

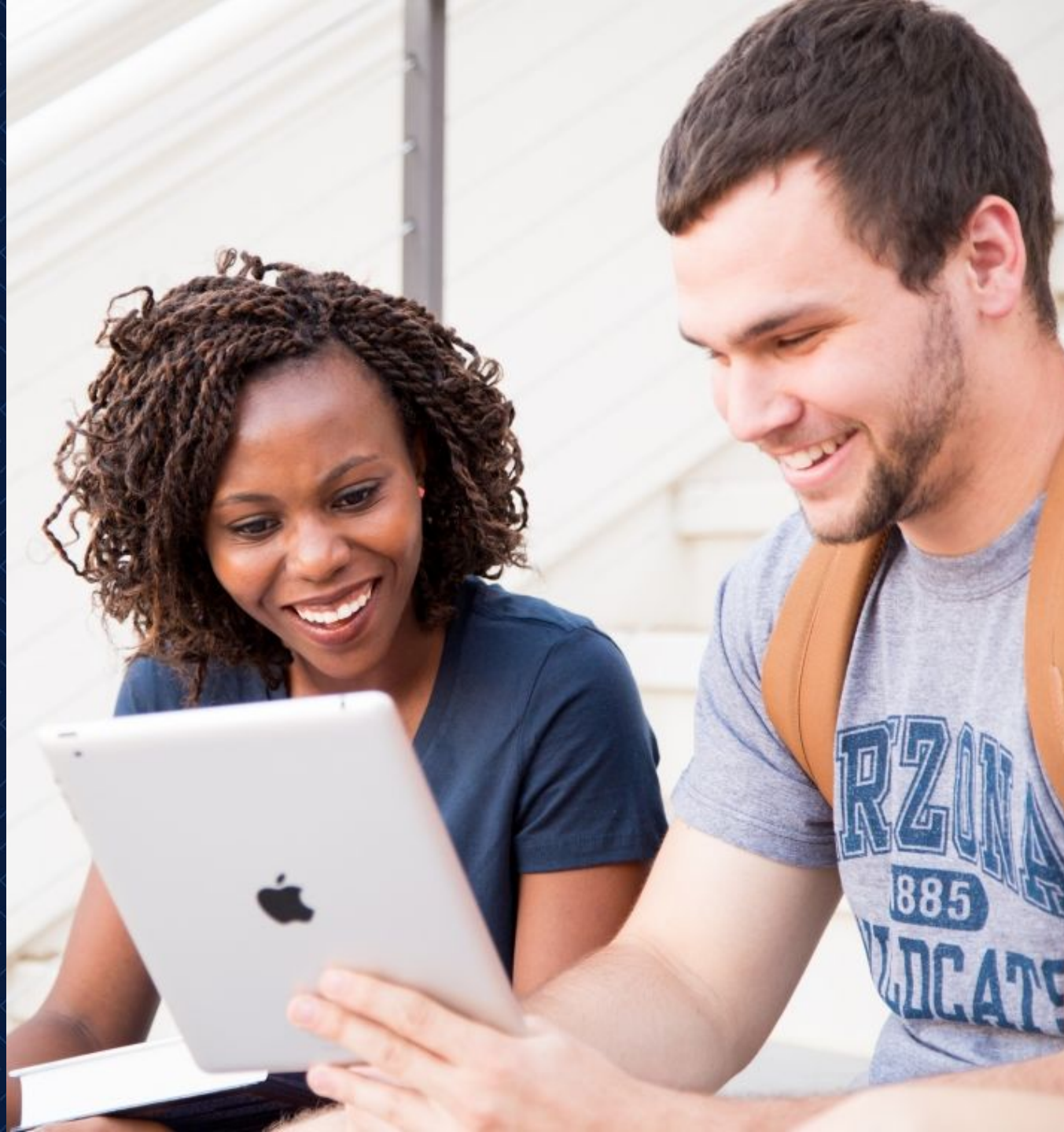


Building a Culture of Mentorship: A Framework for Institution-Wide Success



A guide to best practices and tips to make your virtual experience seamless

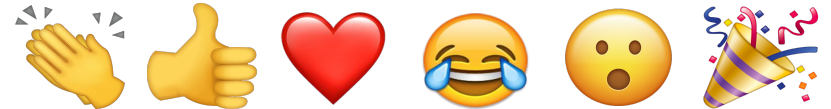
- Upon entry, audio is on mute
- Ensure your camera is on
- Adjust your video layout to speaker view
- Chat your name and institution!



Audience Engagement

**Submit your questions
throughout the event and
chat with attendees via the
Chat feature in Zoom**

Like what you hear? Let us know
with reactions!



Today's Speakers



Erin Mayhood
Chief Executive Officer
Mentor Collective



Jennifer Kious, Ed.M.
Customer Education Manager
Mentor Collective



The Power of Mentorship

 Mentorship is more than a program; it's a strategic advantage.

- **Sense of Belonging = Retention**

- UW-Green Bay's mentorship program saw 91% retention among mentees vs. 63% in non-mentored students.

- **Mentorship Fuels Career Readiness**

- UNC Greensboro mentees accessed career resources 308% more frequently than their peers.

- **Bridging Education & Workforce**

- 36% of Amazon Future Engineer mentees secured additional internships after program participation.



Takeaway: Mentorship is not a “nice to have”—it is a mission-critical solution.





The Education to Career Gap

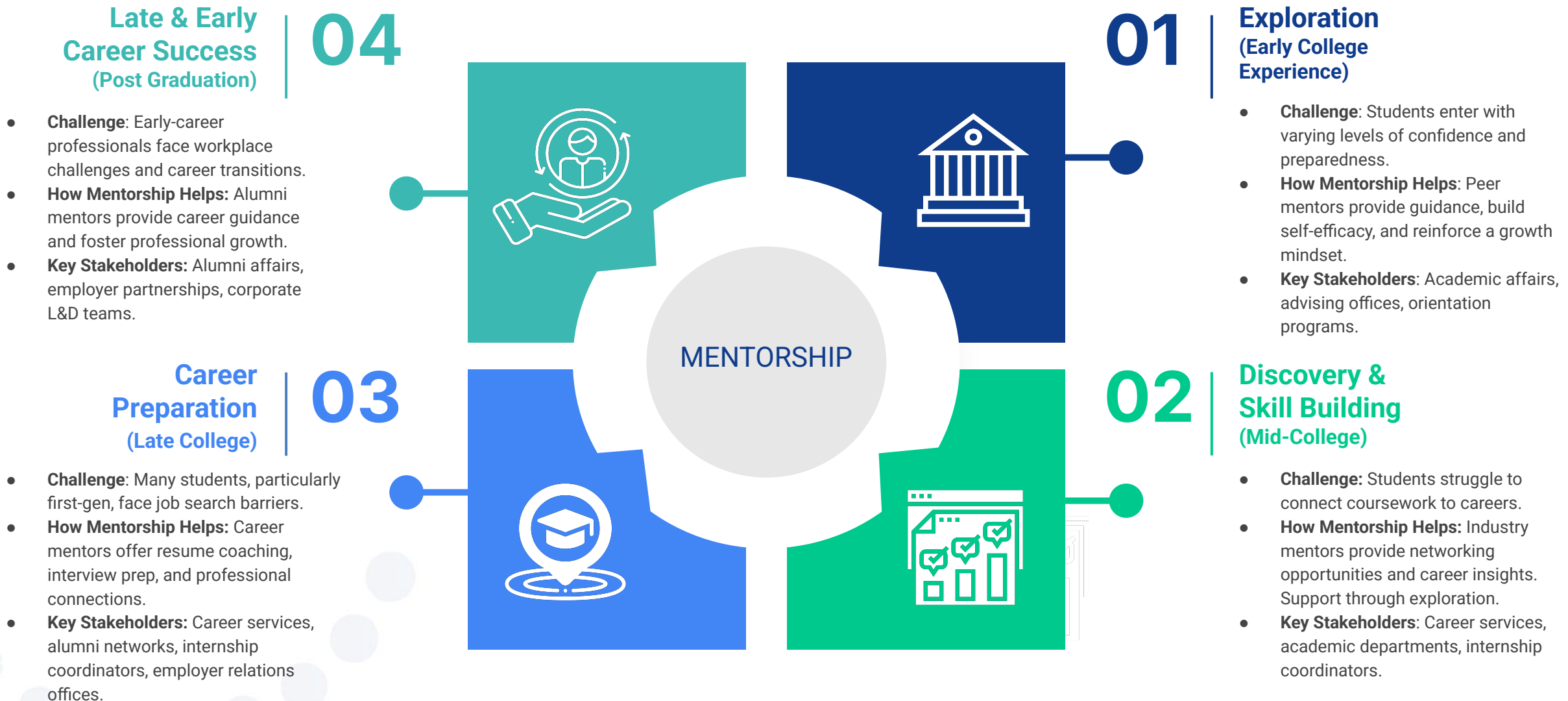




Mentorship Bridges the Gap



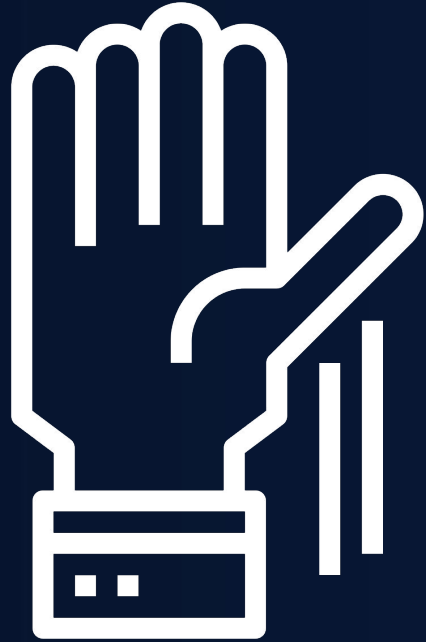
Mentorship Across the Student Lifecycle



During this event, you'll learn:

1. A framework to align mentorship with institutional goals like retention, belonging, and student engagement
2. Data-driven insights on the measurable impact of mentorship
3. Strategies for launching, scaling, and sustaining a high-impact mentorship program
4. How to create visibility and engagement around mentorship initiatives





Poll

**Do you have a mentorship
program already at your
institution?**



The Six Elements of a **Culture** of Mentorship





Strategic

- Clearly articulated goals
- Connected to broader student success strategy
- Leaders are well-versed in student success outcomes



University of North Carolina Greensboro



Regina McCoy, MPH, MCHES, NBC-HWC
Associate Vice Provost for
Retention & Student Success
University of North Carolina Greensboro



Indiana University



Goal 3: Inclusion, Wellness, and Student Support

Foster a diverse and inclusive student community that stimulates a strong sense of belonging and well-being.



Objective & Mentor Collective Alignment

- Early alert for academic success.
- Mentors can submit a flag if they think a student could benefit from additional support from the institution directly.
- Support framework that includes components in academic, health, well-being and student-life.
- Mentorship enables help-seeking behavior. Peer mentors are trained to alleviate mentee roadblocks by directing mentees to critical resources on campus.
- Peer mentoring programs for all first-year students at IUB.
- Through this expanded partnership, IUB will deliver on scalable, technology-enabled mentorship for all first-year students.

Metrics

6% first to second year retention difference for URM scholarship recipients for those who engaged with Mentor Collective than those who didn't.

Elevating Career Confidence - UW Green Bay

+30.6
%

Improvement in Career
Decision Self-Efficacy

+7.8%

Improvement in Academic
Self-Efficacy

+9.4%

Improvement in Academic
Help Seeking

+20.2
%

Improvement in Sense of
Belonging

"It is really nice to be able to have casual conversations with someone who went through the same program and is currently in the education field."

– MENTEE

"I love helping others reach their goals and find their path. I've worked in the healthcare industry for 25+ years, returned to school in my 40s in order to advance my career and I did. If I can do it, anyone can and I'd be happy to be a cheerleader on someone's path."

– MENTOR



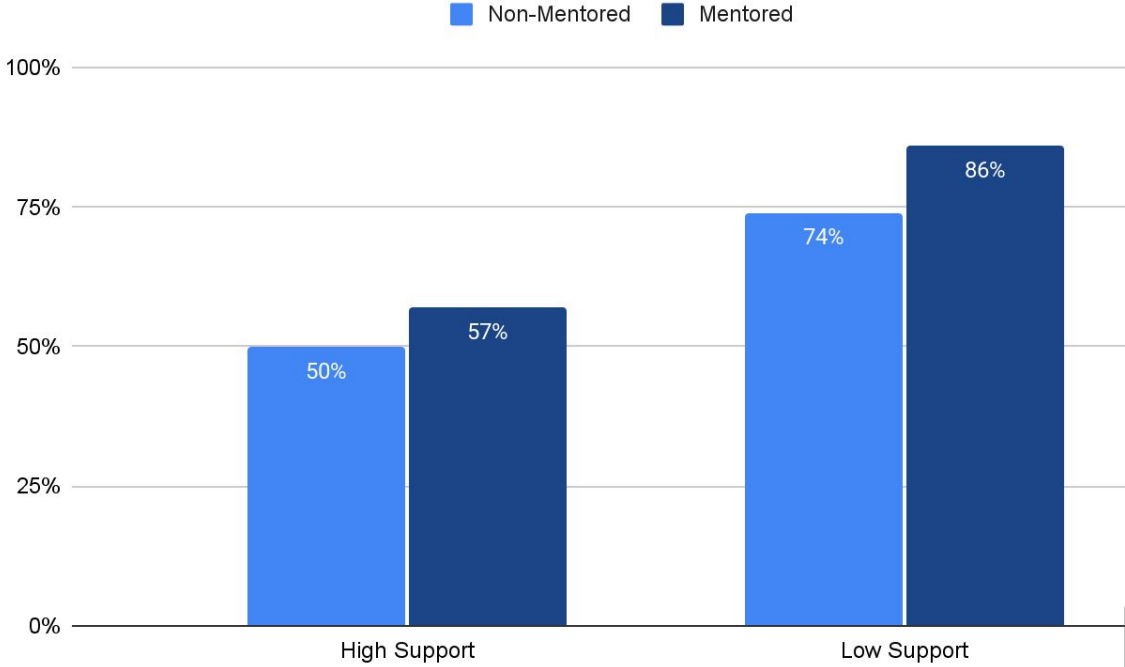
UNIVERSITY of WISCONSIN
GREEN BAY

Data-Driven

- Easily available, used, and shared
- Insights → Action
- Story-telling is compelling and impactful

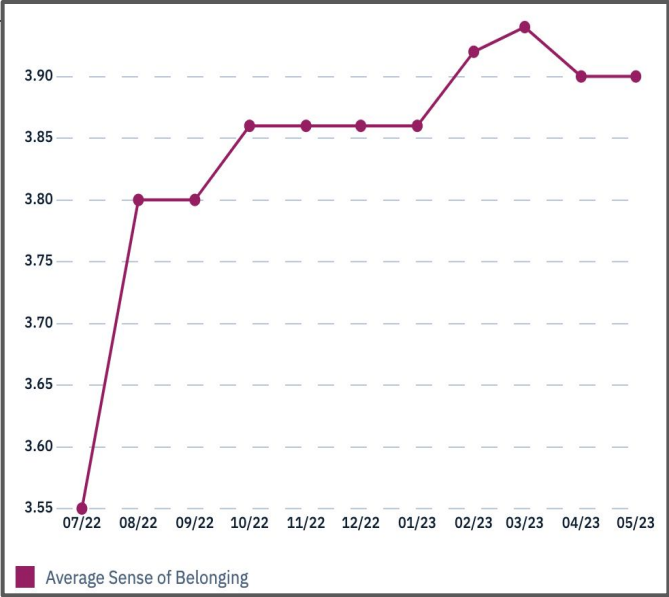


2022-2023 Retention

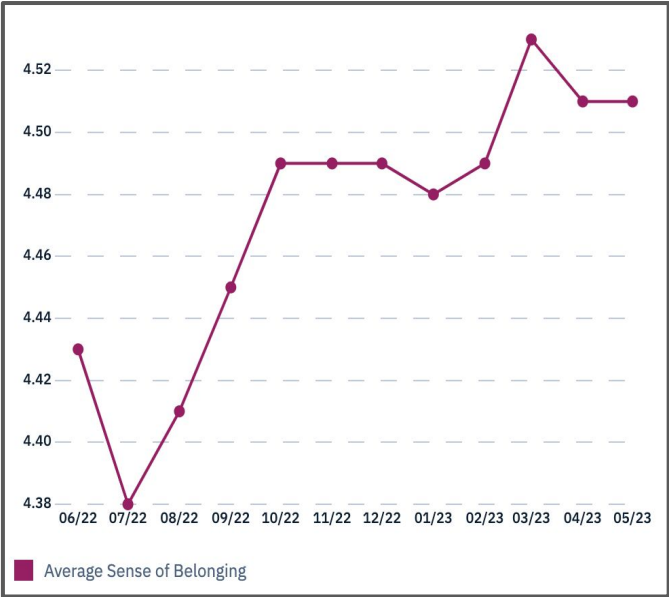


Retention ↑

➡
Sense of belonging



Mentee



Mentor



SELF-ASSESSMENT OUTCOMES

Respondents improved the following amounts over the year:

- Sense of Belonging **+20.2%**
- Academic Help Seeking **+9.4%**
- Academic Self-Efficacy **+7.8%**
- Career Decision Self-Efficacy **+30.6%**

SELF-REPORTED DEMOGRAPHICS

		Mentees	Mentors
Gender	Female	74%	61%
	Male	25%	39%
	Non-binary	2%	0%
Race	White	74%	89%
	Hispanic/Latino	10%	3%
	Asian or Asian American	9%	3%
	Black/African-American	4%	3%
	American Indian or Alaska Native	3%	2%

2023 - 2024 DATA

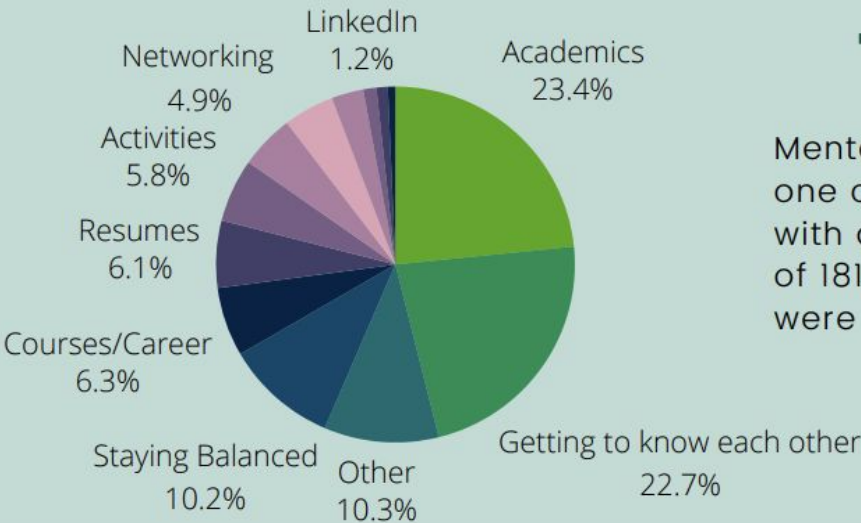
TOP MENTEE GOALS

1. Do well in courses (n=115)
2. Learn more about career options (n=30)
3. Secure an Internship (n=24)



Logged 3+ conversations, the tipping point that research shows improves retention

CONVERSATION TOPICS



110

Mentees had at least one conversation with a mentor (out of 181 students who were matched)





Participant-centered

- Identity-conscious and inclusive
- Accessible
- Goal-oriented
- All participants benefit



Lehigh College

“Finding your emotional rhythm as a first-year college student can be really challenging, especially if you didn't grow up with a strong support system at home. Lehigh is an amazing university with more opportunities than you'd ever believe, but **it takes a helping hand** to discover them. The Mentorship Program is a great way to learn from an experienced university student who will not only help you navigate academic challenges and opportunities, but support your exploration of social and extracurricular life. As both a mentor and mentee, **you get out just as much as you put into** this connection!”



Mentor

Sterling Salmini





Resourced

- Mentors are trained, supported, and engaged
- Participants have access to help
- Funding is sustainable
- Key roles and resources are assigned





Visible

- Integrated into branding and culture
- Integrated into the student experience
- Championed in the student voice
- Mentors are celebrated recognized



University of California, Davis



A graphic for a webinar. On the left is a circular portrait of a woman with brown hair and glasses, smiling, wearing a blue top. The background of the graphic is light blue with a pattern of dark blue dots. To the right of the portrait, the text 'Recruitment Strategies Partner Webinar' is written in white on a dark blue background. Below this, 'University of California, Davis' is written in white on a light blue background. At the bottom right, 'Dr. Helen Schurke Frasier, Ph.D.' is written in white, with 'Assistant Dean, Student Success Initiatives' in a smaller font below it.

**Recruitment
Strategies Partner
Webinar**

University of California, Davis

Dr. Helen Schurke Frasier, Ph.D.
Assistant Dean, Student Success Initiatives



Marketing

- Market through orientation, matriculation, or other key transition points
- Combine mentorship promotion with other events
- Ensure all faculty and staff speak to the value of mentorship
- Leverage the power of peer-to-peer recruitment





Celebrated

- Engaged leadership
- Cross-functional approach
- Championed and promoted







CERTIFICATE OF COMPLETION

IS HEREBY GRANTED TO

STUDENT NAME

TO CERTIFY COMPLETING SERVICE AS A PEER MENTOR

(20XX-XX Academic Year)

Name

Date



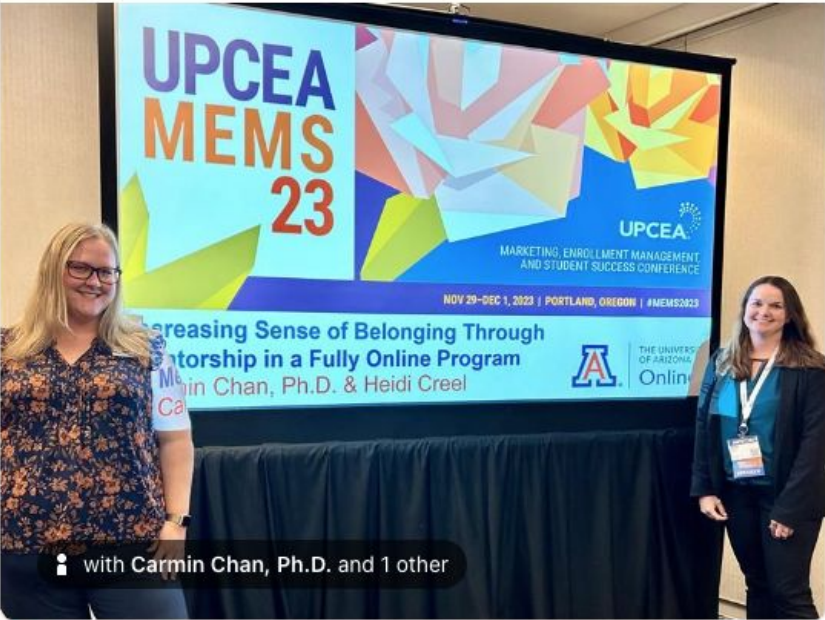
**Carmin Chan, Ph.D.** • 2nd
Paving pathways to degree completion through online learnin...
5mo • 

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Conference presentations are great -- but they're even better when you get to do them together with awesome teammates! Yesterday [Heidi Creel](#) and I had the pleasure to present about our MentorCats virtual peer mentorship program at the [UPCEA MEMS 2023](#) conference in Portland, OR.

Since launching in 2022, the MentorCats program has been a very successful partnership between our [University of Arizona Online](#) Student Success team and [Mentor Collective](#). Within the program's first year we engaged more than 1000 undergraduate students in virtual peer [#mentorship](#) and leveraged mentor insights (flags) and timely data to better support our students who experienced challenges in their [#onlineeducation](#) journey.

Thank you to our fabulous engaged [#mems2023](#) audience who showed up, shared our respective ideas and struggles, and asked great questions!



with Carmin Chan, Ph.D. and 1 other

   10

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 Repost

 Send

 **Mentor Collective** reposted this

**Samantha Fleischner, MS** • 2nd
Member Experience Manager @ Veris Insights | Cu...
2w • 

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Thank you to [University of Delaware](#) for the sweet package! 

Thrilled to have been a part of the mentorship program at the [University of Delaware](#). It was a rewarding experience guiding and supporting students in their academic and career journeys, and learning from [Mentor Collective](#) about mentorship.

Sharing experiences and insights to shape future leaders was truly fulfilling, and I am grateful for the opportunity to foster growth, learning, and meaningful connections with the next generation of talent. [#Mentorship](#) [#UniversityOfDelaware](#) [#FutureLeaders](#)



A yellow card with 'THANK YOU!' in large blue letters. Below it are two round cookies: one with blue icing and gold stars, and another with white icing and blue text that says 'Thank You for being a UD Volunteer'. A small gold pin with 'UNIVERSITY OF DELAWARE MENTOR' is also visible.



MENTOR
COLLECTIVE

The Six Elements of a Culture of Mentorship



Q&A



What's Next?

- You will receive a **copy of the presentation and recording** shortly.
- New: **The Six Elements of a Culture of Mentorship Whitepaper** coming next week.
- We hope to **see you at**:
 - April 5-7: ASU+GSV in San Diego, CA
 - April 12-16: AACCC in Nashville, TN
 - April 27-29: HERDI Innovate in San Antonio, TX
- Here's a look at our upcoming **virtual events for our Partners**:
 - April 8 - California Partner Meet-Up
 - April 15 - Ask the Expert
 - April 23 - [HBCU Series](#)
 - April 24 - Exploring the Participant Experience, Part III
 - April 29 - Leveraging IPD to Strengthen Your Mentorship Initiative



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Thank you!

