

# *Collaborative Mentoring Webinar Series*



## **Leveraging Mentoring to Support Black Male Achievement**

January 15, 2015

# 2014 Collaborative Mentoring Webinar Series Planning Team



# Good to Know...

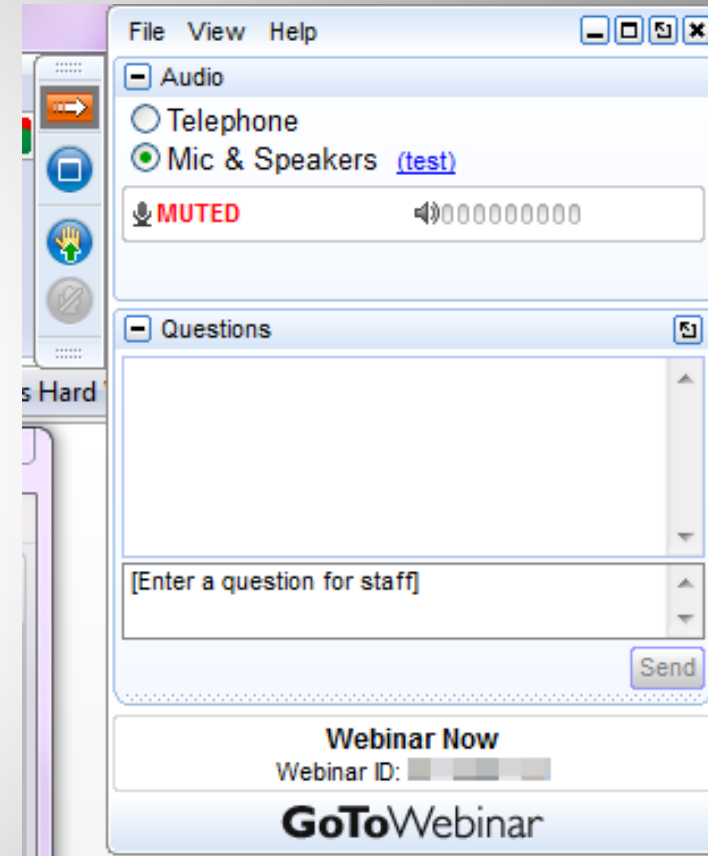
**After the webinar, all attendees receive:**

- 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?



# National Mentoring Month

- (January 8, 2015: “I Am a Mentor Day”)
- **January 15, 2015 (today!): “Thank Your Mentor Day”**
- **January 19, 2015: Martin Luther King, Jr. Day of Service**
- **January 28-30, 2015: National Mentoring Summit**



# National Mentoring Resource Center

[www.nationalmentoringresourcecenter.org](http://www.nationalmentoringresourcecenter.org)



## NATIONAL **MENTORING** RESOURCE CENTER

A Program of **OJJDP**

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*Collaborative Mentoring Webinar Series*

# Today's Webinar

- **Shawn Dove**, The Campaign for Black Male Achievement
- **Steve Vassor**, MENTOR: The National Mentoring Partnership
- **Natalie Meade**, Maryland Mentoring Resource Center
- **James M. Riddick, Jr.**, Operation Reach Back
- **Sarah Kremer**, Acknowledge Alliance

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

# Shawn Dove

## CEO

### **Campaign for Black Male Achievement**

Shawn Dove joined the Open Society Institute in May 2008 as manager of the Campaign for Black Male Achievement. The Campaign began as a program of the Open Society Institute, and is now an independent entity. Shawn has more than two decades of leadership experience in youth development, education, and community building. He has previously served as vice president of MENTOR's affiliate *Mentoring Partnership* in New York City.







**THE  
POWER of  
MENTORSHIP**

# Campaign for Black Male Achievement

*Leaders imagine an inspiring future and strive to shape it rather than passively watching the future happen around them. Heroes extract gold from the opportunities at hand rather than waiting for golden opportunities to be handed to them.*

**– Chris Lowney, Heroic Leadership**



**THE  
POWER of  
MENTORSHIP**

# CBMA Goals

- To strengthen low-income black families through responsible fatherhood initiatives, policy advocacy, and supporting efforts that lift barriers facing single mothers raising black boys.
- To ensure that black boys have the opportunity to excel academically, to prepare for college, and to learn skills essential to earning a living wage.
- To expand and ensure 21st century family supportive wage work opportunities for black males.
- To integrate strategic communications and arts & culture into CBMA's work across its three core areas to promote positive frames and messages about black men and boys.
- To serve as a catalyst in the field of philanthropy for leveraging additional private and public funds for the field of black male achievement.



**THE  
POWER of  
MENTORSHIP**

# Place Matters, Race Matters

- Asset-based Language about Black Men and Boys
- Community-Building Strategy, Inclusive of Women; LGBT Community
- Blend of Direct Service/Demonstration Projects & Policy Advocacy



**THE  
POWER of  
MENTORSHIP**

# CBMA High 5!

1. Build the Brand of BMA
2. Cultivate Strategic Partnerships
3. Strengthen the Field through Leadership Development & Organizational Development
4. Measure & Promote What Works
5. Sustain the "Campaign"



**THE  
POWER of  
MENTORSHIP**

# Steve Vassor



## **Senior Advisor, Black Male Achievement MENTOR: The National Mentoring Partnership**

For 25 years, Steve has worked with and on behalf of young people in the mentoring and youth development fields. He recently formed AMPED Strategies, a social enterprise focused on strengthening and amplifying non-profits and social enterprises. Steve earned his Bachelors Degree in Mental Health from Morgan State University, and Masters in Social Services Administration from Case Western Reserve University.

# Convenings

## *Mentoring Partnerships:*

- Maryland Mentoring Resource Center (Baltimore, MD)
- Friends for Youth (Oakland, CA)
- Illinois Mentoring Partnership (Chicago, IL)
- Mentor Michigan (Detroit, MI)
- Mentoring Partnerships of New York and Long Island (NYC, NY)
- Newark Mentoring Movement (Newark, NJ)

# What We Learned

- $6 \times 200 \times 1700 \times 60 = 3$
- Mentors must go beyond cultural competence, help mentees become critically conscious.
- Mentors must meet mentees where they are, help mentees develop their own social capital
- Mentors must be prepared to embrace existing natural (informal), familial and societal structures.



# Mentoring Young Black Men: The Essentials

## Curriculum Goals

- Move mentors beyond cultural competence, towards an integration of critical consciousness for both the mentor and the young Black men that they mentor.
- Build the capacity of mentors to meet their mentees “where they are” while also embracing existing natural (informal), familial and societal structures to support the mentor-mentee relationship.
- Equip mentors with the necessary skills and tools to embrace and impart a critical consciousness model into their mentoring approach with the young Black men they mentor.

# Natalie Meade



**Director of Training and Partnership Support**  
**Maryland Mentoring Resource Center**

Natalie leads the work of the *Mentoring Partnership* housed within Big Brothers Big Sisters of the Greater Chesapeake. She previously served as the Director of Programs at this agency, and she holds her Masters in Social Work from the University of Pittsburgh.

# James M. Riddick, Jr.



## **Founder**

## **Operation Reach Back (ORB), Inc.**

ORB was founded in 2012 and is a convergence of Christian men seeking to improve the quality of life of the next generation of young leaders. They emphasize character building using five core principles: relationship, responsibility, respect, reach, and return. Mr. Riddick is a man of strong faith, loves his family, and is grateful and honored to serve the young men he has the pleasure of mentoring.

# Q&A with James



# Sarah Kremer



## **Assistant Program Director Acknowledge Alliance**

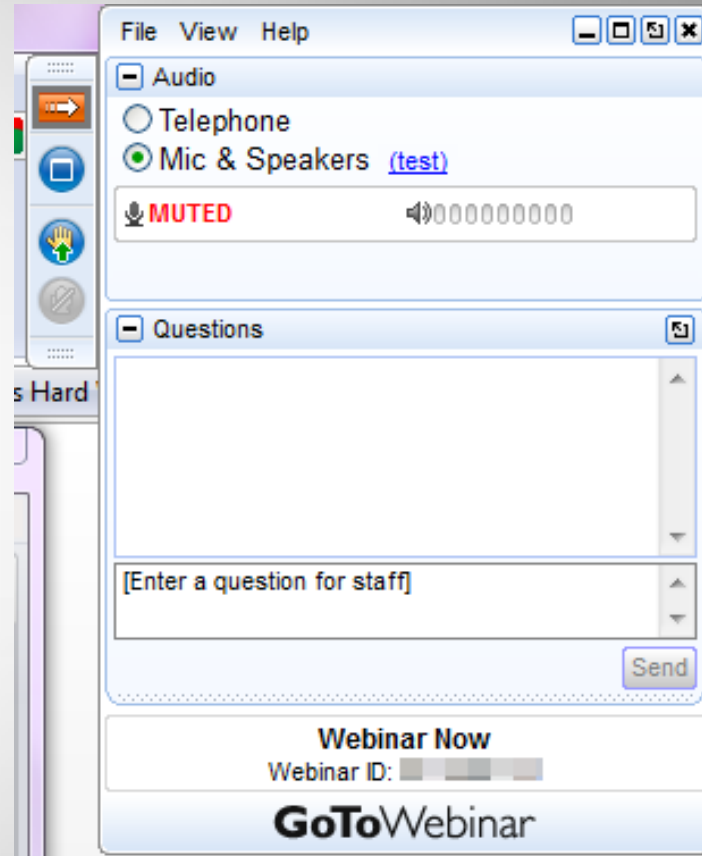
Before joining Acknowledge Alliance, Sarah served as the Program Director at Friends for Youth for more than 13 years, where she oversaw its Mentoring Institute. She is also an independent training consultant for youth mentoring programs and is a Licensed Professional Clinical Counselor and Board Certified Art Therapist.

# Implications for Trainers

- “Standard” training components and Sparks
- How to train and prepare your staff to deliver the curriculum
- When to bring this curriculum to your mentors

# Q&A for Panelists

Type your questions in the question box:



# Shawn Dove

## CEO

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# Campaign for Black Male Achievement



**Strong Leaders + Strong Organizations = A Strong Black Male Achievement Field**

**A Strong Black Male Achievement Field is Necessary to Improve the Life Outcomes of Black Men and Boys**

***What does it take to help an entire population to achieve?***

***What does it take to make that possible while also counteracting systemic obstacles built over generations that work to hold back that same population?***

## What It Takes to Help A Population Achieve

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*To eliminate the disparities facing black men and boys it will take strong leaders and organizations, sustained attention and investment, a change in perception of black males, and a coordinated effort by a cross section of leaders*

### ***Strong Leaders and Organizations***



*Leaders and organizations with the infrastructure, support and financial resources to maintain their efforts to improve life outcomes of black men and boys*

### ***Sustained Attention and Investment in Black Males***



*The disparities facing black males are center to the public, philanthropic and political discourse; increased investment is channeled to improve life outcomes for black men and boys*

### ***Change in Perception of Black Males***



*A positive prevailing narrative using asset-based language*

### ***Coordinated Effort by Cross-section of Leaders***



*Established network of leaders in the private, public, and philanthropic space collaborating and sharing best practices to drive change*

***This change will not happen overnight - it will take a sustained, unyielding effort to change the life outcomes of black men and boys***

## **The Approach: The Campaign for Black Male Achievement (CBMA)**

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*Since its launch in 2008, CBMA has been a leading force elevating strategies and investments to improve life outcomes of black men and boys, catalyzing an emerging field of Black Male Achievement and starting a movement*

### **CBMA Mission Statement**

The Campaign for Black Male Achievement is a **national membership network that seeks to ensure the growth, sustainability, and impact of leaders and organizations** committed to improving the life outcomes of black men and boys

### **Core Strategies**

**Capacity Building**

**Strategic Communications**

**Network Building**

### **The CBMA Solution**

**1 Strong Leaders + Strong Organizations = A Strong Black Male Achievement Field**

**&**

**2 A Strong Black Male Achievement Field is Necessary to Improve the Life Outcomes of Black Men and Boys**

## The Approach: Interconnected Core Strategies

To strengthen the infrastructure of the Black Male Achievement field, CBMA relies upon three interconnected strategies: capacity building, network building, and strategic communications

1

### Capacity Building



#### Core Activities

#### Capacity Building and Sustainability Center / Social Innovation Accelerator

- **Supports BMA leaders and organizations** using assessment tools, grantmaking, convenings and online resources – providing the following range of services
  - BMA organizational assessment
  - Financial sustainability
  - Performance measurement & impact
  - Leadership, team & governance
  - Direct service & strategy support

2

### Strategic Communications



#### Core Activities

#### Field Promotion / Narrative Change Communications

- **Promote the leaders and organizations** in the field and **define a clear narrative for black men and boys**
  - Publish biennial field reports
  - BMA press releases, op-eds, white papers and blogs
  - BMA social media presence
  - Utilize BMA partnerships for rapid response and support
  - Effective use of CBMA website

3

### Network Building



#### Core Activities

#### Membership Model / Communities of Practice

- **Engage leaders across a multitude of sectors** that share a common interest in black male achievement
  - Build bridges for leaders to connect and engage
  - Encourage collaboration and knowledge sharing
  - Establish communities of practice to collectively approach issue areas
  - Organize city-based seminars

## **CBMA Has Helped to Ignite The Beginning of a Movement**

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*“The barriers to success that black men face have been in plain sight for decades, so its particularly heartening to see a movement taking shape that is specifically crafted to address these challenges and change the odds for one of the most disenfranchised populations in America”*

- Geoffrey Canada, CEO of Harlem Children Zone, CBMA Board Member

***Through the emerging field of black male achievement we have built a foundation to achieve our vision...***

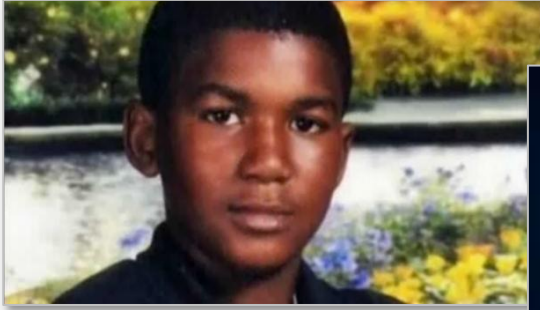


***An America where our black men and boys are seen as assets full of potential that are provided an equal opportunity to obtain the American dream***

## **The Urgency of the Moment: The Time is Now**

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*The summer of the verdict and the speech has brought unprecedented attention and investment focused on black men and boys in this country; this is a unique and pivotal moment for the organizations working to improve the life outcomes of this group*



***With the...***

**Heightened Public  
Awareness**

**AND**

**President's Call to  
Action**

**AND**

**Strong Support  
and Focus from  
Philanthropy**

***...Now is the time to launch our proven approach to amplify our impact and combat the deeply entrenched barriers impeding the progress of black men and boys***

## The Urgency of the Moment: The Amplified Benefits of CBMA

*CBMA's launch will benefit leaders and organizations in the field, black men and boys, and society as a whole*

### For BMA Leaders & Organizations



- Receive the **resources and support** to sustain their work and scale their impact
- **Free promotion that can catalyze new investments** through CBMA's field promotion efforts
- **Access to a network of leaders** to share best practices and collaborate to amplify impact

### For Black Men and Boys



- **Targeted, sustained focus** on the unique disparities black men and boys face in America
- Receive a **steady stream of services** from stable organizations committed to their success
- The emergence of a **positive, asset-based narrative** on the potential of black men and boys

### For Society



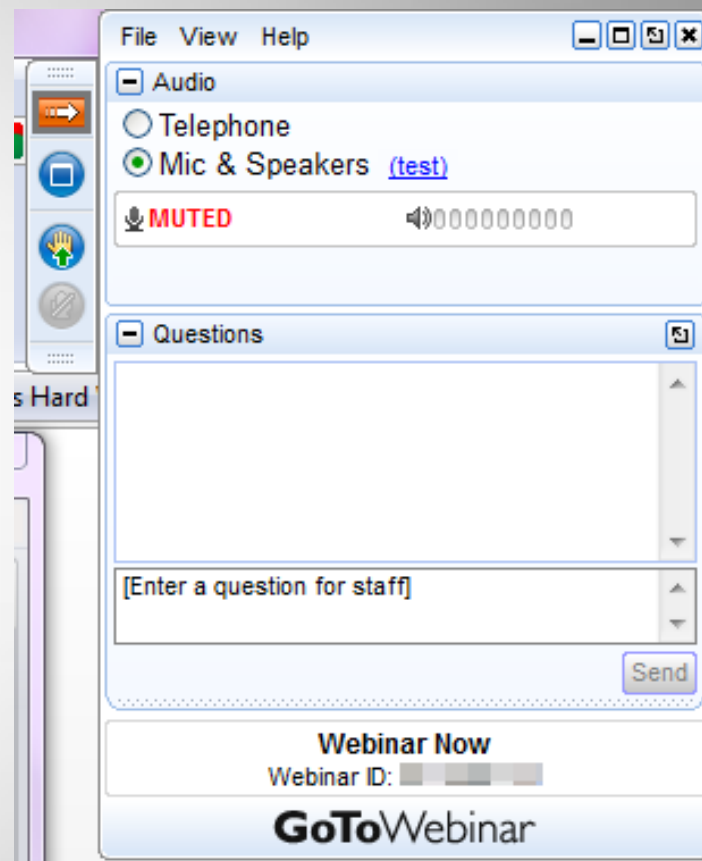
- Working to eradicate the generational barriers that have blocked black males from **accessing "The American Dream"**
- Uplifting black men and boys will foster new insight, innovation, and productivity, **increasing our global competitiveness**

**CBMA's launch as an independent nonprofit aims to catalyze new investments for the field as a whole, allowing BMA leaders to sustain their work to support the field for years to come**



# Q&A for Panelists

Type your questions in the question box:



# Additional Resources

Institute for Black Male Achievement

<http://blackmaleachievement.org/>

National Mentoring Month

<http://www.nationalmentoringmonth.org/>

Black Star Project

<http://blackstarproject.org/action/>

# 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/](http://www.mentoring.org/program_resources/training_opportunities/collaborative_mentoring_webinar_series/)

# Stay Connected

- Email us at [collaborativewebinarseries@mentoring.org](mailto: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 with the URL [www.mentoring.org/program\\_resources/training\\_opportunities/collaborative\\_mentoring\\_webinar\\_series](http://www.mentoring.org/program_resources/training_opportunities/collaborative_mentoring_webinar_series). The page features the MENTOR logo (National Mentoring Partnership) and the tagline "Expanding the World of Quality Mentoring". Navigation links include HOME, ABOUT MENTOR, START A PROGRAM, PROGRAM RESOURCES (highlighted), GET INVOLVED, NEWS & RESEARCH, and SUMMIT 2015. A search bar is present. The breadcrumb trail reads: > Home > Program Resources > Training Opportunities > Collaborative Mentoring Webinar Series. The main heading is "Collaborative Mentoring Webinar Series". The text describes the series as a partnership between MENTOR and several state-level mentoring organizations, including the Maryland Mentoring Resource Center, Indiana Mentoring Partnership, Kansas Mentors, the Mentoring Center of Central Ohio, the Mentoring Partnership of Minnesota, Oregon Mentors, and the Mentoring Partnership of Southwestern Pennsylvania. The text states that the series focuses on strengthening mentoring practice, sharing resources, and putting research into practice. On the right, under "Collaborating Partners", logos for MENTOR, mentoring partnership, Big Brothers Big Sisters of the Greater Chesapeake, and Indiana are displayed.

# Join Us Next Month

## Using Research to Inform Your Program

Thursday, February 19, 2015

1 - 2:15 pm Eastern

