

Strategic Mentorship for Associations

Enhancing Member Value with
Strategic Mentorship



Image Credit: Julia Zhogina, Flickr

Overview:

UPCEA, the leading higher education association for online and professional continuing education, partnered with Mentor Collective to launch UPLift, a virtual mentoring community designed to enhance member engagement and foster professional growth. Now in its third successful year, the UPLift program has consistently demonstrated high participant satisfaction, significant increases in mentor-mentee matches, and robust engagement metrics, solidifying its value as a core membership benefit. This partnership demonstrates how a customized and data-informed mentorship solution can effectively scale to meet the unique needs of a diverse professional association, driving measurable impact and strong advocacy from key stakeholders.

Challenges

UPCEA aimed to increase member engagement and deliver tangible value beyond traditional offerings. They sought a structured way to facilitate peer-to-peer connections that would support members' professional growth and enhance their sense of belonging within the association. A key challenge was finding a scalable solution that could facilitate meaningful virtual connections for a diverse nationwide membership, while also enabling administrators to measure engagement.



Type of Organization:

Higher Education Association

Location:

Serving a national membership,
with Headquarters in
Washington D.C.

Size:

UPCEA serves 400+
institutions and 15,000+
professionals, including deans,
directors, and other leaders
in the field

Demographics:

Mentees connect with peer
mentors for personal and
professional development
support

Solution

UPCEA collaborated with Mentor Collective to launch UPlift, a virtual mentoring community designed to connect members with peer mentors for personal and professional development. The three-year partnership demonstrates its sustained commitment and proven reliability in delivering a valuable mentorship program.



Image Credit: Edward Zeltser, Flickr

How UPCEA leverages Mentor Collective:



Customized,
evolving program
design



Strategic
mentor-mentee
matching



Intuitive
engagement
tools & dynamic
dashboard



Dedicated program
management &
proactive human
support



Data-informed
insights for
continuous
improvement

Outcomes & Impact

The UPlift program has delivered significant outcomes for UPCEA and its members, including consistent growth, high satisfaction rates, and increased connections and engagement across their diverse, national membership. Additionally, streamlined data management enables UPCEA administrators to measure, report, and continuously improve efficiently.

2023

2024

2025 (AS OF MAY)

Consistent Growth and Increased Scale

75 mentees matched,
122+ total participants,
650+ conversations logged

88 mentees matched,
82 mentors matched,
725+ conversations logged

107 mentees matched,
67 mentors matched,
425+ conversations logged,
180 peer-to-peer SMS exchanged

Satisfaction (Average out of 7)

Satisfaction (Average out of 7)

Overall Experience: (Average out of 5)

Mentor: 6.5/7
Mentee: 6.5/7
Mentee Recommendation Likelihood: 6.4/7

Mentor: 6.5/7
Mentee: 6.5/7

Mentee: 4.8/5

PARTICIPANT'S VOICE



"Every conversation with [my mentor] is very insightful and leaves me with several ideas of how to approach future conversations with my supervisors regarding my growth at my organization."

-Mentee

"He is now aware of 'asking for a friend' help, looking into network volunteer leadership, and open to sharing with me his existing ideas of a possible new job and relocating for the right role."

-Mentor



"I received helpful guidance in the areas of addressing missing target goals for development, involvement in the structuring of our new strategic plan, innovation processes, and establishing a mentorship program within my group."

-Mentee

"[My mentee] incorporated suggestions from our conversations in the annual performance appraisal process; both in her own review by her boss and the reviews of the employees she supervises."

-Mentor



"I learned some new leadership strategies, one of which solved a leadership-related dilemma that I've had for some time, and what I can do to build upon the stronger areas of my leadership abilities."

-Mentee

Key Learnings

UPCEA's success with the UPlift program highlights several key learnings for associations considering a mentorship initiative.

- **Structured Platforms Drive Engagement:** A well-structured mentorship platform can effectively facilitate connections across a diverse membership
- **Community Connection Enhances Program Power:** Opportunities for mentors and mentees to connect more personally enhance engagement and recruitment.
- **Data Accessibility Enables Action:** Real-time data empowers continuous program refinement and responsiveness to member needs

A Compelling Case for Structured Mentorship at Associations

The UPlift program stands as a powerful testament to the impact of well-designed and supported mentorship initiatives within professional associations. By creating a vibrant community, UPCEA has not only enriched its membership experience but also provided a tangible pathway for professional growth and connection among leaders in online and professional continuing education.



Ready to Transform Your Association Through Mentorship?

Together, we can build a stronger, more resilient culture at your organization.



 www.mentorcollective.org

 www.linkedin.com/company/mentorcollective/

