Leveraging LinkedIn to Support Career Mentoring with Youth

IMPACT Webinar Series

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Today’s Moderator & Presenter

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MENTOR Overview – www.mentoring.org

MENTOR’s Mission is to fuel the quality and quantity of mentoring relationships for America’s young people and to close the mentoring gap for the one in three young people growing up without this critical support.

- Nationally recognized field leader with more than 25 years of experience
- Demonstrated results and impact grounded in a community responsive approach
- Proven ability to help unlock new public and private dollars and engagement in mentoring
- Successful cross-sector and collective impact convener
- Member of the Social Impact 100, America’s 100 top-performing nonprofit organizations
MENTOR’s National Program Network

[Logo images of various organizations]
MENTOR’s National Footprint

26 affiliates serve as catalysts of the state/local mentoring movement
MENTOR’s Public/Private Partnerships
The Need for Mentoring

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

This is the mentoring gap in America.

- **46 Million**
  - All young people
  - ages 8-18

- **22 Million**
  - Young people with no risk factors
  - 15 Million Had a mentor
    - 2.4M structured
    - 12.6M informal
  - 7 Million Never had a mentor

- **24 Million**
  - Young people facing risk factors
  - 15 Million Had a mentor
    - 4.5M structured
    - 10.5M informal
  - 9 Million Never had a mentor
The Mentoring Effect

Research has consistently shown that mentoring has a positive effect in improving outcomes for young people with mentors versus those that do not.

With a mentor, at-risk youth are:

- **55%** more likely to be enrolled in college
- **78%** more likely to volunteer regularly in their communities
- **130%** more likely to say that they held a leadership position in a club or sports team
- **90%** have responded that they are now interested in becoming mentors
Overview of LinkedIn for Good & Coaches
Connecting Underrepresented Communities to Economic Opportunity

- LinkedIn for Good is the social impact arm of LinkedIn, aiming to connect every member of the global workforce to economic opportunity

- Our flagship program is LinkedIn Coaches: career development curriculum that connects underrepresented communities to mentors, networks and jobs
  - LinkedIn 101: Building A Professional Brand & Finding A Job
  - Speed mentoring sessions and career conversations
  - LinkedIn profile reviews
  - Explore content here and request a session here
Creating Value for Employees, Members and Jobseekers

“Last year, I attended a CollegeSpring event and from that event, one of the attendees followed up with me. Sonia requested me to be her mentor for a year and guide her to find her dream job and dream company. We met once per month and talked 45 mins. Empowering her and seeing her success meant a lot to me. Currently she is working in Orlando and secured an internship at Disney and she has more courage and empowerment. I believe she can achieve whatever she dreams and I am lucky to be part of her career journey and success.”

-- LinkedIn employee
Bringing Coaches Curriculum to Life

• Corporate engagement
  • EY’s College MAP Program
    • Equipping mentors (EY employees) with curriculum to deliver to high school students

• Nonprofit integration
  • Year Up
    • Curriculum integrated into Learning & Development; LinkedIn profile considered “homework” for students
    • Students connect with professionals after events to keep in touch
    • Staff can track alumni outcomes on LinkedIn (thousands on the platform!)
  • Jewish Vocational Services
    • Creative curriculum integration for jobseekers, e.g. tactical scavenger hunts (find a job that interests you, draft a message to a new connection)
    • Events with LinkedIn employees onsite and offsite (mock interviews and speed networking)
Partnership Advice
Trends in Corporate Partnerships

- Employees
- Impact
- Expansion
- Storytelling
- Advocacy
Map and Rank Potential Partnerships

- **Industry alignment** (i.e. school vendors and education programs; hospitality and shelters/residential programs)
- **Corporate giving alignment** (i.e. health/wellness focus and public health workshops)
- **Employee engagement alignment** (i.e. service days; skill-based volunteers; board leadership; diversity networks)
- **Workforce alignment** (i.e. talent recruitment; diversity and inclusion; skill building)
- **Customer alignment** (i.e. ice cream shop and recreational sports teams)
- **Brand alignment** (i.e. brand/PR agency and youth entrepreneur program)
- **Geographic alignment** (i.e. neighborhood focus; multiple market coordination)
- **Network alignment** (i.e. existing relationships)
Make Connections

• Identify the decision makers AND the influencers
  • Senior leadership, emerging leaders, employees with powerful personal connections to your work

• Research existing sponsorships, grantees, and community leadership roles
  • Does the company tend to write big checks, provide in-kind support to organizations or both?

• Learn the basic business model and language

• Leverage networking opportunities and tools
  • Industry events, conferences, LinkedIn
Make Connections (cont.)

• Establish a social media connection with the social impact team

• Secure an internal introduction, potentially through existing partners

• Build multiple relationships…cultivate several champions

• Lead with how you add value…giving, not getting
  • How can you support the goals of the company’s diversity networks?
Focus on Building a Continuum of Engagement

Introduction
- Review resumes
- Host job shadowing
- Conduct mock interviews
- Facilitate onsite volunteer project
- Host supply drive

Synergy
- Hire youth interns
- Project-based mentoring
- Angel tree donations
- Adopt a program
- Monthly mentoring
Additional LinkedIn Resources
Find Insights and Inspiration

- A digital representation of the global economy based on all the data on LinkedIn
- Labor market insights, e.g. skills gap reports
  - [economicgraph.linkedin.com](http://economicgraph.linkedin.com)
- Innovative thinkers from around the world (e.g. Barack Obama, Cory Booker)
- YouTube, podcasts and blog
  - [speakers.linkedin.com](http://speakers.linkedin.com)
Find Insights and Inspiration

• Online courses for creative, technology and business skills – everything from project management and Microsoft Excel to leadership skills and powerful body language

• Many public libraries offer free Lynda.com licenses; contact your local branch

• Unlocked courses include Learning LinkedIn and Learning LinkedIn for Students
Find the Right People

1. From your Profile page, tap the Career advice hub located in Your Dashboard

2. Set your preferences by answering questions related to giving or receiving advice

3. We’ll then suggest LinkedIn members who have relevant interest and experience

Career Advice: a simple way for you or your mentees to get in touch with professionals for quick career chats
Find the Right People

- **Volunteer Marketplace:** ~70,000 volunteer opportunities automatically ingested from partners including MENTOR and VolunteerMatch

- **Free** way to get your mentor, volunteer and board member opportunities on LinkedIn; post on a partner site
Additional Resources from MENTOR

- **Online Philanthropic Community of Practice**
  - Online portal for corporations, foundations and donors to connect & share resources

- **Mentoring Connector**
  - National database of mentoring opportunities

- **National Mentoring Resource Center**
  - National clearinghouse of tools, resources and practices

- **Collaborative Mentoring Webinar Series + IMPACT Webinar Series**
  - Free webinars by practitioners for practitioners

- **Elements of Effective Practice for Mentoring (including supplemental guides)**