



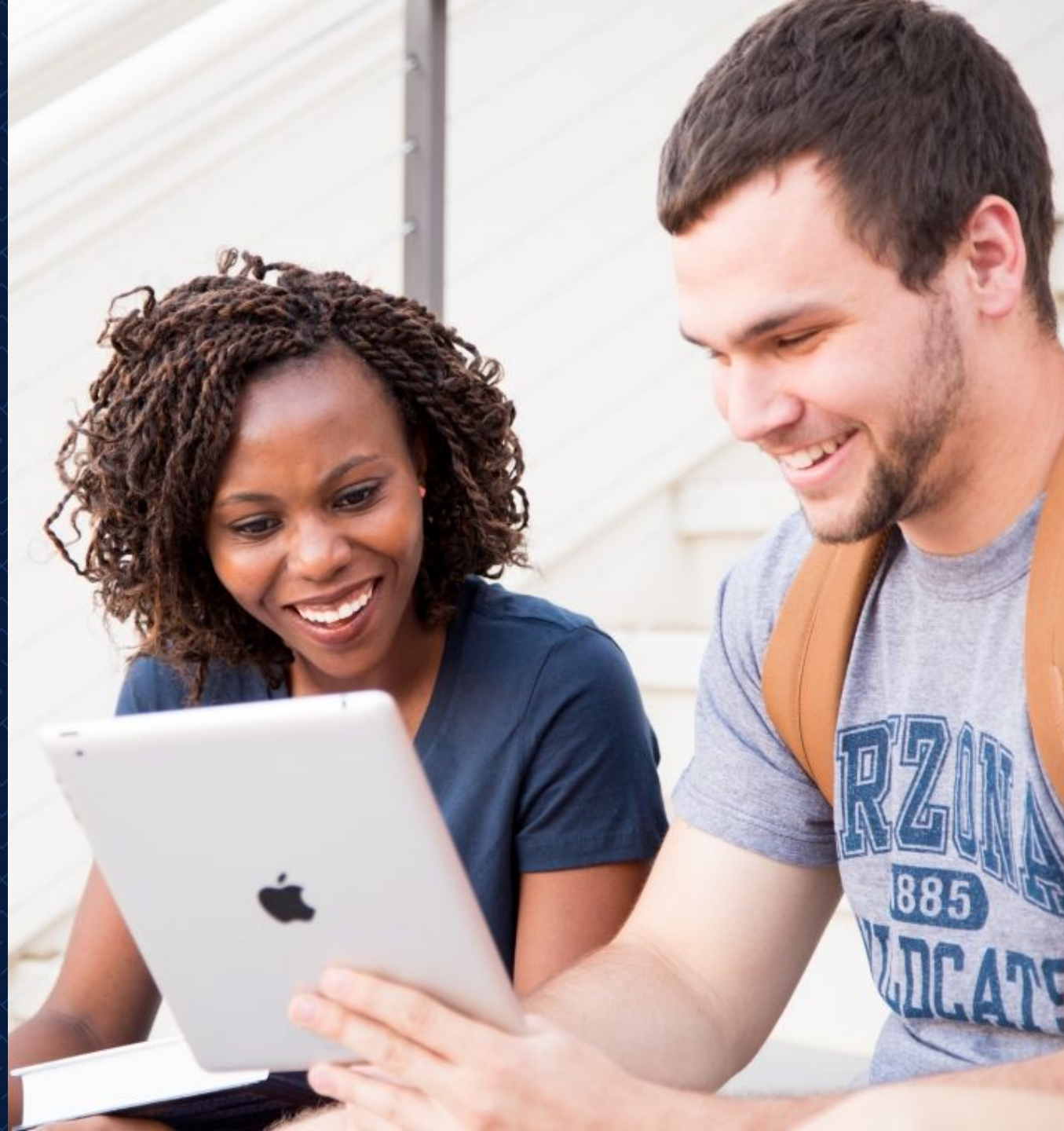
Boost Mentorship Recruitment Through Orientation



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!

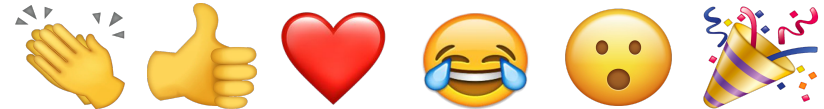
help.mentorcollective.org



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, MCHES,
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

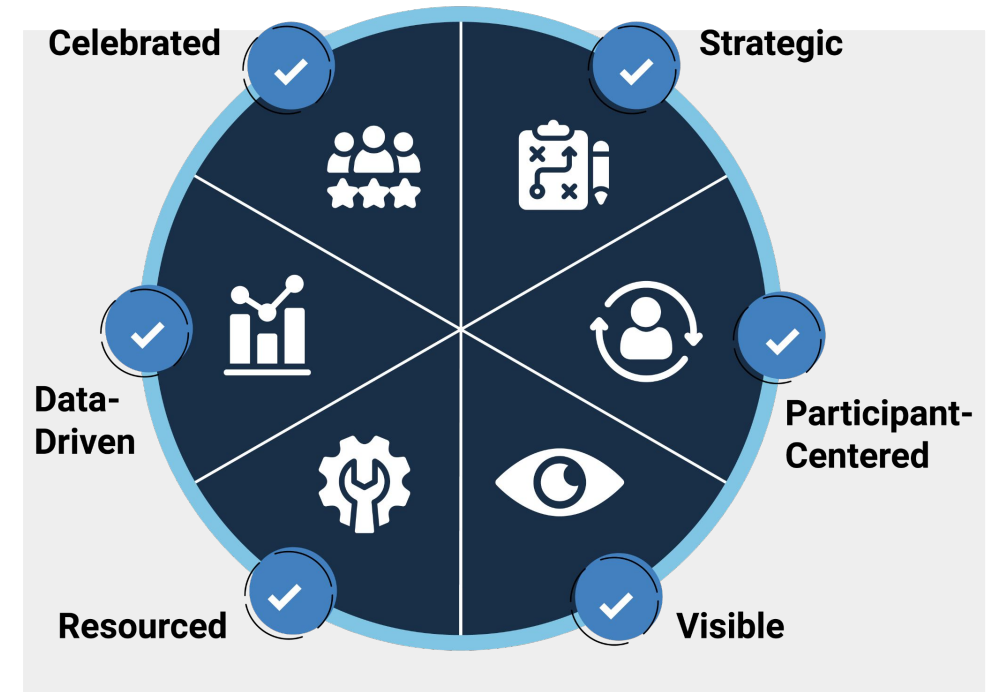


Building a Successful Recruitment Strategy



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



- 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



- 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



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UW Stout MentorLink



University of
Wisconsin-Stout
Wisconsin's Polytechnic University



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!

