Presenters

Daniel Horgan
Corporate Partnerships Consultant

Meredith Fontecchio
Senior Manager, Corporate Citizenship

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Founder & CEO, Strive for College
MENTOR Overview – www.mentoring.org

- For 25 years, MENTOR has been raising public awareness, developing and delivering resources to mentoring programs, and promoting quality through standards, cutting edge research and state of the art tools.

- MENTOR is at the crossroads of education, business and community, facilitating a network of affiliate Mentoring Partnerships and over 5,000 mentoring programs in all 50 states.

- MENTOR is ranked as one of America’s top-performing 100 nonprofit organizations (Social Impact 100).
MENTOR’s National Program Network
The Need for Mentoring

One in three young people are growing up without a mentor.

This is the mentoring gap in America.

46 Million
All young people ages 8-18

22 Million
Young people with no risk factors

15 Million
Had a mentor
2.4M structured
12.6M informal

7 Million
Never had a mentor

24 Million
Young people facing risk factors

15 Million
Had a mentor
4.5 M structured
10.5M informal

9 Million
Never had a mentor
The Mentoring Effect

WITH A MENTOR, AT-RISK YOUTH ARE:

- 55% more likely to be enrolled in college
- 78% more likely to volunteer regularly in their communities
- 130% more than twice as likely to say that they held a leadership position in a club or sports team
- 90% Respondents who had a mentor said they are now interested in becoming mentors
Our Impact Together

Jerry
Strive for College Mentee

Forrest
Deloitte Mentor

“I remember when Jerry reached out to prepare for his Harvard interview. I was super impressed. We set up a phone call for that same afternoon, and I did some research about the structure of a Harvard interview and put together a mock interview based on my research and personal experience. Having never done an interview before, Jerry blew me away — he was so composed and insightful in his answers. I had an inkling then that I’d be hearing back from him that he got into Harvard; I was confident that he was going to kill it in the interview, and clearly he did!”

IMPACT: https://youtu.be/aR6HKx-O5P4
Technology + Mentoring =
Access to college & lifelong opportunity.

At a time when a degree has never been more important for economic mobility, too many qualified students miss out on a college education. Most of them come from lower-income communities without access to skilled college guidance.

Strive for College connects young people with dedicated online mentoring through the college admissions and financial aid application processes on its proprietary, custom-built Virtual Mentoring platform, UStrive. UStrive matches trained volunteer mentors with students and gives them sophisticated information and communications tools to find the best college match and deliver the best college outcomes.
The Problem
Barriers to College Access

The scale and impact of the college access problem are enormous.

Every year, 400,000... academicically qualified, lower-income students who should go on to college fail to do so.

People with a four-year degree make $1,000,000... more in a working life than those with only a high school diploma.

This translates into an annual loss of $400-600 Billion... to the United States economy every year.
The Solution
Innovation for Better College Outcomes

Last year:
98% of Strive students went on to college

78% in a four-year college or university

89% required no debt for tuition

Information. Facilitation. Solution.

How Virtual Mentoring works:

Connection
Students from Strive partners are invited to join the Virtual Mentoring program.

Curriculum
Mentees and mentors are guided through an expertly designed college selection and application curriculum.

Matching
UStrive uses smart data to find both the mentors and the colleges that best match a student's individual needs.

Discovery
UStrive's technology and Virtual Mentoring process reliably produce positive college outcomes.

Success
Most UStrive students find their best-fit college, both academically and financially.
UStrive uses **better data tools** to get **better college matching**.

**Mentor Match**
A selection algorithm helps select mentor-student pairs likely to work well together.

**Convenience**
Mentoring sessions can take place anytime, anywhere on internet-capable devices.

**Structure**
Time & tasks are managed well, following UStrive's proprietary Virtual Mentoring Curriculum.

**College Match**
Our technology helps students find the best-fit school for their individual academic & financial needs.
A Virtual Platform
Delivering Real World Results

Big data, smart technology. Tailored user experience for students and mentors, custom management tools for administrators.
Personalized Guidance
For Removing Barriers to College Access

Finding the best-fit colleges starts with understanding unique circumstances.

As students start their journey on UStrive, they create profiles with information about their backgrounds and academic interests. This information is carefully managed and protected.
In-depth, personalized data from over 7,500 schools

Let’s say you are a Latina student who is the first person in your family to go to college. You can enter that information, along with your financial basics and academic profile & interests into the system. The Virtual Mentoring platform will create a unique profile for you and let you create custom college searches in its database of all the four-year colleges and universities in the United States.

Based on your search criteria, the platform’s matching tools will indicate the likelihood of a good fit for your situation, using data from your specific profile.
Emphasis on Matching
Metrics to Match Students with Mentors

Data-powered mentor selection. Students choose from one of six possible mentors identified by a proprietary Mentor Match algorithm to identify mentors with backgrounds, interests and schedules similar to their own.
Sophisticated Communications
Advanced Tools, All on UStrive

**Individualized progress & one-on-one attention.**

Sophisticated built-in communications tools, such as video chat and in-browser SMS, allow mentors and students to work together online to complete tasks like college essays. All communications are retained by the system and monitored.

Students complete Strive’s expertly-designed college-readiness curriculum at their own pace.
A best practices-based Virtual Mentoring Curriculum.

The entire process is guided by a proven, interactive curriculum for navigating the college admissions & financial aid application process. The curriculum can easily be modified and adapted to include a range of subjects and user groups.
College Search
Matching & Managing the Application Process

Search for colleges based on graduations rates for similar students.

Personalized, detailed dashboard keeps students on task.
A community of knowledge, information & answers.

The UStrive Community is a forum for users to meet and collaborate to exchange information, ask questions and share insights. It is moderated by Strive Community Engagement staff members who can quickly respond to questions and connect users to the right information.

The Community is also a place for users to share their experiences and observations on particular universities. For example, after an admitted students weekend, a student can login to the Community and offer feedback that may be helpful for other students as they decide which admissions offer to accept.
Robust Administration Tools
Rapid Insight & Updates

Customized Administrator Dashboard for direct access to reports, metrics and performance data.

Partners have their own custom Admin Dashboard in UStrive, which features a specialized menu of data points and usage statistics. Administrators from partner organizations can login to the Admin Dashboard anytime to run reports and get real-time information about student & mentor progress on UStrive.
**Results & Replication**

**Success Stories**

Roger Sanchez ‘13

Roger’s story inspired Michelle Obama to highlight his story in her 2013 kick-off speech “Reach Higher” to improve college enrollment from under-represented communities.

- Sophomore at American University with no loan debt for his college education.

Leslie Albor ’14

A first-generation college student, Leslie was an early user of UStrive and found the best-fit college for her.

- Freshman at Idaho State University, pre-med major.
- Leslie’s tuition is fully covered.
A Bright Future
Strive for College + I’m First!

Working together to solve the college access problem & sustain success for first-generation college students.
An industrialized virtual mentoring engagement strategy between and powered by funds raised to support RightStep via the United Way campaign. The virtual platform will enable our professionals to engage in meaningful mentor relationships in a flexible way that meets our professionals where they are.

Success will be measured by the number of mentees applying to college\(^1\) and for financial aid\(^2\) and by Strive’s innovative Uber type rating system, which provides insight into effective mentoring relationships in real time.

We know mentoring is a proven method to improve academic, social and economic prospects for young people. Students who meet regularly with their mentors are 52\% less likely than their peers to skip a day of school.\(^3\) Young adults who face an opportunity gap but have a mentor are 55\% more likely to be enrolled in college than those who did not have a mentor.\(^4\) And, virtual mentoring eliminates the constraints of in person, monitored meetings that often prohibit our client service professionals from participating.
Deloitte Engagement to Date

690 Deloitte Mentors Registered
492 Deloitte Mentors Matched & Active
64 Deloitte Markets Engaged
3+ Functions including Services
783 Strive Students Reached

Thank you for everything you’ve done! I got accepted into the University of Tampa and Hillsborough College. I’m waiting on other acceptances. Thank you for helping me out in the process! 😊
-- Strive Mentee to her Deloitte Mentor
What We Have Learned So Far – Virtual Mentoring

- Appeal of virtual mentoring may not be about convenience
- Coaching for Deloitte professionals
- Incentives for students to stay engaged
- Impact and true relationships are possible
What We Have Learned So Far – Employee Engagement

- Align employee engagement initiatives with your company culture
- Engage subject matter specialists to complement your core business competencies
- Provide diverse options for employee engagement
- Support employees who step up to mentor youth
- Set realistic expectations for employees engaging in youth mentoring

Feature on Forbes.com
5 Ways to Increase Employee Engagement with Youth Mentoring
Only 8% of low income kids earn a Bachelor's degree by age 24. Step in so they don't step out.
Additional Resources from MENTOR

- **Online Philanthropic Community of Practice**
  - Online portal for corporations, foundations and donors to connect & share resources

- **Mentoring Connector**
  - National database of mentoring opportunities

- **National Mentoring Resource Center**
  - National clearinghouse of tools, resources and practices

- **Collaborative Mentoring Webinar Series + IMPACT Webinar Series**
  - Free webinars by practitioners for practitioners

- **National Mentoring Summit – Philanthropic Partnerships Track**
  - Annual conference with 1,000+ practitioners, philanthropic partners, researchers

- **Guide for Mentoring Boys and Young Men of Color**
Join us for our next IMPACT Webinar:

April 12, 2017 @ 2pm EST
Featuring State Street Corporation and Mass Mentoring Partnership


Questions?

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