

Collaborative Mentoring Webinar Series



NATIONAL
MENTORING
RESOURCE CENTER
A Program of OJJDP



MAXIMIZING THE POTENTIAL OF CORPORATE PARTNERSHIPS

October 20, 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...

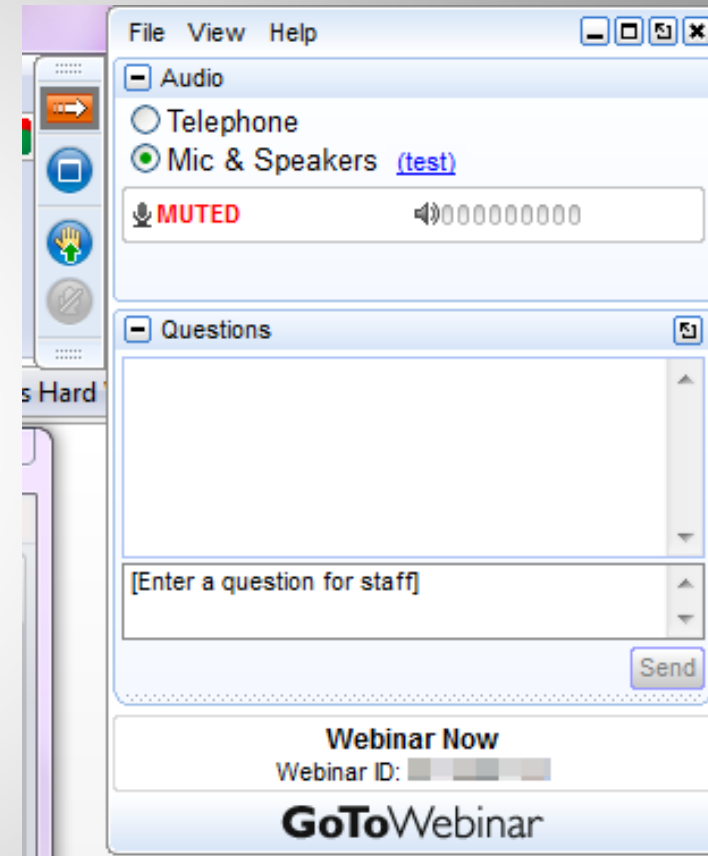
One week after webinar, attendees receive email:

- Instructions to access slide PDF and webinar recording
- Link to CMWS webpage – all slides, recordings, and resources posted.

Answer short survey at the end of the webinar.

Participate in Today's Webinar

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



Poll 1

What is your experience level
in the mentoring field?

Poll 2

What is your role in
the mentoring field?

Today's Webinar

- » **Panelist 1:** Daniel Horgan, *MENTOR*
- » **Panelist 2:** Meredith Fontecchio, *Deloitte*
- » **Panelist 3:** Ashlee Chapman, *Communities In Schools*
- » **Panelist 4:** Pam Giller, *Communities In Schools*

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

Panelist 1: Daniel Horgan



**Corporate Partnerships
Consultant, MENTOR:
The National Mentoring
Partnership**

Daniel has over 17 years of experience working in the public and private sectors having served as the Executive Director at generationOn, the Vice President of Development at The Heart of America Foundation, the Senior Director of Community Affairs at Capital One, the Youth Program Officer at the Three Rivers Workforce Investment Board, and the Executive Director of Pittsburgh Cares.

Through partnerships with local and national consulting firms along with his own practice, the D.G. Horgan Group, Daniel has worked with Fortune 500 companies, national and local nonprofit organizations, school districts, and government agencies to support leadership, organizational and program development. Daniel is the author of [Tell Me I Can't...and I Will.](#)

Panelist 2: Meredith Fontecchio



**Senior Manager,
Corporate Citizenship
Department, Deloitte**

Meredith leads Deloitte's education strategy, RightStep which is focused on helping low income students persist successfully through school into careers. As part of her role, she manages Deloitte's integrated relationships with national leading education nonprofits, facilitated the first ever Innovation Prize, and launched a virtual mentoring program which will enable Deloitte to engage with low income students at scale. Over her eight years with Deloitte, she has managed an array programs as part of the Corporate Citizenship portfolio including Deloitte's national pro bono initiative which has delivered more than 1,200 pro bono projects, engaging over 5,000 professionals, clocking more than 400,000 client service hours. Previously, she held various positions in the media and entertainment industry. She worked at Spike TV, and launched her career as an NBC page in New York. Meredith still lives in New York City with her husband and two daughters. She graduated with a BA in American Studies from Cornell University.

Right Step™ Deloitte's education commitment

Why



Today's education system is failing low income youth



8% of low income youth earn a bachelor's degree by age 24

What



Help K-8 students remain on track



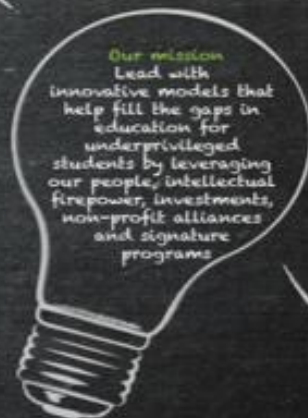
Improve high school graduation rates



Support the transition to and through college



Support the transition from college to career



Our mission
Lead with innovative models that help fill the gaps in education for underprivileged students by leveraging our people, intellectual firepower, investments, non-profit alliances and signature programs

How



Deloitte's RightStep investments have a track-record of success

Strategic relationships

Signature Deloitte programs

- Courageous Principals Cornerstone
- Deloitte Academy
- Deloitte Foundation RightStep Fund

Community engagement



Lead, Innovate, and Engage for Impact

RightStep's major objective is to get **10,000**

- of our people engaged via
- Board seats
 - Skills based volunteering
 - Mentoring
 - Donations
 - Pro bono



Accredited by AACSB, EQUIS, and AMBA. City Year is a 501(c)(3) non-profit organization. Reasoning Mind is a 501(c)(3) non-profit organization. The Posse Foundation is a 501(c)(3) non-profit organization.

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Deloitte.

Panelist 3: Ashlee Chapman



**Manager of Student
Supports and
Partnerships,
Communities In Schools**

Ashlee originally joined Communities In Schools National in 2008 as an intern at Communities In Schools of Richmond. From there, she joined the national office team and has most recently settled into a new role as Manager of Student Supports and Partnerships. In this role, Ashlee focuses on grant/program management and researching, developing and managing all national partners.

Ashlee has a bachelor's degree in Community Health Education from Virginia Commonwealth University in Richmond, VA and works remotely for the national office from Charlotte, NC. In her free time, you can find her volunteering for a local dog rescue, playing with her two rescue pups and navigating her way through being a new mom.

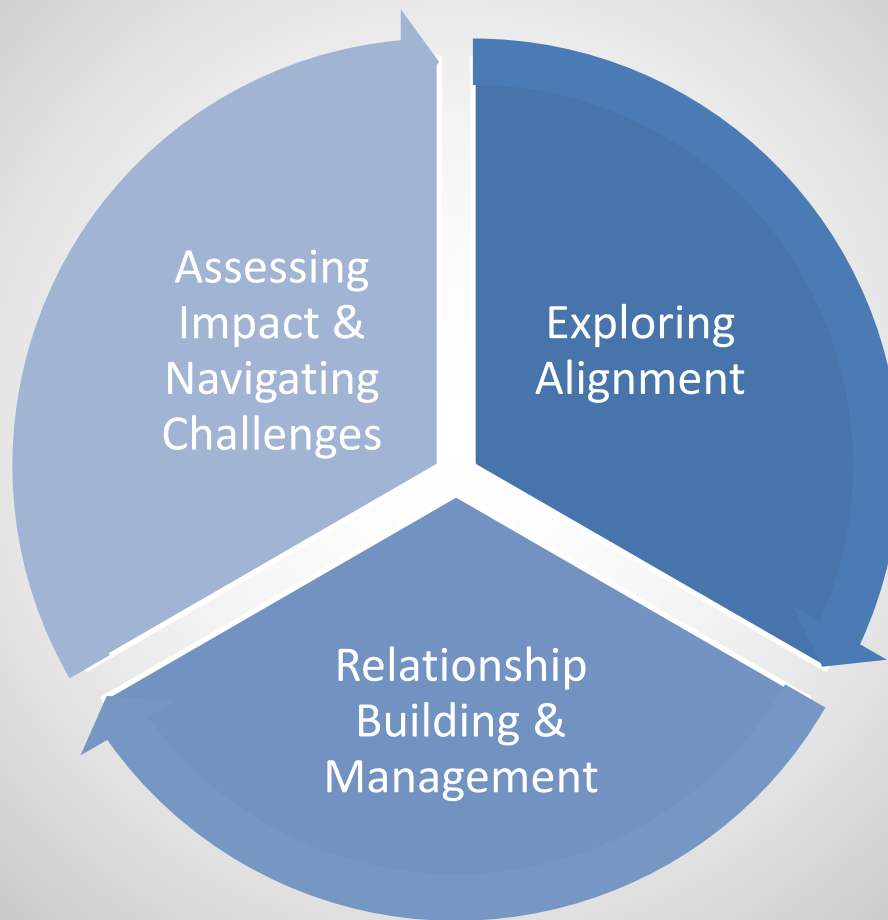
Panelist 4: Pam Giller



**Director, Corporate
Relations, Communities
In Schools**

A passion for mission focused organizations, innovation, and fundraising brought Pamela to Communities In Schools as the Director, Corporate Relations. Pamela joins the organization with a decade of experience in the nonprofit sector, including with Share Our Strength and Food & Friends. Her undergraduate degree in Peace and Conflict studies, coupled with a Master's in Public Administration has instilled a deep commitment to cross-sector collaboration and collective impact. Rarely unable to help herself when an opportunity arises to support a worthy cause, Pamela volunteers her time with Generation Hope, generating resources to help young parents succeed in college, and is an active member of the Association for Fundraising Professionals.

OVERVIEW



Exploring Alignment

Key Factors

Identity
& Needs

Targets

Vetting

Value Add

Exploring Alignment

Key Factors



What factors go into developing an effective corporate partnership?

What is the importance of alignment in a partnership?

Exploring Alignment



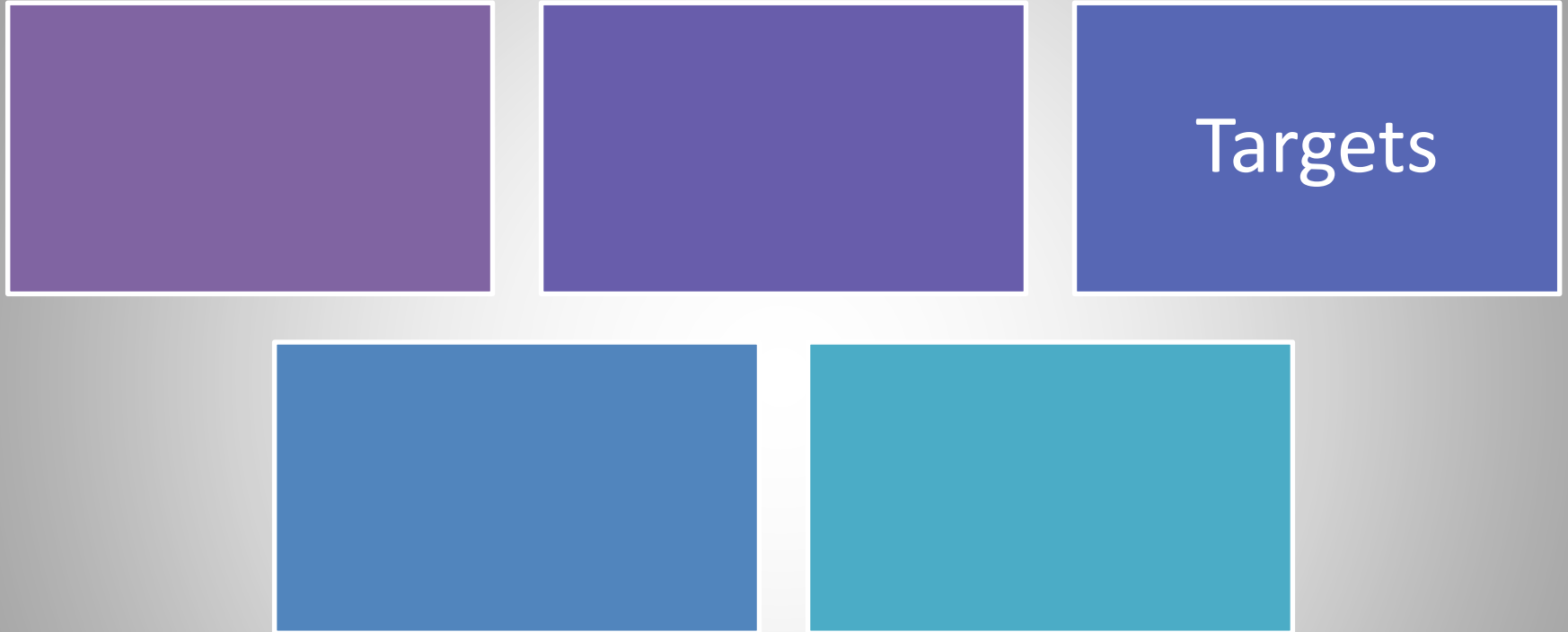
Identity &
Needs

*How can a mentoring program examine its
organizational identity and needs?*

Organizational Identity



Exploring Alignment



What corporate partners should mentoring programs target?

Exploring Alignment



What do corporate partners look for when vetting programs?

What should mentoring programs look for when vetting partners?

Partnership Vetting Process

Phase 1: Identify Need

Ensure that this organization addresses a specific need of network and is nationwide

Identify level of evidence-based research

Identify existing partnerships (state and local) to learn of success

Conduct comprehensive online search for broad range of characteristics

Phase 2: Determine Alignment and Rank

Determine where and how this partnership could benefit network and partner

Identify gaps where CIS needs to create or strengthen current relationships and seek new partnerships to close gaps in resources

Collaborate with partnership “think tank” to learn if resources/ tools are useful to network

Phase 3: Formalize Partnership

Partnership managers have “introduction meetings”

Set like goals, steps to achieve goals, a timeframe, and a framework for accountability

Determine next steps on how to collaborate

Work to secure funding if applicable

MOU

Phase 4: Collaborate with Network

National Resource Center

Yammer/ Weekly Briefing

Partner Pilots

Local connections

National Convening

Phase 5: Evaluate Results

Collect uniform data in End-of-Year report

Collect anecdotal and additional information as needed

Revisit MOU to assess relevancy of partnership, deliverables & expectations

Criteria for Alignment

Background

- Gather basic information on the organization and contact any CIS affiliates that have worked with them to gain insight

Beneficiary

- Ensure that both organizations align in the populations served and the need across the network

Program

- Both organizations should have similar missions and activities/programs

Reach

- Partnering with nationwide organizations, or at least has presence in the majority of our states

Sustainability

- Targeting partners that have sustainability in their leadership, capacity, and research

Evidence-Based

- Ability to track and use data and also have strong evidence-based research to prove their mission/model

Other

- It's crucial to discuss short term and long term goals and decide what success looks like for both organizations

Phase Two: Determine Alignment & Rate Partners

Background

General Information

- Name, contact information, type of organization, referral etc.

History with CIS?

- Are there any other affiliates/ state offices partnering with this organization already?

Beneficiary

Grades K-12

- Elementary/Middle/High school youth and college prep

Disenfranchised Population

- Low-income, students of poverty, students of color, etc.

Need for the Network

- Alignment with the five basics

Program

Mission Alignment

- Commitment and accountability

Activity Alignment

- Alignment of specific activities/programs with our students needs

Process Alignment?

- Model/process?

Reach

Structure

- Nationwide? If not, where are they located?
- Relationship with its local affiliates/offices?

Collaboration History

- Evidence of successful past collaborations

Innovative Approach

- Openness to innovation

Sustainability

Leadership Capacity

- Leadership stability and capacity
- Do they host any National conferences or convening's?

Research Capacity

- Do they have research to prove their mission/model?

Evidence-Based

Data Collection and Application

- Ability to collect data
- What data system do they use to track data?

Evidence-Based Research

- What tier does their research fall into?

Other

Goals

- Short-term and long-term goals

What does success look like?

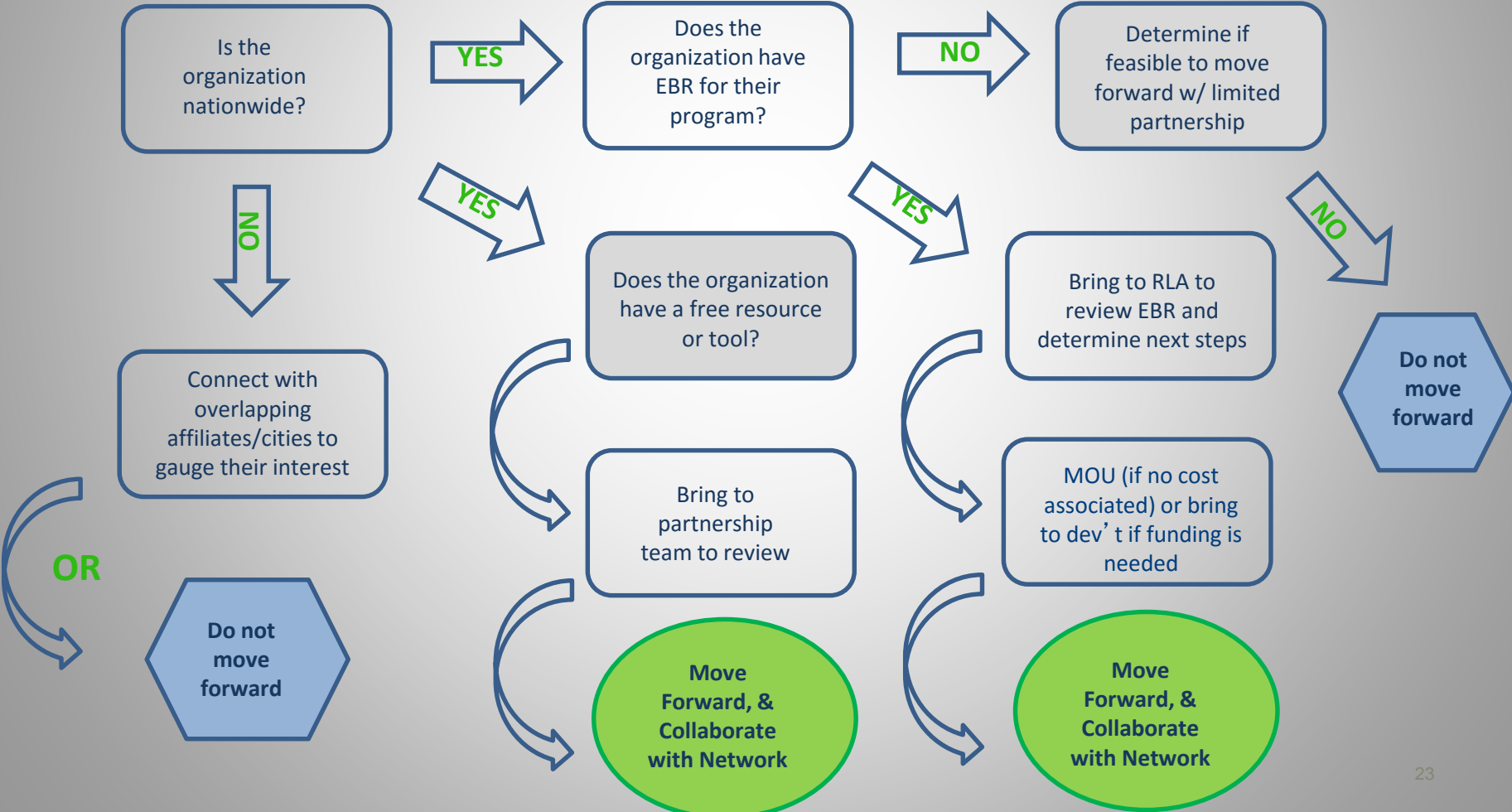
- Benefits from partners/ aligning timeframes
- What are your needs to stay engaged with the partnership

Rating the Partnership

	<i>High Fit</i>	<i>Medium Fit</i>	<i>Low Fit</i>
Beneficiary	100% of activities target K-12 and disenfranchised students	50% of activities and programs target K-12 disenfranchised students	0% of activities and programs target K-12 disenfranchised students
Program	100% of alignment of mission, program activities and strategies	50% alignment of mission, program activities and strategies	0% alignment of mission, program activities and strategies
Reach	Very strong national reach, same structure, positive past collaborations and success with innovation	Some national reach, similar structure, some evidence of positive past collaborations and some success with innovation	Little national reach, similar structure and no positive past collaborations or successes with innovation
Sustainability	Very strong leadership and research capacity, and high national conference/convening involvement	Some strength in leadership and research capacity, and some national conference/convening involvement	Weak leadership and research capacity, and no national conference/convening involvement
Evidence-Based	Very strong and evidence-based research-has all evidence based tiers, ability to collect and apply data	Some evidence-based research-mainly tier one or two, and some data collection	No evidence-based research-only tier one, little to no data capabilities
Other	Very strong alignment of short and long term goals	Some alignment of short and long term goals	Little alignment of short and long term goals

Review Research and Decide on Next Steps

If potential partner organization meets a need in the CIS network, consider the following.....



Exploring Alignment



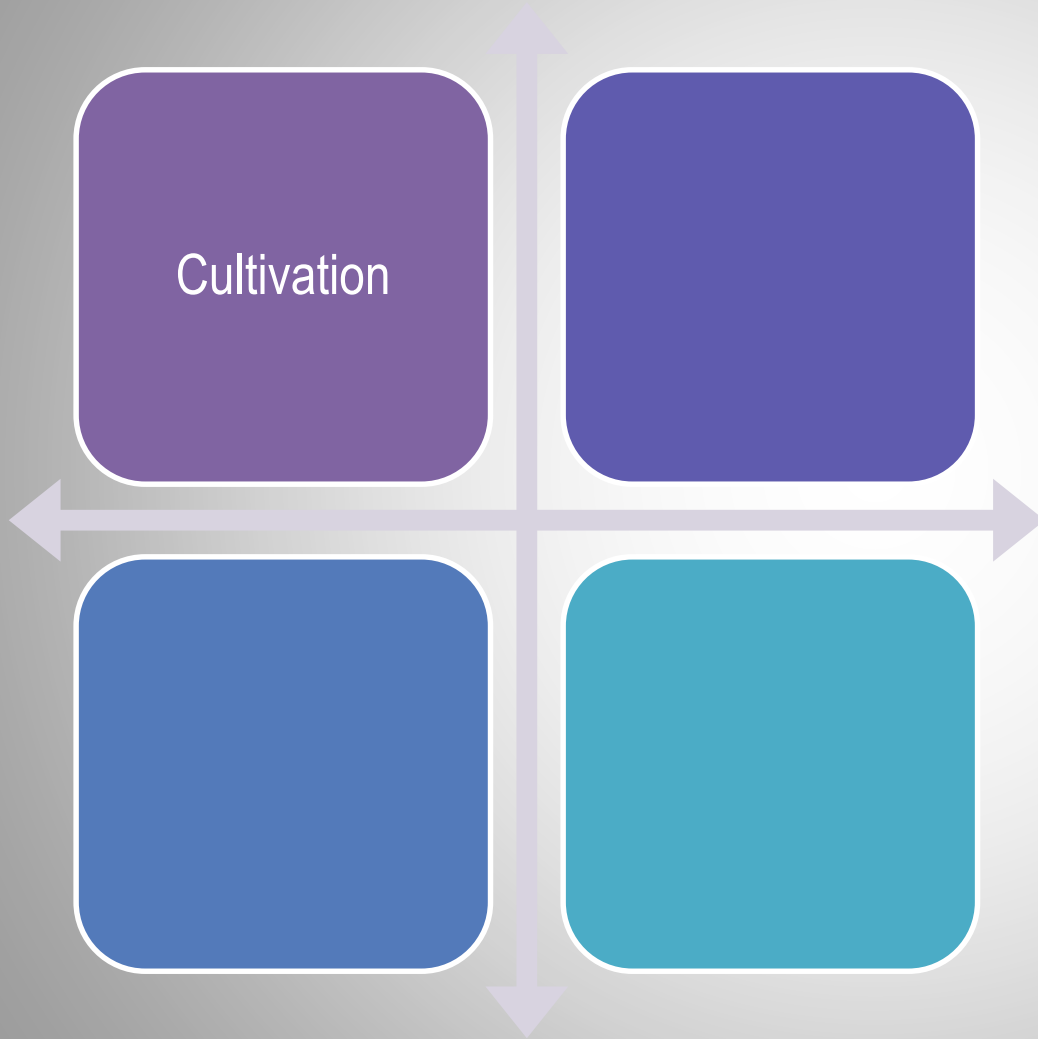
How can mentoring organizations think about their value add?

How can they articulate this?

Relationship Building & Management



Relationship Building & Management



*What are the best ways
to cultivate corporate
relationships?*

The Partnership Pitch

Lead with values
and vision.

- Starting with shared values helps audiences to "hear" our messages.

Introduce the
problem.

- Frame problems as a threat to our vision and values.
- Choose facts carefully, and break down into manageable pieces of information and stories people can digest.

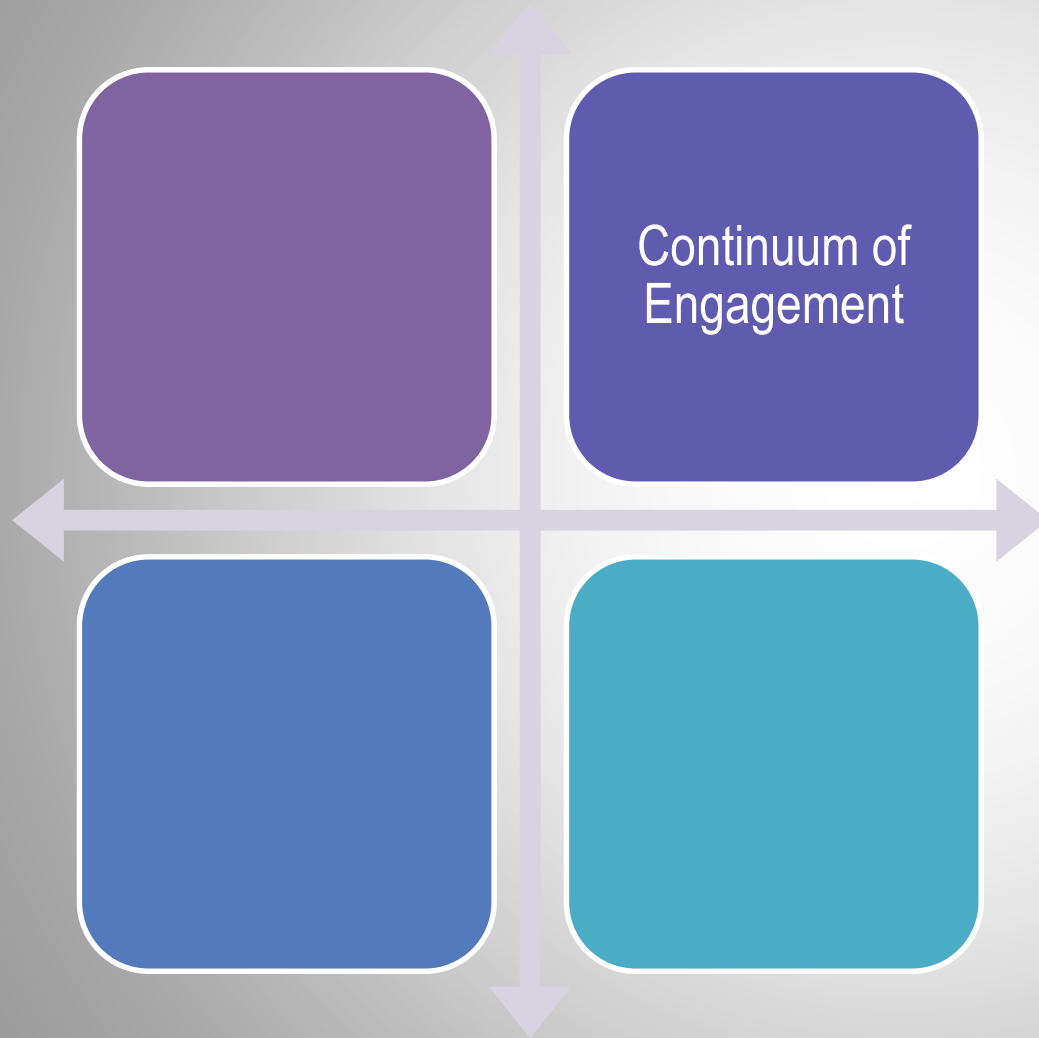
Pivot quickly to
solutions.

- Positive solutions leave people with choices, ideas and motivation.
- Assign responsibility - who can enact this solution?

Call to action.

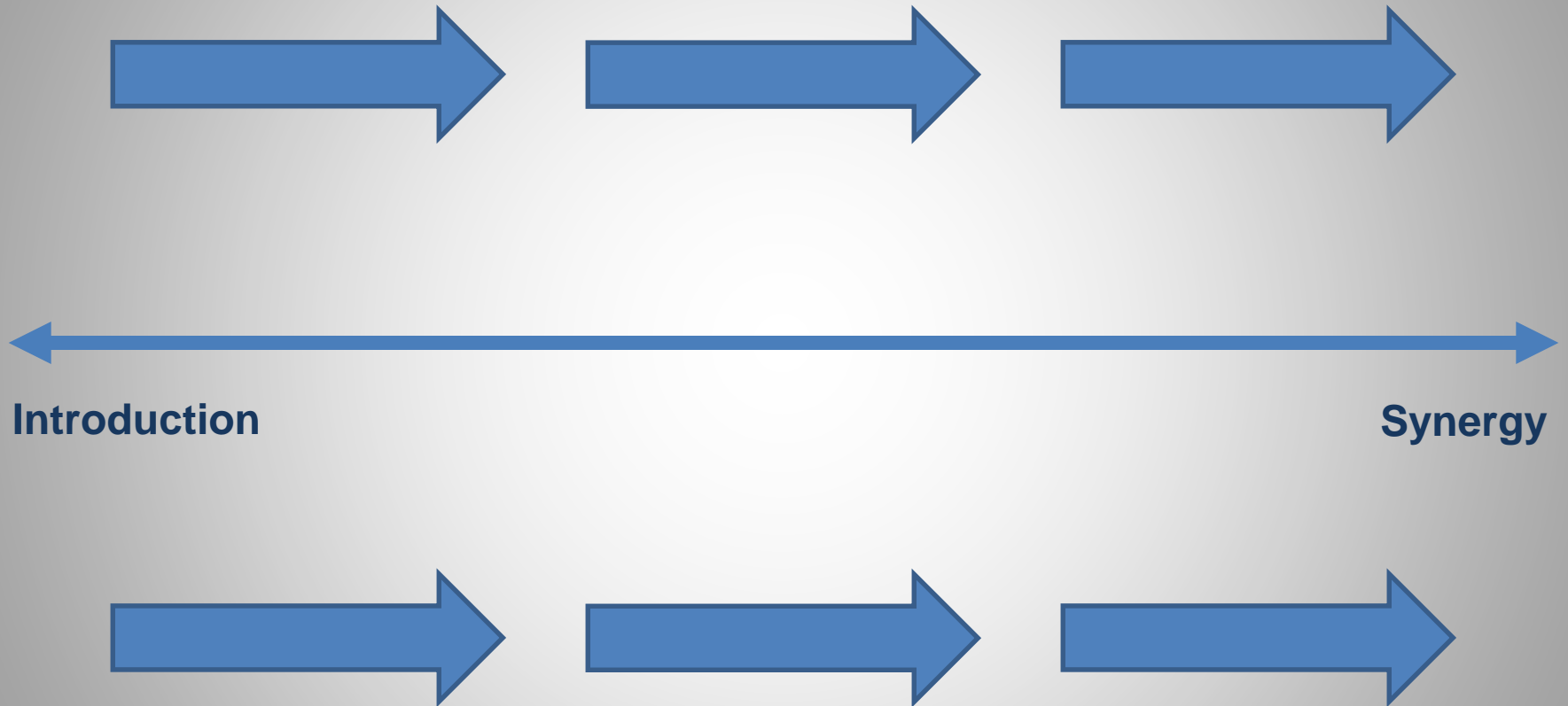
- What can this specific target audience do?
- Give them concrete actions that they can picture themselves doing.

Relationship Building & Management

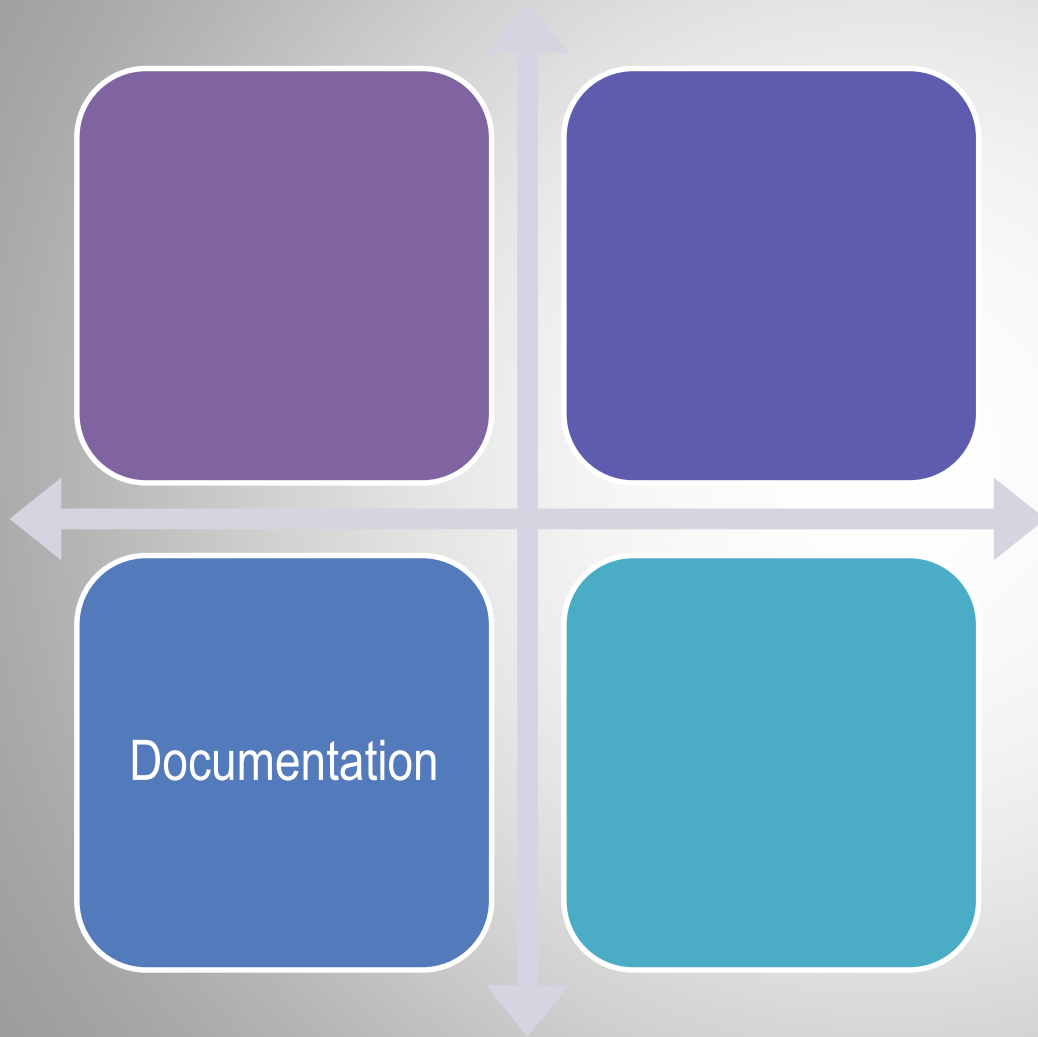


How do you move partners along continuum?

Continuum of Partnership Engagement

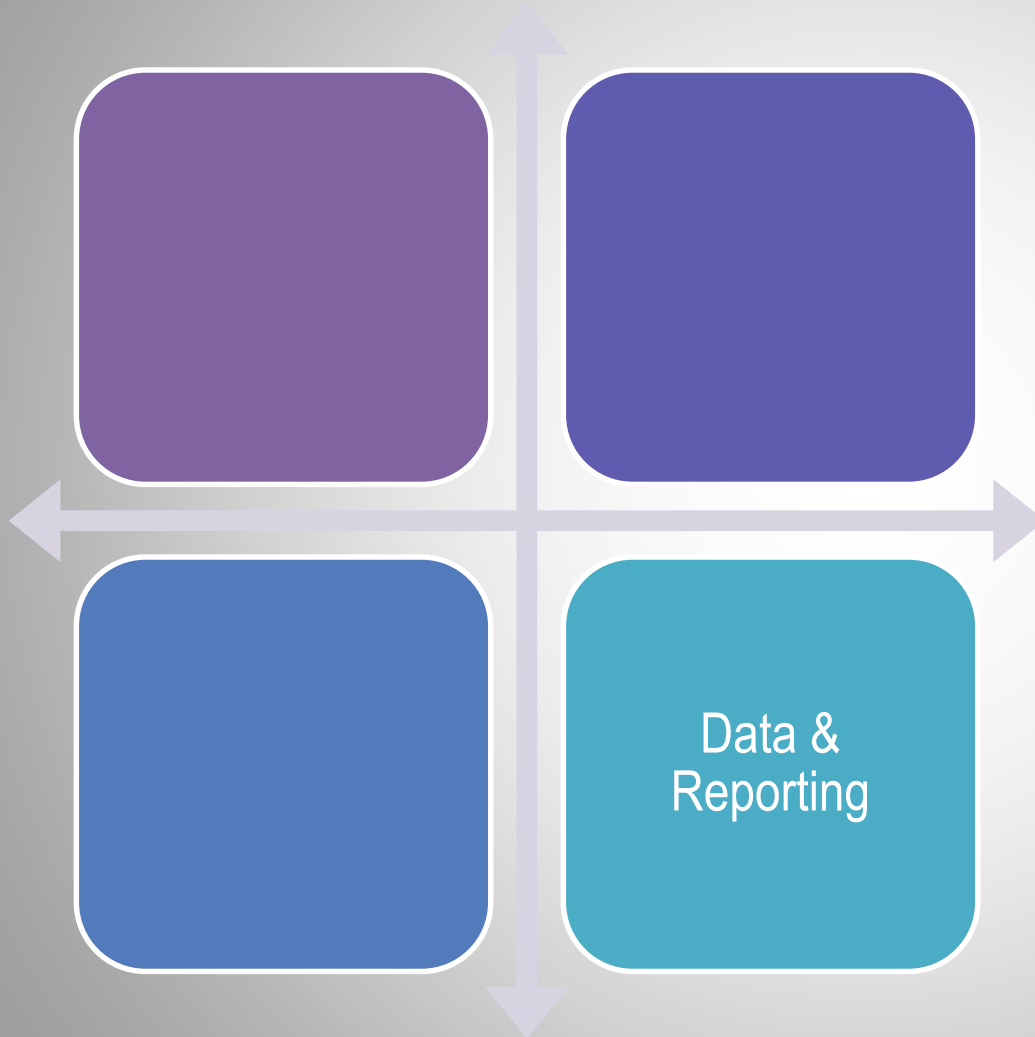


Relationship Building & Management



What documentation is important when developing & maintaining partnerships?

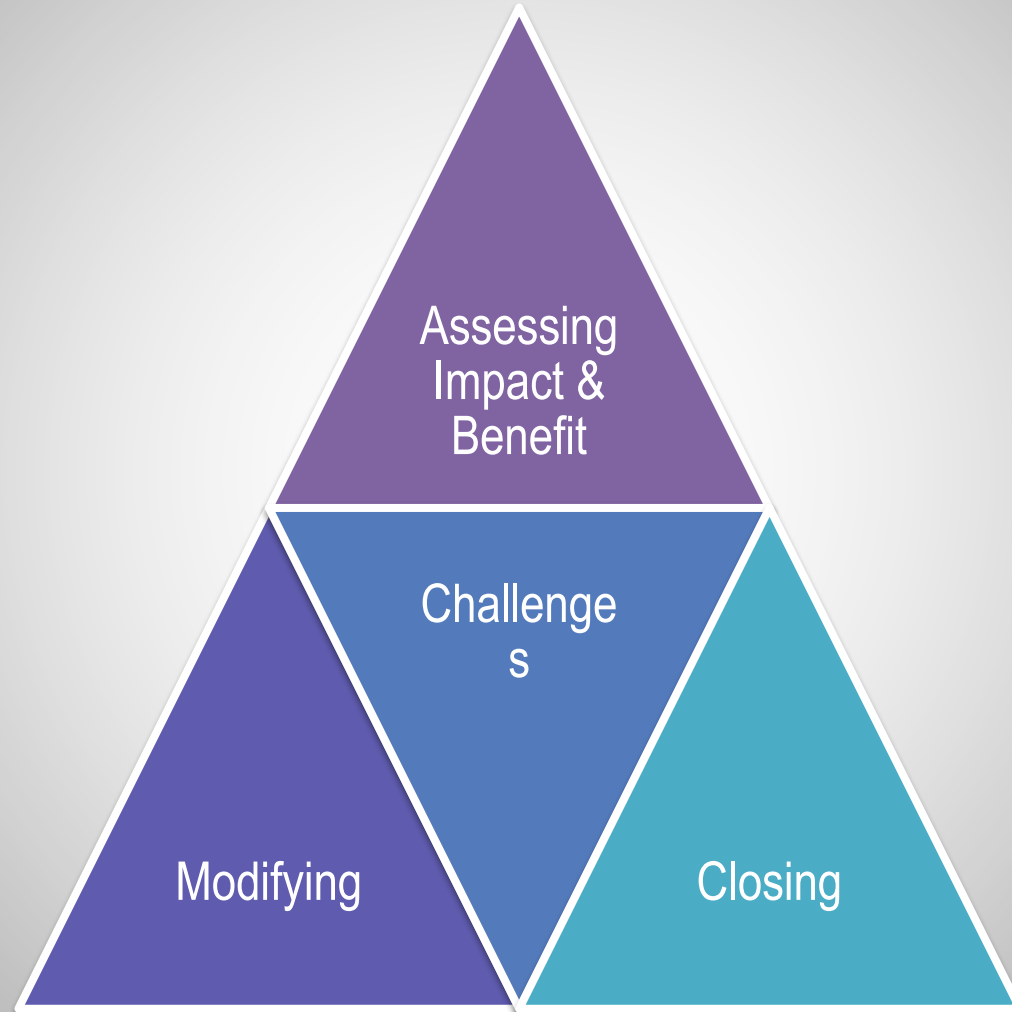
Relationship Building & Management



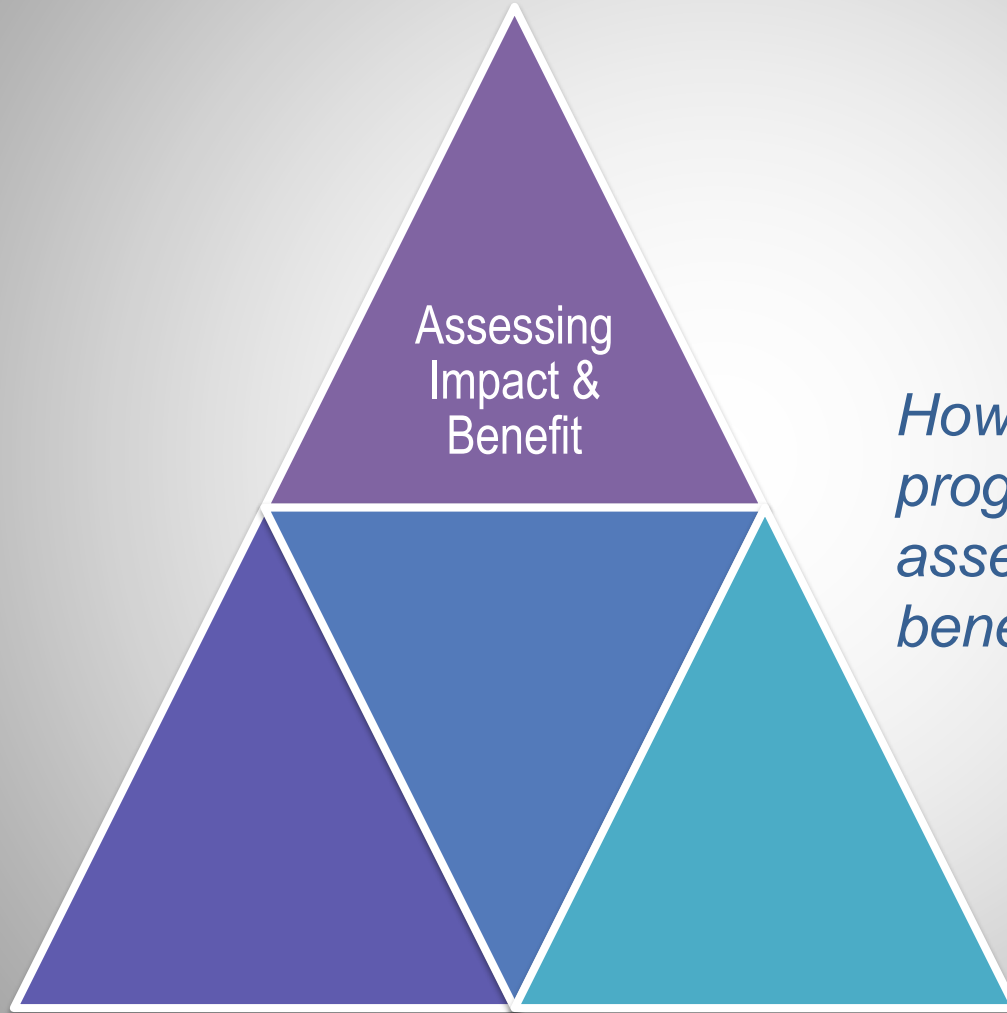
What do companies and mentoring programs want to know?

What data and information should be reported and how?

Assessing Impact & Navigating Challenges

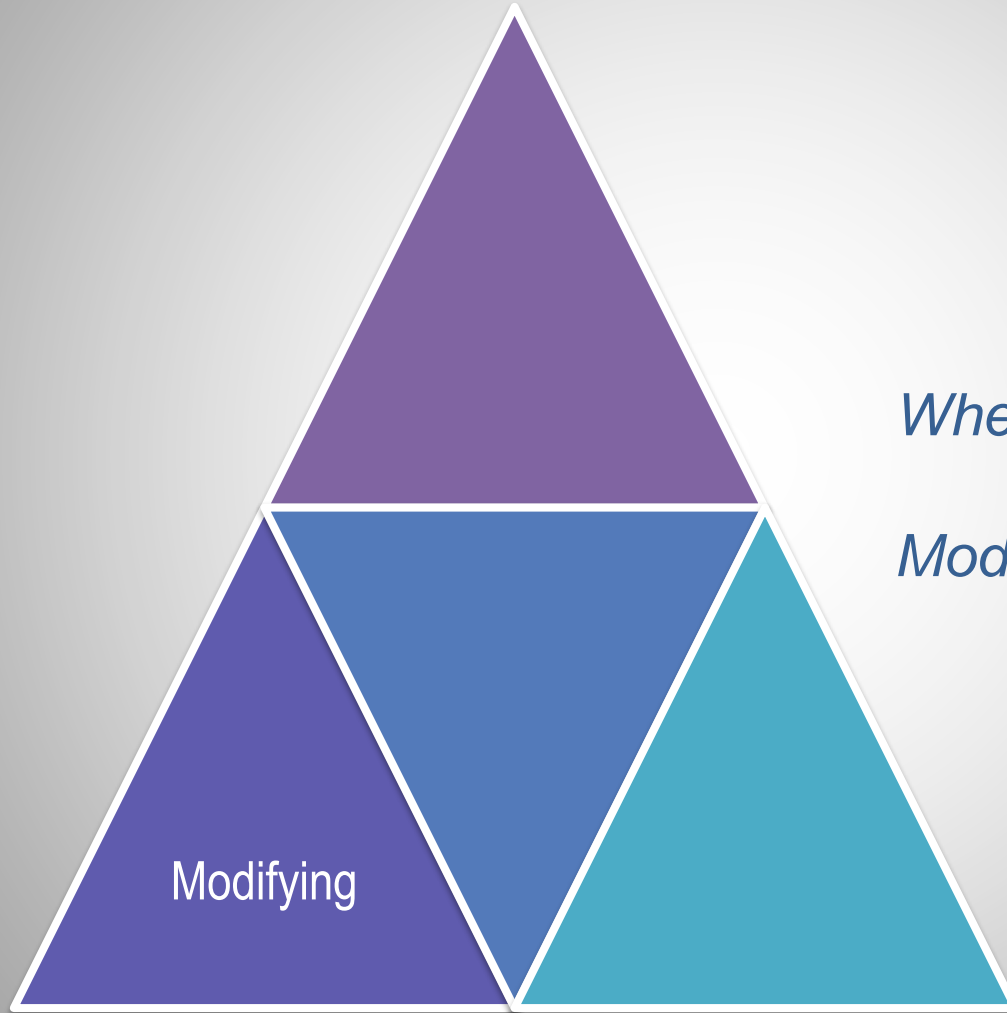


Assessing Impact & Navigating Challenges



How can mentoring programs and corporations assess the impact and benefit of a partnership?

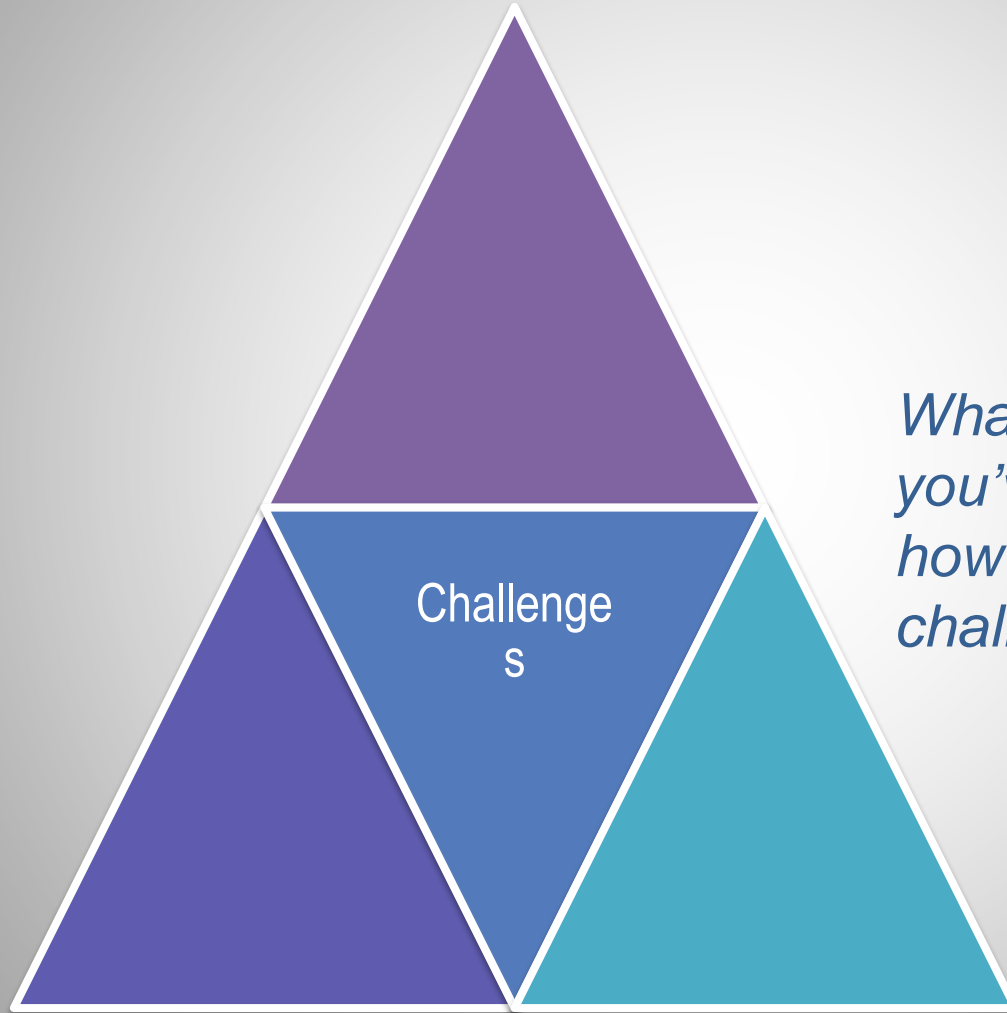
Assessing Impact & Navigating Challenges



When is it time to scale?

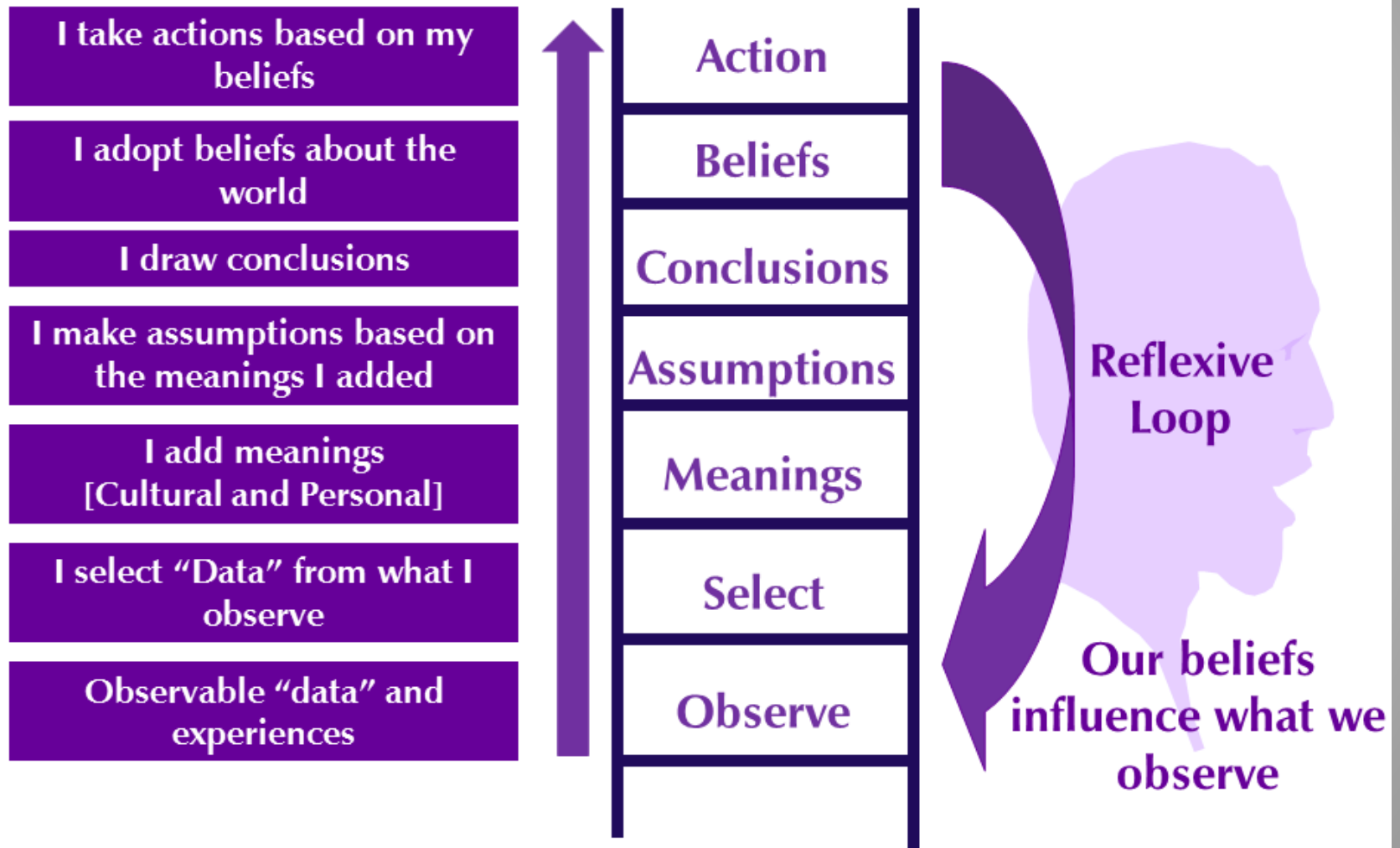
Modify partnership?

Assessing Impact & Navigating Challenges

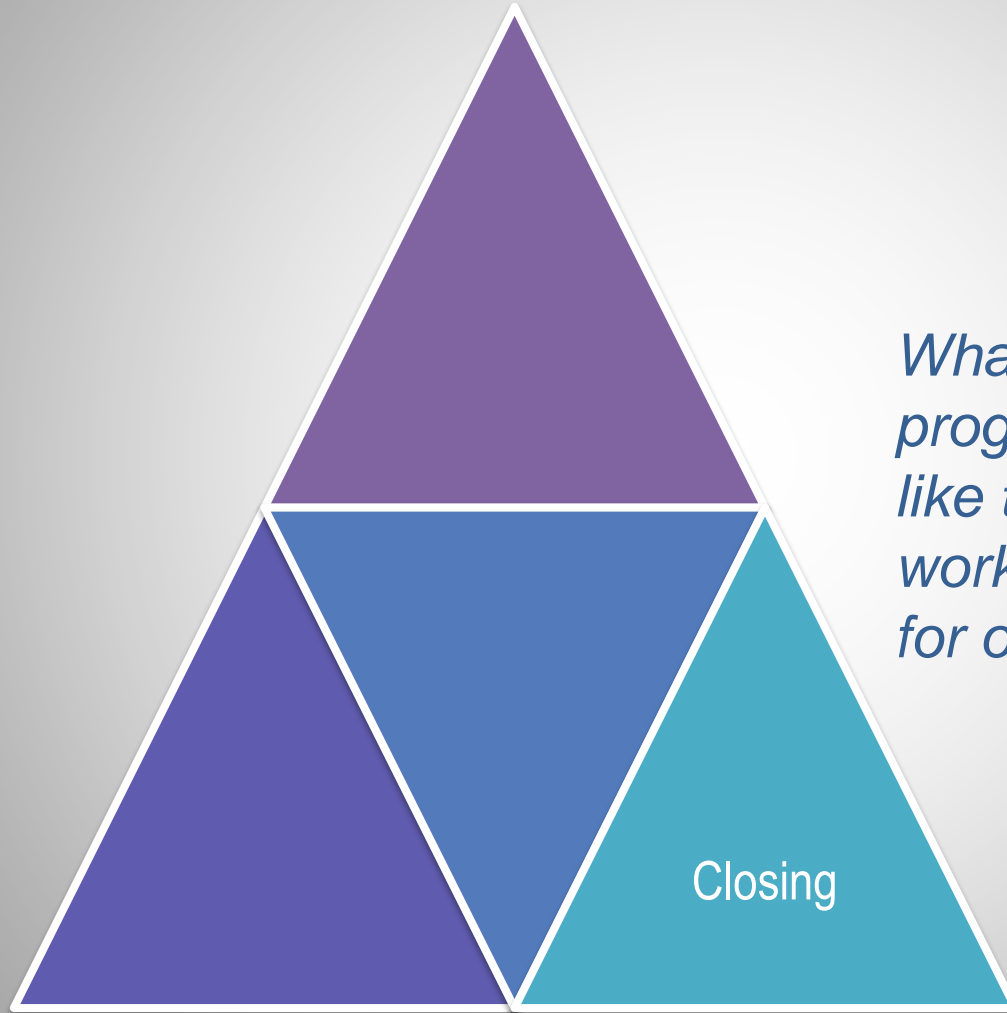


What are some challenges you've encountered, and how did you navigate these challenges?

The Ladder of Inference



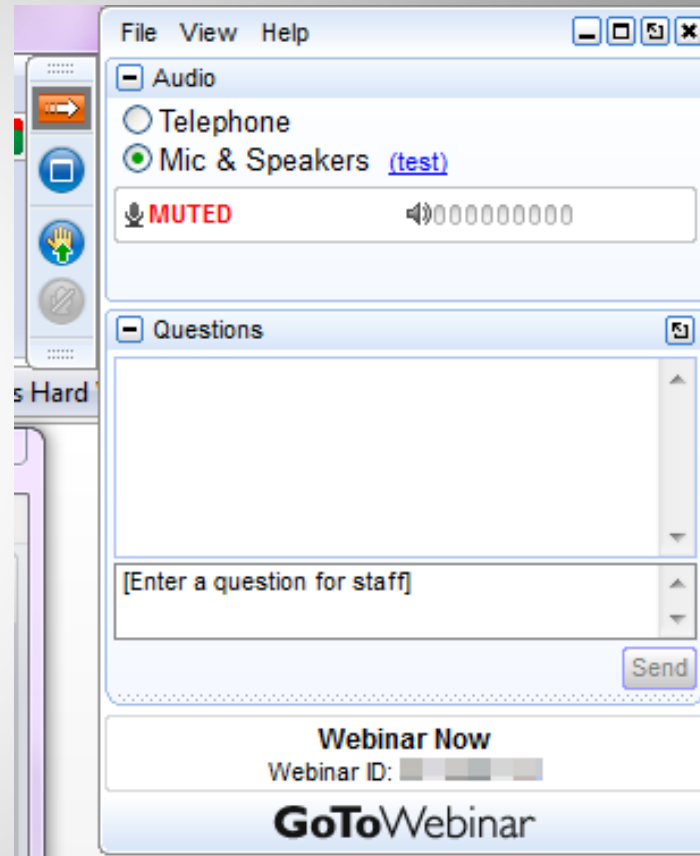
Assessing Impact & Navigating Challenges



What should mentoring programs do if it seems like the partnership is not working out to their benefit for one reason or another?

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:



The screenshot shows a web browser window displaying the MENTOR website. The URL in the address bar is www.mentoring.org/program-resources/collaborative-mentoring-webinar-series/. The page features a dark blue header with the MENTOR logo (The National Mentoring Partnership) and navigation links: "BECOME A MENTOR", "ADVOCATE", "DONATE", "Why Mentoring", "Get Involved", "Program Resources", "Our Work", and "News". A search bar is also present. The main content area has a large image of four people smiling and talking, with the text "COLLABORATIVE MENTORING WEBINAR SERIES" overlaid in white. Below the image, the word "WEBINARS" is written in bold. The text below reads: "MENTOR: The National Mentoring Partnership (MENTOR) is proud to facilitate the Collaborative Mentoring Webinar Series, supported by The National Mentoring Resource Center, The Office of Juvenile Justice and Delinquency Prevention (OJJDP) and in partnership with the following *Mentoring Partnerships*: California Mentoring Partnership, Mentor Colorado, Illinois Mentoring Partnership, Mentor Mentoring Programs: the National Mentoring Program Survey has officially launched. Stand up and be counted today!"

Collaborative Mentoring Webinar Series



NATIONAL MENTORING SUMMIT

**BUILDING RELATIONSHIPS,
ADVANCING THE MOVEMENT**

February 1-3, 2017

Renaissance Washington, D.C. Downtown

REGISTER FOR THE PHILANTHROPIC PARTNERSHIPS TRACK TO:

- Connect with other leading philanthropic investors in youth mentoring
- Engage in meaningful dialogue with hundreds of mentoring practitioners
- Generate solutions to help close the mentoring gap

REGISTER TODAY: MENTORING.ORG/SUMMIT

Early Bird \$395 (through October 3), After \$425

Sponsorships opportunities available



EXPANDED PROGRAMMING FOR PHILANTHROPIC PARTNERS INCLUDING:

- Focused track featuring 90-minute workshops on topics ranging from collective impact to mentoring young men of color to effective practices in developing a corporate youth mentoring program
- Private luncheon focused on surfacing big ideas and innovative practices for philanthropic partners to consider when investing and/or engaging in youth mentoring
- Private fireside chat with prominent mentoring researchers on the latest trends, challenges, and key practices for evaluating the quality and impact of youth mentoring programs and initiatives
- Opportunity to participate in MENTOR's Capitol Hill Day on February 1

For more information, contact Kristin Howard at khoward@mentoring.org

CONVENED BY



LEAD SPONSORS



Join Us Next Month!



How to Leverage National Mentoring Month
November 17
1 - 2:15 pm Eastern

