

Manifesto

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As a TTA board member, I am fully committed to all of the responsibilities expected of all board members, including engaging in as many events and interactions as I can. Aside from that, there are 4 main areas I would like to explore. All of these are areas that I, as CEO of TutorCruncher, have experience in and really believe I can help with.

Resources for tutors/tutoring companies

I would like to review and improve any digital resources made available through the website or any other medium, especially interested in the resources focussed around helping tutoring companies reach their potential. Some ideas I have had already:

- Improvements to TTA website to make it easier to access online materials (I've spotted quite a few issues while creating this document)
- Online workshops for new & growing companies, dealing with the issues businesses face and ways to streamline their business
- Use cases from current companies to share their experiences

Recruitment

I think TTA could do more outreach to recruit both new and existing companies across the UK and highlight the benefits that a membership would grant them. I would like to see what improvements can be made to the current marketing strategy and volunteer some suggestions based on TutorCruncher's success in reaching out to company owners across the UK and elsewhere.

International outreach

The community that TTA has grown is remarkable, and has added huge value to the UK tutoring sector. I would like to touch base with other like-minded organisations in other regions (USA, Australia, Canada etc) to see what knowledge or experience could be shared. This might progress to starting an entity in another region if one doesn't exist.

Wild Apricot membership system

I find the Wild Apricot system difficult and clunky to use and would like to explore other systems. For most members, it's their most common interaction with TTA and it doesn't offer the best experience.