

Guitar Tutor Commuter

Administration Brief



www.guitartutorcommuter.com.au

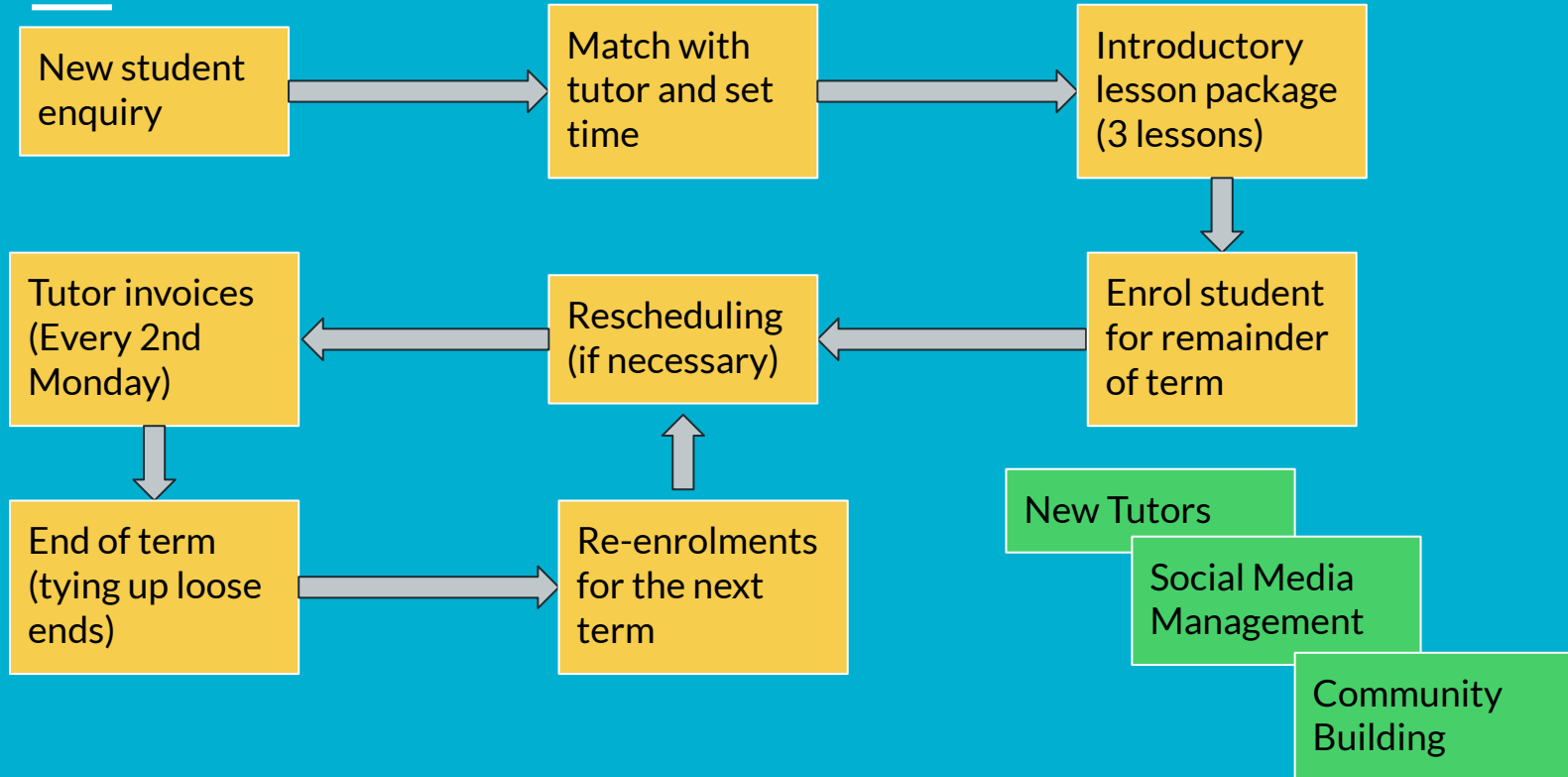
Who we are

- Sydney based music school providing in home music lessons to students of all ages and skill levels.
- Established in 2017.
- “We do the commuting for you”
- Our aim is to make music lessons as affordable and convenient as possible.
- We take pride in the well above average rates that we pay our tutors.
- Our tutors are located all over Sydney and can provide lessons in the student’s home, online or their own home studios.
- We are working on developing a strong community of students, parents and tutors with the intention of putting on student showcase events in 2022.
- Guitar Tutor Commuter is a subsidiary of The Sydney Music Collective. All payments are made to and from The Sydney Music Collective.

Other key points

- The format is extremely flexible for tutors. They choose when they want to teach and have no obligation to say yes to taking on new students. This means some tutors may only wish to teach a handful of students while others take on 20+
- 63 students enrolled Term 4 2021. Expected to crack 100 students in T1 2022.
- 15 active tutors.
- 30, 45 and 60 minute lesson options, weekly or fortnightly.
- 3 x 30 min introductory lessons for \$99 is our most popular package. Guitar hire/purchase is sometimes added.
- Guitar, bass, ukulele, piano, voice, drums, music theory, composition, music production, trumpet, french horn, violin, trombone.

Basic Operations Flow



New Student Enquiries

Main Sources of Enquiries:

1. Website Contact Us Form

<https://www.guitartutorcommuter.com.au/contact-us.html>

This form has been set up so that we receive all of the necessary information to get the student started as quickly as possible. The contents of the form are sent to guitartutorcommuter@gmail.com.

2. Facebook

Can be replied to through Facebook for Business.

3. External site listings (Music Teachers Online, Sydney Music Teachers, Gumtree, Active Activities, Google, etc.)

Enquiries from external sites always come in the form of an email. Google My Business enquiries are emailed but need to be responded to on their messenger site.

4. Phone Call Enquiries

Currently 0448661937 is the only contact number listed on our website. It would be beneficial to add the numbers of other members of the admin team. Roughly 90% of phone call enquiries convert to enrolling students and it enables us to start building rapport with clients early on.

Responding to Lesson Enquiries

- The goal is to be friendly and helpful and to show the potential client what sets us apart from other music schools. We want to convert the enquiry into a student enrolled in an introductory package as quickly as possible.

Introductory Packages

- 3 discounted trial lessons offered to all new students. No obligation to commit to anything beyond the 3 lessons.

3 x 30 minute lessons = \$99 3 x 45 minute lessons = \$149 3 x 60 minute lessons = \$199

Note: These are the rates for home visit lessons. Online and Tutor's home options are cheaper and are detailed in the rates and fees table. There is an additional fee for lessons with more than one student.

- Lessons are paid for upfront by credit/debit card. There will be a recurring payment option in 2022 but it will essentially still work under the same principle that when the booking is made, the student is locked in and obliged to pay for the full package.

What we need to know from an enquiry

- Student's age/skill level
- Instrument
- Availability (we want to have as many options as possible to help schedule)
- Location of lessons (student's home - what suburb?)
- Start date
- Optional: desired style of music (e.g. classical, jazz, metal. Often the enquirer will mention it in their initial message if they have some particular style in mind. Otherwise it is often easiest to assume some broader popular music style)

Sometimes all of this information will be provide straight away but at times we need to ask a lot of questions.

All of our tutors can teach popular music styles however not all of them read music and can teach classical and jazz.

Matching new student to tutor

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- We have a very diverse team of tutors which is continually growing.
<https://www.guitarcommuter.com.au/tutors.html>
 - Once we have the necessary information from a new enquiry we can work out who would be the most suitable tutor.
 - This spreadsheet indicates the active tutors' skills, locations and availabilities.
<https://docs.google.com/spreadsheets/d/1zPW0wiNRC6uQIASgziVivgfbaAggotPU0qUegpkV238/edit#gid=0>
 - For the majority of our tutors, working with GTC is a casual/part time job so we need to check with them before locking in a time for a new student as their availabilities are only a guide. Tutors are expected to stick to their lesson times for at least a full term.
 - If an enquiry is quite specific then it is best to contact the tutor directly. Otherwise we can send the enquiry out to all tutors through the Facebook Group 'GTC Tutors'
<https://www.facebook.com/groups/938103983721967>
 - All of the younger tutors are in the group however some of the older ones are not so we will find another solution to send them enquiries easily. It is best to tag the relevant tutors in the facebook post. Many of the tutors wouldn't want to feel as though the music school has suddenly become 'impersonal' as that has always been one of its strengths.

Setting a time

- Once a tutor has been decided on we just need to work out a time for the student. This can sometimes be the most challenging part.
- We need to make sure the tutor has enough time to travel to the student's home (if required). It is often possible to leave this up to the tutor to work out.
- Generally it is best to get as many possible times from the new client as possible to then send to the tutor and ask them to choose one. Or vice versa.

If nothing can be arranged then we will put the new student on our waitlist until something becomes available.

Introductory Package Enrolment

The student now has a tutor and a time has been agreed upon. Now the lessons begin!

- Clients will be emailed a link to our Student Enrolment Form
<http://www.thesydneymusiccollective.com.au/student-enrolment-form>
- They are required to fill in all necessary details such as student name, contact details, address, etc. and then make a payment for booking.
- Clients need to be aware that the lessons are only confirmed after payment has been made.
- Once the form is complete, the client will receive a confirmation email and the tutor will also be notified.
- The details of these first three lessons will be added to the admin calendar and the tutor's calendar.
- Note: even though it doesn't make sense to do so, occasionally a new student won't choose to take an intro pack and will just enrol for the full term.

Continuation after introductory package

- Pretty much every student who takes an introductory package ends up continuing their lessons.
- After the 3rd trial lesson we need to get in touch with the client to see if they would like to continue if they haven't already told us beforehand.
- The client is then sent our student re-enrolment form. This form is quicker than the enrolment form as it pre-fills all of their information.
<http://www.thesydneymusiccollective.com.au/student-re-enrolment-form>
- Once they fill in the form they are sent a confirmation email and the tutor is also notified. Calendar events are made.
- The student will need to book a 'full term pack' in order to be charged the cheapest rate. The number of lessons in the full term pack will be adjusted according to the number of weeks remaining in the school term.

More info on our lesson packages

Introductory Packages: Available once to any new student. 3 lessons.

Full Term Pack (Weekly): This is the cheapest option after the intro packs and is the easiest and best solution for the tutors and scheduling in general. Students enrolling in this package are booked in for 10 weekly lessons (or 11 on longer terms) unless they tell us in advance that they need to miss a lesson.

Full Term Pack (Fortnightly): Same deal but 5 fortnightly lessons (6 for longer term). Always recommend 1 hour lessons for fortnightly students otherwise we will see their interest wane.

Half Term Pack (Weekly): 5 lesson booking. Client will need to be notified at the end of the package to fill in another form.

Casual Lessons: this is a booking with an undefined number of lessons that can be rescheduled more often. The late cancellation policy still applies but essentially this is the most flexible option. As a result it is also the most expensive as it requires more admin work.

Holiday Lessons: in an effort to keep students engaged over the holiday break we are considering making these even cheaper than the full term packs. The booking will be flexible like the casual lesson option.

Rescheduling and changing lesson times

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- We try to offer as much flexibility to the student as possible but still have terms and conditions that all clients agree to when making a booking.
 - For 2022 we will be enforcing a 30 hour cancellation policy on all lesson types.
 - There is a limit of 1 lesson reschedule per booking (except for holiday and casual lessons). This means a lesson cancelled in advance. Normally we will need to check when a tutor can do a make up lesson that week. If they can't fit one in that week or at the end of the term the lesson will be credited to the client's next booking.
 - For 30min students it is a good idea to push for an hour the following week though this isn't always possible.
 - On rare occasions the tutor won't be able to make it to a lesson. In those case we need to be very apologetic and notify the client straight away. We need the tutor to provide some alternative times.
 - A permanent change to a lesson time is a different situation to rescheduling. No T&Cs currently apply. If a student or tutor request a change we just need to check with the other party and work out an alternative. Often the tutor can discuss this with the client directly. In the rare occasion that nothing can be resolved we may need to arrange a new tutor or put the lessons on hold.

Tutor invoices

- All invoices are paid every 2nd Monday. This process involves checking that all of the details of the calendar match up to that of the invoices. This is all handled by Lachlan until further notice.

End of term

- An email is generally sent at the end of each term with some highlights and to offer holiday lessons. As previously mentioned we are really trying to get more engagement during the breaks.
- If there are any make up lessons we will try and organise them in the first week of the holidays if it hasn't been possible earlier.

Re-enrolments

- This is always the busiest time towards the end of the school holidays!
- We send out an email when re-enrolments are ready for the next term (usually in the first week of holidays or the start of January for summer holidays).
- Some clients will get onto it and fill out the re-enrolment form straight away but others will need some following up.
- If there is any change to the student's availability we need to work out an alternative lesson time.
- We generally assume that the tutor keep the same lesson time for the next term. In 95% of cases there is no change and the tutor will let us know if there is. A bulk text/email to tutors is the best solution to remind them to let us know.

New Tutors

- Due to the flexible nature of GTC and the fact that many tutors only want to take on a handful of students, it is beneficial for us to have more tutors on board and cover a wider area. We also want to be able to cover more instruments and musical disciplines. We just welcomed our first brass tutor Peter!
- We have a couple of job listings offering a flexible position as a sub-contracted music tutor earning \$60/hour minimum for lessons in the student's home. This is an attractive above average rate and especially ideal for students and other full time musicians.
- All applications will come through via email. Each applicant should be directed to fill out our new tutor form. This is the easiest way for us to gauge their suitability for the position and to get all of the necessary info from them to set up a profile. <https://www.guitartutorcommuter.com.au/join-our-team.html>

Social Media Management

- GTC is trying to improve its social media presence but it requires consistent effort.
- <https://www.instagram.com/guitartutorcommuter/>
- <https://www.facebook.com/guitartutorcommuter/>
- The best thing would be to focus on Instagram with posts every week alternating between student features, tutor features, promotional, GTC community insights, music memes, musician spotlight (e.g. a famous guitarist), blog posts, other creative posts. Everything from Instagram can be shared to Facebook and Twitter.

Community Building

- We are trying to build a better music community between students, parents and tutors. This has always been difficult as we do not have a physical location and our clientele is spread across Sydney.
- A Facebook group has been recently established although not as many students have gotten on board as was hoped. However, once things are more established and the tutors are on board they most likely will see the benefit.
<https://www.facebook.com/groups/1000257727494940>
- The idea is to run competitions and get students to engage with each other. We can create competition themes (e.g. submit a video of you playing your favourite Christmas song) and get tutors to encourage this and make it a part of their lesson plans. Prizes can be awarded that relate to the theme.
- We also want to be able to put on student concerts in 2022 where some students can form bands of their own or play with help from their tutors. This would be better with more community engagement.

Other services we provide

- Instrument care (piano tuning, guitar restringing)
<https://www.guitartutorcommuter.com.au/instrument-care.html>
- Instrument hire and sales. At the moment this is limited to guitars and is generally only something that new beginners are interested in.
- Group lessons if an opportunity presents itself. We are limited in that we don't have a physical location to run larger classes yet. However, we are available if asked to run classes at a school.
- Additional students can be added to private lessons. An extra fee applies.
- Gift Cards <https://www.guitartutorcommuter.com.au/gift-cards.html>
- We accept the NSW Government Creative Kids Vouchers on all products.

Administrative tasks breakdown

- Organising and responding to emails

The inbox of guitartutorcommuter@gmail.com is organised into folders for enquiries, rescheduling, enrolments, growth (marketing type stuff and opportunities), invoices (to be paid) and job applications. Emails that don't seem to fit into these categories but seem urgent can just be starred.

Most basic emails can be responded to by following the template in this document.

<https://docs.google.com/document/d/1uL-NJEKhBore5OaGkOTC5ZyJBdd0OoGZVXbpFvQrL4/edit?usp=sharing>

Invoices and growth emails don't need to be responded to only allocated to their respective folders.

- Completing tasks on Microsoft To Do. Organising tasks.

There is a shared list called 'GTC Admin' for the team to coordinate tasks. Tasks can be assigned to different members and completed according to their priority level. Tasks that seem outside of that of this admin breakdown can be assigned to Lachlan. E.g. a unique enquiry/growth opportunity that requires attention.

- Responding to other enquiry sources

Facebook for Business, Google My Business, Text and Phone Calls.

Administrative tasks breakdown

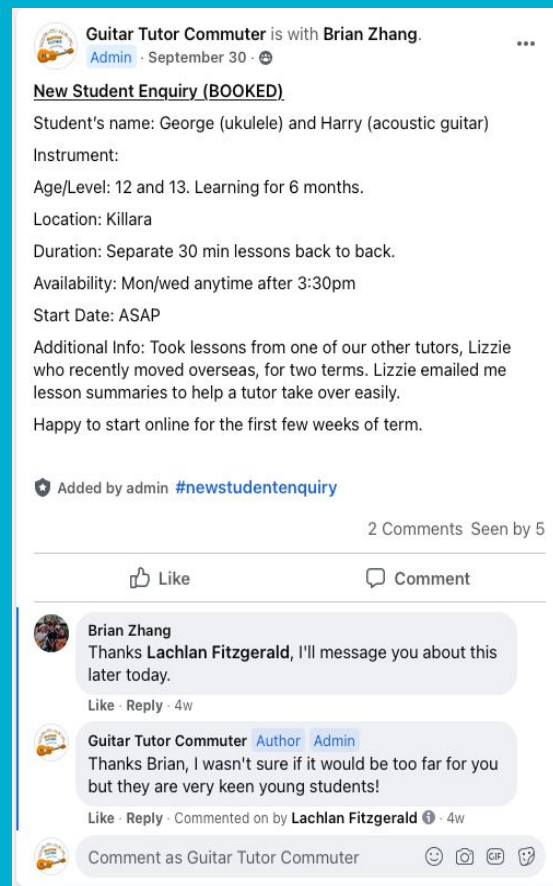
- Managing new enquiries and matching students with a tutor

This involves keeping a track of new enquiries across all sources. It can be helpful to do this in the following spreadsheet but this may not always be essential. It works well to have the spreadsheet open when on the phone to a potential new client to fill in the info.

<https://docs.google.com/spreadsheets/d/1n9IEol-JVv90iL03HsESqrxILlI3oxRQFwiiDsfTJaU/edit#gid=0>

Putting new enquiries in the GTC Tutors group and tagging relevant tutors (see screenshot).

Texting tutors to work out a time. Discussing things with the client at the same time.



Administrative tasks breakdown

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- Directing students to fill out the enrolment and re-enrolment forms

Email templates can be used for this.

If there is anything out of the ordinary e.g. credit from previous terms, starting the term late/ending early. We can sort this out by creating a discount in the admin panel.

- Rescheduling lessons

Texting the tutor. Emailing/texting the client.

- Organising end of term make up lessons

We can keep track of missed lessons throughout the term on the calendar.

Administrative tasks breakdown

- Start of term re-enrolments

Responding to any email questions.

Following up anyone who hasn't responded to the re-enrolment email sent to all clients.

Organising new lesson times if necessary.

- New tutor applications and scheduling interviews

Send email template in response to applications received from external sites such as Indeed and Jora.

Once Lachlan has reviewed an application a video call can be scheduled using the email template. Lachlan will provide availability.

A Google Calendar event can then be created for the agreed time and the applicant's email address will be added to the event as well as lachfitz97@gmail.com

Other relevant files

Tutor files

<https://drive.google.com/drive/folders/1gT0URENSDY2wHVLoTbOF1BXfIMrHudCg?usp=sharing>

Prices and Fees

<https://www.guitartutorcommuter.com.au/fees.html>

Terms and Conditions

<https://www.guitartutorcommuter.com.au/termsandconditions.html>

Listings and pages

<https://docs.google.com/spreadsheets/d/1PRNg-zfQCX4Lqd1na5DbV1Rze1qwd2DshxpK-VyPwIQ/edit#gid=1415166541>

Admin Panel

<http://www.thesydneymusiccollective.com.au/admin/dashboard>

Content

<https://drive.google.com/drive/folders/1AcSo95og9ixz2skkvanQCd9IlumciK9v?usp=sharing>