MAN UP: Recruiting & Retaining African American Male Mentors

EXECUTIVE SUMMARY by David Miller, M.Ed
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While several scholarly and media reports issued over the past ten years have sounded the alarm to the plight of African American males. Increasing evidence suggests that more efforts are needed to develop policy, programming and community-based strategies to address the alarming circumstance of African American male youth.

Most notably the preeminent social advocate Marian Wright Edelman, founder and president of the Children’s Defense Fund (CDF) released *America’s Cradle to Prison Pipeline* in October 2007. Edelman, one of the leading advocates in the United States for health reform, as well as creating systems to improve the quality of life for America’s youngest citizens. CDF’s report provide glaring evidence of the social status of African American children and youth. The report highlights several alarming statistics that impact African American children as a whole but more disproportionately African American males.

- A Black boy has a 1 in 3 chance of going to prison in his lifetime compared to 1 in 17 for his white male counterpart
- Homicides among African American males ages 15-19 years of age represent one of the leading causes of death
- 59 percent of Black males in their early 30s who dropped out of school had prison records

The aforementioned challenges coupled with increasing teen births (68.8 percent) in the African American community, African American children growing up in single parent households (56 percent) and the rising numbers of grandparents raising children (CDF 2007) issues related to fatherlessness must also be strongly considered when examining the health and wellness of African American male youth.

> “Mentoring is critical if we intend to address much of the pain, abuse and abandonment that African American males suffer from. While we struggle to find mentors for young African American males, it is equally important to locate the fathers of these young brothers. A young boy’s first mentor should be his father and the other men in his family. Responsible fatherhood must be viewed as a necessary action step to begin the healing process among African American males.”

**VANCE SIMMS**  
**FOUNDER & EXECUTIVE DIRECTOR**  
**FATHER MATTERS**  
**PHOENIX, ARIZONA**
Using data from state, local and federal entities as well as striking case studies of African American males struggling with issues related to inadequate mental health services, poor and failing schools and zero tolerance policies that over incarcerate juveniles. CDF’s report provides compelling evidence of the need to examine mentoring programs and other support versus incarceration and other punitive sanctions.

Further studies from the Schott Foundation’s report card on black male educational attainment (Holzman 2004), the Dellum’s Commission report (2006) on extending life pathways for males of color, and the Ford Foundation’s Why We Can’t Wait (2007) call to action for the philanthropic community provide greater evidence of the need to specifically address the academic and social needs of African American males. Additionally, each study provides advocates, policy makers, faith communities and educators with a rationale for increased funding, political accountability, and greater emphasis on community-based programming.

With the increasing challenges that impact African American males, alarming high school drop out rates, staggering rates of homicides and non-fatal injuries and epidemic rates of incarceration. Many organizations across the United States and abroad have developed mentoring programs to provide greater support, role modeling and access to responsible adult males.

“Programs tend to downplay and/or ignore the reality that the shortage of male volunteers of color is the result of several very serious and real socioeconomic and racial dynamics. Black men, by and large, have been marginalized, criminalized, and demonized. Many programs are not sensitive to this fact and when they speak to groups of black men, they avoid or seldom speak to this issue.”

RICHARD ROWE
EXECUTIVE DIRECTOR
AFRICAN AMERICAN MALE LEADERSHIP INSTITUTE
BALTIMORE, MARYLAND

In 2007 Susan Taylor, former editor of Essence launched Essence Cares, a national initiative to recruit and retain one million mentors. Soliciting the assistance of Oprah Winfrey, National Urban League and 100 Black Men of America Ms. Taylor’s efforts focus on increasing awareness around mentoring as a viable intervention for African American youth as well as promoting mentoring initiatives in communities across the country.

To this end Urban Leadership Institute (ULI) began collecting data from African American men to analyze perspectives on mentoring, gaps in services, and trends
among African American men, regarding notions about mentoring. *Man Up: Recruiting & Retaining African American Male Mentors* examines three dominate themes that impact mentoring programs across the country: (1) organizations having waiting lists of pre-teen and teenage African American males seeking mentors, (2) organizations discussing concerns about recruiting and retaining African American male mentors, (3) organizations not having specific recruitment strategies targeted toward recruiting and retaining African American male mentors. Based on these three themes as well as an ongoing national discussion around African American males and mentors, David Miller, M.Ed., chief visionary officer and co-founder of the ULI developed *African American Male Mentoring Survey* in 2007, to examine African American males’ attitudes toward one-on-one mentoring.

**INTRODUCTION**

Over the last 15-20 years mentoring as a more formalized youth development practice has been largely responsible for shaping discussions around the role of youth and adult partnerships. While many individuals argue over the merits of mentoring, one thing is certain youth need access to sober and responsible adults. The term mentor dates back to Greek mythology. It originates from Homer’s Odyssey. During battle, a “mentor” would be appointed to protect the family until men came home from the war. The term mentoring has been used ever since to describe a relationship where an individual receives advice, coaching and/or counseling from a more senior wise counsel. Today, the term mentor has been generally used in the human services field to describe a relationship between an older, more experienced adult and a unrelated, younger protégé. It is a relationship in which the adult provides ongoing guidance, instruction and encouragement aimed at the competence and character of the protégé (DuBois & Karcher 2005).

According to the MENTOR/National Mentoring Partnership, nearly 17.6 million young Americans need or want mentoring, but only 3 million are in formal, high-quality mentoring relationships. Thus, 14.6 million young people still need mentors. That unmet need constitutes what we professionals in the field call the “mentoring gap.”

Over the last five years several organizations along with academic institutions and corporations have stepped up to jump start mentoring and volunteering. The growth of mentoring initiatives over the years has spawned more than 4,500 agencies and programs that offer mentoring services in the United States as well as a rapidly emerging mentoring initiatives in other countries (DuBois & Karcher 2005).

In January 2002, the Harvard Mentoring Project of the Harvard School of Public Health and MENTOR/National Mentoring Partnership spearheaded the first-ever National Mentoring Month. In more than 40 states and cities, partnerships of mentoring programs, brought together under the umbrella of MENTOR/National...
Mentoring Partnership, provided a local telephone number for prospective mentors to call and handled placement of volunteers. In many other markets, similar roles were played by local affiliates of America’s Promise-The Alliance for Youth, Big Brothers Big Sisters of America, Communities in Schools, and Points of Light Foundation. In 2007 Essence Magazine along with a coalition of organizations that included the National Urban League; 100 Black Men of America; The Links, Incorporated; and the YWCA launched Essence Cares, an initiative designed to spearhead a national mentoring movement.

Other national organizations such as Concerned Black Men and Alpha Phi Alpha have been at the forefront of advocating for greater outreach to specifically recruit and retain African American male mentors. There is a national crisis for African American male youth seeking mentors because of the challenges involving recruitment and retention of adult African American mentors. From Boston to Oakland and points in between mentoring organizations express concerns regarding recruiting and retaining specifically African American men.

“It is very difficult recruiting Black males to serve as mentors. We canvas athletic clubs, barbershops and even sporting events. It seems that many African American males do not realize the life-changing power of a young African American male having a mentor in their life. When we meet men and share with them our need for male mentors, many African American equate being a mentor with having money (stable financially).”

CATRICE ALPHONSO
HEALTHY MENTORING MATTERS
MENTORING CHILDREN OF PRISONERS
LAUREL, MARYLAND

As Essence points out Big Brothers and Big Sisters, one of the leading organizations advocating mentoring, has a waiting list of more than 12,000 African American boys waiting to be matched with mentors. Like Big Brothers and Big Sisters thousands of grassroots organizations in cities small and large report enormous obstacles to finding African American males mentors. These numbers underscore the urgency of marketing and promoting mentors as an effective intervention in the lives of African American males.

Further, mentoring programs serve as a vital resources to community-based and faith-based organizations; public schools; and parents. Over the last 15 years mentoring efforts have become key programmatic options for thousands of organizations dedicated to empowering youth.
According to recent research on mentoring, evidence strongly suggests that mentoring is perhaps one of the most cost effective interventions available for school-based and community-based programs. Based on findings from Fountain & Arbeton, mentoring programs estimated costs range from $1,000 to $1,500 a year per mentor (depending upon the nature of the program). These costs are much lower than intensive remedial programming and more comprehensive service programs. Further the annual per youth costs for mentoring are considerably lower than the cost of incarcerating one juvenile for a year. Based on data from the Office of Juvenile Justice Delinquency and Prevention, the average amount of money it takes to incarcerate a youth for one year is $43,000. This comes to roughly $117 per day. High-end detention programs cost about $64,000 per year ($175 per day) and low-end programs cost about $23,000 ($63 per day).

When we examine rates on juvenile incarceration among African American males as well as the costs of many community-based programs, mentoring potentially serves as a “best practice.” Mentoring organizations across the United States actively recruit men and women to join the ranks of volunteerism. For the mentor, it is an opportunity to develop an individual both personally and professionally; for the mentee, it is an opportunity to learn from a more seasoned person. Typically, mentor/mentee relationships last several years and often blossom into long-term friendships.

“The tragic plight of African-American males in regard to low academic performance, high school graduation, and college enrollment together with the increased numbers of juvenile detainees, prison incarceration, and gang involvement requires a strategic response. African-American males mentoring other African-American males is one of the critical strategies that is required. In fact, it may be the most important strategy in ensuring the successful development and maturation of young African-American males into a generation of men who will be loving fathers to their children, faithful husbands to their wives, and leaders for their community.”

Mychal Wynn
Marietta, Georgia
TYPES OF MENTORING PROGRAM

Traditional One-on-One Programs

Programs that focus on one-on-one mentoring. One-on-one mentoring requires a minimum amount of contact between the mentor and the mentee. One-on-one mentoring requires a huge commitment on the part of adults to make time in their lives to cultivate the mentor-mentee relationship.

School-based

These programs typically focus on working directly with students only during school hours. School-based mentoring is designed to improve overall school achievement, attendance and behavior modification. School-based mentoring is usually based on a group mentoring model and requires adults who have flexible schedules that will allow for visits during school hours.

Career-based

Mentoring programs can provide new avenues for exploring educational and career paths. To help students make the transition from school to work, students are paired with professionals, introduced to role models, and encouraged to visit various work environments. Career-based mentoring is key for older youth to encourage career exploration and provide them with hands-on experiences.

Group Mentoring

Group mentoring occurs when one adult volunteer works with a small group of young people. Although not a lot of research has been done on group mentoring, a large number of programs across the country are using a group mentoring model because of the challenges with recruiting African American male mentors.

Internet Mentoring

Internet mentoring is often referred to as e-mail or e-mentoring. A growing number of programs use e-mail mentoring as a tool to develop relationships with youth. Advances in technology and the accessibility of computers have increased the number of programs using e-mail mentoring.

METHODOLOGY

The purpose of this study was to explore the perceptions of African American males ages 21 years and older on mentorship of African American males. This study was an in-depth examination of African American males’ knowledge and interests in mentoring, as well as a clarification of the need for programs to recruit and retain African American males as a vehicle for constructing more successful mentoring programs.
Based on a review of literature, a data collection instrument was developed to determine African American males perception about mentoring. The instrument contained a section that allowed participants the opportunity to identify the possible benefits of mentoring, as well as reasons African American males may be reluctant to serve as mentors to other African American males.

The survey instrument was in two parts. Part I contained demographic information that was used to determine a profile of respondents. Part II of the instrument contained two statements regarding barriers that confront African American males interested in mentoring and mentoring recruitment strategies that can be used to provide outreach to potential mentors.

The literature on mentoring was reviewed extensively. While the literature indicated that one-on-one mentoring has a positive effect on children, it was difficult to find any data or studies that specifically focused on mentoring African American males and any studies on effective practices for recruiting and retaining African American men to serve as mentors.

ULI collected 576 surveys from African American males across the United States. The surveys were disseminated from May 2007 - September 2007 via e-mail, fax and direct mail to faith-based organizations, community groups and individuals involved in community building across the country. The goal of the survey was to examine three related questions:

- Why is it important for African American men to get involved in mentoring?
- What are the barriers that impact African American males ability to serve as mentors?
- What ways can mentor programs promote mentoring to African American males?

Additionally, telephone surveys were conducted with community-based mentoring programs in Maryland, Florida, Georgia, New York and California. The telephone questionnaires were targeted to program directors of community-based mentoring programs. The goal of the telephone questionnaires was to examine programmatic and funding questions:

- What is the role that civic organizations, faith-based institutions and governmental entities play in actively recruiting African American male mentors?
- How important is it to develop targeted outreach strategies to recruit African American male mentors?
- Should mentoring organizations allot funding specifically targeted at recruiting and retaining African American male mentors?
The following represents a demographic profile of the men surveyed:

**Family profile**

Average age of the men surveyed 38 years of age
23 percent of the respondents were married
89 percent of the respondents had children
11 percent of the respondents had no children

**Region in the United States**

37 percent of the respondents were located on the East Coast
27 percent of the respondents were located in the Midwest
22 percent of the respondents were located in the South
14 percent of the respondents were located on the West Coast

**Highest Educational Attainment**

61 percent of the respondents completed undergraduate degrees
23 percent of the respondents graduated from high school but not college
13 percent of the respondents had not completed high school
3 percent of the respondents completed graduate school and or a terminal degree

**Findings**

The findings presented below provide important perspectives on mentoring from a cross section of African American males representing myriad family profiles, educational attainment and regions throughout the United States. The study’s findings also provide further evidence of the importance of recruiting and retaining African American mentors.

“It’s imperative that our young brothers know that we care. If we don’t educate, encourage, motivate, and inspire our youth who will?”

**Steven Ingram**
Deputy Director
Indiana Commission on the Social Status of Black Males
Indianapolis, Indiana

This study represents a first step in examining the ideas and perspectives of African American males related to mentoring. These findings have larger implications for both the research and practice within the field of mentoring and youth development. From a research standpoint, this study provides preliminary data needed that suggests a more
rigorous study is needed with a larger sample size to examine aspects of mentoring among African American males.

From a program design and program marketing perspective the study provides valuable insight on recruitment strategies to engage African American male mentors. For example, the information from the surveys should be used to develop strategic outreach plans that specifically target African American males.

Finally, a closer examination of the findings provide keen insight that can be used to shape specific training for African American male mentors. Based on responses to the survey one barrier is the large percentage of men who identified their own need to be mentored, as well as misconceptions that mentors must have high-income levels.

These two barriers, although overlooked in general discussions about mentoring, provide a fresh perspective on African American males’ understanding and comprehension of mentoring.

**Affiliation with Mentor Programs**

93 percent of the respondents were not currently involved in a mentoring program

7 percent of the respondents were actively involved in a mentoring program (one-on-one mentoring or group mentoring)

**Barriers for getting involved in mentoring programs**

Respondents identified several key barriers that impact recruitment, retention and outreach efforts:

- Interested in being mentored themselves (33 percent of the men surveyed indicated the need for mentorship in their lives)
- Money (23 percent of men surveyed equated having money as key for being a mentor)
- Time constraints on the part of possible mentors (10 percent identified commitments to work and family)
- Lack motivation and knowledge about the benefits of mentoring African American males (5 percent expressed concerns about the rebelliousness of African American teens. Respondents did not believe that mentoring would impact teenage African American males.)
- Not comfortable dealing with adolescent African American male youth (lifestyles, trends etc.)
- Previous challenges with the law (men who have been arrested)
- Lack of trust of programs funded by the government
• Belief that only white collar professional African American men can be mentors

• Inadequate training and ongoing support

• Inability to find mentoring program in local communities

• Need to spend money on mentors (Numerous respondents believed that part of the mentor’s responsibility was to spend money on the mentee.)

Although this sample is by no means representative of all the views and perspectives of African American males regarding mentoring, it does provide important information about how men view mentoring African American males. Based on the comments on numerous surveys, several key comments from African American men can be used as possible case studies to increase awareness around attitudes toward mentoring.

“I have been a mentor for over 4 years. It was difficult for me to find mentoring programs in New York City. I was amazed when I went to an orientation how many mentoring programs were in my community. I think if the programs marketed mentoring and made sure that the flyers and other materials focused on Black men, more men like me would step up. Outreach is important. I see commercials and advertising about breast cancer, drinking driving and every other social issue. However, I never see commercials or things in my community promoting mentoring initiatives for African American males.”

**TRE DALTON, NEW YORK CITY**

“Not having a father or men in my life growing up has made me ‘skeptical’ about mentoring. Although I am educated (M.B.A.), single and very involved in other civic organizations in my community. As an African American male who by outward appearance is successful, I am not sure what I could offer a young African American male. It has always been tough growing up without a father! Who knows, maybe with the right training and support I could be a great mentor.”

**STEPHAN CURTIS, MOBILE, ALABAMA**

In light of these findings, as well as the brief case studies from African American males who represent different mentoring perspectives, several mentoring initiatives are proposed. These recommendations are based on numerous conversations with mentoring-based organizations across the country, as well as community-based
strategies that have been used in a number of disciplines to address other public health and/or social causes.

**Social Marketing Campaign**

Mentoring efforts could greatly benefit from a national mentoring campaign that would emphasize recruiting and retaining African American males. Greater visibility is needed to attract perspective African American male mentors to community-based programs. A targeted social marketing campaign would include but not be limited to Public Service Announcements (PSA), marketing materials that highlight African American men, billboards and other signage in key areas. See Appendices A & B (Additional recruitment strategies).

**Using Urban Radio Stations To Promote Mentoring by Developing Strategic Partnership With Local DJ’s and Station Program Directors**

Local hip hop and R&B stations serve as valuable “mouth pieces” in reaching African American males between the ages of 21 and 40. Mentoring programs that develop strategic partnerships with stations create a valuable opportunity to promote mentoring and other mentor-related activities.

**Developing Effective Mentoring Training & Follow Up Practices**

Mentoring organizations need wraparound services (ongoing support groups for mentors, access to additional follow-up training opportunities etc.) to support African American men who are involved in mentoring relationships. Intensive training that focuses more heavily on personal development, self-reflection and positive manhood development. Mentoring training should be customized to focus specifically on issues related to the African American male. Also, make sure prospective male volunteers know they will be oriented to their mentoring roles and receive ongoing training and support once they’ve gotten started. Men are more willing to participate when they know that mentoring is not a “sink or swim” proposition. See Appendix C (movies & documentaries to integrate with training).

**Greater Emphasis On Highlighting Successes Of Mentoring Programs Within The African American Community**

The surveys clearly indicated that lack of visibility among community-based mentoring programs. The benefits of mentoring programs within the African American community are seldom promoted. This lack of advertising/exposure, minimizes the impact of the mentoring effectiveness. Using local media outlets (community-based newsletters, newspapers and radio stations) and developing technology-based networks: Listservs, Web sites, podcasting and text messaging can effectively promote mentoring.

**Expand Foundation Resources Targeted Specifically To Developing Recruitment and Retention Efforts For African American Males**

Often mentoring projects do not have the fiscal ability to develop specific recruitment efforts for African American males. Many of the comments by survey respondents highlighted mentoring programs as a cost effective intervention. Flexible funding streams are needed to support aggressive recruitment and retention efforts. Foundation
resources can be specifically “earmarked” toward outreach efforts and marketing initiatives.

**ESTABLISHING STATEWIDE ADVISORY BOARDS WITH A MANDATE TO DEVELOP POLICIES AND PROCEDURES TO RECRUIT AND TARGET AFRICAN AMERICAN MALES**

Greater efforts are needed state by state to seriously address recruiting and retaining African American male mentors. Each state’s governor’s office should appoint an advisory board to create a mentoring initiative that would increase accountability and provide leadership.

**DEVELOP NONTRADITIONAL MENTORING MODELS THAT WOULD RECRUIT & RETAIN EX-OFFENDERS TO SERVE AS MENTORS**

Recruiting, training and monitoring ex-offenders (nonviolent offenders). Many African American males who have served time in prison would make great mentors. Many of these men have “street credibility,” as well as a passion for working with African American males. Public perception of ex-offenders, however, hinders many organizations from using men with a criminal history as mentors. This would require specialized training, monitoring and ongoing follow up.

**Many programs across the country currently are using ex-offenders as mentors. These men have low-level misdemeanors.**

**EXPANDING OPTIONS FOR MENTORS AND VOLUNTEERS**

Many of the African American males surveyed indicated interest in supporting, mentoring and volunteering but were unable to commit to one-on-one mentoring. Greater efforts are needed to explore group mentoring and workplace mentoring as possible options for men who are interested in volunteering.

**STAFFING AND VOLUNTEER ENVIRONMENT**

As a man, what do I see when I walk in the door? Are there men on your staff? Are there other male volunteers around? Assumptions that men do not volunteer in social services are reinforced when men do not see or have personal contact with other men who volunteer. Step back and assess the people and physical space you operate in from the perspective of a hesitant male volunteer. Does the décor of your physical space offer a balanced gender message? How about the people a volunteer comes into contact with? Where might that hesitant male volunteer get the wrong impression about how much they “belong” in your program?

**NATIONAL MENTORING MONTH**

National Mentoring Month (January) to kick off major recruitment initiatives. These initiatives should represent partnerships with statewide, as well as local mentoring efforts. Ongoing forums can be held throughout the month, promoting and highlighting the importance of African Americans serving as mentors. National Mentoring Month can be used to coordinate ongoing marketing campaigns targeting African American males.
RESEARCH & EVALUATION
Increasing research and evaluation of group mentoring projects to determine effectiveness. It is important to expand research initiatives based on the growing challenges of recruiting African American men.

COMPENSATING MENTORS
Given the challenges mentoring programs have with recruiting and retaining men of color, compensating mentors must be viewed as a realistic option. The Youth Advocate Program (YAP) www.yapinc.org based in Harrisburg, PA has developed a model based in Baltimore, Maryland which pays mentors. YAP's model has been able to successfully hire, train and retain men of color to work with young males who have had contact with the juvenile justice system.

CONCLUSION

In 1903, W. E. B. Du Bois in his essay *The Talented Tenth* stated that “the Negro race, like all races, is going to be saved by its exceptional men and women. The problem of education, then, among Negroes must first of all deal with the talented tenth; it is the problem of developing the best of this race.”

Dubois’ eloquent analysis at the turn of the century speaks volumes to the need for the African American community to collectively make issues related to the child welfare a priority. With the work of so many talented individuals like Susan Taylor ( Former Editor of Essence and Founder of Essence Cares), Tommy Dortch (President Emeritus, 100 Black Men) and others the call has been made to recruit and retain African American men to serve as mentors.

While we struggle to reform fragmented systems like the public schools, juvenile justice, police and other vital entities within the community, the most logical solution to improve the life chances of African American males lies within our commitment as adults to serve. This service to young Black males would include increasing efforts to recruit and retain African American males as mentors as well as increasing volunteers efforts.

Given the magnitude of the academic, social and familial challenges which confront African American males, we hope this report compels grassroots organizations, public schools, faith-based organizations, mentoring organizations and governmental entities to think more critically about mentoring. This report provides evidence that suggests one on one mentoring may not be a realistic approach in serving African American male youth in many communities. This is based in part on the numbers of adult African American male respondents surveyed who indicated the need for mentorship within their own lives (33%) and respondents who equated mentoring with financial security (23%).
With the overwhelming recruitment challenges experienced by mentoring programs alternative strategies must be considered. With the pool of eligible African American males shrinking (due to economic forces, incarceration, substance abuse, etc.) options like group mentoring should be viewed as alternatives. While organizations continue to struggle with recruiting African American males additional steps are needed to create greater standards for accountability, reporting of data and dissemination of best practices to grassroots community providers. Although much attention is focused on mentoring, clear gaps remain when determining models to recruit, retain and train specific populations like adult African American males.

Finally, we believe this report provides some evidence that a multi-prong approach is required to produce positive outcomes within the mentoring field related to program design, recruitment and retaining adult African American males.

REFERENCES


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Special thanks to several giants in the field for their body of work in the areas of mentoring, advocacy and positive Black male development; Susan Taylor (Essence Cares- visionary behind a national movement to recruit African American mentors), Tommy Dortch (Chairman Emeritus, 100 Black Men of America for raising the bar among organization’s charged with supporting young Black males), David Banks, Principal of the Eagle Academy (Bronx, NY, for his leadership and vision in the area of Black male development and mentoring, Geoffrey Canada (President and Chief Executive Officer for the Harlem Children’s Zone for developing a comprehensive model to address youth and families in Harlem, NY) and Matt Stevens, Founder of the Male Empowerment Conference (Neptune, NJ) for his commitment to improving the life chance of African American males in the state of New Jersey.

Finally, I would like thank one of my mentors Richard Rowe, Executive Director of the African American Male Leadership Institute for his editorial comments and information contained in the appendices.

This report reflects tireless work by the Urban Leadership Institute’s staff and interns. Special thanks to Bettye Blaize, Dawnita Brown (Graphic Designer) & Traci James (Editor).
10 STRATEGIES TO RECRUIT MEN SHOULD INCLUDE:

1. Training and using male mentees to persuade and encourage men to become mentors. Young boys, when properly trained, can appeal to the hearts of men.

2. Involving single moms raising boys in program brochures/publications and recruitment campaigns. They can touch the emotional chords of men via the stories they can share about the absence of positive men in their boys’ lives.

3. Allowing the mothers of mentored boys and the mothers of male mentors to share their powerful stories – from both perspectives - of the positive impact mentoring has had on their sons who have been mentored, and the impact mentoring has had on their sons who have mentored others.

4. Setting aside two or three times a year for recruitment activities for men only. This undertaking should involve staff, board members and other volunteers and should be focused at businesses, professional organizations, hospitals, churches, and other public/private groups.

5. Providing greater incentives (trips, free front row seats to special cultural/sporting/musical events, electronic gadgets) to male groups, and making sure to emphasize that whichever group recruits the most mentors will receive a grand prize that might include special TV appearances, a day with the Mayor/Governor a special city/county recognition event for the group, or an all expense paid trip to an agreed upon “cool” location.

6. Launching a city-wide/state-wide media blitz recruitment campaign targeting men that addresses the “value-added” significance of male mentors.

7. Soliciting the support of clothing stores, car dealerships, athletic clubs, ESPN centers, barber shops, etc., and creating a special discount card made up of all of the aforementioned businesses. Give the card to the men that commit to and participate in your mentoring program.

8. Engaging the support of female mentors and encouraging them to help recruit their husbands, male friends and associates to become mentors.

9. Engaging coaches from area sports teams and appointing them “male recruitment ambassadors” for your program.

10. Providing male high school/college students with community service hours, college course credits and/or stipends for books, gift cards, discounts at eating establishments, clothing stores, sporting events, movies, plays, etc.
30 PLACES TO RECRUIT MALE VOLUNTEERS

1. Professional Organizations (Medical, Legal, Business, Academic, Health, Engineering Etc.)
2. Corporations
3. Faith – Based Institutions
4. College Sports Teams
5. Universities/Professional Schools
6. Barber Shops
7. Beauty Shops
8. Men’s Clubs (Books, Cards, Hobbies, Travel)
9. Women’s Clubs
10. Fraternities
11. Veteran’s Groups
12. Civic Groups
13. Sporting Events (Major/Minor League)
14. Athletic Clubs
15. Entertainment Centers (Record Companies, Music/Spoken Word Venues)
16. T.V. Stations/Newspapers/Radio Stations
17. Automobile/Motorcycle Clubs
18. Trade/Journeyman Organizations
19. Police Departments
20. Fire Departments
21. Correctional Officers
22. Community Organizations
23. Ex-Offender’s Organizations
24. College Seniors
25. High School Seniors
26. Alumni Associations
27. City/State/Federal Agencies (Planning, Housing)
28. City Councils/State Legislators
29. Chamber of Commerce Chapters
30. Parenting Groups
EXCELLENT MALE MENTORING MOVIES TO SHARE WITH MALE VOLUNTEERS

“Finding Forrester”
“Antoine Fisher”
“Coach Carter”
“Remember the Titans”
“In Search of Bobby Fisher”
“Drumline”
“The Great Debaters”
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