

Online tutor bios

Guidance for
City Lit tutors



Why? What's the background?

- Students tell us that the **tutor is one of the most important factors** that helps them to decide whether or not to book a course.
- Online tutor biographies will help increase enrolments/conversion rate and **reduce cancelled courses**.
- Many students contact us to find out who the tutor is/to find out more information about the tutor. We want to **free up time for departments** and enrolments to deal with other students who need more help.
- We know that students search for courses by tutor. Having a tutor bio will help present students with **more relevant search results online**.
- Having more content on tutors on course product pages will **help with our Search Engine Optimisation** to enable students to find what they're looking for easily, Google rankings and paid search campaigns.
- Many competitors publish tutor bios online- this information is an **expected feature** for our students.

How will my bio appear online?

Moby Dick: an American epic

Course Dates: **14/05/19 - 09/07/19**
Time: **14:45 - 16:45**
Location: **KS - Keeley Street**
Tutors: [Gordon Chi](#), Darren Jones [Alan Lovett](#), [Anh Marsden](#), [Minaz Uddin](#)

In Herman Melville's epic, we will examine how narration and the arc of the story reveal a deep and troubled relationship between humans and their environment—a prophetic work about leadership, ambition and the desperate grasp of power.

[0 Review\(s\)](#)   

Description **Reviews** **Tutor Biographies**

Gordon Chi
[Tutor Website](#) See less ^

Gordon began his journalism career in 2000 as a news reporter on regional and national newspapers. After a solid grounding in hard and soft news he turned to features by writing stories on health, religion, sport, education, travel and food. He

This course has now started

Course Code: **HLT151**

Tue, day, 14 May - 09 Jul '19 **Started**

Duration: 9 sessions (over 9 weeks)

Full fee: **£159.00**

Senior fee: £127.00

Concession: £70.00

View similar courses

★ Please note: we offer a wide variety of financial support to make courses affordable. For more information visit our online [Help Center](#). You can also visit the Information, Advice and Guidance drop-in service, open from 12 - 6.45, Monday to Friday.

Your bio will appear in a separate tab similar to how Course reviews are displayed.

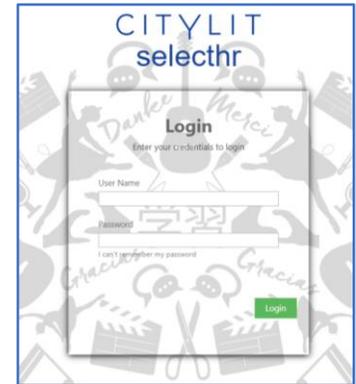
If more than one tutor teaches a course, then multiple bios will be shown.

How do I submit my tutor bio?

1. Log into the Select HR system using your usual username and password (you can use any internet browser like Google Chrome)

<https://hr.citylit.ac.uk/accessselecthr/Login.aspx>

Your username is CITYLIT_ADMIN\ as a prefix to your username
e.g. CITYLIT_ADMIN\emma-zi



2. Click onto Change my preferred name if you'd like a professional or stage name to be displayed. If your preferred name is the same as your legal name, then you can ignore this icon/leave these fields blank.



Change my preferred name



My tutor biography

NB. You can ignore request to upload a photo: we can't display tutor photos online just yet but we are working on this.

3. Click onto My tutor biography and click onto Enter new biography

How do I submit my tutor bio?

5. Select your main department from the drop down list.
6. Enter your bio and your external professional website/webpage (if you have one).
7. Click Save and Continue. Your bio will now be sent to your department for approval. Once approved, your bio will automatically appear online on the course page. Whilst your bio is pending approval, you won't be able to edit it.

NB. Under every bio, we'll always display the following text:

Please note: We reserve the right to change our tutors and cannot issue a refund due to a change of tutor. Our tutors may have different teaching styles. However we guarantee a consistent quality of teaching in all our courses.

Tips for writing your tutor bio

You may want to consider the following questions when writing your bio:

- What experience do you have in the subject(s) you're teaching and/or in teaching adults?
- Why do you enjoy the subject(s) that you teach?
- What's the best thing about teaching adults and/or working at City Lit?

Tips for writing your bio:

- Use a friendly, welcoming and professional tone, ideally in third person
- Keep it simple: use familiar language and avoid jargon and acronyms
- Include any specific areas of interest, professional qualifications, exhibitions/achievements, publications, blogs, collaborations or websites
- There is a limit of 1000 characters, which is around 180 words, so try to be as concise as you can. Aim for a short, engaging bio.
- If you teach in more than one department, make sure you reference both subjects, as the same bio will be shown online for all the courses you teach.

Some examples of tutor bios

Natasha is a novelist and creative nonfiction writer. She holds an MA in Creative and Life Writing from Goldsmiths and has taught Creative Writing to both adults and children. She's published a memoir, as well as articles and stories in a variety of magazines and journals.

Her debut novel, *Exhibit Alexandra*, was published in 2018 by Penguin. She splits her time between writing, teaching and working as a projectionist.

Some examples of tutor bios

Estelle became interested in languages at school, in France, where she had an inspiring and brilliant English teacher who made students speak the language for the whole lesson. This approach was quite ground-breaking at the time!

After studying English at university and working briefly as a translator, she fell in love with teaching after discovering a course to become a teacher of French as a foreign language when she moved to London. Experienced in teaching adults from all different backgrounds and levels, Estelle also helps to manage our busy languages team here at City Lit as a tutor co-ordinator.

“Being quite musical, I particularly love the sound of languages, I am also passionate about learning in general. I think learning languages not only helps you discover other cultures but also enables people to develop many competences such as communication skills”.

Some examples of tutor bios

Katy is a freelance researcher, writer and presenter on music. She is fast becoming one of the UK's most sought-after speakers on music, providing talks for a host of organisations including the Wigmore Hall, Southbank Centre, BBC Proms, Ryedale Festival and Oxford Lieder Festival. In addition, she regularly writes programme notes for the Salzburg Festival, North Norfolk Festival and Naxos music, and is a frequent contributor to BBC Radio 3's Record Review.

Katy's area of specialism is the music of Johannes Brahms and his contemporaries, but she has also been involved in projects covering subjects as diverse as the history of the Edinburgh Festival, the role of émigré musicians in post-1945 British musical life, and variety shows at the Wigmore Hall in the early twentieth century. She has published extensively on these and other subjects, both in academic journals and books for a wider readership. As well as at City Lit, she has taught at the Royal College of Music, the University of Nottingham and Middlesex University.