Maximizing Engagement & Impact Through Intergenerational Youth Mentoring

Presented in partnership with General Motors

Philanthropic IMPACT Webinar Series
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Presenters

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MENTOR
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

Extend your reach...You are one of MANY!
MENTOR’s Local Mentoring Partnerships
MENTOR’s Public/Private Partnerships
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

24 Million
Young people facing risk factors

15 Million
Had a mentor
2.4M structured
12.6M informal

7 Million
Never had a mentor

15 Million
Had a mentor
4.5M 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
Overview of Student Corps at General Motors
General Motors Student Corps

- A powerful, life-changing program preparing youth in underserved communities to tackle today’s challenges and become tomorrow’s leaders.
General Motors – Student Corps Program Design

- Each team is made up of:
  - 10 high school students
  - 2-3 GM retiree mentors
  - 1 college intern
General Motors – Student Corps Program Design

- The Assignment:
  - Design, plan and execute community service projects to make an impact in your school and/or neighborhood
  - Student empowerment and ownership is key
    - What would you like to see changed?
The Business Case for Student Corps
The GM Business Case for Student Corps

- Why GM launched the Student Corps
  - Extension of commitment to “Network of Excellence” high schools.
  - Go beyond financial support for schools; provide students with real world experience.
  - Meaningful way to connect with and utilize the talents of retiree base.

- Executive Champion: Mark Reuss, Executive VP of Global Product Development, Purchasing and Supply Chain

- Program Leads: Heidi Magyar & Mike DiGiovanni
The GM Business Case for Student Corps

- Objectives
  - Extend General Motors’ commitment to the schools and students of Michigan.
  - Improve and strengthen neighborhoods.
  - Demonstrate GM’s commitment to communities where our employees and customers live and work.
The Evolution of Student Corps at General Motors
The Evolution of Student Corps

- Pilot year launched in 2013 at 11 metro-Detroit high schools
  - 2014: Expanded to Flint Southwestern Classical Academy
  - 2015: Expanded to Pontiac High School
  - 2017: Added two additional Detroit schools (Pershing and DCP @ Northwestern)

- MENTOR: “One in three young people are growing up without a mentor.”
  - Expand focus on developing strong mentoring relationships
  - Weekly “life skills” lesson
The retirees and college interns lead at least one life skills session per week on topics such as:

- Money management
- Public speaking
- Conflict resolution
- Resume writing
- Professional etiquette

All program participants have the opportunity to go on a series of tours for career exposure and personal development.

- GM Design
- GM manufacturing plants
- Dealerships
- JA Finance Park
- College campuses (UDM & Kettering)

At the end of the summer, all teams present their projects and results from the internship to GM executive staff, family friends, school administration and community partners.
The Evolution of Student Corps

- Returning College Interns
  - Students who graduated from the program as high school interns and return as college interns with expanded responsibilities.
  - These interns have deep roots in the school and community and are outstanding role models for high school students.
GM Student Corps Pipeline

GMSC High School Intern
- GM Student Corps
- 150 students in 2017

GMSC College Intern
- GM Student Corps college intern
- 15 interns in 2017
- 5 former GMSC high school interns

College Corps
- GM college internship in field of study
- No students in 2017

Recommendation from Retree mentors

Graduate college and interview for entry-level positions

GM Employee
- Ready to live, work and thrive in Detroit
- 2 full-time employees as of Feb. 2017

Ready made mentors for next generation of high school students.
First Hand Experience in Student Corps
First Hand Experience - Student Corps Program
129 + 60 + 13 = THE 2016 GM STUDENT CORPS

THE MENTORING TOOL KIT
GM Retirees Teach Valuable Skills to Students

MENTORING
PRESERVATION TRAINING
TEAM WORK
COMMUNITY SERVICE
COLLEGE PREPARATION
LIFE SKILLS
JOB COACHING
RENOWNED: 13 SCHOOLS & 14 PARKS

- YARDS OF MULCH: 542
- FLOWERS & SHRUBS: 165
- YARDS OF DIRT/SOIL: 18
- BRUSHES & ROLLERS: 100
- DUMPSTERS: 32
- TREES: 4
- GAL OF PAINT/STAIN: 291
- YARDS OF STONE: 24
- GAL OF TRASH BAGS: 16,460
- BRICK PAVERS: 800
26 JOB COACHING SESSIONS
5 CAREER DEVELOPMENT TOURS
91 LIFE SKILLS SESSIONS
13 PRESENTATIONS TO GM LEADERS

ITEMS PAINTED
4 SCHOOL RESTROOMS
2 MURALS
80 DOORS

COUNTLESS LIVES CHANGED FOREVER

BUILT OR ASSEMBLED
BIKES 83
PICNIC TABLES 77
CHAIRS 52
BENCHES 17
SOLAR LIGHTS 2
PARK SIGNS 10
Lessons Learned & Replication Advice
Lessons Learned – Intergenerational Mentoring

- Key lessons learned from engaging retirees, college students, & HS students
  - Learning from each other
  - Ongoing relationships beyond the program
  - Retiree retention
  - College intern as bridge between large generation gap
Replication Advice – Student Corps

- Build and maintain strong relationship with school principals, counselors and administration.

- Engage in partnership with HR and payroll staff to come up with solutions.
  - Assist with hiring forms and documentation
  - Compensate students on a pay card

- Generate transportation plan for students.
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**
Check out our archived IMPACT Webinars:

http://www.mentoring.org/program-resources/philanthropic-impact-webinar-series/

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