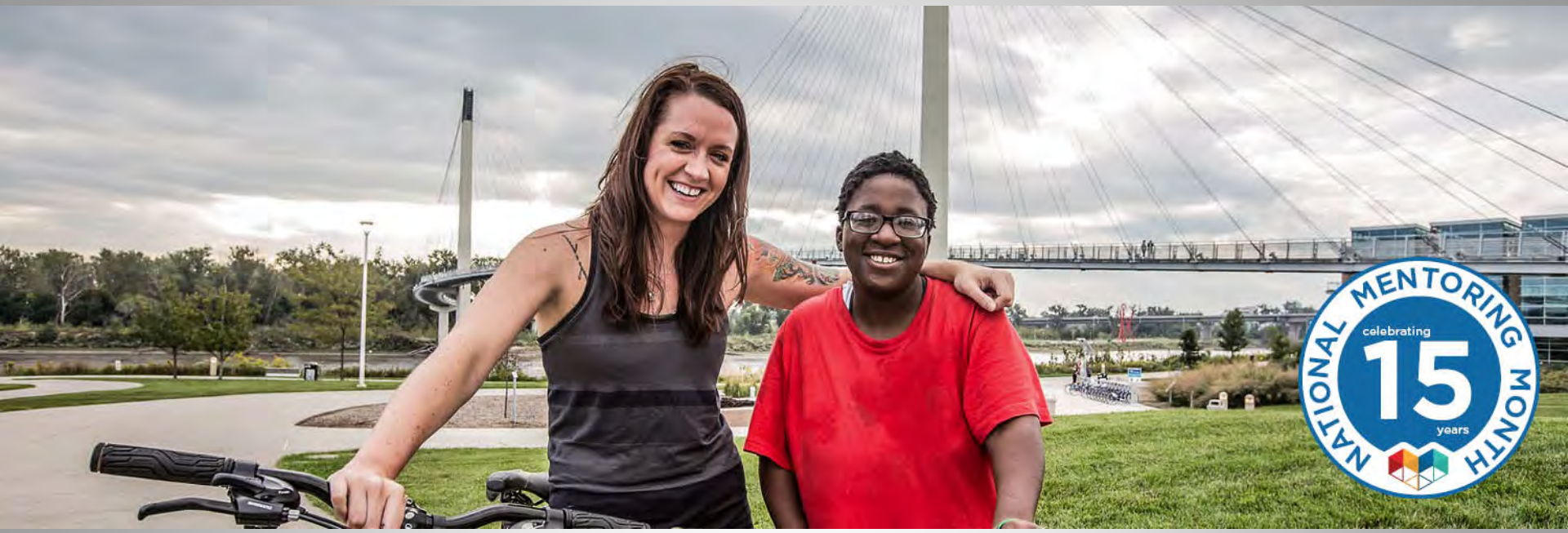
Collaborative Mentoring Webinar Series

NATIONAL MENTORING RESOURCE CENTER
A Program of OJJDP



National Mentoring Month: Mentoring In Real Life

November 17, 2016

2016 Collaborative Mentoring Webinar Series Planning Team

The Collaborative Mentoring Webinar Series is funded by the Office of Juvenile Justice and Delinquency Prevention through the National Mentoring Resource Center and facilitated in partnership with MENTOR: The National Mentoring Partnership

Good to Know…

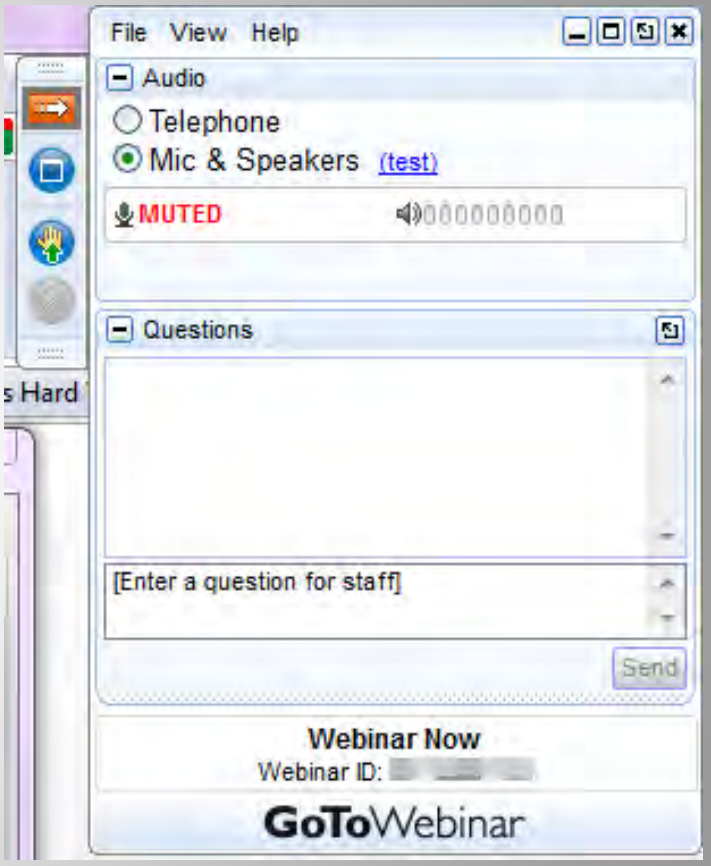
One week after the webinar, all attendees receive an email with:

- 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 Tools and Activation**
  Matt Meyersohn, Senior Director, External Affairs, MENTOR: The National Mentoring Partnership
- **Social Media Best Practices to Drive Recruitment**
  Sarah Boison, Digital Strategy Manager, America's Promise Alliance
- **Building Successful Media Relationships**
  Amanda Granger, Project Manager, American Graduate Day

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

Matt Meyersohn

Senior Director External Affairs
MENTOR: The National Mentoring Partnership

mmeyersohn@mentoring.org

Twitter: @MattGMeyersohn

- Matt Meyersohn is an expert communicator, partnership builder and thought leader. Previously, Matt was the Managing Director of Sports and Kid Power Partnerships for the US Fund for UNICEF. He also spent eight years with the Boston Celtics and was responsible for Community Relations and Player Development.

- Matt graduated from Wesleyan and received his MBA from Boston College. He is currently a regional board member for the U.S. Fund for UNICEF and is on the board of Crossover Basketball. He also serves on the board and executes technology lab renovations for Ray Allen's Ray Of Hope Foundation.

Sarah Boison

Digital Strategy Manager,
America's Promise Alliance

sarahb@americaspromise.org
Twitter: @SarahBoison

- Sarah Boison is an interactive online communicator, community manager, content curator and digital strategist, with an eye for enhancing the user experience on website and social media platforms, while increasing engagement and creating community online.

- Sarah most recently worked as the marketing manager for the Points of Light Corporate Institute. She earned her M.P.S. in Public Relations and Corporate Communications with a specialization in Digital Strategy from Georgetown University and her B.A in Public Communication at American University.

Amanda Granger

Project Manager, American Graduate

grangera@wnet.org

Twitter: @AmeriGrad

- Amanda Granger is passionate about media and technology and the role they play in supporting youth success. In her role, she supports American Graduate Day, a live television event produced by WNET that celebrates individuals and organizations keeping students on the path to graduation.

- Previously Amanda managed content marketing at StoryCorps, America's Oral History Project. Prior to StoryCorps she was an education producer at WNET. . Amanda graduated from the University of Minnesota-Twin Cities with a B.A. in Global Studies, and has M.Ed. from the Harvard Graduate School of Education in Technology, Innovation, and Education.

Campaign Tools and Activation

Campaign Tools and Activation

REFLECTING ON 15 YEARS OF THE MOVEMENT

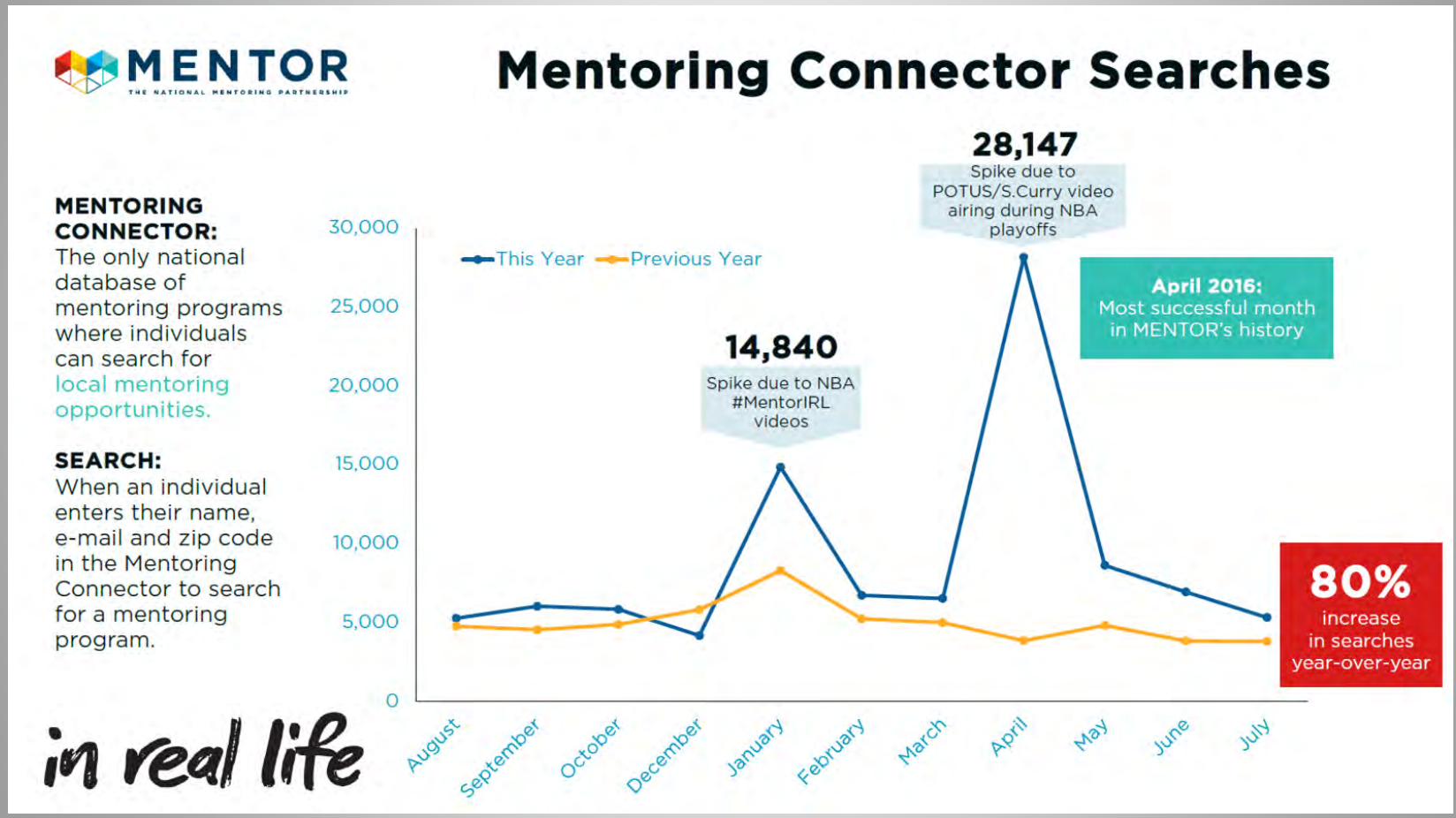
- National Mentoring Month (NMM) is the largest-scale mentoring campaign nationwide, culminating each year with the National Mentoring Summit. The campaign was launched by the Harvard T.H. Chan School of Public Health and MENTOR: The National Mentoring Partnership.
- This year's theme will reflect on the past 15 years of National Mentoring Month, real life mentoring relationships that have been formed and are thriving, and the incredible impact mentoring has had.

We thank our National Mentoring Month and In Real Life supporters for their investment.

The Mentoring Connector

- The Mentoring Connector is the only national database of mentoring programs.
- This is a free service that helps quality youth mentoring programs across the country recruit more local volunteers while greatly increasing visibility for their organizations.
- The Mentoring Connector technology is used by The White House, NBA, American Graduate and others.

Campaign Tools and Activation



Campaign Tools and Activation

DOWNLOAD TOOLKIT:

www.NationalMentoringMonth.org

Campaign Tools and Activation

MENTORING FLIPPED VIDEO SERIES

- Goal is to build off success of POTUS/Steph
- Concept: Celebrities are "mentored" by a kid on what they know best in the world
- Our Asks:
  - Connections to celebrities and influencers
  - Once videos are created, share widely!

Campaign Tools and Activation

KEY CAMPAIGN DATES

- **January 4, 2017 – National Mentoring Month Twitter Chat**
  - A social media opportunity to discuss all things National Mentoring Month and how mentoring is impacting local communities.
- **January 12, 2017 – I Am A Mentor Day**
  - A day for volunteer mentors to celebrate their role and reflect on the ways mentees have enhanced their world.
- **January 16, 2017 – Martin Luther King, Jr. Day of Service**
  - A day to share in the inspirational words of MLK, Jr. and elevate the spirit of service through volunteerism.
- **January 17, 2017 – International Mentoring Day**
  - A day of international conversations on social media where photos, video and powerful mentoring stories messages are shared.
- **January 19, 2017 – #ThankYourMentor Day**
  - A day for all who have real life mentoring experiences to thank those who helped them on their path to adulthood and beyond.

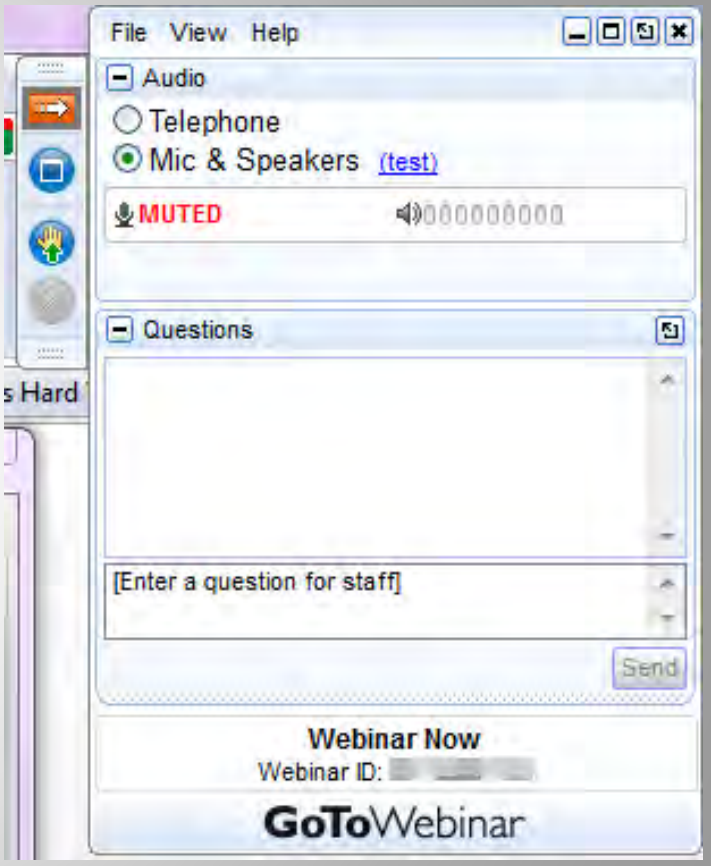
Campaign Tools and Activation

WAYS TO ENGAGE ALL MONTH LONG

- Hold a special recruitment event in your local community and invite partners to attend.
- Engage with potential volunteers and community partners on social media.
- Create original content like videos, custom graphics, posters and materials that speak to the need for mentoring in your area.
- Write about the need for mentoring and publish to your blog or promote via local media channels.
- **Remember to record milestones on a weekly basis to analyze results and refine your efforts year-to-year for maximum effectiveness.*

Q&A for all Panelists

Type your questions in the question box:



Collaborative Mentoring Webinar Series

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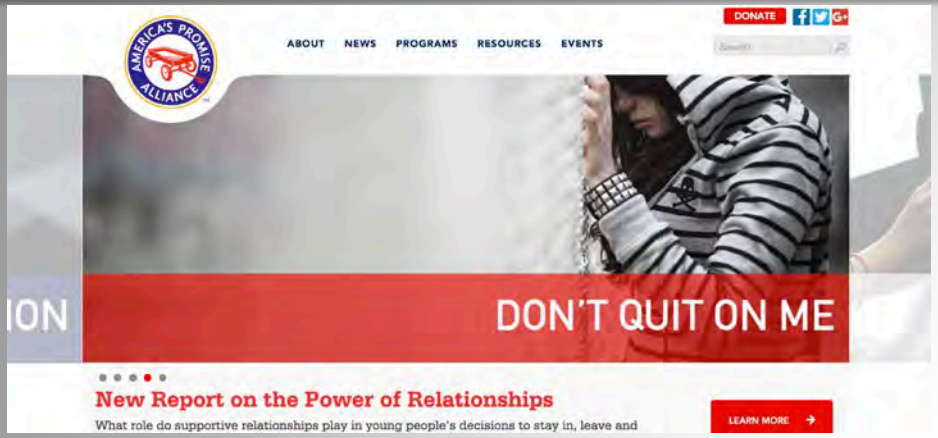
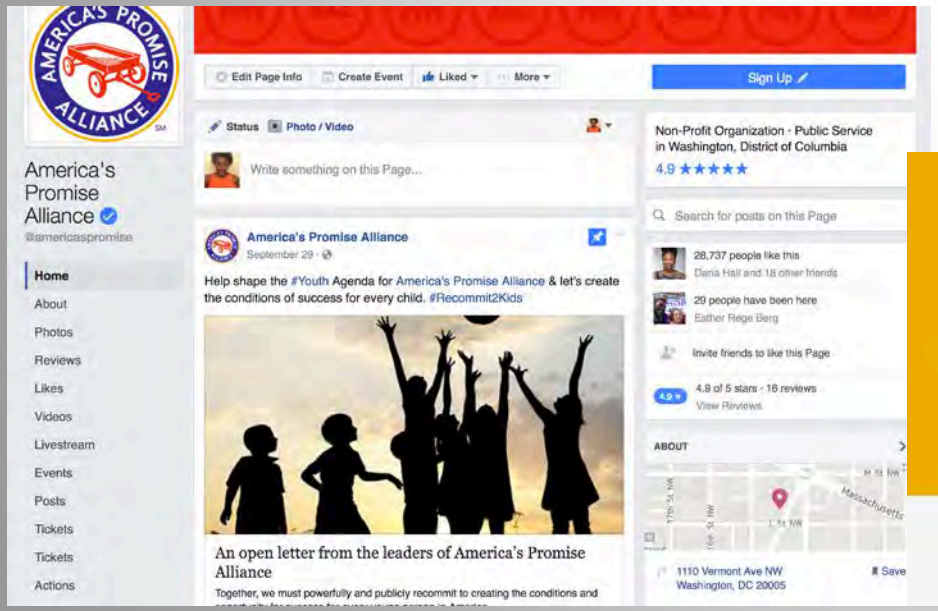
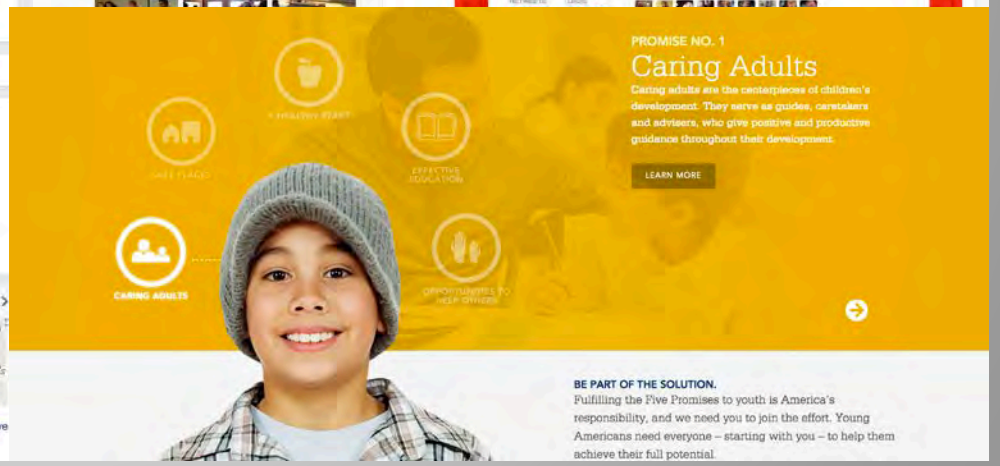
Best Practices to Drive Engagement on Social Media

Sarah Boison
Manager, Digital Strategy
America's Promise Alliance

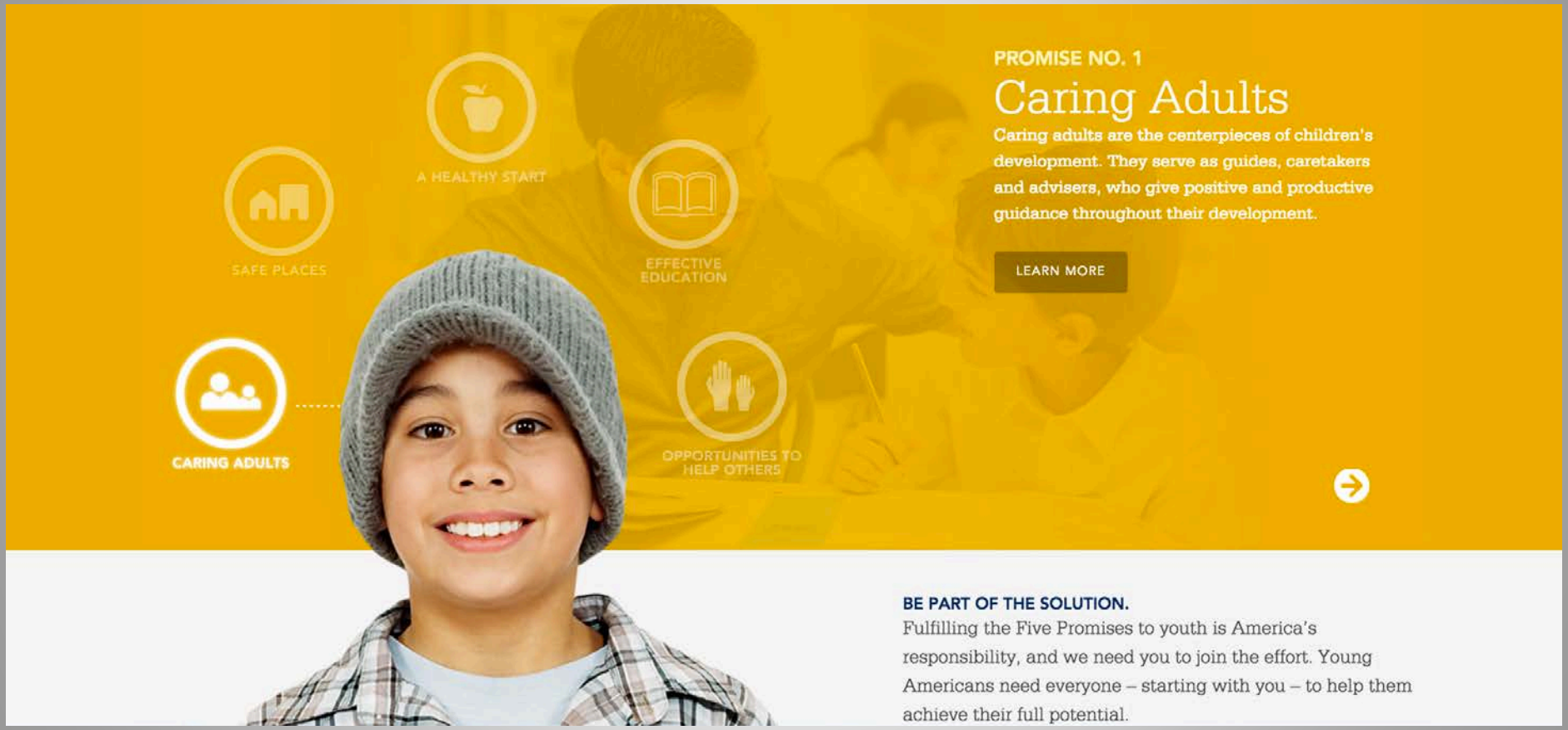
About America's Promise Alliance







About America's Promise



Let's Start Planning!

1. Content Creation vs. Content Curation
2. Create a Content Calendar
3. Smart, simple messaging is key!
4. Engage Your Networks
5. Participate in National Mentoring Month events.

- For those who want to create beautiful graphics: Canva - Free graphic creation tool. Canva for Work is free for nonprofits.
- For those who want to get organized on Twitter: Tweetdeck – monitor multiple lists and conversations at once for free.
- For those who want to get smarter on Facebook: Nonprofits on Facebook – offers great resources.

Content Creation vs. Content Curation

America's Promise
@AmericasPromise

The Importance of High School #Mentors via @TheAtlantic theatln.tc/1OPGtNb #CaringAdults #MentorIRL

RETWEETS 13 LIKES 7

2:51 PM - 13 Jan 2016

How to Get Involved in National Mentoring Month

Share This

JAN 5, 2016

When at-risk youth have mentors, they are 55 percent more likely to enroll in college, more than twice as likely to hold leadership positions in high school and 78 percent more likely to volunteer in their communities, according to The Mentoring Effect.

And yet, 9 million kids in America don't have access to these meaningful relationships. To raise awareness about the importance of mentors, organizations across the country are taking part in National Mentoring Month throughout January.

Led by MENTOR: The National Mentoring Partnership and the Harvard T.H. Chan School of Public Health, National Mentoring Month will culminate in the annual National Mentoring Summit, January 27-29 in Washington, D.C.

This month, MENTOR is also launching a yearlong public awareness and recruitment campaign called In Real Life. The NBA joined MENTOR to develop the campaign, which will focus on the real-life benefits of mentoring for young people and mentors.

A Mentor Model that Can Help Youth Beat the Odds

01/6/16

John Gomperts

97 percent on-time graduation.

That's what you expect to find – and do find – in schools in the most affluent neighborhoods. It's also what I found when I visited a program that serves predominantly low-income, high-risk young people in Portland, Oregon.

America's Promise
@AmericasPromise

Learn more about how @ExperienceCorps enriches the lives of both adult mentors and youth mentees #MentorIRL

AARP Foundation Experience Corps: Guiding the Next Gen...

Experience Corps (www.aarpfoundation.org/experiencecorps) is an evidence based AARP Foundation literacy program that improves the reading skills of children,...

youtube.com

RETWEET 1 LIKE 1

12:15 PM - 8 Jan 2016

Create a Content Calendar

National Mentoring Month Calendar								
Partner	APA Contact	Wk 1 (Encouraging Smart Choices)	Wk 2 (Real Life Impact on Mentor)	Wk 3 (Mentoring Effect in Real Life)	Wk 4 (Mentor IN REAL LIFE)	Type of Content	Additional Information	Hashtags
Girls Inc. DC	Corey			X		Video	Link (3:44): https://www.youtube.com/watch?v=zpy47MBjtNc Girls Inc. DC partnered with Booz Allen Hamilton and gave girls an opportunity to meet female mentors in STEM fields	#MLKDay (for Martin Luther King, Jr. Day of Service)
DC SCORES	Corey		X			Blog	Link: http://newcolumbiaheights.blogspot.com/2015/12/meet-your-neighbors-coach-popsie-of-dc.html Feature on Coach Mark "Popsie" Lewis. Some information at the end of the post is out-dated (attending DC SCORES' Poetry Slam, for example) but a great feature nonetheless	#Mentor, #Mentoring (general)
DC SCORES	Corey		X			Video	Link (2:19): https://www.youtube.com/watch?v=AYkoz_s6t3Y Interview with Coach Charles Robinson. Also features brief footage of his students playing soccer. Coach Mark "Popsie" Lewis Also makes an appearance.	#NationalMentoringMonth (general)
DC SCORES	Corey		X			Video	Link (2:08): https://www.youtube.com/watch?v=aKY-3gMZwnU Interview with Cailin Eisele, a writing and soccer coach with DC SCORES at Truesdell EC	#MentoringEffect (for Week 3)

Create a Content Calendar

Week 3 National Mentoring Month Social Calendar (Jan 17-23)

- January 18 is **Thank Your Mentor Day**; January 23 is **MLK Day of Service**
- Focus on data, facts/figures
- Hashtags: #MentoringEffect, #MLKDay

Featured Items

Girls Inc STEM Video with female STEM mentors from Booz Allen Hamilton (https://www.youtube.com/watch?v=zpy47MBjtNc)

- **Tweet 1:** Only 24% of STEM workers are women (via @CommerceGov). See @BoozAllen and @GirlsIncDC change this through #mentoring https://www.youtube.com/watch?v=zpy47MBjtNc
- **Tweet 2:** .@GirlsIncDC and @BoozAllen support #WomenInSTEM by joining girls with female mentors #MentorIRL @MENTORnational https://www.youtube.com/watch?v=zpy47MBjtNc

Ola Ojewumi #ThankYourMentor Post (https://www.linkedin.com/pulse/how-one-teacher-changed-my-life-forever-ola-ojewumi?published=t)

- **Tweet 1:** #ThankYourMentor: How One Teacher Changed My Life Forever via @OlaOjewumi and @LinkedIn #MentoringEffect http://bit.ly/1IZ4UY7
- **Tweet 2:** "To date, she serves as one of the greatest influences of my life." - @OlaOjewumi #ThankYourMentor via @LinkedIn http://bit.ly/1IZ4UY7

John Gomperts #ThankYourMentor Post (http://bit.ly/1W0tBFk)

- **Tweet 1:** Thanks to My Mentor, Harris Wofford, for Never Giving Me Advice via @JohnGomperts and @LinkedIn http://bit.ly/1W0tBFk #ThankYourMentor

Simple, Smart Messaging

KEY MESSAGING

Throughout January and year-round, key messaging shares that mentoring is a critical component in young people's lives, helping them make the decisions that ultimately lead to improved opportunities and connections, which has an impact in real life.

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

This is the mentoring gap in America.

WITH A MENTOR, AT-RISK YOUTH ARE:

- **52%** less likely than their peers to skip a day of school
- **55%** more likely be enrolled in college
- **46%** less likely than their peers to start using drugs
- **81%** more likely to report participating regularly in sports or extracurricular activities
- **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

9 million kids in America grow up without a mentor to offer real life guidance.

- Having a mentor empowers young people to make smart choices that put them on a path to making better life decisions.
- Students who have mentors are more likely to stay in school.
- Hashtag activism can raise awareness for important issues, but mentoring delivers real-life impact.

in real life
#MentorIRL
www.nationalmentoringmonth.org

6

NATIONAL MENTORING MONTH 15

America's Promise
@AmericasPromise

Thank you to all mentors! #Recommit2Kids and help our nation's young people by being a #MentorIRL @MENTORnational

Thank you, mentors, for supporting youth on their path to academic success!

in real life #MentorIRL #GradNation

RETWEETS 8 LIKES 14

Engage Your Networks

Participate in National Mentoring Month Events

America's Promise
@AmericasPromise

"#Youth don't have enough relationships with enough people who can help them." #MentoringSummit2016 @JohnGomperts

RETWEETS 17 LIKES 16

America's Promise
@AmericasPromise

The @AmericasPromise Team is proud to work with @CityYearDC today at @BallouDC! #MLKDay2016 #Opps2Serve

RETWEETS 17 LIKES 20

America's Promise
@AmericasPromise

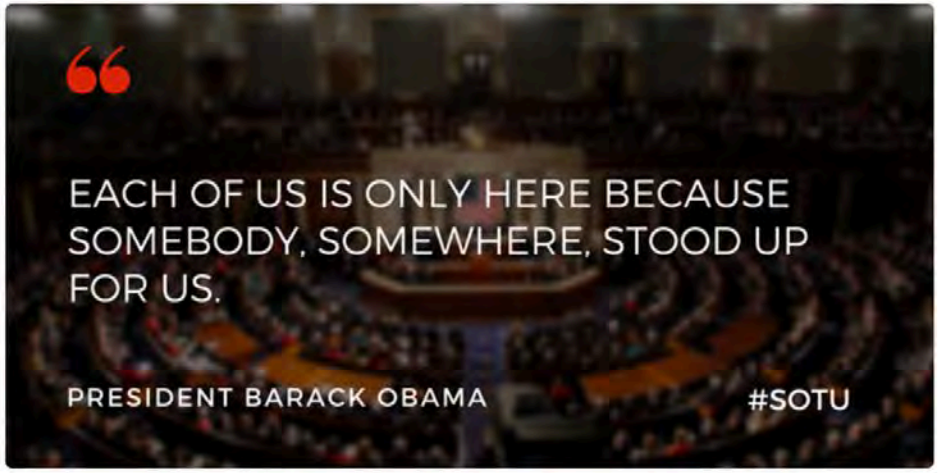
Life's most persistent & urgent question is, 'What are you doing for others? #DreamLivesOn #MLKDay2016 @CityYearDC

RETWEETS 19 LIKES 29

Bonus: It's Ok If Things Come Up!

America's Promise
@AmericasPromise

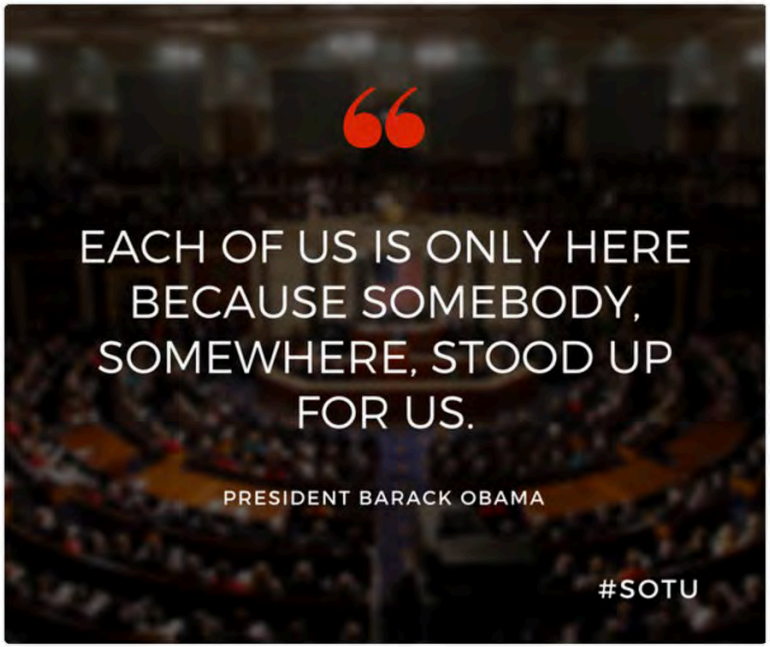
Thanks for inspiring each of us to be a #CaringAdult for our #Youth. @MENTORnational @dshapMENTOR #SOTU #GradNation



RETWEETS 28 LIKES 27

Citizen Schools NYC
@cschoolsNYC
Following

In honor of #NationalMentoringMonth and last night's #SOTU...via @POTUS @AmericasPromise



Recap!

1. Feel free to create content, but be sure to utilize the toolkit AND re-purpose your existing content from your org, partners/affiliates.
2. Making a content calendar will keep you, your staff and external partners organized on what's happening and what needs to go out.
3. Utilize messaging from the toolkit, but don't be afraid to use messaging that appeals to the hearts and minds of caring adults (ie: thank you messages, etc).
4. Having an influencer strategy is key. Make a list of people and/or organizations you want to highlight and let them know so they can share too!
5. Participate in National Mentoring Month – it gives your organization a more authentic voice. Twitter chats are a great way to increase engagement and followers.

Building Successful Media Partnerships

Collaborative Mentoring Webinar Series

Building Successful Media Partnerships

PUBLIC MEDIA'S ROLE

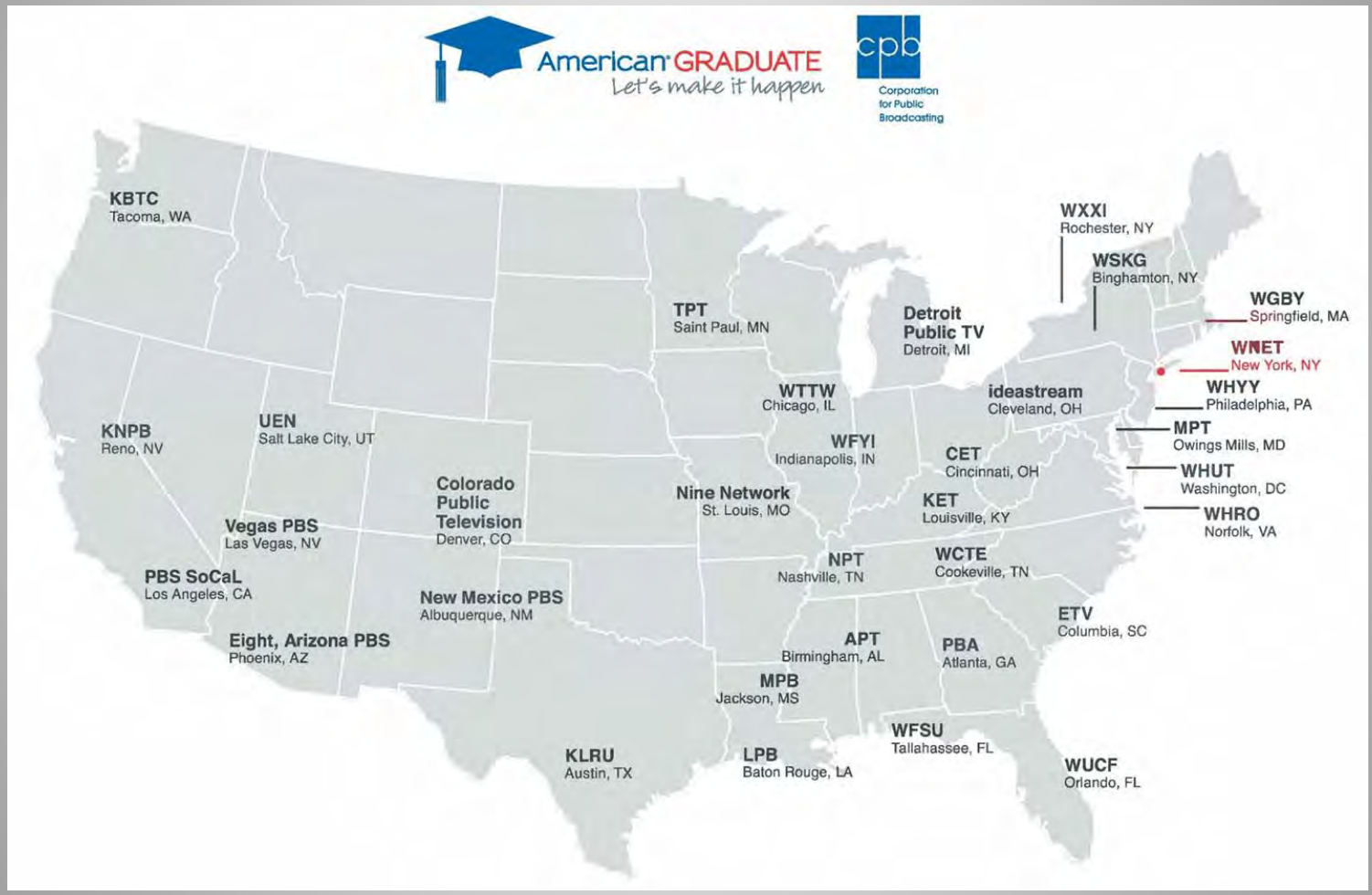
- National and Local Content
  - News
  - Documentaries
  - American Graduate Day
  - TED Talks: Education Revolution
- In-Person Events
  - Partner Meetings
  - Public Forums/Town Halls
  - Champion Recognition Events
- Educational Resources
  - PBS Kids
  - PBS Learning Media
- Community Outreach
  - Parent/Teacher Workshops
  - Reality Check App
  - Parenting Minutes
  - High School Equivalency Courses
  - Distance Learning Courses
  - Twitter Chats
  - Student Reporting/Storytelling
  - Youth Advisory Boards
  - Scholarship Competitions
  - Internships

Building Successful Media Partnerships

STATION ENGAGEMENT

- Community Hubs
  - Large CPB grant
  - Long-term commitment
  - Content and Community Outreach
- American Graduate Day Grantees
  - Small CPB Grant
  - Short-term commitment
  - Content and events
- Content Producers
  - CPB and other funding sources
  - Short-term or long-term commitment
  - Content
- Broadcasters
  - Broadcast and share AG content

Building Successful Media Partnerships



Building Successful Media Partnerships

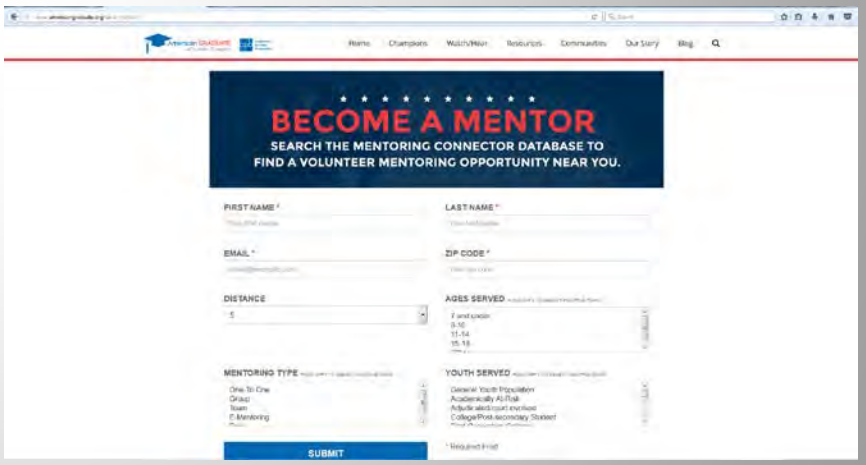
Building Successful Media Partnerships

- Day long live broadcast & call-to-action campaign
- Saturday in September/October
- Live content
  - Interviews
  - Performances
- Pre-taped content
  - Promotional videos
  - Mini-documentaries
  - Stories of Champions
  - Celebrity testimonials
- Local Opt-ins

Building Successful Media Partnerships

CALL-TO-ACTION EVOLUTION

- Volunteer with Partners (2012-2013)
- Become an American Graduate Champion (2014)
- 7 Simple Steps (2015)
- Be a Mentor (2016)



www.americangraduate.org/be-a-mentor

Building Successful Media Partnerships

AGD 2016 HIGHLIGHTS

- # of AG Champions Recognized: 4.3M
- Average Audience: 104,000 viewers (↑ 20%)
- Average Viewing Time: 44.9 minutes (↑ 37%)
- Facebook Impressions from
- Aug 15-Sep 17: 2.4M(↑ 267%)
- Online Video Views: 513,000 (↑ 89%)
- Twitter Engagements from @amerigrad on AGD: 1,536 (↑ 50%)
- Visits to Be a Mentor Page: 1,200 (↑ 500%)

Demographics

- 63% Low-Income (60K or less)
- 46% Men
- 44% Women
- 35% Age 24-54
- 26% African American
- 12% Asian
- 7% Hispanic

Building Successful Media Partnerships

PARTNERS

Resources

- Partner Meeting
- Partner Toolkit
  - Social Media Kit
  - Promotional Materials
  - Engagement Toolkit
- PR Firm Support
- Video Segment
- Surveys and Follow Up Calls

Impact

- Fundraising
- Marketing
- Inspiring Action

Building Successful Media Partnerships

ENGAGING WITH PUBLIC MEDIA

Understanding the Public Media System

- PBS is a distributor, does not create content
- Both stations and independent producers (StoryCorps, POV, etc.) create content for PBS
- There are other distributors (APTS, NETA etc.)
- Stations are independent, pay for membership to distributors
- Most stations are TV or Radio, some are both
- Vary widely in their resources, capacity, priorities and programming

Local Public Media Stations

- Pitch Local Stories for News Programs
- Ask about Community Outreach Programs
- Ask about Educational Resources
- Ask about Relevant Content.
  Offer to cross-promote.
- Ask about local events.
  Offer to co-sponsor and/or promote.
- Ask about other services for non-profits
- Ask about space rental/donations

Building Successful Media Partnerships

ENGAGING WITH PUBLIC MEDIA

Station Specific

1. Identify a potential station partner
2. Call/email and ask for a contact in education/outreach/community engagement OR executive producer for local news program
3. If station is unresponsive—reach out to WNET and ask for a station contact

Program Specific

1. Go to program website and/or PBSLearningMedia
2. Identify presenting station
3. Reach out to presenting station about outreach and engagement opportunities
4. If station is unresponsive—reach out to WNET and ask for a station contact

Building Successful Media Partnerships

ENGAGING WITH WNET

WNET (NYC, NJ, Long Island)

- News Programs
  - PBS Newshour Weekend
  - SciTech Now
  - MetroFocus (NYC)
  - NYC Arts
  - NJTV News
  - Long Island Business Report
- Interactive Engagement Group
  - Web Design & Video Production
  - LocalCast
- Studio Rentals
- Education Department
  - K-12 Classroom Resources
  - PBS Kids Outreach Events
  - Community Outreach Events
  - Film Screenings
  - Teacher PD
  - Parenting Workshops
  - Parenting Minutes
  - Monthly Newsletter
  - National Station Outreach Initiatives

Building Successful Media Partnerships

PARTNER BEST PRACTICES

1. Promote relevant PBS content to your constituents
2. Offer space for screenings, community events, parent workshops etc.
3. Offer executives, celebrity spokespeople for broadcast and events
4. Offer to connect PBS station to other relevant partners
5. Offer to consult on relevant projects, don't be afraid to push back, you are the experts!

Building Successful Media Partnerships

BEYOND AMERICAN GRADUATE

YEAR-ROUND MENTORING INITIATIVE

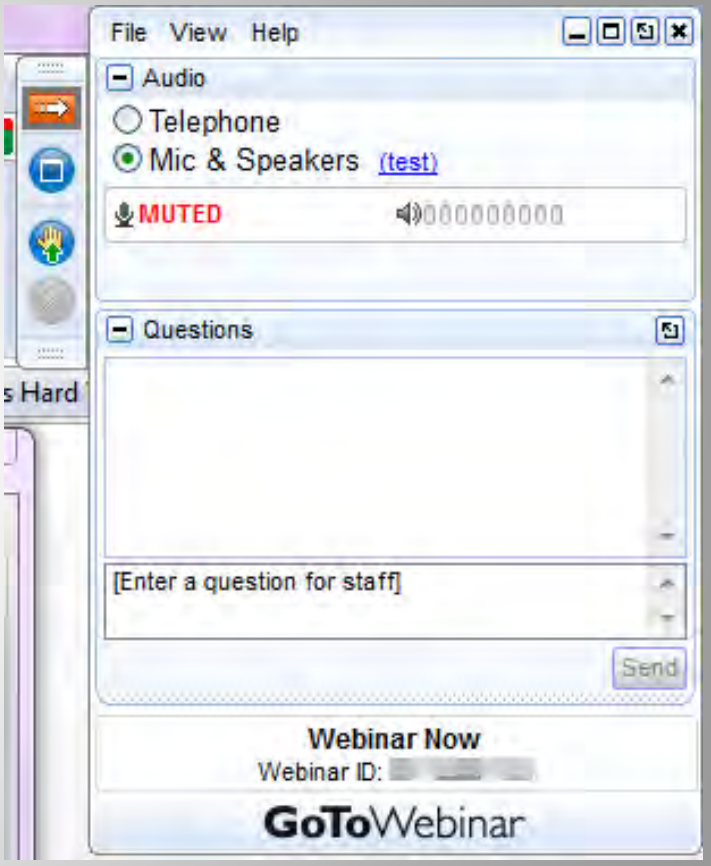
- What are the biggest challenges in closing the mentoring gap?
- What mentoring movement needs can public media meet?
- Where is there innovation or potential for innovation in the mentoring movement?
- What are no/low cost ways public media can support the mentoring movement immediately?

American GRADUATE
Let's make it happen

cpb
Corporation for Public Broadcasting

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 at www.nationalmentoringresourcecenter.org, an online resource funded by the Office of Juvenile Justice and Delinquency Prevention and facilitated in partnership with MENTOR

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:

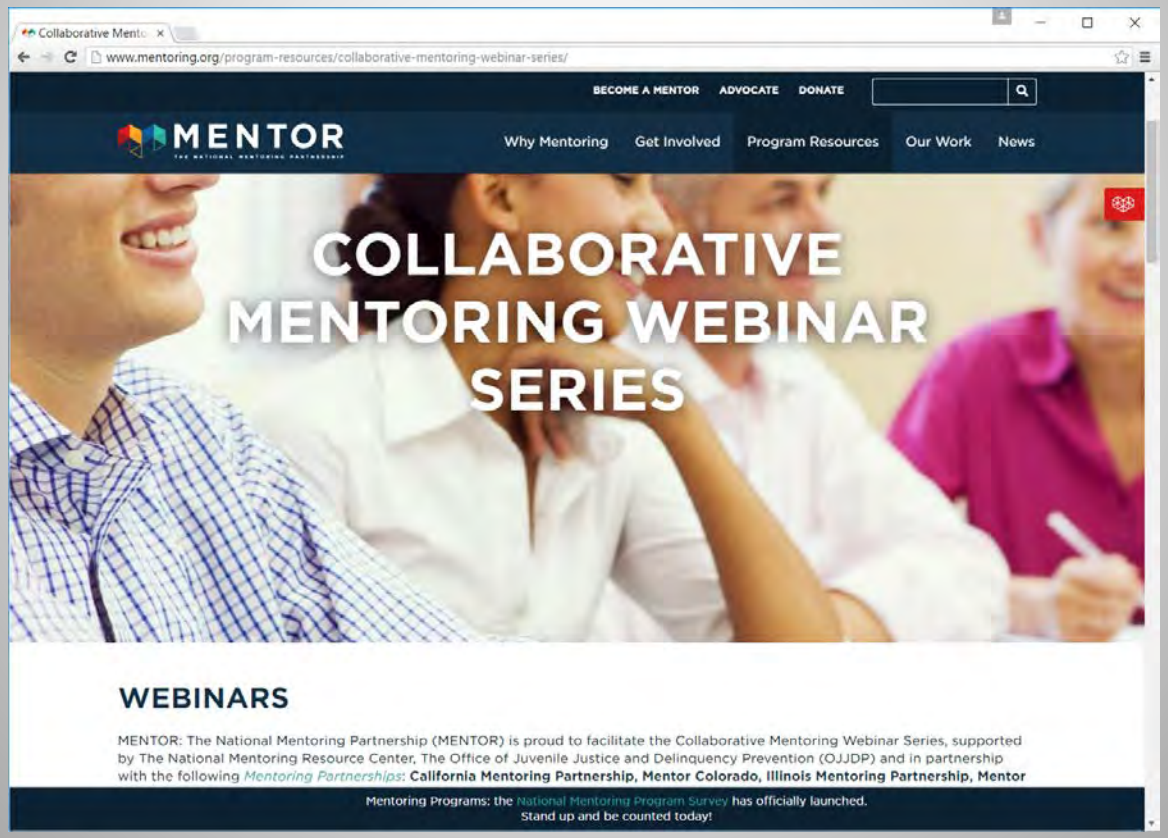
- Please help us out by answering survey questions at the end of the webinar.

- 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
A Program of OJJDP

Mentoring Immigrant Youth
December 15, 2016
1 - 2:15 pm Eastern