### IMPLEMENTATION CALENDAR

Based on our successes and stories, we've created a calendar with some ideas to keep you Shmoopin’ all year long.

<table>
<thead>
<tr>
<th>Month</th>
<th>★ Goals</th>
<th>🍃 Product Focus</th>
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| **July** | ☐ Select a TOSA, counselor, or administrator to be the Shmoop “go-to” person.  
☐ Make sure Shmoop go-to person has permissions to view site-based Shmoop analytics and receives training on how to view and utilize data. | [shmoop.com/everything](http://shmoop.com/everything)  
| **August** | ☐ Host/schedule a Shmoop training. Key attendees should include course leads, department chairs, and lead teachers. This way they can incorporate Shmoop into the curriculum and set expectations for the classroom.  
☐ Ask your account manager for website badge. | [shmoop.com/summer-school](http://shmoop.com/summer-school) |
| **September** | ☐ Use seminars, counselors, tech periods, or a specific department to get all students logged on and familiar with the Dashboard.  
☐ Have juniors and seniors use the College Application Station, College Essay Lab, and Career Advice Center.  
☐ Make sure each department knows administration’s wishes on how they should utilize Shmoop’s curriculum/courses/test prep. | [shmoop.com/college/college-application](http://shmoop.com/college/college-application)  
[shmoop.com/career-test](http://shmoop.com/career-test)  
[shmoop.com/essay-lab/college](http://shmoop.com/essay-lab/college)  
**Gauge Student Learning:**  
[shmoop.com/psat](http://shmoop.com/psat)  
[shmoop.com/aspire](http://shmoop.com/aspire)  
[shmoop.com/courses](http://shmoop.com/courses) (Diagnostics)  
[shmoop.com/response-to-intervention](http://shmoop.com/response-to-intervention) |
| **October** | ☐ Testing beings! Get teachers to explore PSAT Test Prep and start cracking down on those standards.  
☐ Be sure Shmoop virtual classrooms are set up and teachers understand how to utilize the data, communication, and gradebook features to have greatest visibility into student performance. | [shmoop.com/psat](http://shmoop.com/psat)  
[shmoop.com/sat](http://shmoop.com/sat) |
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| **November** | ✅ College application season is starting. Host a College Readiness pizza party, and use Shmoop to show students which tests to prepare for and what else they need to be doing. | shmoop.com/college/middle-school-checklist.html
shmoop.com/college/high-school-freshman-checklist.html
shmoop.com/college/high-school-sophomore-checklist.html
shmoop.com/college/high-school-junior-checklist.html
shmoop.com/college/high-school-senior-checklist.html |
| **December** | ✅ Winter break is a great time for a Shmoints contest. Award prizes to the top students or classrooms, or have teachers hold Shmoop in their own classrooms. | shmoop.com/shmoints/ |
| **January** | ✅ Set a casual training opportunity with your go-to person for teachers to get a refresher on Shmoop before the test prep season begins. ✅ This is a great time for AP students to take diagnostics. Ask AP teachers and others to review their Shmoop virtual classrooms and print reports tracking student growth. | shmoop.com/test-prep/
shmoop.com/ap-exams/ |
| **February** | ✅ Accountability check! Use your data to see if your students and teachers are using the programs the way you’d like them to. ✅ Have students start using the thirty-day video test prep. | shmoop.com/test-prep/thirty-day-testprep.html
shmoop.com/sat/
shmoop.com/act/
shmoop.com/sat-2-subject-tests/ |
| **March** | ✅ Make sure counselors and administrators are spreading the word about Shmoop to parents via letters, college nights, and more. ✅ Tests are ramping up. Make sure students know where to go to get last minute help. | shmoop.com/test-prep/ |

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**Want to Contact Us?**
Visit www.shmoop.com or email sales@shmoop.com
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<td>April</td>
<td>☐ Time is running out for AP prep. Set a Shmoints challenge or other incentive for students to prepare.</td>
<td><a href="http://www.shmoop.com/ap-exams/">www.shmoop.com/ap-exams/</a></td>
</tr>
<tr>
<td>June</td>
<td>☐ Use analytics to determine success, assess student growth, and award teachers. ☐ Encourage students to flex their brain muscles over the summer with Shmoop. Invite them to try a fun online course like How to Buy a Car or Bruce Springsteen's America. ☐ Use Shmoop to assign summer work.</td>
<td><a href="http://www.shmoop.com/courses/">www.shmoop.com/courses/</a></td>
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**Ain't no party like a Shmoop Team party.**