Sample Text for Promoting PrepSTEP for High Schools

*This document contains sample promotional text for librarians to use in marketing PrepSTEP for High Schools to students, teachers, parents and other librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long Descriptions (for Email)**

**AUDIENCE: HIGH SCHOOL STUDENTS**

*Subject line: Prepare for your future using PrepSTEP*

*Preheader: Find college admissions test prep and much more*

Prepare for life after high school

Whether you are planning to attend college, join the military or enter the workforce, **PrepSTEP for High Schools** offers targeted learning centers — each with a collection of practice tests, quizzes, tutorials, e-books, articles and flashcards — to help you achieve your goals.

Using PrepSTEP, you can:

* Build your core skills in math, reading, writing, social studies, science, math and computers
* Score higher on ACT®, SAT® and AP® exams
* Search for colleges and scholarships
* Study for the ASVAB (for military entrance)
* Explore potential careers in nursing and allied health, education, law enforcement and the trades
* Build workplace skills
* Prepare for the WorkKeys Assessments and career license tests

To begin using PrepSTEP, log in via the library website: [insert direct URL]. It’s a good idea to create a personal account so that you can save your work in progress, store score reports, and revisit any practice tests, tutorials or e-books. Registration requires only a valid email address and a password.

If you have any questions about PrepSTEP, please feel free to ask your school librarian.

Sincerely,

[your name & contact details]

**AUDIENCE: PARENTS**

*Subject line: Save money on ACT/SAT test prep*

*Preheader: Tell your high schooler about PrepSTEP*

College-bound students can prepare for ACT/SAT exams using PrepSTEP

Our school library provides free access to **PrepSTEP for High Schools**, a powerful e-learning platform from EBSCO LearningExpress. PrepSTEP contains a collection of practice tests, quizzes, tutorials, e-books, articles and flashcards to help students review the English, math, reading, writing and science concepts they’ll encounter on the official ACT/SAT tests.

In addition, students will find AP test prep resources covering a variety of subjects, such as biology, calculus, chemistry, computer science, English literature and composition, psychology, statistics, U.S. history, world history, French, Spanish and more.

PrepSTEP includes:

* Authentic practice tests
* Test-taking strategies and tips
* Interactive tutorials with full-length pre-tests, unit quizzes and post-tests
* Essay practice with sample essays, annotations and scoring guides
* Detailed answer explanations
* Simulated test options designed to mimic test-day conditions
* Personalized study plans identifying areas of strength and those requiring more practice
* Diagnostic score reports

To begin using PrepSTEP, students can log in via the library website: [insert direct URL]. Please encourage them to create a personal account so that they can save their work in progress, store score reports, and revisit any practice tests, tutorials or e-books. Registration requires only a valid email address and a password.

If you have any questions about PrepSTEP, please feel free to contact me at [email/phone number].

Sincerely,

[your name]

**AUDIENCE: EDUCATORS**

*Subject line: Use PrepSTEP content to support curriculum*

*Preheader: Embed tutorials, quizzes and e-books in LMS course modules*

Supplement classroom instruction with PrepSTEP resources

Our school library provides students with access to **PrepSTEP for High Schools**, a powerful e-learning platform from EBSCO LearningExpress. PrepSTEP contains a collection of practice tests, quizzes, tutorials, e-books, articles and flashcards to help students achieve their college and career goals. Many of these resources can be used to support instruction in English, math, science and social studies classes. PrepSTEP is compatible with our school’s LMS, [Schoology, Canvas, Blackboard, Brightspace], so tutorials, quizzes and e-books can be embedded in your course assignment modules. Please ask your school librarian how to get started.

To begin using PrepSTEP, students can log in via the library website: [insert direct URL]. Please encourage them to create a personal account so that they can save their work in progress, store score reports, and revisit any practice tests, tutorials or e-books. Registration requires only a valid email address and a password.

If you have any questions about PrepSTEP, please feel free to contact me at [email/phone number].

Sincerely,

[your name]

**AUDIENCE: LIBRARIANS**

*Subject line: College and career prep resources now available*

*Preheader: Tell students about PrepSTEP from EBSCO LearningExpress*

Help students become college- and career-ready

Our school library provides students with access to **PrepSTEP for High Schools**, a powerful e-learning platform from EBSCO LearningExpress. PrepSTEP contains a collection of practice tests, tutorials, e-books, articles and flashcards to help students achieve their college and career goals.

Using PrepSTEP, students can:

* Build core skills in math, reading, writing, social studies, science, math and computers
* Score higher on ACT®, SAT® and AP® exams
* Search for colleges and scholarships
* Study for the ASVAB (for military entrance)
* Explore potential careers in nursing and allied health, education, law enforcement and the trades
* Build workplace skills
* Prepare for the WorkKeys Assessments and career license tests

Students can access PrepSTEP by logging in via the school library website: [insert direct URL].

In addition, PrepSTEP is compatible with our school’s LMS, [Schoology, Canvas, Blackboard, Brightspace], so educators can embed tutorials, quizzes and e-books in their course modules. To learn more, watch this [video](https://vimeo.com/565630483) and download the [integration guide](https://connect.ebsco.com/s/article/LearningExpress-PrepSTEP-LMS-Integration-Guides).

To help you market PrepSTEP to your school community, EBSCO offers a variety of [promotional materials](https://connect.ebsco.com/s/article/PrepSTEP-for-High-Schools-Promotion-Kit) including bookmarks, handouts, posters and a social media kit.

If you have any questions about this valuable resource, please feel free to contact me.

Sincerely,

[your name & contact details]

**Short Descriptions (for Newsletters)**

**AUDIENCE: HIGH SCHOOL STUDENTS**

Prepare for life after high school

Available through our school library, **PrepSTEP for High Schools** is packed with online tutorials, practice tests, quizzes, e-books, articles and flashcards to help students improve their core academic skills, prepare for college, explore careers and build workplace readiness. Log in here: [insert direct URL] Questions? Ask your school librarian.

***Promotional text for individual PrepSTEP centers***

**English Language Arts Skills**  
Strengthen your reading, writing, and grammar skills, build your vocabulary, and improve your spelling skills using the interactive tutorials, practice sets, e-books, and articles in this center.

**Math and Science Skills**  
Need a little help in math? This center provides support for algebra, geometry, statistics and probability, and more. It also includes biology and chemistry practice and e-books.

**Prepare for College**  
Get ready for the SAT®, ACT®, AP®, PSAT®, and SAT Subject Tests™ with tutorials, e-books, flashcards, and practice tests that simulate the official exams. Use the college finder tool to discover schools that are a great fit for you. Get tips and guidance on how to write a great college essay, prepare for campus visits, and more.

**Career Exploration**  
Are you curious about your career options after high school or college? Are you getting ready to enter the workplace and need to build workplace skills or prepare for a professional licensing exam? Are you interested in the military? This center contains resources, information, and guidance that will help you achieve your career goals.

**Core Computer Skills**  
Do you need to learn the basics of Microsoft Word, Excel, PowerPoint, or Outlook? These video tutorials are a quick and easy way to build the proficiencies you need.

**Social Studies Skills**  
Strengthen your skills in U.S. history, world history and civics. Prepare for the U.S. Citizenship exam. It’s easy to do with the practice sets, e-books, and flashcards in this center.

**High School Success Skills**  
Build the foundational skills that are vital for success in high school and in life. This center covers topics such as time management, multitasking, study skills, information literacy skills, personal success skills, and more.

***Optional Add-On Centers***

**Computer Skills**  
Video courses are the fastest and easiest way to learn how to use a computer. Use the materials in this center to learn the basics of using a computer, navigating the internet, and using popular software programs from Microsoft and Adobe. Achieve basic to advanced skills in word processing, creating spreadsheets and databases, implementing design and more.

**Job & Career Accelerator**  
Students looking to explore careers or join the workforce right out of high school will find powerful tools and expert guidance in Job & Career Accelerator, a unique resource from EBSCO LearningExpress. Job & Career Accelerator contains information on a variety of careers, skills and interest assessments to match students with ideal career paths, job and internship search engines, resume and cover letter builders, interviewing tips and more.