



Mentorship Momentum: Top Strategies for Boosting Participant Recruitment



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!



Welcome!



Jennifer Kious, M.Ed.
Customer Education Manager



Jess Kitt
Director, Partner Success



Today's Session

1. Successful recruitment strategies to implement ahead of your launch season
2. Tactics to keep mentees connected over the summer
3. Framework for application on your campus



Featured Guests



Helen Schurke Frasier, Ph.D.

Assistant Dean for Student Success Initiatives

University of California, Davis
College of Biological Sciences



Mark Myers, M.Ed.

Director, New Student & Family Transitions

Augusta University

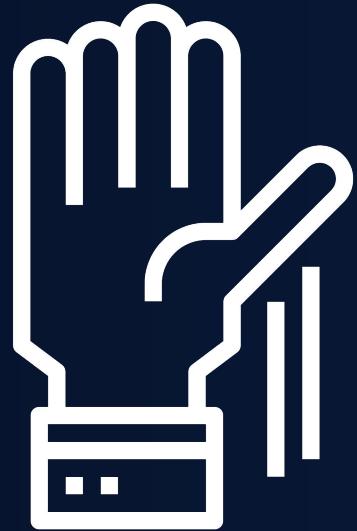


Brianne Neptin

Experiential Education Coordinator

University of Rhode Island





Chat

**What strategies have you used
to drive recruitment and
encourage summer action?**



What does successful recruitment look like?

- Multiple institutional points of contact
- Multiple opportunities for students to engage
- Physically meeting students where they show up
- Communicating in student voice
- Thought partnership with Mentor Collective
- Trying many different ideas
- Doesn't have to be fancy!



What motivates students to try mentorship?

“...I signed up as a BioLaunch mentee because I felt that **I needed a mentor who I could relate to and ask for advice...**”

*Crystal Chang, Mentee
UC Davis BioLaunch*

“...I decided to become a mentor because **I was formerly a mentee** and I really gained so much knowledge and experience from the program. I **saw the impact** that being in this program had...”

*Angel Lexley, Mentor
Augusta University Jags4Jags*

“...As a freshman, **I don't know anybody on campus** and I don't know how to get around and all this is new to me...”

*Jude Niemi, Mentee
URI Peer Mentoring Program*





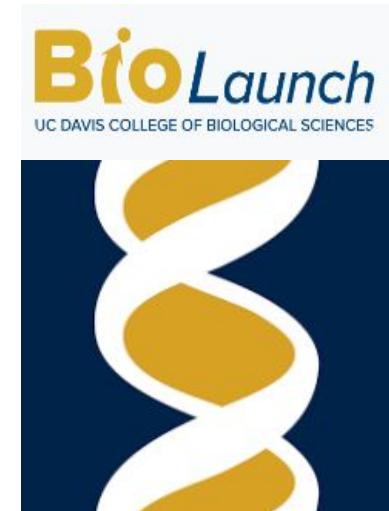
Helen Schurke Frasier, Ph.D.
*Assistant Dean for
Student Success Initiatives*

**University of California, Davis
College of Biological Sciences**



UC Davis BioLaunch

- Goal: Support first year and transfer students as they transition into the College of Biological Sciences to combat imposter syndrome, point students towards resources, and decrease melt
- Mentee Population: First year and transfer students
- Mentor Population: Upper division students



UC Davis BioLaunch

Emphasis on value

- Ensure incoming students recognize value of mentorship
 - Students engage in multiple types of mentorship while at UC Davis
- Focus on importance of the individual match
 - Identity-focused matching drives sense of belonging
 - Allows students to feel connected despite large class sizes
 - Students' expectations for what they want to get out of the match are met - this encourages returning participation

UC Davis BioLaunch

Summer action

- Communications sent out over the summer
 - Before students arrive on campus, expectation is set that they can turn to mentors for support
- Mentorship featured in repeated messaging
 - Every academic advising appointment
 - Multiple points of contact - website, marketing, mailed materials, etc.
 - Drives feeling that “UC Davis is investing in you by offering mentorship”

UC Davis BioLaunch

A framework for success

- Well-supported mentors lead to successful mentorships and program confidence, encouraging mentees to sign-up as mentors the following year
- Seasonality of support for both mentors and mentees
 - Offer encouragement, celebrate wins, and share resources
- Clear expectations
 - Use multiple touch points to align and provide support
 - Outcomes of the mentorship are clearly understood by students



Mark Myers, M.Ed.
*Director, New Student &
Family Transitions*

Augusta University



Augusta University Jags 4 Jags

- Goal: Support culture of mentorship across the institution to foster sense of belonging
- Mentee Population: Freshmen and Transfer students
- Mentor Population: 2nd, 3rd, 4th, Medical, Dental, & Graduate students



Augusta University Jags 4 Jags

Centralized strategy

- In partnership with Mentor Collective, defined “mentorship” across Augusta
- Folded multiple cross-campus efforts into Jags 4 Jags
- Buy-in from multiple points across the institution
 - Every student who registers for a mentor, is paired with one
 - Part of the orientation curriculum
 - Mentorship opt-in added to enrollment checklist for new students



Augusta University Jags 4 Jags

Mentorship linked to program requirements

- Required service component
 - Created incentive to participate in mentorship
 - Participation in recruitment events counted as service
 - Currently building a service volunteer platform to easily track hours



Augusta University Jags 4 Jags

Low cost, high impact strategies

- Student-led marketing
- Organized communication
- Events to drive program excitement
 - “Launch Week”
 - Weekly tabling events
 - Cookouts



THE
UNIVERSITY
OF RHODE ISLAND
**COLLEGE OF ARTS
AND SCIENCES**



Brianne Neptin
Experiential Education Coordinator

**The University of Rhode Island
College of Arts and Sciences**



URI Peer Mentoring Program

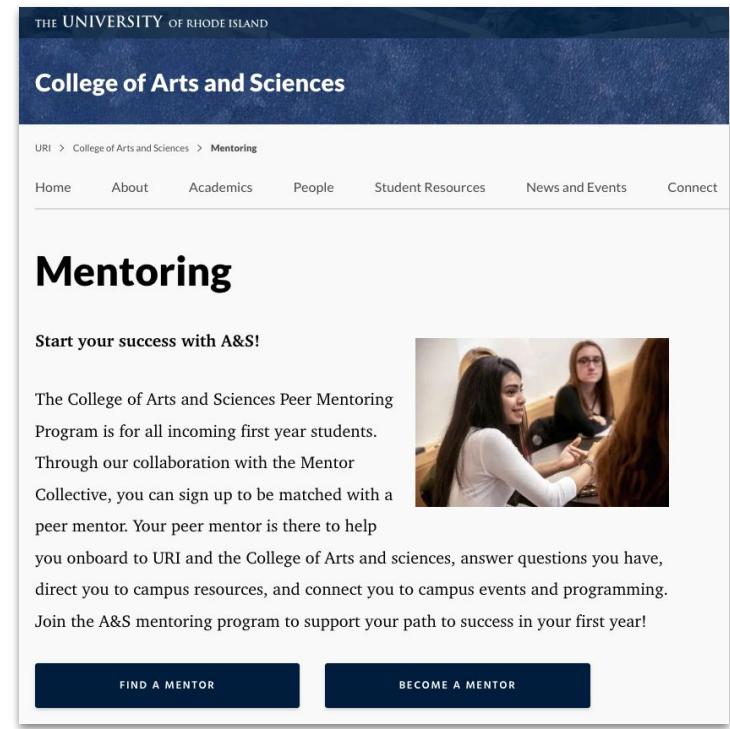
- Goal: Build a sustainable culture of mentorship in the College of Arts and Sciences, increase sense of belonging and retention for first year students, scale mentorship program to provide meaningful connection for every student
- Mentee Population: Freshmen and Transfer students
- Mentor Population: Upper-division students



URI Peer Mentoring Program

Strategic messaging

- Interest survey sent in spring allows for summer mentor recruitment push
- Targeted outreach ensures more diversity in the mentorship program
- Engage students with summer messaging before they arrive on campus
- Website allows for a place to point prospective participants



The screenshot shows the URI College of Arts and Sciences Mentoring website. The header includes the university logo and navigation links for Home, About, Academics, People, Student Resources, News and Events, and Connect. The main section is titled 'Mentoring' with the sub-headline 'Start your success with A&S!'. It describes the program for incoming first-year students, mentioning the Mentor Collective and its purpose to help students onboard to URI and its resources. Two buttons at the bottom are 'FIND A MENTOR' and 'BECOME A MENTOR'. A photo of two students is visible on the right.

URI Peer Mentoring Program

Focus on orientation

- Advertise mentorship at orientation
 - Flyer with QR code in students' orientation bags
- Talk with parents
 - Walk with them - engage them in 1:1 conversations
 - Give them next steps to ensure their child registers
- “Start Your Success” event held day before classes start on campus



Q&A



Thank you!

