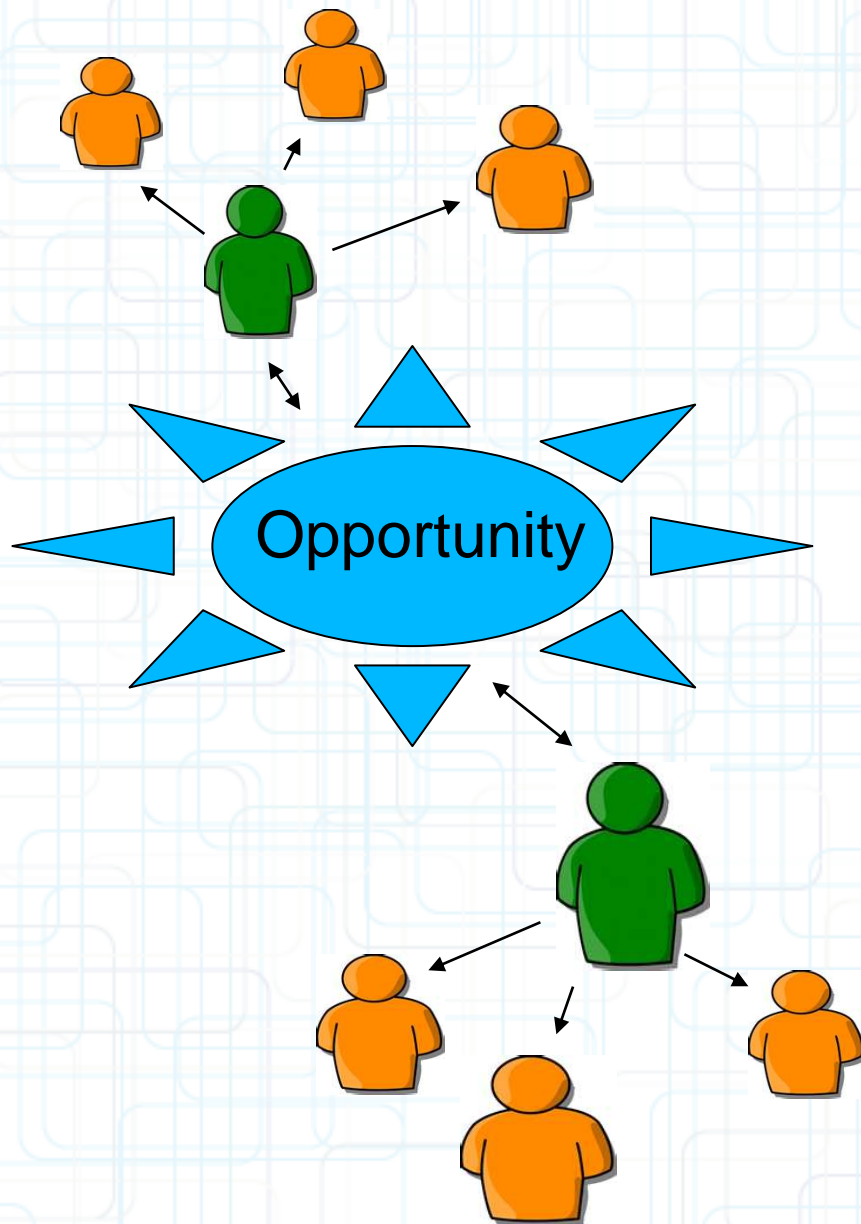
Project Summary

- Partnered with NYPL Centers for Reading & Writing (CRW)
- Designed interactive Google Site for CRW use
- Target: CRW volunteer tutors (140+); varying Internet/Social Media proficiency. Diverse academic, professional & personal backgrounds; age range
- Focus: Improving tutor practice, building tutor community across library branches (& make it easy!)

Background

- 140 NYPL tutors, 8 CRW in Manhattan/Bronx/SI
- **Each CRW has a site advisor** who supervises tutors and literacy instruction, provides coaching
- **Tutors go through selection & training,** including ongoing support and education

Theme: Connections



Current Situation:

- **Tutors** focus on their students
 - **Site Advisor/Literacy Specialist** supervise & coordinate
 - **Regular interaction: INTRA**
May chat before/after tutoring;
e-mails to/from Advisor/CRW
 - **Special interaction: INTER**
Some attend educational tutor
conferences
- Connectivity by personal initiative, mostly *in-person*, mostly *intra-branch*

Our Design: Google Site

'Connecting Tutors, Improving Practice'

Benefits:

- Connecting tutors & CRW branches ACROSS NYC
- **Tutor Hub moves issue-based interaction *beyond*** incidental special events (conferences, training) **into** regular, ongoing, online, mobile-friendly, convenient & focused **intra-** and **inter-branch** interaction.

Site Features:

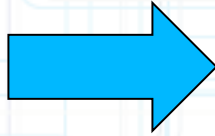
- File sharing (doc/image/other)
- Resource sharing/Events (links)
- Blog posting & comments
- Calendar & recent activity



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Choosing an Effective Medium

Pre-existing Items:



New Approach:

Pre-existing Social Media:

NYPL (main site only, not CRW) already has Facebook, Twitter, blog, Tumblr, Flickr, YouTube, FourSquare.

NYPL also has file-sharing space for employees (but not for tutors, who are volunteers)

CRW already focused on social media & public outreach

Tutor Hub is an interactive website **specific** to CRW tutors (intra-Library use, expand social media tools for tutors)

The point is to provide **new** opportunities to a population of **varying** Internet & social-media proficiency.

- **Easy** to add content
- **Easy** to edit site design
- Allows for **multiple levels** of engagement
- Ample **data storage** space
- Site links to new NYPL-created FB page (has reminder function)



Operations

Initiate: met with NYPL (needs analysis)

Familiarize: Site visits & e-mail → background info

The Process Cycle

A: Create draft site

Our beta site was well-received by Library board

B: Generate Feedback

Survey on beta site, e-mails from NYPL

C: Edit site based on feedback

Sustain: Shift ownership & management

Fellows trained Literacy staff (Danica and Hilary) on April 22; they will train site advisors & tutors during orientation.

Operations

- **Stixy** (www.stixy.com) was used by our team as an online bulletin board to help us work remotely, (Project notes, Key Dates & Info) here's an example:


The screenshot displays the Stixy online bulletin board interface. At the top, there is a navigation bar with links: Go To Stixy, About Stixy, Feedback, Support, Open List, New Stixyboard, Share, and Options. The main content area is divided into several sections:

- OUR NOTES:** Contains text updates and meeting notes. For example, "Week 1 = 3/14-3/18" and "3/15: df visited Bronx CRW, met with Barbara Martinez, Literacy Site Advisor." It also includes a "General review: very good design!" and a "3/22 - ac & df phone meeting" note.
- LIBRARY FEEDBACK & INFO:** A section for library-related information, including a "Danica email to us: 3/19/11" and a "Brainstorming List & Notes to Staff." It lists various topics for discussion and upcoming events like the "2011 Volunteer Tutor Conference" and "Literacy Review (May)." It also includes a list of "Links to blogs, ed sites, articles, events" and "Challenges Forum."
- General Rules of Thumb For All Public Internet Communications:** A section with guidelines for posting, such as "Use common sense and good judgment," "Do not use Public Internet Communications for covert marketing or public relations," and "Be accurate. If you make an error, correct it quickly."
- Additional Rules of Thumb for NYPL Blogs:** A section with guidelines for blogging, such as "Make it clear that opinions you express are your own" and "Keep in mind that postings on Library blogs may be mistaken for official Library communications even when you are speaking only for yourself."

The interface also features a sidebar with a calendar and a list of "TODO" items, such as "16 March 2011" and "24 March 2011." At the bottom, there is a footer with icons for Note, Photo, Document, and Todo.

Tutor Hub Website

Connecting Tutors, Improving Practice



NYPL CRW - TUTOR HUB

[Home](#) [Updates to the Hub](#) [Tutor Sharing Space](#) [Ideas for the Classroom](#) [Monthly Features](#) [Additional Resources](#)


[Social Media](#)

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- [Tutor Sharing Space](#)
- [Lesson Plans](#)
- [Monthly Features](#)
- [Additional Resources](#)
- [Sitemap](#)
- [Recent site activity](#)

Welcome to the CRW

This site is under construction -- get excited!




NY Public Library website

[NYPL](#)

Volunteer Tutoring Opportunities

[Become a Tutor](#)

Survey Site



[Edit sidebar](#)

Home

Tutor Profile of the Month



[Click here](#) to read Leslie's story.

Recent Announcements

Post Recent Announcements

[Guide to Site Editing Now Available!](#) I have created a Word document called NYPL Tutor Hub Training Doc, which is available in Additional Resources. This is a step-by-step tutorial on how to use the ...
Posted Apr 19, 2011 11:49 AM by Allison Chang

[Tutor Profiles for April Now Available!](#) The premier of the Monthly Features section begins today! We are very excited to see a lively discussion amongst all visitors. Please click on "Monthly Features" to see Leslie and ...
Posted Apr 14, 2011 6:44 PM by Allison Chang

[Reminders: This Week](#)
Posted an hour ago by NYPL CRWS

Showing posts 1 - 3 of 3. [View more »](#)

Tip: [How to post an announcement, tutor of the month, words of the week, or events](#)

Subpages (6): [ABE Tutor Conference \(May 7th\)](#), [Books & Stories](#), [Monthly Features](#), [Symphony Space Events](#), [Tutor Questions & Concerns](#), [We Are New York \(WANY\) - Lessons & Links](#)

- Attachments (0)
- Comments (0)

[Recent Site Activity](#) [Revision History](#) [Terms](#) [Report Abuse](#) [Print page](#) [Remove Access](#) | Powered by [Google Sites](#)

Outcomes

- **Host site:** NYPL now has a blueprint site for staff-to-staff, issue-based interaction platform to:
 - 1) strengthen the tutor community and then
 - 2) improve literacy instruction to adults city wide.
- **Population:** Tutors can now virtually maintain engagement with their branch, share lesson plans and effective methods, contact and discuss with peers *on their own time* (across NYC), including peers they might not meet in person. Site acts as database.
- **Social Media Tools:** interactive website (comments, blog, image & file sharing, link to FB)

Assessment/Evaluation



How did you meet the needs of the NYPL-CRW?

- Identified needs through observation & interaction with Library board
- Involved stakeholders throughout
- Created new SM tools & trained CRW administrators.
- Created platform for tutors to engage more directly, flexibly and remotely through social media tools.

How did you measure success/failure?

- Prioritized client feedback & involvement at all times to assure client satisfaction & understanding of the project
- Our liaisons expressed enthusiasm & satisfaction

Recommended future steps:

For NYPL Library Board:

- Review Fellows' project memo as reference.
 - Devise timely & consistent updating schedule for Tutor Hub and FB page, and other SM tools developed
 - Regularly add site enhancements
 - Regular evaluation of site use & success
 - Consider adding new site sections/topics of discussion
-
- Site administration & anonymity:
 - NYPL should decide on strategies to maintain security, professionalism, accountability in site use



Taking it Further

Tutor Hub can serve as a model for online instruction that could deliver remote learning opportunities, thus expanding literacy programs to serve more learners.
Direct aim: increase literacy services and outcomes to potential adult learners through service diversification. Stay ahead of demand.

Social Media tools, such as text-based communication, automatic messaging, video conferencing, and others, hold real promise to **enhance literacy instruction** via online delivery and could have a positive impact on literacy acquisition by reinforcing written language, decoding and comprehension skills; customer feedback loops also enhance online learning designs.