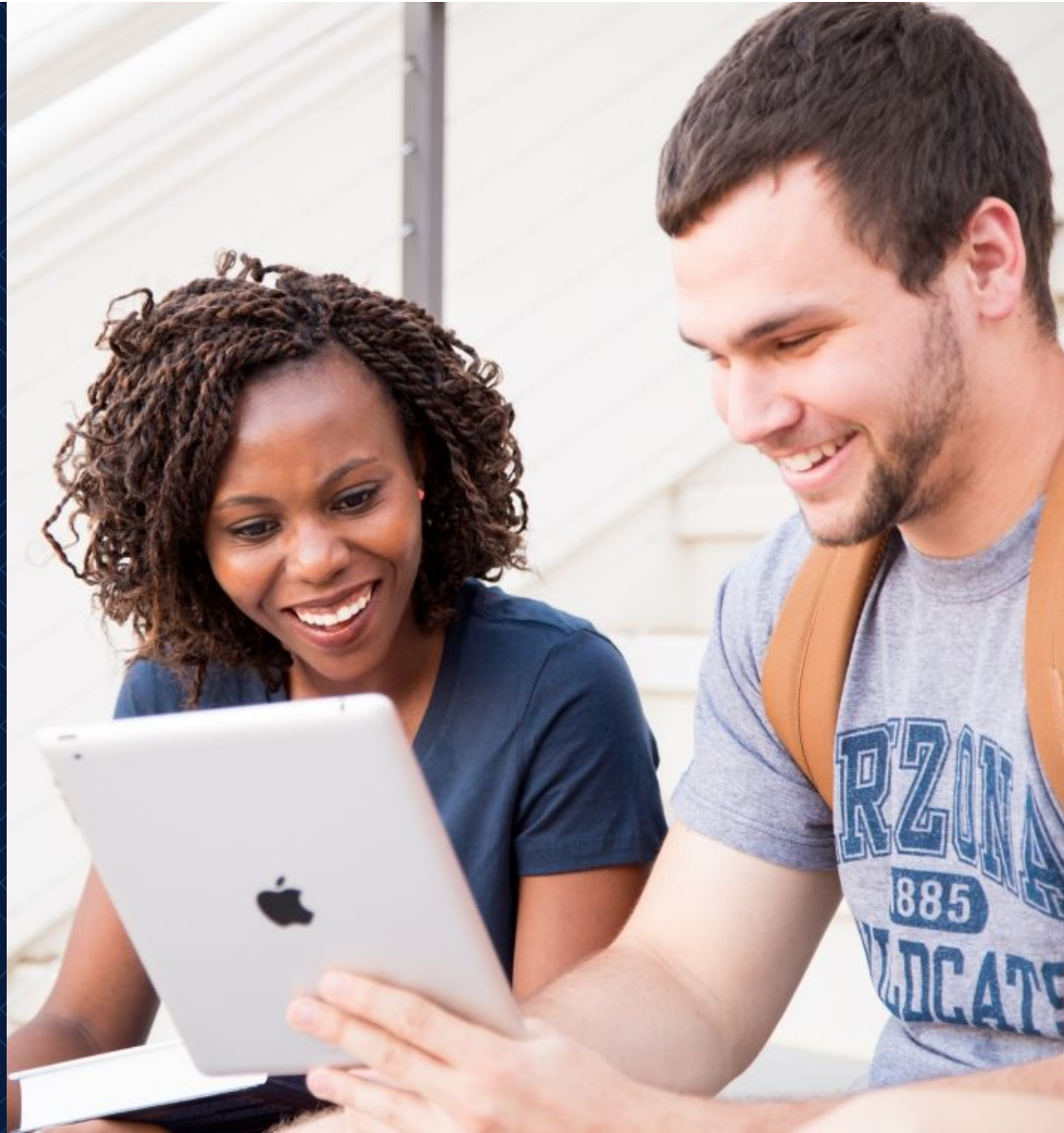


# Make Mentorship p VISIBLE



# 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:

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- 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?



# Branding

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



# Accessibility

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



# Student Experience

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- 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

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





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**Q&A**





# Partner Resources

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- **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](mailto: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?

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- **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!**

