Collaborative Mentoring Webinar Series

NATIONAL MENTORING RESOURCE CENTER
A Program of OJJDP

National Mentoring Month: Amplifying Your Voice

November 19, 2015

2015 Collaborative Mentoring Webinar Series Planning Team

Good to Know…

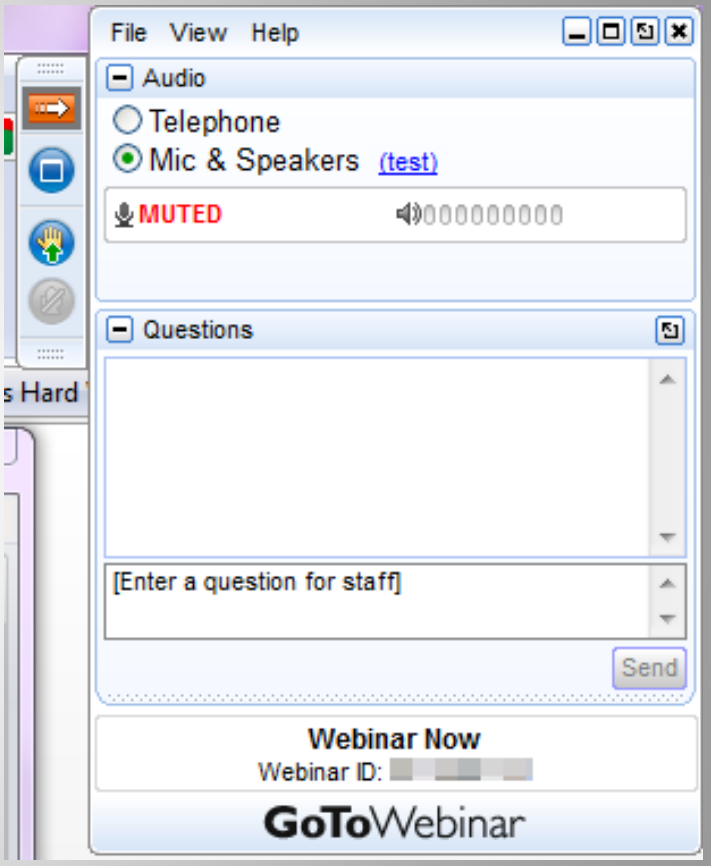
After the webinar, all attendees receive:

- Instructions for how to access PDF of presentation slides and webinar recording
- Link to the Collaborative Mentoring Webinar Series webpage, where all slides, recordings, and resources are posted.

Please help us out by answering survey questions at the end of the webinar.

Participate in Today's Webinar

- All attendees muted for best sound
- Type questions and comments in the question box
- Respond to polls
- Who is with us today?



Today's Webinar

- **National Mentoring Month Creative and Activation**
  - Liz Hardy, Director of Marketing & Communications, MENTOR
  - Eli Wolff, Brown University & Institute for Human Centered Design, Mentoring4Change
- **Social Media Activation**
  - Carla Hagan, Operations Coordinator, Midlands Mentoring Partnership
- **Engaging Your Local Official**
  - Brandon Leppke, HR & Systems Specialist, TeamMates Mentoring Program
- **Coordinating a Local Event**
  - Susan George, Interim CEO, Big Brothers Big Sisters of the Mid-South, Inc.

Q & A throughout the presentation (use the Q & A panel)

Liz Hardy

- Liz Hardy is the Director of Marketing & Communications for MENTOR and is responsible for developing and implementing marketing and communications strategy as it relates to brand identity, thought leadership, partner campaigns, and national events.

- Hardy has always been passionate about the mentoring field, and has worked as a mentor with the Big Sister Association of Greater Boston and Minds Matter Boston.

Carla Hagan

- Carla Hagan joined Midlands Mentoring Partnership in June of 2014 as Operations Coordinator.

- She oversees updates to the MMP website, writes MMP blog posts and assists the Director of Operations, Whitney Mastin in supporting their mentoring partners with training opportunities such as the *Elements of Effective Practice for Mentoring™* trainings and SAFE trainings, while also assisting with recruitment opportunities.

Brandon Leppke

- Brandon Leppke serves as the Human Resources and Systems Specialist for TeamMates Mentoring Program.
- Brandon joined TeamMates as an intern during the summer of 2013.
- He is thankful for the opportunity to work with an incredible group of people and is excited to see what the future holds for TeamMates as the program approaches its 25th year of providing youth with the support and encouragement of a mentor.

Susan George

- Susan George is the Interim CEO of Big Brothers Big Sisters of the Mid-South, Inc. in Memphis, TN. Susan works closely with partners addressing tough issues surrounding youth in Memphis and Tennessee.

- With over 25 years of service to children, Susan finds this work both challenging and rewarding. She enjoys most the rewards of children as they overcome adversities and progress to the next stage of their lives changed, for the better, forever.

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2016 Creative Materials and Activation

Campaign Goals

- National Mentoring Month provides an opportunity to celebrate and honor the importance of quality mentoring programs and the role that mentors fill while also recruiting new supporters and volunteers.

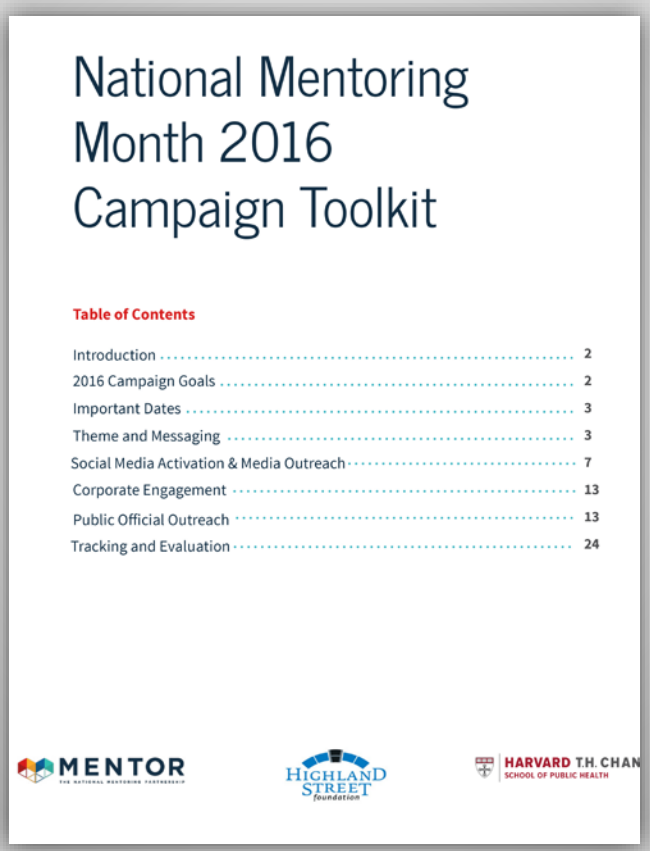
- For more than a decade, the effort put into this awareness campaign by local partners has created a groundswell of support and popularity to the point that the terms “mentor” and “mentoring” are ubiquitous in news and pop culture, business and academics.

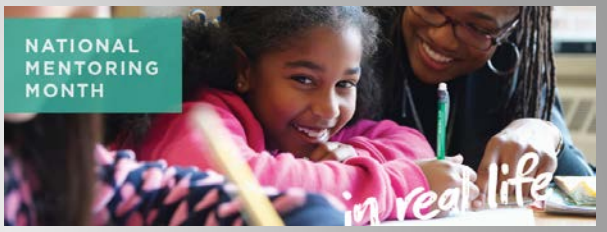
Creative Materials

Partner Toolkit

- NationalMentoringMonth.org Website
- Digital Materials and Print-Ready Files
- Activation Toolkit (**#MentorIRL**)
- Ambassador Partner List

Partner Toolkit





Important Campaign Dates

- January 14, 2016: “I Am a Mentor Day”
- January 17, 2016: International Mentoring Day
- January 18, 2016: Martin Luther King, Jr. Day of Service
- January 21, 2016: “Thank Your Mentor Day”
- January 27-29, 2016: National Mentoring Summit

International Mentoring Day

Eli Wolff

Malia Lazu

- International Mentoring Day on January 17, 2016 will celebrate the role of mentor, by asking the world to share their ideas around mentorship and create space for an international conversation.

- On this special day, individuals and organizations can share photos, video, messages and stories to reflect the real life power of mentoring and in particular will focus on:

  (1) what mentoring means to you in real life, and
  (2) how you define and describe mentoring from real-life experience.

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Midlands Mentoring Partnership Social Media Activation

Social Media

- City-wide, multi-agency, month long mentor recruitment campaign
- Joint Campaign = Cost-Efficient Program Recruitment
- MMP utilized a strong social media component across 13 agencies
- More than 700 mentor prospects were recruited

Social Media

- Social media is a crucial component for mentor recruitment
- Leverage all platforms, including Twitter, Facebook, and Instagram

Social Media = An Increased Online Voice for Partner Organizations

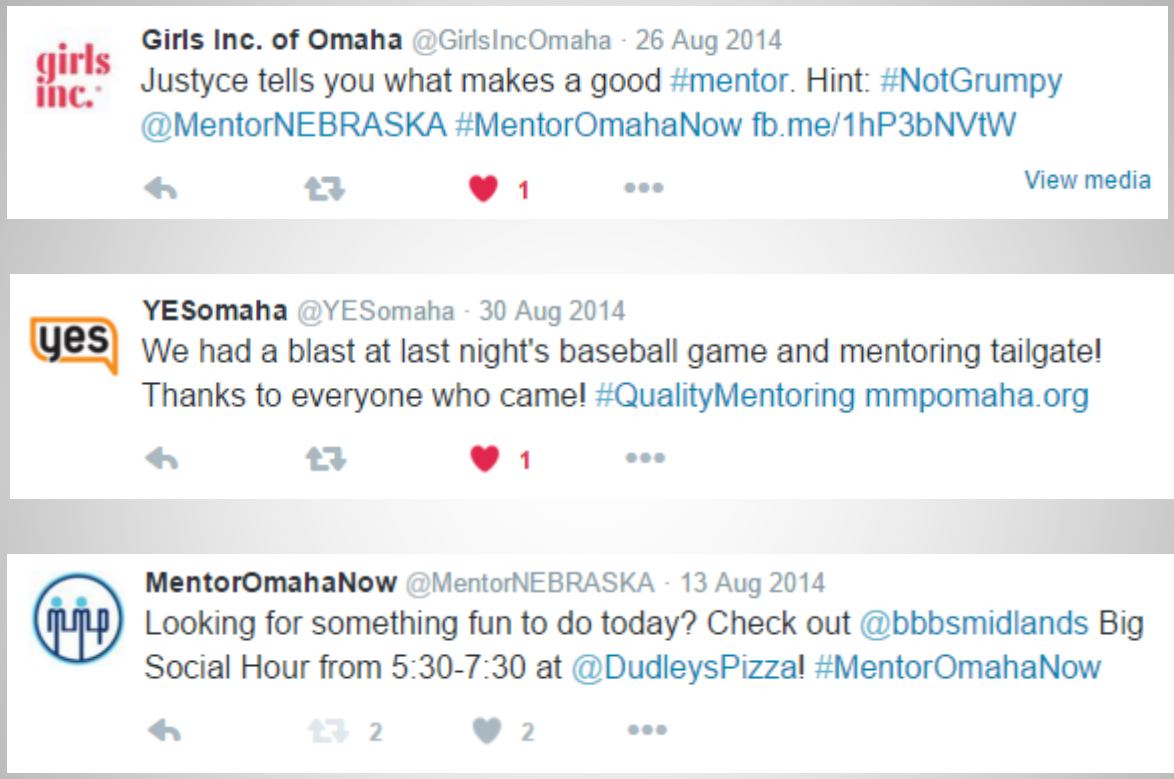
Social Media

Facebook Planner

- MMP requires that each agency post at least 1 original FB post per week original tweets per week in addition to sharing MMP content.
- For these unique posts, please use MMP hashtags (either #MentorOmahaNow or #QualityMentoring) in original posts across the platforms. Only one hashtag per post is required.
- Agency agrees to "SHARE," "COMMENT," or "REPLY TO POST" (MMP FACEBOOK POSTINGS) or "RETWEET" (MMP TWEETS) every weekday, once per day, during the month of August.
- Keep in mind, content with pictures or videos perform better on social media platforms.

F/1	
S/2	
Su/3	
M/4	Press Conference (Share MMP content and Comment)
T/5	
W/6	
Th/7	MMP Blog (Share)
F/8	
S/9	

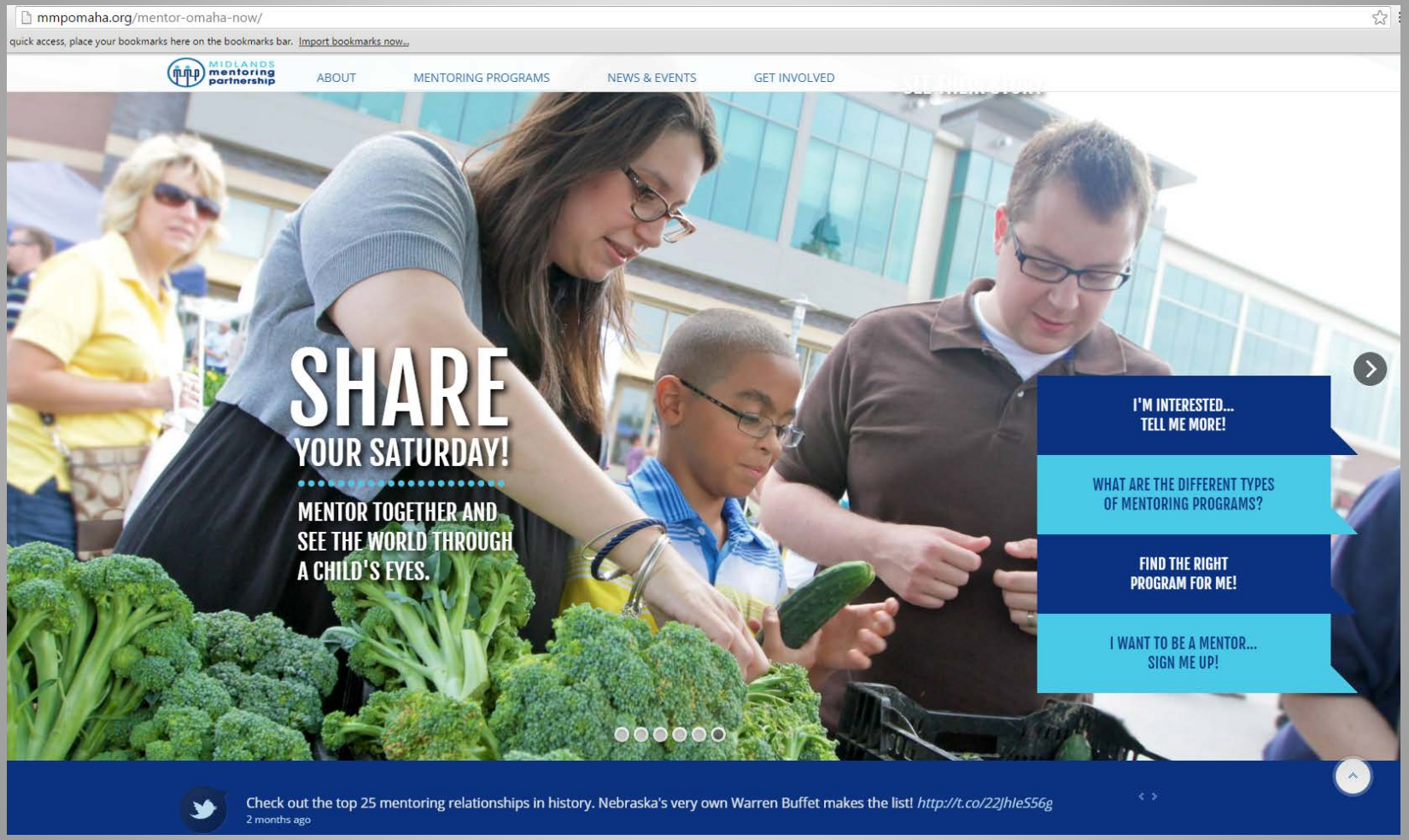
Social Media



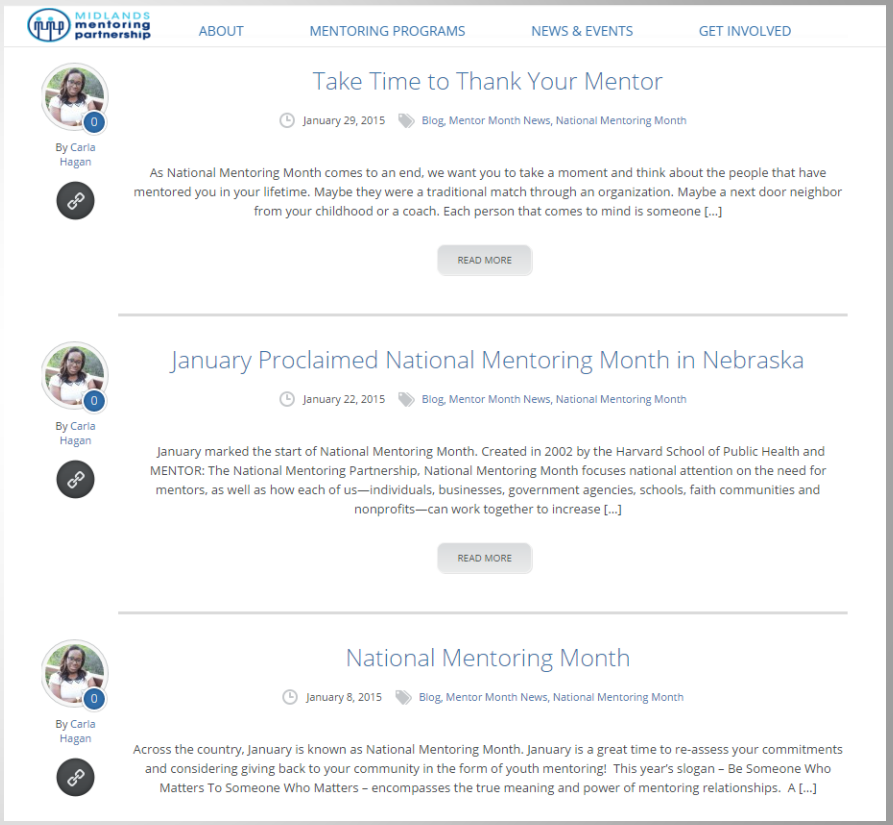
Our campaign messaging reached approximately 60,000 twitter feeds per week!

Social Media

Social Media



Social Media

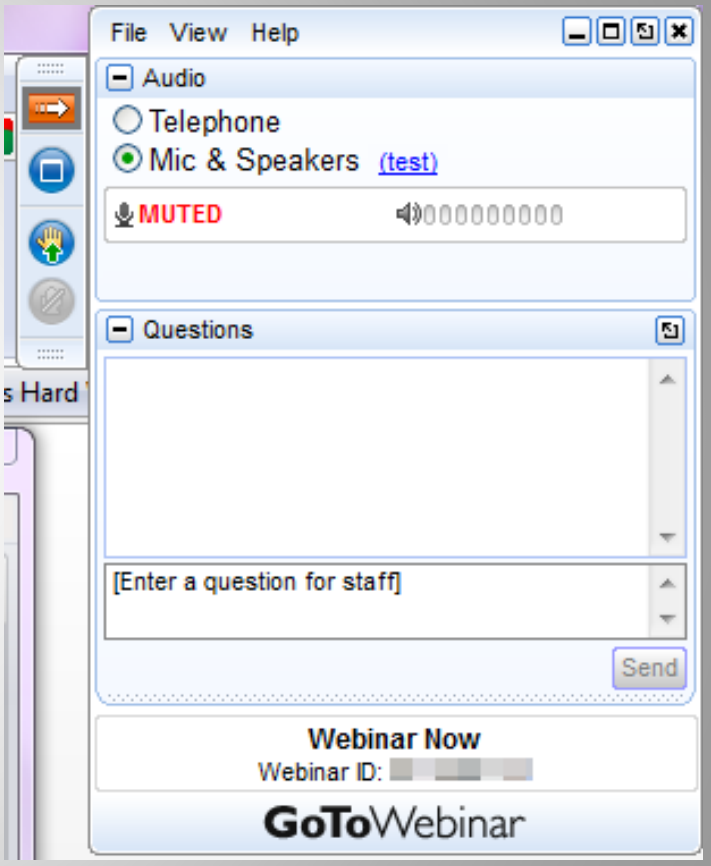


Social Media

- Increased website hits
- Increased number of social media followers
- Increased number of new mentors

Q&A for all Panelists

Type your questions in the question box:



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IOWA MENTORING PARTNERSHIP

TEAMMATES® MENTORING PROGRAM
Together We Transform Lives

TeamMates Mentoring Program and the Iowa Mentoring Partnership

Engaging Local Officials

Day at the Hill

- Advocate for mentoring
- Educate legislators
- Excellence in Mentoring awards

Preparing Program Representatives

- Detailed information
- Public policy priorities
- Templates for:
  - Media Releases
  - Pre and Post-Event Letters
  - Program Flyers
- Guidance for conversations

Governor and Lt. Governor Support

- Certificates for all mentors
- Resolutions at national conferences
- Excellence in Mentoring awards

IOWA MENTORING PARTNERSHIP

Certificate of Appreciation

The State of Iowa hereby acknowledges

Kelly Sears

for helping ensure a brighter future for children and youth across the state by serving as a dedicated mentor with the certified mentoring program,

TeamMates Mentoring Program, Council Bluffs

January 2014

Terry E. Branstad
Governor

Kim Reynolds
Lieutenant Governor

IOWA MENTORING PARTNERSHIP

Mayors for Mentoring

- 2012 – MENTOR begins campaign
- 2015 – TeamMates joins campaign
  - July, 2015: First mayor recognized
  - November, 2015: 7 mayors involved

Keys to Engaging Mayors

- Utilize Current Public Sector Support
- Connect to State and National Campaigns

NEBRASKA MUNICIPAL REVIEW

Phillips holds multi-event National Night Out

Don't miss the League's 2010 Annual Conference in Kearney

Eighth Circuit rules on random search of public employee's vehicle

Official Publication of the League of Nebraska Municipalities

AUGUST 2010

Hickman City Council, staff volunteer to become mentors in TeamMates

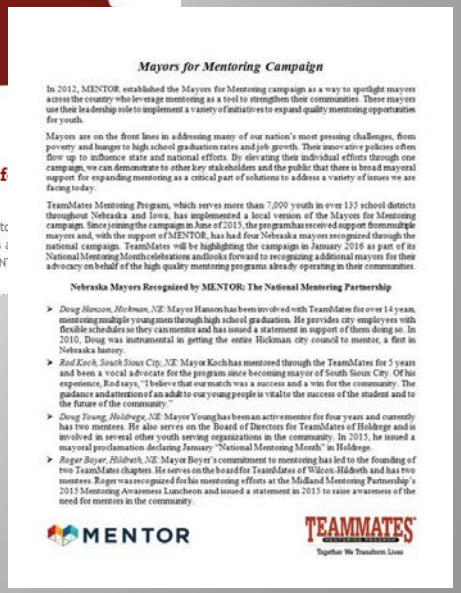
Hickman City Council and staff. Front row from left to right: Phil Goering, Council Member; Doug Hanson, Council Member; Steve Noren, Council Member; Kelly Oelke, Deputy Clerk/Finance Director. Back row from left to right: Dave Dykmann, Council Member; Jim Hrouda, Mayor; Richard Harms, Council Member; Brett Baker, Administrator/Clerk/Economic Developer; Kelly Heffichneider, City Attorney. Not pictured Mike Cejka, City Council President; Bob Lovorn, Public Works Facilities Director, and Farrah Heigel, Utilities Clerk. Photo by Jergena Photography.

How Can Mayors Support Mentoring?

- Mentor
- City-wide recruitment Campaigns
- Post information about mentoring on social media
- Public proclamations for National Mentoring Month
- Serve on a program or partnership board
- Implement paid mentoring leave for city employees
- Advocate on behalf of mentoring in the local community

Involving Your Mayor

- Make Contact
- Case for Support
- Offer to Assist
- Promote Mayor's Involvement


Mayors for Mentoring Campaign

In 2012, MENTOR established the Mayors for Mentoring campaign as a way to spotlight mayors across the country who leverage mentoring as a tool to strengthen their communities. These mayors use their leadership role to implement a variety of initiatives to expand quality mentoring opportunities for youth.

Mayors are on the front lines in addressing many of our nation's most pressing challenges, from poverty and hunger to high school graduation rates and job growth. Their innovative policies often flow up to influence state and national efforts. By elevating their individual efforts through one campaign, we can demonstrate to other key stakeholders and the public that there is broad mayoral support for expanding mentoring as a critical part of solutions to address a variety of issues we are facing today.

TeamMates Mentoring Program, which serves more than 7,000 youth in over 135 school districts throughout Nebraska and Iowa, has implemented a local version of the Mayors for Mentoring campaign. Since joining the campaign in June of 2015, the program has received support from multiple mayors and, with the support of MENTOR, has had four Nebraska mayors recognized through the national campaign. TeamMates will be highlighting the campaign in January 2016 as part of its National Mentoring Month celebrations and looks forward to recognizing additional mayors for their advocacy on behalf of the high quality mentoring programs already operating in their communities.

Nebraska Mayors Recognized by MENTOR: The National Mentoring Partnership

- *Doug Hanson, Hickman, NE:* Mayor Hanson has been involved with TeamMates for over 14 years, mentoring multiple young men through high school graduation. He provides city employees with flexible schedules so they can mentor and has issued a statement in support of them doing so. In 2010, Doug was instrumental in getting the entire Hickman city council to mentor, a first in Nebraska history.
- *Rod Koch, South Sioux City, NE:* Mayor Koch has mentored through the TeamMates for 5 years and been a vocal advocate for the program since becoming mayor of South Sioux City. Of his experience, Rod says, "I believe that our match was a success and a win for the community. The guidance and attention of an adult to our young people is vital to the success of the student and to the future of the community."
- *Doug Young, Holdrege, NE:* Mayor Young has been an active mentor for four years and currently has two mentees. He also serves on the Board of Directors for TeamMates of Holdrege and is involved in several other youth serving organizations in the community. In 2015, he issued a mayoral proclamation declaring January "National Mentoring Month" in Holdrege.
- *Roger Boyer, Hildreth, NE:* Mayor Boyer's commitment to mentoring has led to the founding of two TeamMates chapters. He serves on the board for TeamMates of Wilcox-Hildreth and has two mentees. Roger was recognized for his mentoring efforts at the Midland Mentoring Partnership's 2015 Mentoring Awareness Luncheon and issued a statement in 2015 to raise awareness of the need for mentors in the community.

MENTOR TEAMMATES

Recognizing Your Mayor

Recognized by MENTOR

- Doug Hanson
  Hickman, NE
- Doug Young
  Holdrege, NE
- Roger Boyer
  Hildreth, NE
- Rod Koch
  South Sioux City, NE

Recognized by TeamMates

- Gene Gettys
  Harlan, IA
- Rod Norrie
  Geneva, NE
- Ken Everingham
  Stromsburg, NE

TEAMMATES® MENTORING PROGRAM
Together We Transform Lives

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Big Brothers Big Sisters

Big Brothers Big Sisters of America

TEAM UP
GRIZZLIES MENTORING
PRESENTED BY DUNCAN-WILLIAMS

Big Brothers Big Sisters of the Mid-South, Inc. Coordinating a Local Event

Participation Challenges

- Capacity/Time
- Strategic Planning
- Connecting with Programs/Supporters

Coordinating Event

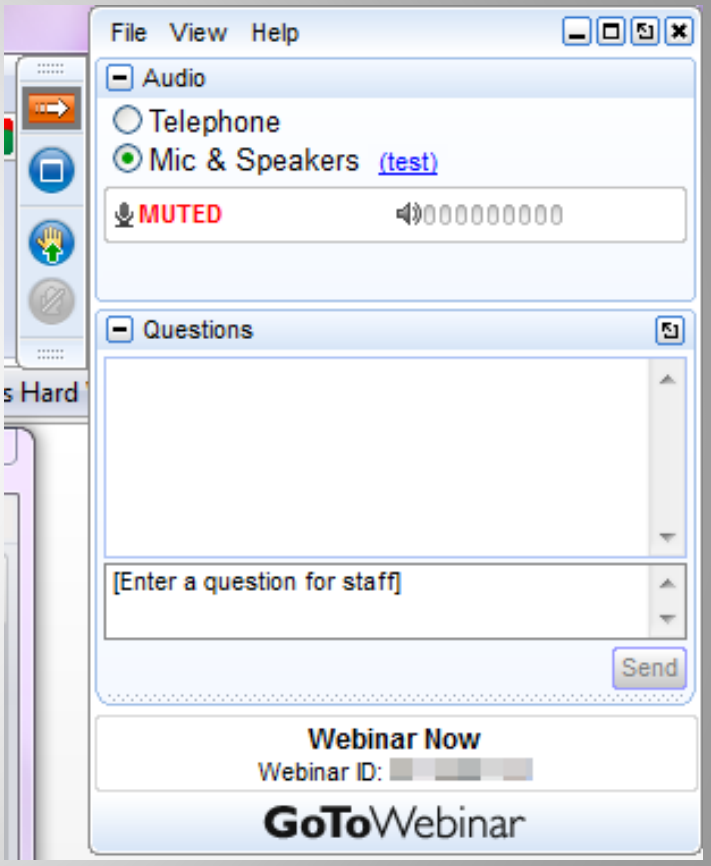
Big Brothers Big Sisters and the Memphis Grizzlies Dinner and a Game

Recruitment Event Best Practices

- Outreach and planning - *Plan an activity that can be the finale for all of the hard work and planning for this month.*
- Promotion - *Use social media and traditional media connections to gain interest.*
- Execution - *Think outside of the box and be creative!*
- Follow up – *Be sure to connect with those who attended the event or showed interest online.*

Q&A for all Panelists

Type your questions in the question box:



Additional Resources

National Mentoring Resource Center

Apply for no-cost help for your mentoring program

www.nationalmentoringresourcecenter.org

Mentoring Connector

Recruit mentors by submitting your program to the Mentoring Connector (previously called the VRS)

https://connect.mentoring.org/admin

Remember…

After the webinar:

- Please help us out by answering survey questions at the end of the webinar.

- Everyone will get an email with information on how to download the slides, recording, and resources on the CMWS webpage on the MENTOR website:

http://www.mentoring.org/program_resources/training_opportunities/collaborative_mentoring_webinar_series/

Stay Connected

- **Email us** at collaborativewebinarseries@mentoring.org
- **Tweet** with hashtag #MentoringWebinar
- **Visit our webpage** on the MENTOR website for past and upcoming webinars:

Join Us Next Month!

NATIONAL MENTORING RESOURCE CENTER
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Mentoring Youth from Military Families
December 17, 2015
1 - 2:15 pm Eastern

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