

# PUBLIC RELATIONS PROPOSAL

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December 3, 2019



PREPARED FOR | Jamie Cheney

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# Table of Contents

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EXECUTIVE SUMMARY .....	5
PART ONE	
History & Mission Statement .....	7
Environmental Scan .....	8
Past Communication .....	9
Stakeholder Analysis .....	10
PART TWO	
Goals .....	11
Objectives & Tactics .....	12
Deliverables .....	13
Project Schedule .....	17
Staffing Plan .....	17
Crisis Plan .....	18
Measurement & Reporting .....	19
SUMMARY .....	21
BIBLIOGRAPHY .....	22
APPENDIX .....	23







# Executive Summary

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Totally Tutoring was founded in 2008 by Jamie Cheney and provides ACT tutoring to students across the Salt Lake valley. Totally Tutoring accepts all high school students preparing for the ACT and has with an emphasis on student athletes preparing to continue their training in college. The overarching goal of Totally Tutoring is to prepare students to increase their score on the ACT resulting in scholarship opportunities and eligibility for collegiate sports.

## GOALS

The goals and objectives covered in this report include a focus on increasing social media presence, maintaining on brand material on social media platforms, reformatting the welcome email and emphasizing ACT tutoring as the focus of Totally Tutoring.

## METHODOLOGY

Our team met with Jamie, the owner of Totally Tutoring, throughout the creation of this plan. We worked to create materials and guides that would best fit Totally Tutoring and that align with the goals of the owner and the organization. Our team focused on three main aspects, which were social media, initial contact through email and community outreach providing branded materials to implement.

## FINDINGS

Our team found that there was a need for visual branding across platforms including social media and email interactions to ensure effective communication with their audience. Our team has addressed these needs in the following report with the recommendation of implementing social media templates and email templates that our team has provided.

## CONCLUSION

Totally Tutoring is a well run and overall successful tutoring company. Our team worked closely with Jamie to create a PR plan that focuses on emphasizing the message of the organization and remaining on brand while doing so. Our team recommends that Totally Tutoring implement the templates and deliverables provided for social media and email interaction in this report to ensure material that is cohesive and aligns with the overall message of the organization.



## History & Mission Statement

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Jamie Cheney founded Totally Tutoring in the fall of 2008. At the start she began tutoring two students on her own and grew from there offering tutoring in all subjects from elementary to college levels. Totally Tutoring now specializes in tutoring high school students for the ACT, with a focus on student athletes working towards athletic scholarships and careers. Totally Tutoring currently has 34 tutors on staff working with Utah students from Sandy to Bountiful.

Totally Tutoring has created the following mission statement as seen in the company's logo:

### **EMPOWERING STUDENTS WITH KNOWLEDGE**



## Environmental Scan

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Currently, Totally Tutoring shows up on the first page of a Google search for Utah tutoring services. Reviewers have rated it 5/5 stars, aligning with Mathnasium and High Performance Tutoring. If googled correctly, she shows up first due to her paying for her business to be a top result.

### COMPETITORS

**BrainWorks:** Focuses on developing student's skills rather than helping them with areas of weakness, such as essays or math. They are focused on cognitive functioning instead of teaching.

**Varsity Tutors:** Centered on one-on-one test tutoring, like Totally Tutoring. They hire tutors that have advanced qualifications and can pass a background check. Their website is not as family friendly, for it is static and revolves around tutoring online or in person. They market themselves as a means for students to get into top colleges and universities.

**Mathnasium:** Centered around math prep and less on-on-one. They go through all genres of math, rather than focusing on the area the student is struggling with. However, students who have questions on their homework assignments can still receive help when requested. You pay a monthly fee, and the tutors range from high school to college students.

**ASUU Tutoring Center:** Focused on one-on-one homework help instead of test prep. Their tutoring services are only for college students, low cost, and they have the option to sign up for one-on-one or in a group session. They only offer tutoring for low division, in-demand courses, so not every course will have a tutor available. Does not offer tutoring for testing or ACT prep.

Generally, tutoring centers lean more towards one-on-one tutoring, since group settings like Mathnasium are hectic and less organized. The competitors don't offer tutoring specifically for test taking; i.e. ACT, and tend to create their own methods of teaching. Personalization is implied, but not a guarantee.

This sets Totally Tutoring apart, since they have a heavy emphasis on ACT prep and the tutor's methods are highly individualized and focused on each student's strengths and weaknesses.

## Past communication efforts

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About two years ago, Jamie had a promotional video filmed that featured two students speaking on their personal experiences and motivations, as well as Jamie explaining why she started the company.

### INTENT

The intent was to give a face to the company and to highlight her focus in ACT prep for student athletes.

### EVALUATION

The video is informative and gives a nice insight into her passions and the student athlete's motivations into ACT tutoring. It also emphasizes the importance of high scores for scholarships.

On two instances, she placed an ad in a theatre program at Woods Cross High school, however she didn't feel that it helped much because she didn't notice any significant change in the amount of students coming to Totally Tutoring.

### INTENT

The intent was to get a wider scope of students that may want to sign up for one-on-one tutoring.

### EVALUATION

Jamie said that it didn't make a significant impact on her business. This may have not been a successful form of advertising because it may have been the wrong audience. Theatre students do need high ACT scores as well, but the program of a performance likely didn't land because most people likely won't be thinking about their test scores when attending a performance.

Jamie put up a large banner at Murray High School in front of the sports field which advertises Totally Tutoring.

### INTENT

The intent was to get visibility from passersby and more students on campus.

### EVALUATION

So far, there hasn't been much more advertisement surrounding this banner, specifically on their social media pages, however, some of the students that are currently with Totally Tutoring have taken a photo in front of it while wearing their athletic uniforms.

# Stakeholder analysis

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## PARENTS

The parents of the students are usually the ones who hear about Totally Tutoring's services and elect to pay for them. They have influence over the student but are also motivated by school counselors, coaches, and social influence. Totally Tutoring wants them to spread results with other parents, possibly by sharing on social media.

## STUDENTS

The students are the ones working with tutors and taking the test, therefore they ultimately decide the success of the business. Their main interest is high success rates which is shared with Totally Tutoring. Totally Tutoring wants them to apply and to spread information about the business, especially within student athlete groups.

## LOCAL HIGH SCHOOL ADMINISTRATION AND COUNSELORS

High School Counselors and Administrators and Totally Tutoring both want students to succeed in college preparation and acceptance. Their shared goal can bring them to work in accordance with each other, along with the testing results, which could include allowing advertising, sharing resources, and hosting events.

## HIGH SCHOOL COACHES AND PRIVATE ATHLETIC ORGANIZATIONS

Coaches and private athletic organizations are stakeholders because they have a common interest, which is success for their students futures and careers. We want them to advertise or suggest Totally Tutoring to parents and students they work with directly.

## COLLEGE STUDENTS

College students have already taken the test, but can be a vital resource for tutoring. Not only does keeping the interests of college students in mind help with internal expansion, but external as well because they are another source for sharing information about the organization they work for.

## TUTORING COMPANIES

Outside tutoring companies that do not offer ACT preparation tutoring can work in conjunction with Totally Tutoring, each acting as a reference the other to build clientele.

# Goals

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Totally Tutoring's overarching goal is to become well known for ACT tutoring in the Salt Lake Valley, specifically for the student athletes. This plan will involve focusing on reaching their audience through social media platforms, the welcome email that clients receive after initial contact and community outreach at and around the high schools from Sandy to Bountiful. Unlike other tutoring programs, Totally Tutoring is personally customized to each student, using real ACT practice tests and heads to the skill needs of each client. They aim for objective results, which would be students being accepted into the college of their choice and raising their score from the practice one done in their sophomore year of high school.

## SOCIAL MEDIA

For social media, focus on getting the company message out to the audience through Instagram and Facebook. When Totally Tutoring was first organized their main stakeholders (parents) were less active on Instagram and so Jamie focused her efforts on word of mouth as well as Facebook. The audience has become more present on Instagram, resulting in a higher need for content on that particular platform. To put this plan into action, it is recommended that the templates provided be used on the Instagram page to create content that is on brand and aligns with the overall message of Totally Tutoring. These templates include:

- A template for ACT tips and any informative messages
- A template to highlight the tutors

## WEBSITE

The focus for her website is to create a clearer image of her main offering, which is ACT tutoring for student athletes. Currently the website advertises tutoring for elementary school through college level coursework. To move this goal forward it is recommended that irrelevant information, including the section on elementary and middle school tutoring be removed from the website. Overall, the goal is to make it more accessible for all of her clients and audience. This will include the designing and editing of sections on her website to provide a clear and concise message for the reader.

## OUTREACH

Community outreach will be focused around creating a plan for future community engagement, including her current efforts with the Totally Tutoring banner at Murray High School. It is recommended that Totally Tutoring use the welcome email that we have reformatted and provided in this document moving forward. A follow-up email has also been provided that includes information the client should not, but isn't necessary for the initial email.

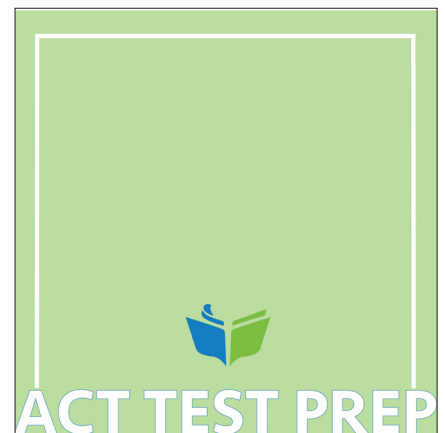
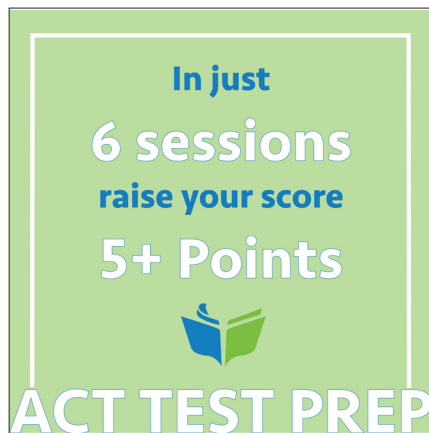
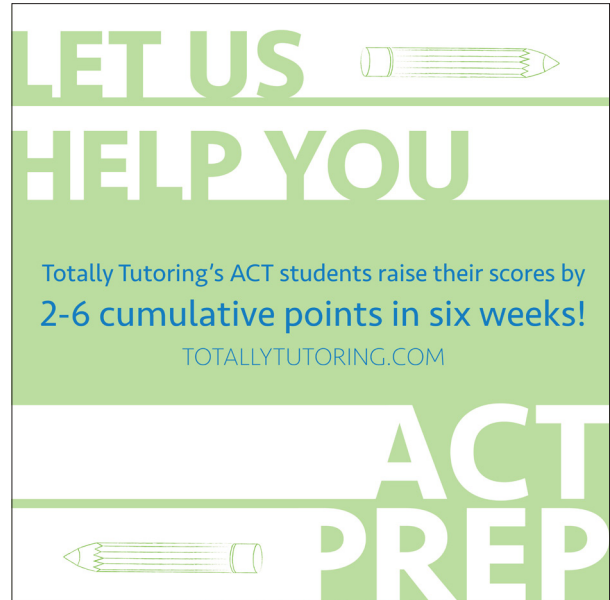
## Objectives, Tactics, and Due Dates

OBJECTIVES	TACTICS	SUGGESTED DATES OF IMPLEMENTATION
Target student athletes and their parents	<ul style="list-style-type: none"> <li>Place advertisements where this audience is most likely to see them (rosters, gymnasiums, school sports fields etc.)</li> <li>Create an online incentive for parents and students to post photos on social media that include the above advertisements</li> <li>Post photos on social media highlighting student success after their score was raised</li> <li>Host end of the school year party</li> </ul>	<p>Begin implementing in January 2020 and stay consistent throughout the year</p> <p>Party at the end of April, right after the end of Spring ACT testing.</p>
Network with other tutoring companies to build clientele	<ul style="list-style-type: none"> <li>Work in coordination with other tutoring companies that do not offer ACT tutoring, but do offer tutoring for elementary age students</li> </ul>	<p>Begin implementing in January 2020 and stay consistent throughout the year</p>
Strengthen and market the mission of Totally Tutoring	<ul style="list-style-type: none"> <li>Create incentive for posting photos on social media with the banner</li> <li>Include new mission statement on deliverables</li> </ul>	<p>Begin implementing in January 2020 and stay consistent throughout the year</p>
Create a cohesive and persistent social media presence	<ul style="list-style-type: none"> <li>Implement provided social media templates</li> <li>Use a program that schedules posts for social media (Preview app)</li> </ul>	<p>Schedule for Posts below</p>



## Deliverables

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Dear Client,

Thank you for choosing Totally Tutoring for your ACT prep needs. We are thrilled to begin working with you. Please refer to this email for important information for securing your spot

#### **ACT STUDENT PROFILE:**

To obtain a spot with a tutor please fill out the attached ACT student profile. After you have filled it out you can click the share button in the top right-hand corner of the document and type in my e-mail: [jamie@totallytutoring.com](mailto:jamie@totallytutoring.com). You are also welcome to copy and paste the document in an e-mail and send it back to me that way. This profile will allow me to create a specialized plan for your student.

Please be aware that we do not require a contract and this document is important because it holds your student's place on our list and we do fill up quickly.

#### **COST:**

- Sessions are \$60 per hour per student
- A \$75 material fee is due with your first session. This will cover 7 full practice tests.
- A sign-up fee of \$25.00 is required with your first session's payment and reserves your tutoring time.

#### **PAYMENT OPTIONS:**

- Payment can be made through Paypal or Venmo (Jamie-Cheney)
- Venmo is the preferred payment method. You may pay with a debit or credit card.

#### **CANCELLATIONS:**

Sessions that are not cancelled at least 24 hours prior to the session will require a late fee equal to one hour of tutoring.

#### **LATE FEE:**

- An invoice will be e-mailed to you on the Monday following tutoring
- A late fee of \$25.00 will be charged for any payments that are not made 7 days after the invoice is sent.

Jamie Cheney  
Owner Totally Tutoring

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801-520-3861  
[jamie@totallytutoring.com](mailto:jamie@totallytutoring.com)  
[www.totallytutoringutah.com](http://www.totallytutoringutah.com)



Dear Client,

Thank you for choosing Totally Tutoring for your ACT tutor prep. To give you an even better of the quality of tutoring that we offer here is one of our most recent reviews.

**Why ACT Tutoring is Important:**

ACT Tutoring is something that we specialize in. Totally Tutoring has helped students from all over the state and some students even travel in from out of state to work with Totally Tutoring. A one-point improvement on the ACT can equate to thousands of dollars in scholarships. In addition, ACT tutoring strengthens study and test taking skills that are advantageous in college.

“Totally tutoring was personalized to me and they worked hard to help me get the most out of it and be as prepared as possible.”

-Mike Morgan

**About Our Specialized Program:**

Our program is specialized. We do not use a blanket approach. While we will teach tips and tricks for the sections, we will customize the program to fit your needs and goals. We will work on personal strengths and weaknesses to achieve a higher score. We use materials published by the ACT and recently released official actual tests. We see an average score increase of 2-4 points when students engage in six one-hour tutoring sessions. course, many students do score higher this is just meant to serve as an average reference point.

“I started tutoring with Totally Tutoring a couple months before I took the ACT and they helped me improve so much and go into the test extremely prepared. There wasn’t a single question on the test that they hadn’t helped me prepare for. Totally Tutoring was personalized to me, and they worked hard to help me get the most out of it and be as prepared as possible.

I was very happy with my score, and it will easily get me into my desired colleges with scholarships. I would definitely recommend Totally Tutoring over any other study course!”

- Mike Morgan

Jamie Cheney  
Owner Totally Tutoring

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FOR IMMEDIATE RELEASE  
DECEMBER 4, 2019

Contact: Jamie Cheney  
Email: [jamie@totallytutoring.com](mailto:jamie@totallytutoring.com)  
Telephone: (801) 520-3681

## Donovan Mitchell Joins Totally Tutoring Announce Student Athlete Scholarship

### \$1,000 Scholarship Available for Two Student Athletes

**What:** Totally Tutoring owner Jamie Cheney will be joined by Donovan Mitchell on Wednesday evening to announce two athletic scholarships that will be available to student athletes throughout the Salt Lake Valley. The event will include a raffle for a signed Donovan Mitchell jersey, a pick up basketball game and photo opportunities with the Utah Jazz mascot.

**When:** The event will take place on Wednesday, November 11th beginning at 5PM with the raffle opening. The evening will continue with the pick-up basketball game at 5:45, photo opportunity with the Jazz Bear at 6:15 and conclude with the raffle drawing at 6:30 pm \*best time to attend 5:45–6:30PM.

**Where:** This event will be held in the school gymnasium at Murray High School, 5440 State Street, Murray, Utah 84017

**Who:** Donovan Mitchell, Utah Jazz Point Guard and Jamie Cheney, owner of Totally Tutoring Utah [jamie@totallytutoring.com](mailto:jamie@totallytutoring.com)

**More:** Parking is free and located on the West side of the building.

## Project Schedule

Once a month, set up a weekly post for each Tuesday at 9:00AM. A social media management platform called Sprout Social, analyzed their customer base of over 24,000 customers to identify the best times of day and week to post on Instagram based on industry.

### BEST TIMES TO POST ON INSTAGRAM FOR EDUCATIONAL ORGANIZATIONS

Best Time: Monday at 8:00 PM CDT\*

Most Consistent Engagement: Weekdays from 11:00 AM to 4:00 PM CDT

Best Day: Monday

Worst Day: Sunday

*\*The original data was based on CDT, but it was changed to MST for convenience.*

The other way to remain engaged and in contact with new clients is to stay on top of the welcome email that states all the necessary information to start being tutored by Totally Tutoring. The welcome email should be sent out within three days of initial contact with a potential client with a follow up email one week after that. This will be tracked on a student roster form which will be used to keep a record of the students that reach out and sign up for services.

## 2020 SCHEDULE

January–March	Social Media Focus: Pre-ACT test advertising/Banner Campaign mention every other week Revise contract and create one for the students
April–June	Social Media Focus: ACT retakes & getting higher scores End of April: Celebrate the end of the school year with a party and raffle form the banner campaign
July–September	Social Media Focus: Back to School tutoring
October–December	Social Media Focus: Get ready for the ACT early

## Staffing Plan

Totally Tutoring does not have a large need for tutors at this time, however they do want to maintain a steady influx of new tutors as the business grows. They currently get most of their tutors through KSL ads and have been successful through that avenue.

Totally Tutoring will likely get a wider reach of tutors if they post advertisements through the local college's job boards, specifically with Westminster, University of Utah, and Salt Lake Community College.

# Crisis Plan

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## NEGATIVE ONLINE REVIEW

Find ways to improve what is being critiqued. If it is a problem with a tutor, find out if it is a tutor problem or a customer problem. Let the customer know they are heard and their experience matters, but also take into account of the employees. Offer the customer a free session with a different tutor. If it is something fixable, like a tutor's attitude, bring the review to them in a private meeting and see their side of the story. Be kind but firm and let both sides be heard.

## ILLEGAL ACTIVITY

While a criminal background check is done before the hiring of a tutor, there are still chances of illegal activity to occur after the background check, such as stealing or sexual harassment in the workplace. If this were to ever happen, it would be wise to let go of the individual, publish a statement in case word got out publicly (which is a high chance since the victim(s) can speak up), and cut all contact from the individual for the sake of the company and safety precautions. Take down any social media posts with the perpetrator, and if need be, check on the victim(s) if they reach out.

The statement should include how Totally Tutoring puts families first and do not condone the actions of the individual. Extend an apology to all families so that if the victim(s) see it, they know they are being taken into consideration.

## INAPPROPRIATE RELATIONSHIPS

First, send out a press release stating the mission statement and core values and that the individual has been fired to ensure the safety and well being of students and families.

Then post a series of social media posts highlighting the long standing tutors and positive reviews they have received stating the positive influence those tutors have had on their students and families. It's important to remove any posts with that individual who acted inappropriately to ensure that Totally Tutoring is no longer associating with that person.

## CONTRACTS

If said crises occur and end up backfiring, legal action can be taken against the company if the company does not have anything substantial in writing. It is unlikely, but not impossible. Families may not like contracts, but creating contracts and having tutors (and families) sign can prevent a potential lawsuit from tainting the business. It will help lawyers backup the company and have a chance in a legal case. With contracts, it can leave lawsuits being settled quietly or a speedy trial that ends in favor of the company. It is a form of a disclaimer meant for the purpose of extreme cases.

# Measurement and Reporting

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## INSIGHTS ON INSTAGRAM FOR SOCIAL MEDIA

The account must be a 'business' account to access the following insights

- Analytics for an individual post
  - Go to the post and tap 'View Insights' located in the bottom left corner of the post.
- Data for a story
  - Open the posted story and tap on the names located in the bottom left corner of the page.
- The Insights Homepage
  - This page will show data from the past 7 days on how followers the account has gained.
  - Navigate down to find a list of bar graphs that will show the total number of impressions, reach, and views of the profile for the past 7 days.
  - You will be able to see follower demographics on the insights homepage.
  - You will be able to see what days and times followers are most active on your page.

## FACEBOOK

Facebook Insights

- Click on the gear wheel on your Facebook page and select 'View Insights'
- Here you will find the amount of likes, the potential amount of people you can reach, how many people are talking about your page and your total reach for the past week.
  - To see which posts were most successful:
    - You can sort by all post types (photos, videos, etc) to see which posts are getting the most views
  - See how many "Likes" you are receiving:
    - You will be able to see who has liked you posts and see the demographic of your followers
  - Reach area:
    - In the reach area you will be able to see how much of your content is reaching your followers, who is talking about your page and if anyone has shared about your page.

## STUDENT ROSTER OF EVERYONE

Excel Spreadsheet

- Initial contact
- Welcome email
- Follow up email
- Act score beginning
- Act score end







# Summary

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## CONCLUSION

Totally Tutoring aims to empower students through knowledge and to help student athletes get the ACT scores they need to be accepted into the colleges of their choice. Currently, totally tutoring is the only tutoring service in the Salt Lake Valley that specializes in individualized ACT tutoring and has no large competitors for that aspect of the tutoring market. In the past, Totally Tutoring focused on print advertising and had little activity on social media. Being that their main stakeholders (parents and high school students) are typically very active on Instagram, it is vital to build up a stronger presence on the platform.

Totally Tutoring's goals are to have a stronger social media presence, and to have stronger outreach methods, namely to the student athletes in the area. They should focus on placing advertisements where their target market is most likely to see them, posting photos of alumni highlighting their successes after their ACT scores have been raised, and to create incentive for followers on instagram through raffles. Consistency on instagram will be facilitated by using a posting manager app like Preview. Visual consistency will be maintained by using the brand colors in posts as much as possible and using the templates provided in this plan.

Since all the tutors are independent contractors, it is important to be prepared for any potential legal problems with effective contracts for both the tutors and the students being tutored. Even with a background check, there are still potential liability issues that could arise in the worst case scenario and a contract will be vital if those situations arise.

Going forward, Totally Tutoring should have a general focus during each quarter of the year. Leading up to the ACT, the posts should be focused on advertising for the spring ACT and highlighting the Banner Campaign with the added incentive of the party with all the students after the ACT tests have concluded. The rest of the year should have the focus that is most relevant for that time, like going back to school tutoring and the winter ACT tests.

To measure increases in student enrollment, all interactions will be tracked with a student roster which will highlight how many times they've been contacted, when they start, their beginning ACT scores and their ending ACT scores. This will provide a way to have quantitative data to support the success of Totally Tutoring.

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## Appendix

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FOR IMMEDIATE RELEASE  
DATE

Contact: Jamie Cheney  
Email: [jamie@totallytutoring.com](mailto:jamie@totallytutoring.com)  
Telephone: (801) 520-3681

Headline  
Sub-head

**What:**

**When:**

**Where:**

**Who:**

**More:**

