

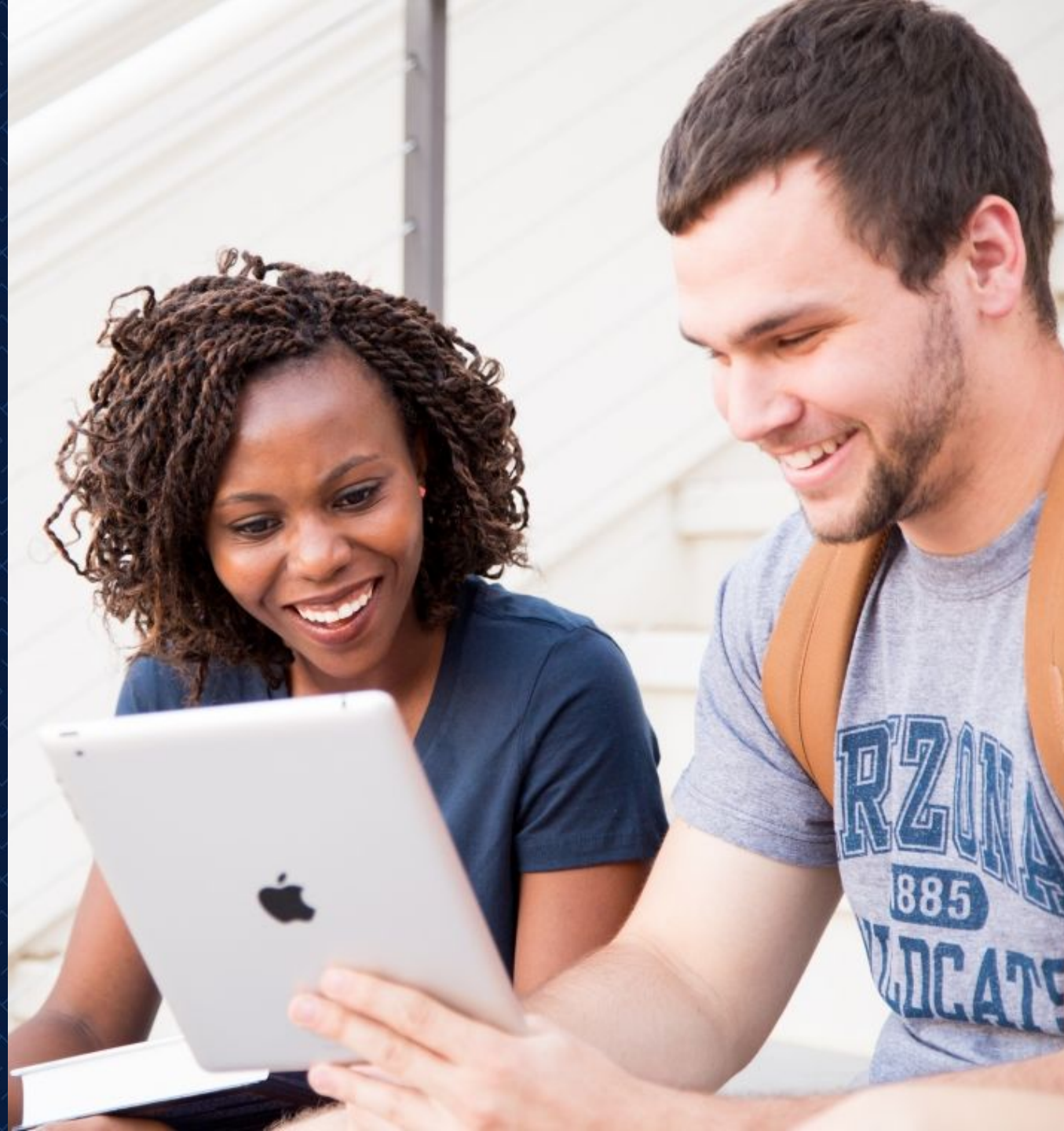


Beyond Giving Back: *A Mutually Beneficial Approach to Alumni-Powered Student Mentorship*



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

- Upon entry, audio is on mute
- 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



Annemieke Rice
Vice President,
Partner Success
Mentor Collective



**Javier Navas
Martínez**
Senior Partner
Success Manager
Mentor Collective



Paula Polglase
Director of Alumni
Relations and
Executive Director
of JMU Alumni
Association
James Madison
University



Rose Tribby
Coordinator for
Student and
Young Alumni
Programming
James Madison
University



Gelsey Baez
Professional
Development
Manager
University of San
Diego, Knauss
School of Business



During this event, you'll learn:

- Why strong mentorship programs are a **win-win for students and alumni engagement**
- How **Alumni Affairs and Student Success offices** can partner to build powerful, sustainable mentorship ecosystems
- Proven models for **leveraging shared resources**
- **Real-world examples** of thriving alumni-student mentorship programs from leading institutions





**“You can
count on us
every step of
the way.”**

- Anthony, Mentor
at Berklee College
of Music

Mentor Benefits

Growing up, I always wanted to have the experience of having a mentor, **someone I could look up to, talk to, and get academic help from** when it came to my struggles in life...While attending Concordia University, St. Paul, I was allowed to become a mentor with Mentor Collective, and I jumped on that opportunity. My reason is that **I always love helping other people to be their best selves**, and I do that by giving them what I always wanted and did not have, and **that is mentorship.**

When I finished Berklee, the decision of what to do next was **one of the biggest decisions I ever made** and I knew it would influence the rest of my life. I hope to **help mentees navigate those decisions** and be someone they can bounce ideas off of.

I got my teaching degree from U of D and loved my 4 years there! ...I believe strongly in **the benefits of mentoring for both the student & the mentor.** I can't express how happy I am to be Grace's mentor! I can't imagine a better match for me. We text weekly and try to get together monthly. I feel she is very comfortable talking to me and **I really enjoy her company.** We have similar interests and I look forward to taking her to a play in 2 weeks! **I am very pleased to be involved in this valuable program.**

The Benefits of Alumni-Powered Mentorship

These testimonials highlight several compelling reasons why alumni choose to become mentors and the benefits they experience:

- Giving Back and Paying it Forward
- Impact and Fulfillment
- Creating a Supportive Environment
- Sharing Expertise and Experience
- Personal Connection and Enjoyment
- Fostering Future Generations
- Sense of Connection to their Alma Mater



The Institution Wins Too

1. Increased Alumni Engagement
2. Increased Philanthropy
3. Student Retention and Success
4. Enhanced Reputation and Recruitment

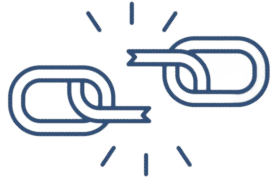


Mentee Benefits

Being part of this mentorship program has been **an incredibly rewarding experience**. It's not just about learning, it's about the meaningful connections, the open communication, and the valuable advice that has guided me both academically and personally. As a biotechnology student, **having a mentor who understands my journey has filled me with confidence, happiness, and a deeper passion for my field**. I'd recommend it to anyone looking for guidance and inspiration to thrive in their goals.

Last fall (at the age of 73!) I returned to school after a 53-year hiatus. I was hesitant at first about entering a mentorship program, because I questioned just how much a 20 or 30-year-old could share with me that was relevant. Imagine my surprise when I met my mentor online and discovered that, not only was she 70, **she had worked full-time the whole while she'd pursued her education--which is what I myself am attempting to do**. The program could not have paired me with a better match, and I am VERY glad I joined!

Bridging the Gap



The Disconnect

- 29% of students say their college should prioritize alumni mentor connections. (Inside Higher Ed & Generation Lab, 2024)
- But only 1 in 3 graduates say they were helped to network with alumni before graduating. (National Alumni Career Mobility Survey, 2024)
- Yet, 56% of student success leaders believe their centers do connect students effectively. (Student Success Survey, 2024)



The Opportunity

- 80% of alumni teams invite alumni to networking events.
- But only ~25% ask them to become active volunteers. (Gravyty, 2025)
- Alumni who serve as mentors are 200% more likely to donate. (Gravyty, 2025)

Partner Spotlight: University of San Diego

Gelsey Baez

Professional Development Manager
University of San Diego,
Knauss School of Business



Mentorship @ USD Knauss



The goal of the Knauss Mentorship program is to support meaningful mentor-mentee connections that enhance the student experience and professional growth.

- **Short-Term Goal:** Increase mentee participation by 25%, from 200 to 250 matches, for the 2025–2026 academic year.
- **Long-Term Vision:** Ensure every Knauss School of Business student has the opportunity to be paired with a mentor during their time at USD.

Additional goals:

- Complete onboarding and implementation with Mentor Collective to streamline operations and reduce manual logistics; freeing up staff to focus more on direct student support.
- Enhance mentor-mentee alignment, improve training, and deepen mentor and mentee engagement



Mentees - Undergraduate and graduate students across all Knauss School of Business majors and programs. Representation generally reflects enrollment trends (e.g., high participation from MBA, Business Admin, and Finance students).

Mentors - Primarily alumni, with a mix of working professionals. About one-third are based outside of San Diego, including other U.S. regions and international locations.



How is alumni engagement **structured** within your team or institution? What **partnerships or collaborations** support your alumni engagement efforts?

What are your top strategies for **recruiting and engaging** alumni mentors?



Mentor Recruitment Strategies

Ease of Participation

Streamlined sign-up process, clear expectations, and flexible time commitment.

Personalized Outreach

Tailored messaging that speaks to alumni interests and backgrounds.

Leveraging Existing Networks

Partnering with alumni relations, faculty, and past mentors for referrals.

Word of Mouth & Personal Connections

Informal recommendations from current mentors and personal invitations (including in-person or Zoom chats).

Showcasing Impact

Sharing student success stories and testimonials that show mentors their time makes a difference.



Mentor Engagement Strategies

Ongoing Support & Communication

Regular check-ins, resources, and guidance provided throughout the mentorship cycle.

Peer Connection Opportunities

Provide mentors with the option to opt in to a shared roster or contact list, allowing them to connect, network, and learn from each other.

In-Person Events

Host kickoff and closing events to build community, foster connections, and celebrate the mentorship experience.

Recognition & Gratitude

Thank-you notes, social media highlights, and tokens of appreciation to show mentors they're valued.

Engaged Mentees = Strong Mentor Engagement

When mentees are prepared, communicative, and responsive, mentors are more likely to stay involved.



How do you ensure that mentorship leads to **meaningful outcomes for both students and alumni?**

How do you use alumni **feedback to improve your program?**



**Can you share a mentorship
success story?**





"Through the program, I gained more confidence in networking and interviewing which directly helped me in attaining an internship this summer!" - *Mentee*

"I loved this program and I am so grateful I was able to be a part of it. So lucky to have found such an amazing lifelong mentor." - *Mentee*

"Fosters collaboration and job ideas for the mentee. Taught me something new about the younger cohort coming into the field." - *Mentor*



Partner Spotlight: James Madison University



Paula Polglase

Director of Alumni
Relations and
Executive Director of JMU
Alumni Association
James Madison University

Rose Tribby

Coordinator for Student
and Young Alumni
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James Madison University

Mentorship @ JMU



Goals

Black Alumni Chapter program (since 2021/22)

- Engage Alumni from the Black Alumni Chapter in meaningful mentorships roles on campus.
- Connect students to JMU and to each other.
- Run and implement a mentorship program at scale that takes little time from JMU staff.

Young Alumni program (since 2024/25)

- Support students in their success at JMU.
- Connect alumni to JMU and to each other.
- Run and implement a mentorship program at scale that takes little time from JMU staff.



Populations

- **Mentees** - All students are eligible to participate.
- **Mentors** - Members of the JMU Alumni Association's Black Alumni Chapter

- **Mentees** - Current seniors and Dukes who are 1-2 years out from graduation.
- **Mentors** - Gold Alumni (graduates of the last decade)



How does engaging alumni as mentors help Alumni Affairs achieve its **goals?**

How do you articulate the **"why" to potential alumni mentors in a way that resonates with them?**



What strategies have you found most effective in recruiting and retaining alumni mentors?



Effective Strategies

- Recruited alumni mentors through:
 - Alumni Board of Directors
 - Young Alumni Career Connections & Black Alumni Chapter
 - Email campaign, targeted 5-10 years post-graduation
 - Every communications campaign included a link
- Developed relationship with Center for Multicultural services for mentee recruitment
- End of year thank you email and Proud Mentor sticker
- Connection to Career Services for flags and resources

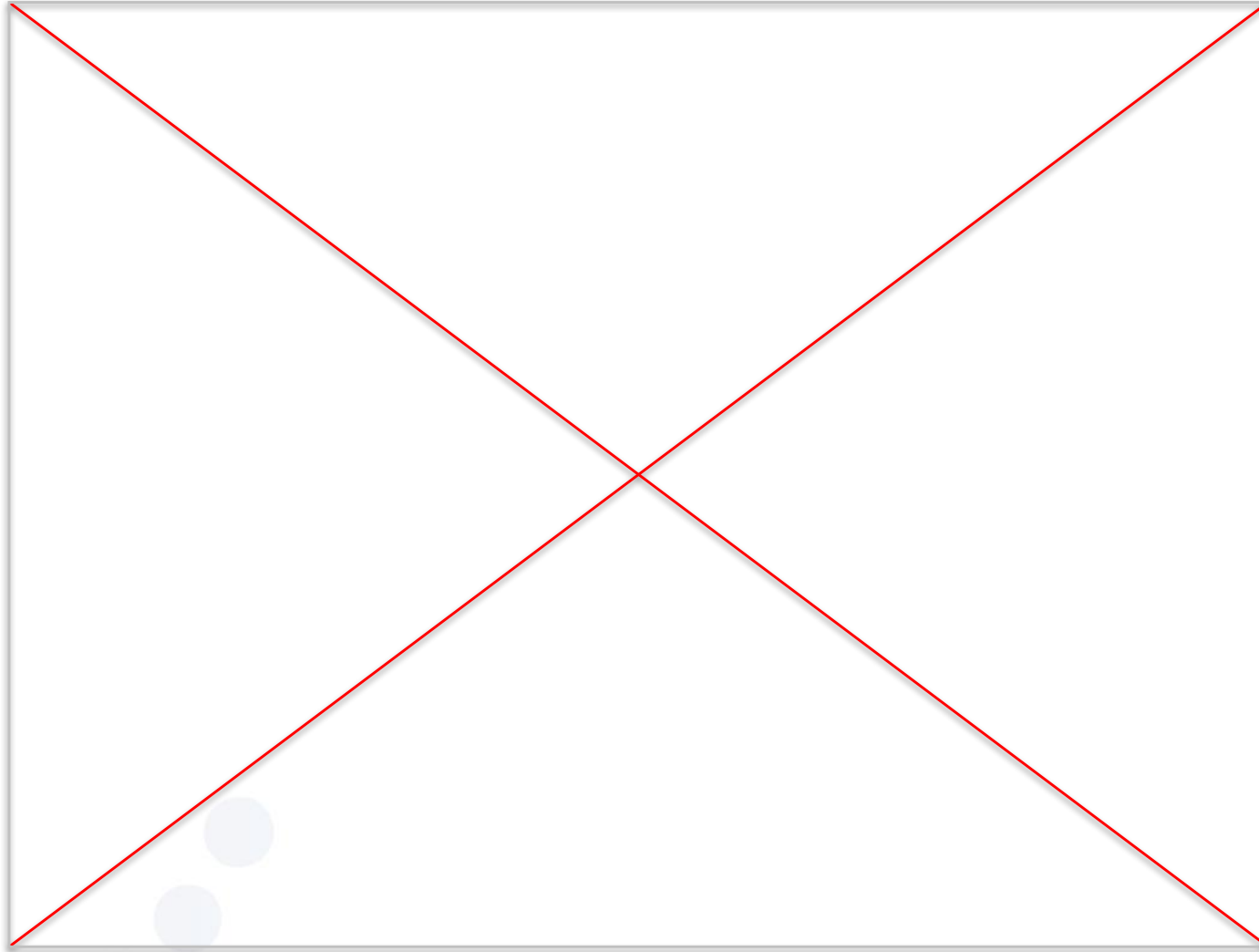


Tell us more about your young alumni program, where alumni give and receive mentorship.



Ashla Hill Roseboro's Story

Hear about Ashla's mentorship experience at James Madison University in their own words.



Tips from Mentor Collective

Tactics for Engaging Alumni Mentors

- **Clarity and purpose:**
 - Finding the right cohorts and allies.
 - Updated directories go a long way!
- **Engagement strategy:** It's much more cost-effective to retain a mentor than to recruit a new one.
 - Focus groups
 - In-person events: (i.e. kick-off dinner)
 - Alumni mentor newsletter
- **Invest in recognition:**
 - Mentor diplomas, stickers (i.e. Dukes' sticker)
 - Send mentors personalized recommendation letters or LinkedIn endorsements.
 - Offer exclusive networking events for participants
 - Saint Louis University invited alumni mentors to a Cardinals game for the last two years.



Summer 2024 Newsletter

A Message From the Dean



Hello SSE Alumni Mentors!

Welcome to the inaugural edition of our Alumni Network Newsletter! As the Dean of SLU's School of Science and Engineering, I am thrilled to introduce this email communication designed to strengthen the bonds between our accomplished alumni and our ambitious current students. Your dedication to guiding the next generation is invaluable, and through this newsletter, we aim to provide you with resources, updates, and insights needed to enhance your mentoring journey. Together, we can ensure that our students are well-prepared to navigate their post-graduate paths with confidence and success. Thank you for your unwavering support and commitment to our community, and I hope to see you at a future in-person event soon.

Warm regards,

Gregory E. Triplett, Jr., PhD
Oliver L. Parks Dean



What's one tip you'd give to another institution looking to engage alumni in 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**
- We hope to **see you at:**
 - June 27-30: NASPA Student Success Conference
 - June 29-July 2: SHRM Annual Conference & Expo 2025
- Here's a look at our upcoming **virtual events:**
 - June 17 | Ask the Expert: Institution-Provided Data (for partners)
 - June 24 | MC Online Partners Meet-Up (for partners)
 - June 26 | Unlock Opportunity: How Embedding Mentorship Fuels Internships and Careers (for all)



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Thank you!

