



MENTOR
COLLECTIVE

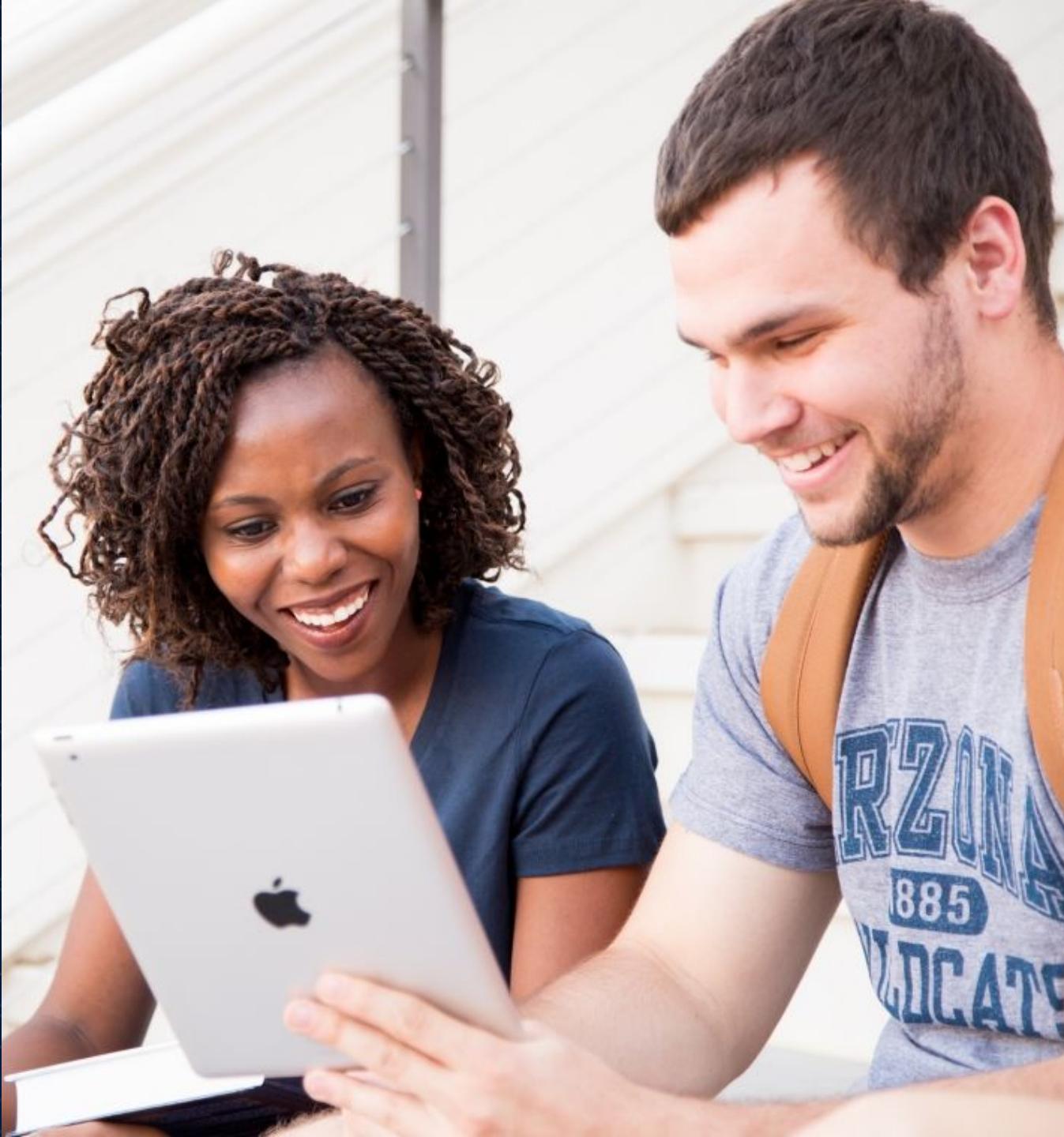
Boost Mentorship Recruitment Through Orientation



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!

help.mentorcollective.org



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!



SPEAKERS



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



Kelly Wenig, Ph.D.
Director of Academic Advising
University of Wisconsin - Stout



Abigail Fouts
Stout MentorLink Coordinator
Assistant Coach M/W Cross Country
Assistant Coach M/W Track & Field
University of Wisconsin - Stout

During this event, you'll learn:

- How to connect recruitment to student success strategy
- Strategies to market your mentorship initiative
- How to ensure a cross-functional and participant-centered approach to recruitment
- Examples and templates to use at your orientation

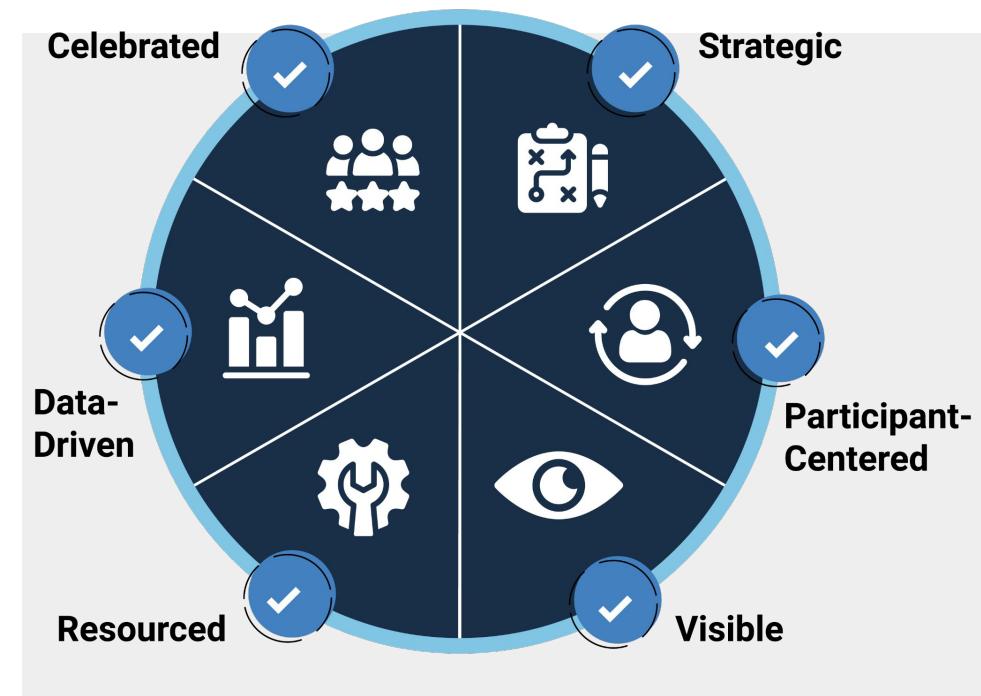


Building a Successful Recruitment Strategy



What does successful recruitment look like?

- Multiple institutional **points of contact**
- **Multiple opportunities** to engage
- Physically meet students **where they are**
- Communicating in **student voice**
- Multiple **strategic** approaches
- Reflects **culture of mentorship** elements



Recruiting through orientation



The graphic features a circular portrait of a man with a beard and short hair, smiling. To the right of the portrait, the text reads: "Recruitment Strategies Partner Webinar" in large white font, "Augusta University" in a smaller white box, and "Mark Myers, M.Ed" with "Director, New Student & Family Transitions" in smaller text below it.

- Mentorship opt-in on enrollment checklist
- Leverage a grad assistant to market in student voice
- Take advantage of social media
- In-person events
- Mentorship club



Recruiting through orientation



Mentor Collective

**Mentorship Momentum:
Top Strategies for Boosting
Participant Recruitment**



- Strategic messaging
- QR codes in orientation packets
- Part of orientation curriculum
- Engage with parents



What motivates students to try mentorship?

“...I’m looking for a mentor to **stay ahead of the curve** and make sure I’m equipped for college...”

*Elijah Pittman, Mentee
UNCG*

“I decided to become a mentee because I wanted a little extra support **transitioning into college...**”

*Josie Hoglund, Mentee
UW - Stout*

“I love helping students figure out this campus, **consider it a home**, have fun, and create everlasting friendships and connections!”

*Madison Swain, Mentor
UW - Stout*



Partner Spotlight: University of North Carolina Greensboro

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



UNCG Spartans' 1ST Mentorship Program



Goals:

- Align with UNCG QEP - student success, holistic wellness, melt and retention goals
- Increase resource utilization for mentored FTIC students
- Monitor, create, and measure sense of belonging for FTIC students / their mentors
- Create core experience for students in the face of the challenges they encounter adjusting to their respective college and wellness goals
- Meaningfully match mentees and mentors based on self-identified characteristics

Mentees - Incoming FTIC students

Mentors - Continuing students



- What **strategies** have helped your team overcome recruitment challenges?
- How has a **cross-functional approach** , especially through orientation, enabled your program's success?

Partner Spotlight: University of Wisconsin - Stout



University of
Wisconsin-Stout
Wisconsin's Polytechnic University

Kelly Wenig, Ph.D.

Director of Academic Advising
University of Wisconsin - Stout

Abigail Fouts

Stout MentorLink Coordinator
University of Wisconsin - Stout



Goals:

- Create high quality engagement between students and their mentors to increase sense of belonging for first year students
 - “Stout cares about me”
- Gain insights from the student voice to provide context for advisors, identify gaps in resources, and increase campus collaboration
- Improve fall-to-spring and fall-to-fall retention



Mentee Population: incoming first year students

Mentor Population: upperclass students (mentors must have 2.5+ cumulative GPA and be sophomore level standing or higher)



- How have you taken a **data-informed** approach to recruiting through orientation?
- What **creative strategies** do you leverage to recruit during orientation?

Q&A



What's next?

- **Upcoming virtual events**
 - Ask the Expert [March 11](#) and [March 18](#)
 - March 25 - [Exploring the Participant Experience Webinar](#)
 - March 27 - [Career Partner Meet-Up](#)
 - March 19 & April 23 - [HBCU Series](#)
- **Check your inbox for:**
 - Monthly Digest with timely resources
 - Related video content
 - Webinar follow-up - including Recruitment Materials Library!



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Thank you!

