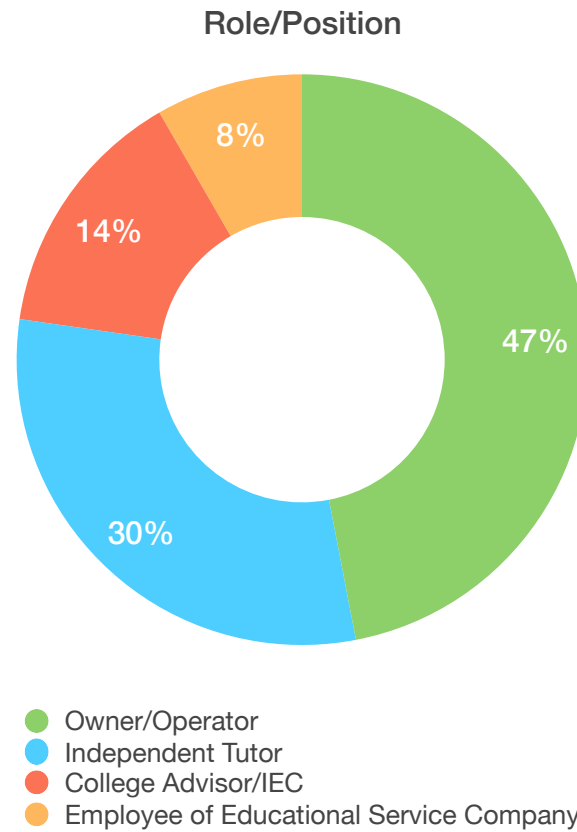




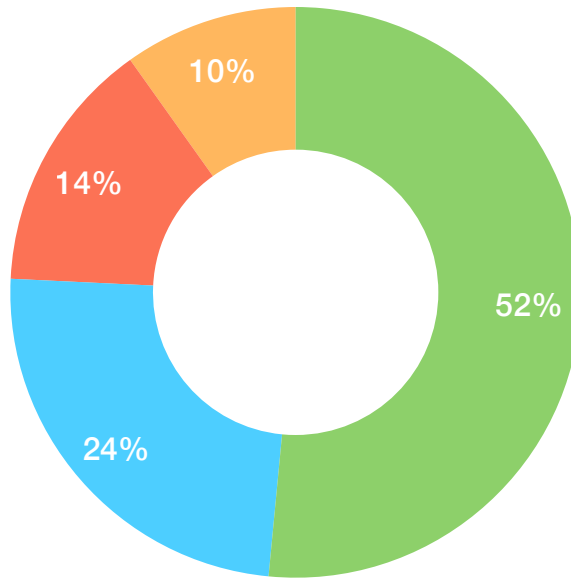
2020 TPAPT Conference Survey - Results

ROLE	
Owner/Operator	62
Independent Tutor/IEC	40
College Advising/IEC	19
Employee of Educational Service Company	11



Functional Area Focus

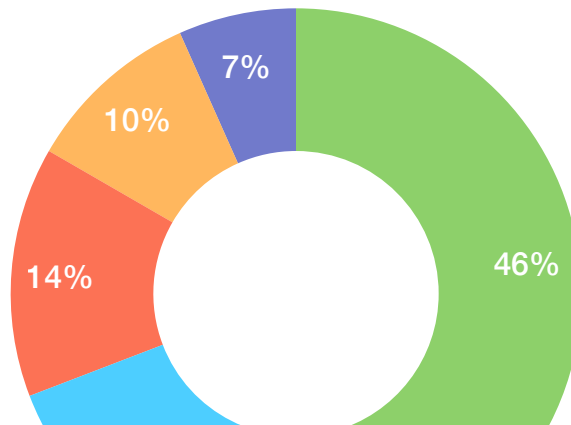
FUNCTIONAL AREA PRIORITIES	
Marketing	68
Operations	32
Academics	19
Human Resources	13



- Marketing
- Operations
- Academics
- Human Resources

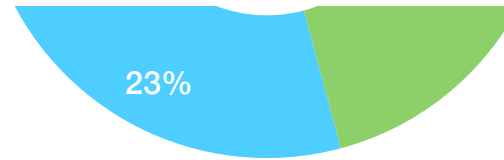
Marketing Topics

MARKETING BREAK DOWN	
Sales/Marketing/Growth	55
Digital Strategy/SEO/PPC	28
High School Networking/Partnerships	17
Email Automation	12



MARKETING BREAK DOWN

Social	8

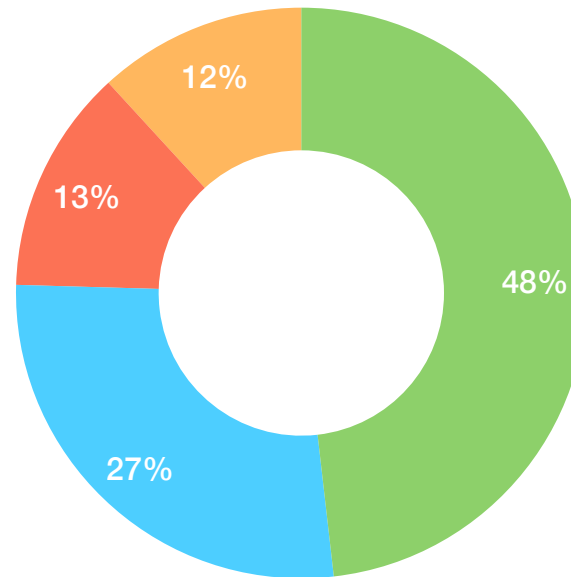


- Sales/Marketing/Growth
- Digital Strategy/SEO/PPC
- High School Networking/Partnerships
- Email Automation
- Social

OPERATIONAL TOPIC BREAK DOWN

CRM/Tech	53
General Management	30
Budgeting, P & L Statement	14
Preparing for Acquisition/Acquiring	13
Time Management	12

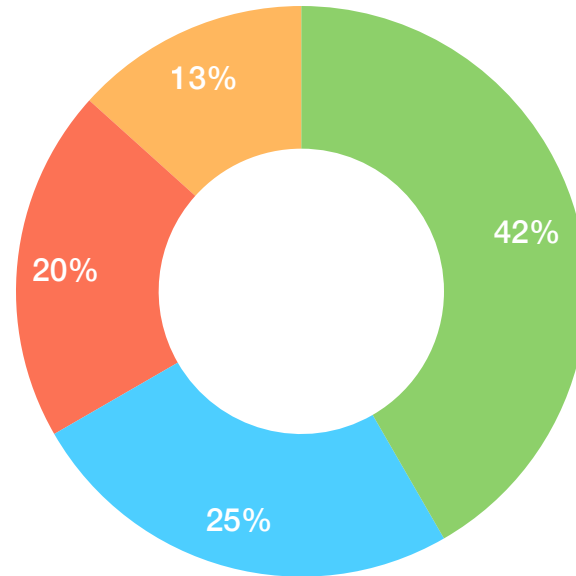
Operational Topics



- CRM/Tech
- General Management
- Budgeting, P & L Statement
- Preparing for Acquisition/Acquiring

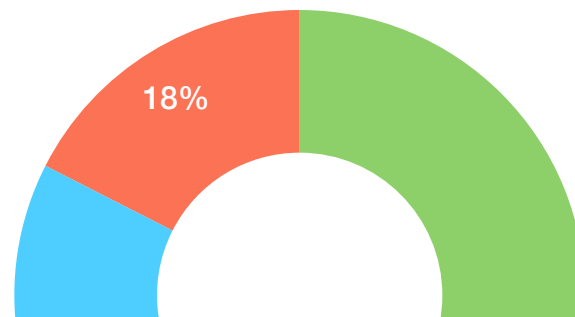
ACADEMIC TOPIC BREAK DOWN	
Staying Current on Test Information	25
Academic Training, Bests	15
Online Tutoring, Bests	12
Learning Styles	8

Academic Topics



- Staying Current on Test Information
- Academic Training, Bests
- Online Tutoring, Bests
- Learning Styles

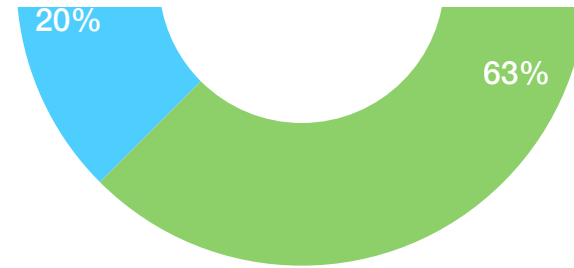
Human Resource Topics



HUMAN RESOURCE TOPIC BREAK DOWN	
Recruiting/Finding, Bests	25

4

HUMAN RESOURCE TOPIC BREAK DOWN	
Retention, Bests	8
Human Resource Management Systems	7



- Recruiting/Finding, Bests
- Retention, Bests
- Human Resource Management Systems