Sample Text for Promoting LearningExpress Library

*This document contains sample promotional text for librarians to use in marketing LearningExpress Library to patrons, 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: GENERAL**

*Subject line: Achieve your goals using our college and career prep resources*

*Preheader: Log in to LearningExpress Library*

Achieve your goals in school, at work and in life

Whether you’re looking to improve your core skills, prepare for college admissions tests, obtain your high school equivalency or join the workforce, **LearningExpress Library** ― a powerful online resource from EBSCOlearning ― has everything you need. You’ll find practice tests, quizzes, tutorials, microlessons, e-books, articles and flashcards to help you achieve your goals.

Using LearningExpress Library, you can:

* Prepare for the ACT, SAT and AP college admissions exams
* Build skills in math, reading, writing, social studies, science and technology
* Explore potential careers (including military service), build workplace skills, and prepare for the WorkKeys Assessments, the ASVAB and career licensure exams
* Prepare for ACCUPLACER college placement tests and CLEP exams
* Study for graduate school admissions exams (DAT, GMAT, GRE, LSAT, MCAT and PCAT)
* Study for the GED (Resources also available in Spanish)
* Prepare for the U.S. citizenship exam (Resources also available in Spanish)

In addition, elementary and middle school educators will find a variety of supplementary instructional resources aligned to math, reading, writing and social studies curricula.

To begin using LearningExpress Library, log in via the library website: [insert direct URL]

If you have any questions about LearningExpress Library, please feel free to ask a member of our friendly library staff or contact us at [email/phone number].

Sincerely,

[your name]

**AUDIENCE: HIGH SCHOOL STUDENTS**

*Subject line: Prepare for your future using LearningExpress Library*

*Preheader: Find college admissions test prep and more*

Prepare for life after high school

Whether you’re looking to improve your academic skills, study for college admissions tests, explore careers or join the workforce, **LearningExpress Library** has everything you need. You’ll find practice tests, quizzes, tutorials, microlessons, e-books, articles and flashcards to help you achieve your goals.

Using LearningExpress Library, you can:

* Prepare for the ACT, SAT and AP college admissions exams
* Build academic skills in math, reading, writing, social studies, science and technology
* Explore potential careers in nursing and allied health, education, law enforcement and the trades
* Study for the ASVAB (for military entrance)
* Build workplace skills
* Prepare for the WorkKeys Assessments and career licensure exams

To begin using LearningExpress Library, log in via the library website: [insert direct URL]. We encourage you 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 LearningExpress Library, please feel free to ask a member of our friendly library staff or contact us at [email/phone number].

Sincerely,

[your name]

**AUDIENCE: PARENTS**

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

*Preheader: Tell your high schooler about LearningExpress Library*

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

Our library provides free access to **LearningExpress Library**, a powerful online resource that contains a collection of practice tests, quizzes, tutorials, microlessons, 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.

LearningExpress Library test prep 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 LearningExpress Library, 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 LearningExpress Library, please feel free to ask a member of our friendly library staff or contact us at [email/phone number].

Sincerely,

[your name]

**AUDIENCE: LIBRARIANS**

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

*Preheader: Tell your patrons about LearningExpress Library*

College and career tools from EBSCOlearning

Our library/library system provides patrons with access to **LearningExpress Library**, a powerful online resource that contains a collection of practice tests, quizzes, tutorials, microlessons, e-books, articles and flashcards to help your patrons achieve their college and career goals.

Using LearningExpress Library, patrons can:

* Prepare for the ACT, SAT and AP college admissions exams
* Build skills in math, reading, writing, social studies, science and technology
* Explore potential careers (including military service), build workplace skills, and prepare for the WorkKeys Assessments, the ASVAB and career licensure exams
* Prepare for ACCUPLACER college placement tests and CLEP exams
* Study for graduate school admissions exams (DAT, GMAT, GRE, LSAT, MCAT and PCAT)
* Study for the GED (Resources also available in Spanish)
* Prepare for the U.S. citizenship exam (Resources also available in Spanish)

In addition, elementary and middle school educators will find a variety of supplementary instructional resources aligned to math, reading, writing and social studies curricula.

Users can access LearningExpress Library by logging in via the library website: [insert direct URL].

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

If you have any questions about LearningExpress Library, please feel free to contact me.

Sincerely,

[your name & contact details]

**Short Descriptions (for Newsletters)**

**LearningExpress Library** is an easy-to-use online resource featuring online tutorials, practice tests, quizzes and e-books to help you achieve your educational and professional goals. In addition to helping you improve your reading, writing, math and basic science skills, LearningExpress Library offers tools and resources to help you search for jobs, build workplace skills and prepare for career certification exams. You'll also find college and grad school admissions test prep, GED® test prep, U.S. citizenship test prep and much more.

***Promotional text for individual LearningExpress Library centers***

**Adult Core Skills**

Build your math, reading, writing, grammar and public speaking skills. You’ll also find resources in English and Spanish to help you prepare for the U.S. citizenship exam.

**Career Preparation**

Explore potential careers (including military service), build workplace skills, and prepare for the ACT® WorkKeys® Assessments, the ASVAB test, the TOEIC® test and career licensure exams.

**College Admissions Test Preparation**

Get help with writing college admissions essays and prepare for important tests such as the AP®, ACT®, SAT® and more.

**College Students**

Brush up on your reading, writing, grammar, vocabulary, math and science skills. Prepare for ACCUPLACER® and ASSET® college placement tests, CLEP® and DSST® exams, and graduate school admissions exams including the DAT®, GMAT®, GRE®, LSAT®, MAT®, MCAT® and PCAT®.

**High School Equivalency Center**

Open the door to better opportunities using LearningExpress Library's High School Equivalency Center. You'll find resources to help you build your reading, writing, grammar, vocabulary and math skills as well as prepare for the GED®, HiSET® and TASC® tests.

**Grade 4-8 Educator Resources**

Elementary and middle school teachers: Supplement classroom instruction with curriculum-aligned materials in math, reading, writing and social studies.

**High School Students**

Find resources to help you build classroom and homework skills in math, English language arts, social studies, science and technology.

**Recursos para Hispanohablantes**

Herramientas de aprendizaje, carrera y ciudadanía en español. Este centro ofrece a los adultos que están muy ocupados los recursos para mejorar sus habilidades básicas, ganar sus credenciales de GED® o ser ciudadano estadounidense.

**Resources for Spanish-Speakers (English Translation)**

This center provides learning tools as well as career and citizenship resources to help busy adults improve their basic skills, earn a GED® or become a U.S. citizen.

***LearningExpress Library® Canadian Edition***

**GED® Test Prep**

Open the door to better opportunities with LearningExpress Library's GED® Test Prep center. You'll find resources to help you build your reading, writing, grammar, vocabulary and math skills as well as prepare for the GED®.

**Citizenship, TOEIC®, & TOEFL® Center**

Prepare for the Canadian citizenship exam and the TOEIC® and TOEFL® exams using practice tests based on the official exams and designed to help you achieve your best possible score.

***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**

Whether you’re looking to find a new job in your current field or pursue a career in an exciting new industry, Job & Career Accelerator has the powerful tools and expert guidance to help you through every step of the process to succeed in today's job market. Don't wait. Get started now!

**Student Success Skills**

Build the foundational skills that are vital for success in high school, college, and in life. Student Success Skills covers topics such as time management, multitasking, study skills, information literacy skills and more.