



MENTOR
COLLECTIVE

Make Mentorshi p VISIBLE



Visible

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!
- Q&A at the end



During this event, you'll learn:

- Practical ways to integrate your mentorship branding into campus branding, nomenclature, and cultural elements
- Recommendations to ensure your branding is accessible for all students
- How student-led marketing can drive peer-to-peer recruitment



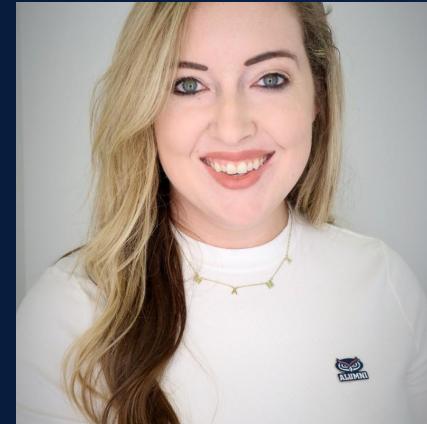
Featured Guests



Roosevelt Smith

Assistant Director of First Year
Experience & Mentoring Programs

City University of New York, York College



Jordan DiPentima, M.Ed.

Director, New Student Transitions &
Family Engagement

Florida Atlantic University

What is VISIBILITY?



The screenshot shows the Augusta University website with a navigation bar at the top. The main content area features the "JAGS 4 JAGS MENTORSHIP PROGRAM" logo in large, bold, blue letters. Below the logo, there is a sub-headline "Jags 4 Jags Mentorship Program" and a brief description: "We're all in this together. The Jags 4 Jags Mentorship Program enhances the new student experience by linking first-year students one-on-one with a peer mentor. Students are paired with someone invested in their success -- a person ready to listen, inspire, help navigate challenges and recognize opportunities. Students will learn what to expect in school, how to approach challenges, gain career advice and valuable insights, while mentors will build their networks and develop skills to become better professionals and leaders."



The screenshot shows an Instagram post from the account "chancellor.may". The post features a photo of a man and a woman walking outdoors. The caption reads: "Do you offer mentorship to former students?". The post has 124 likes and was posted on March 21. The Instagram interface is visible, including the "Log In" button and various interaction icons.



Branding

- Integrate into existing school branding
- Build a strong landing page
- Don't forget tangible "goodies"
- Leverage institutional leadership



CAMPUSES AND SCHOOLS ▾

SAMPLE A LESSON CONTACT US ▾ APPLY

Berklee Online

Mentor Collective

Through the Berklee Online Mentor Collective, students will have ongoing access to a network of mentors including Berklee Online graduates and current students, trained to offer guidance and advice.



What is the Berklee Online Mentor Collective?

The Berklee Online Mentor Collective is an online mentoring community. Through the Berklee Online Mentor Collective, students will be matched with a personal mentor based on common academic interests, career goals, life challenges, and experiences.

Additionally, students can use the platform's discussion guides and goal-setting activities to help spark meaningful conversations with their counterparts. Topics range from time management and work-life balance to networking and job-seeking advice.

Degree Students

[Sign Up to Get a Mentor](#)

(degree students only - log in required)

Alumni

[Sign Up to Be a Mentor](#)

(log in required)



Accessibility

- Multiple methods of engaging
- Meet students where they are
- Consider language used in messaging
- Provide mentorship education



Student Experience

- 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



Student-Led Marketing

- Peer-to-peer recruitment is powerful
- Leverage social media in creative ways
- Capture student voices



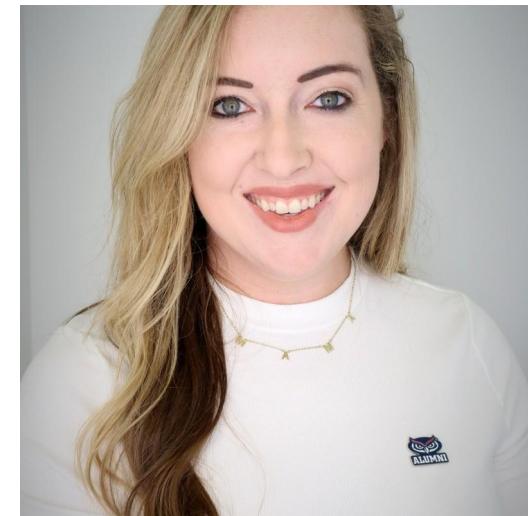


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Q&A



Partner Resources

- **Partner Knowledge Center**

- Full suite of articles and video content
- Learn how to navigate the Dashboard
- Download templates for designing, promoting, and managing your program
- Explore research-based recommendations for growing mentorship and see examples from other institutions

- **Email the Partner Support Team**

- partnersupport@mentorcollective.org
- Quick response to product-related questions and technical requests such as Dashboard support, participant communication, microsurvey launching, and data gathering



What's next?

- **Upcoming webinar - Assess the Impact of Mentorship**
 - Impact Analysis 3-part series starts with **Sense of Belonging** on September 4
- **Check your inbox for:**
 - Events invitations
 - Monthly Digest with tips and tricks and timely resources
 - Related video content
 - Follow-up from this webinar



Thank you!

