



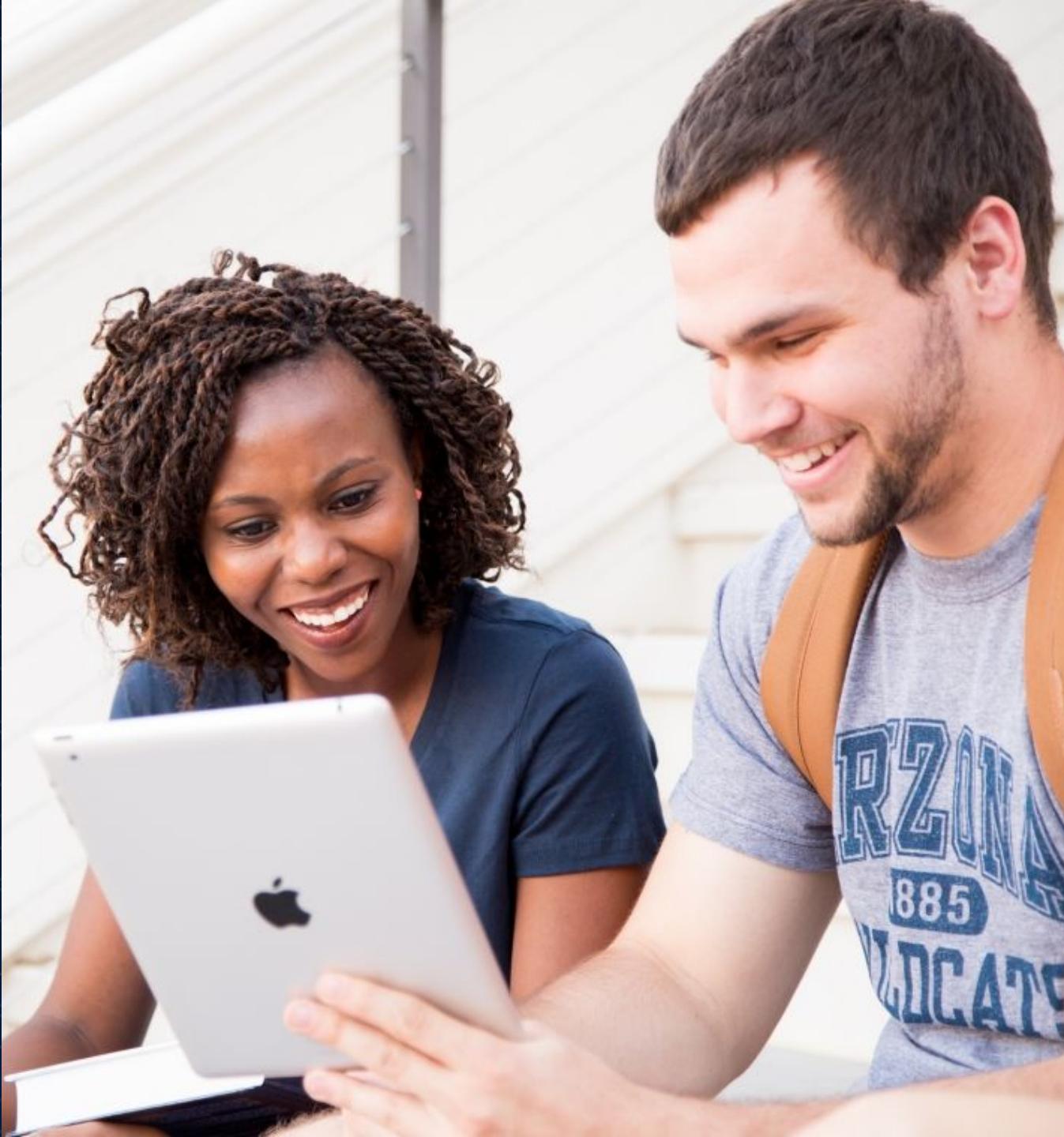
MENTOR  
COLLECTIVE

# Mentorship in Motion: *Unlocking Engagement Across Campus and Beyond*



# A guide to best practices and tips to make your virtual experience seamless

- Upon entry, audio is on mute
- Adjust your video layout to speaker view
- Chat your name and institution!



# 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!



# Today's Speakers

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**Lauren Ficker**  
Partner Success  
Enablement Manager,  
Mentor Collective



**Alissa Zink**  
Partner Success Manager,  
Mentor Collective



**Jennifer Kious**  
Customer Education  
Manager,  
Mentor Collective



# During this Event, You'll Learn:

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- How mentorship can help learners **make the most of what your institution offers**
- Strategies to drive mentorship engagement and **build authentic mentoring relationships**
- **Upcoming product enhancements** that can support desired outcomes



# Institutional Engagement



# Engagement Matters

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- Peer mentors help normalize help-seeking behavior by both **raising awareness of resources and destigmatizing their usage**. (Mentor Collective, 2023)<sup>1</sup>
- Students are far **more likely to share important information with peers (73%)** than with student affairs staff (8%), making peer mentors **key to increasing awareness and use of campus resources**. (Inside Higher Ed, 2021)<sup>2</sup>
- Mentorships with 4+ meetings are **more likely to result in positive outcomes** such as increased self-confidence, academic success, and stronger professional networks. (MENTOR, 2019)<sup>3</sup>

<sup>1</sup>Mentor Collective Staff. (2023, July 14). Closing the Resource Utilization Gap in Higher Education: How to Increase Help Seeking Skills in New Students. Mentor Collective. <https://www.mentorcollective.org/blog/closing-the-resource-utilization-gap>

<sup>2</sup>Inside Higher Ed. (2021, February 24). Do college students feel heard by professors and administrators on their campuses?

<https://www.insidehighered.com/news/2021/02/24/do-college-students-feel-heard-professors-and-administrators-their-campuses>

<sup>3</sup>MENTOR: The National Mentoring Partnership. (2019). Elements of Effective Practice for Mentoring (5th ed.).

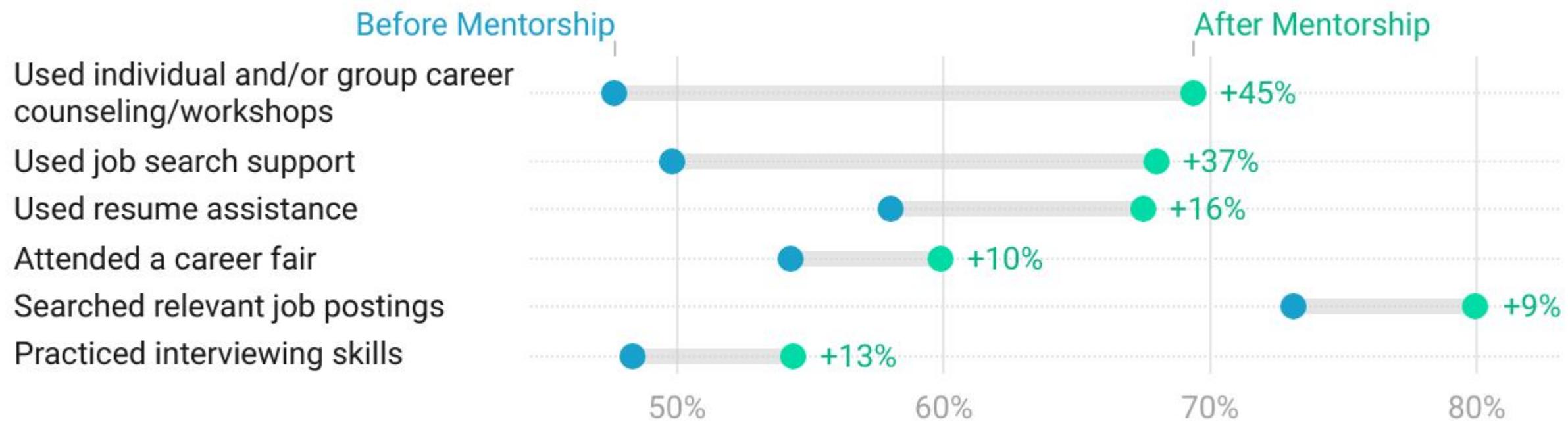
<https://www.mentoring.org/resource/elements-of-effective-practice-for-mentoring/>



# Mentorship Bridges the Gap

# Use of Career Services Before & After Mentorship

n = 3,452 (Before), 807 (After)



Question phrasing: Have you (used service or done activity), either through your college/university or through some other source (e.g., another college, your job, a community organization)?

## Sam's Experience:

“She's really helped me out...to get in contact with people who have been in the place that I have been. So, the classes I'm struggling [in] she's helped to connect me to...her friends who've taken the courses and ... [with] the Student Success Center [so] that **[I] can go there and get a tutor to get assistance.**”

## Monica's Experience:

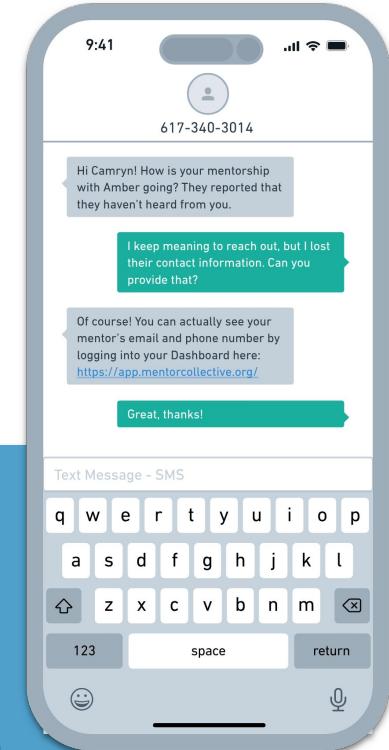
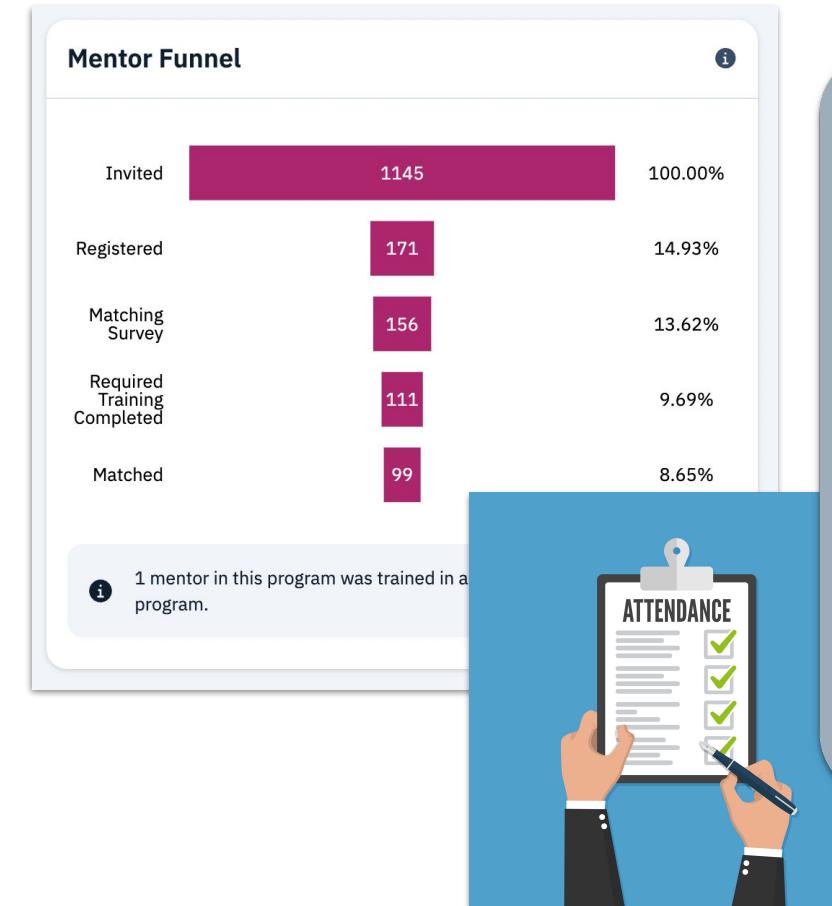
“**[I] like [that] you have...a mentor to kind of keep you on track [and SSS has] you...to meet [with] this person every month...The reason I love it so much is because the person I was paired with...it's kind of like a friendship that we have. I feel comfortable [with her] I can just...tell her how it's really going.**”

# Mentorship Engagement



# Program Engagement

- Participation in the program
- Meeting program expectations
- Attending events or programming
- Seeking additional support



# Mentorship Engagement

- Regular conversations
- Collaborative relationship
- Mutually beneficial experience
- Authentic connection



My relationship with my mentor is very important to me.  
1=Strongly disagree 5=Strongly agree

1 2 3 4 5

I feel comfortable contacting my mentor.  
1=Strongly disagree 5=Strongly agree

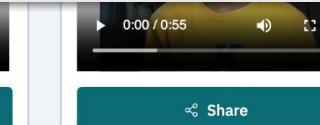
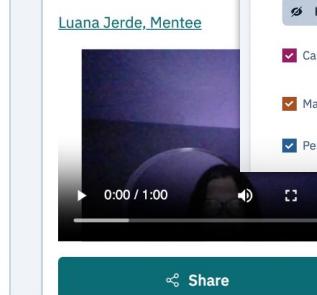
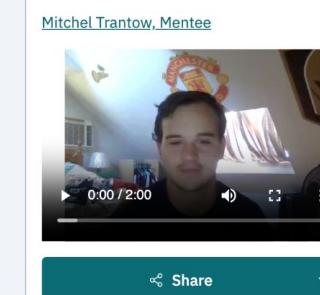
1 2 3 4 5

I've had more conversations with my mentor than I've log

Yes  
No

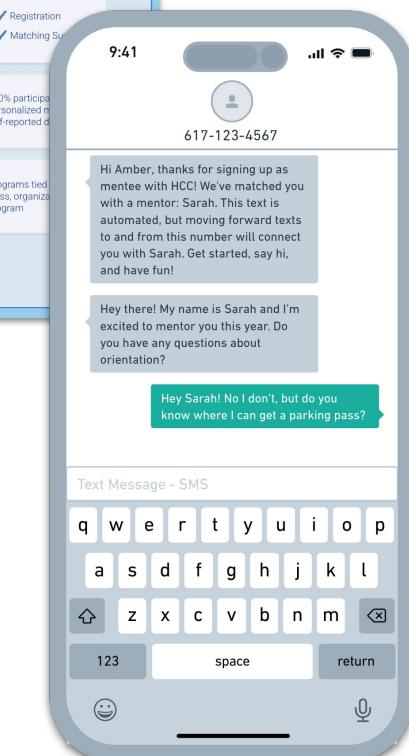
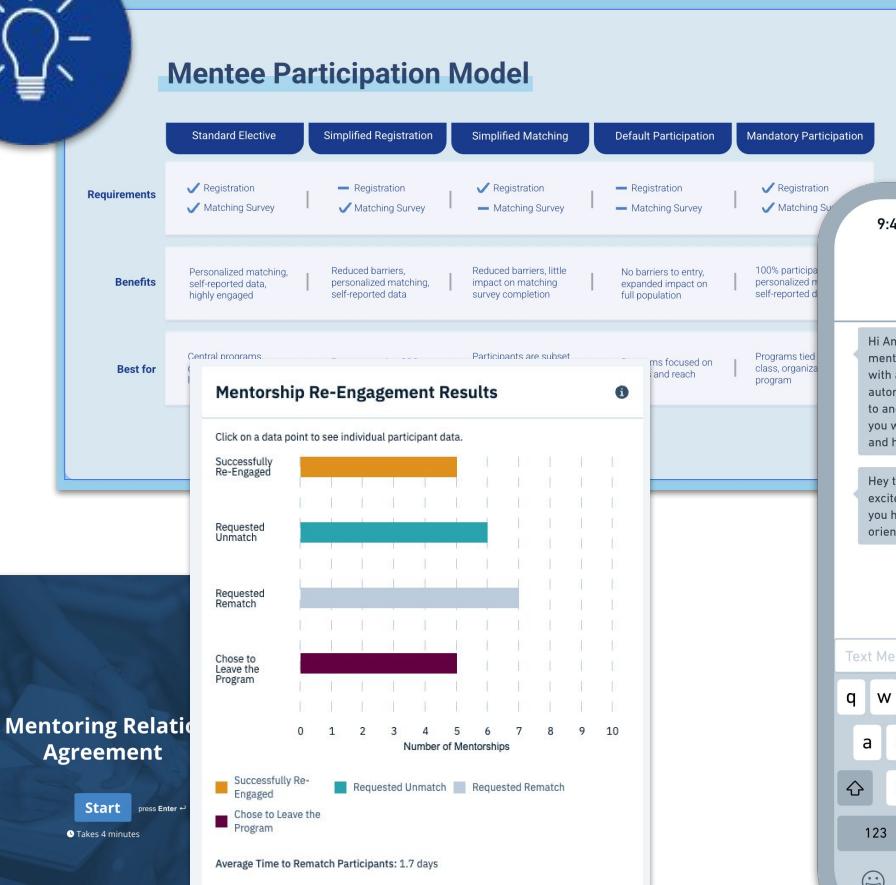


## Video Stories



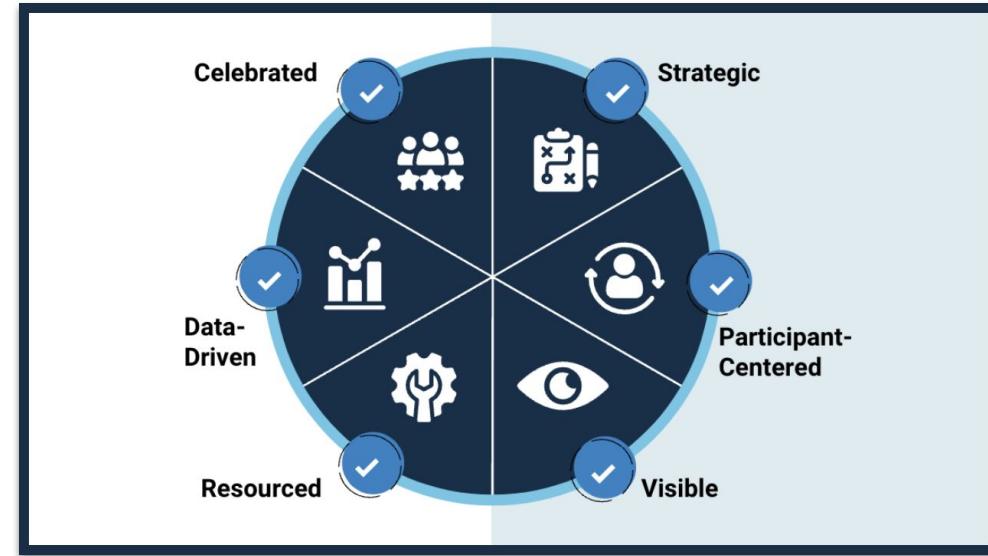
# How We Foster Engagement

- Flexible participation
- Expectation setting
- Intuitive reminders
- Re-engagement efforts
- Ease of connection



# Additional Engagement Strategies

- Invest in a culture of mentorship
- React quickly to data
- Offer incentives
- Recommend conversation topics
- Host events & programming
- Leverage cross-promotional opportunities



# You have the data. Now what?



**Target interventions.** Who needs support most? What resources are most relevant?

**Identify trends.** What patterns emerge? Do they change over time?

**Conduct impact analysis.** How does engagement impact participant outcomes?

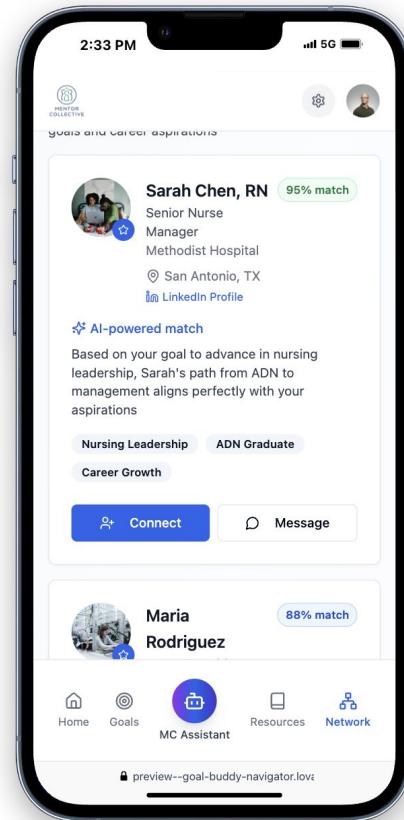
**Involve additional departments.** Who should know these learnings? Who can best help support individual participants? What success strategies can this data inform?

# What's Next

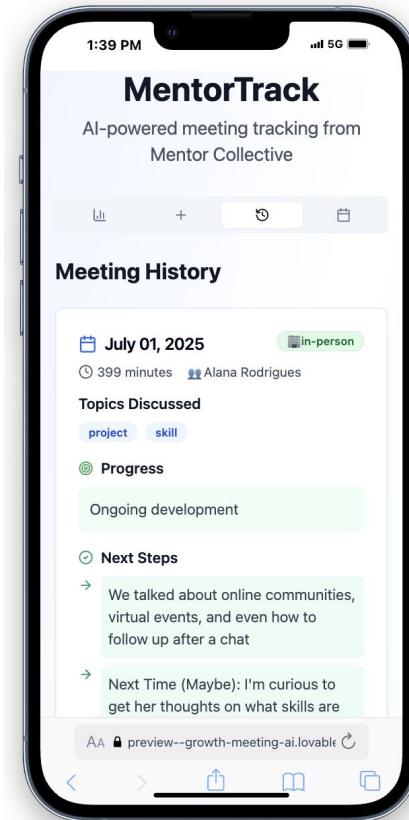


# Scaling Human Connection with Mentorship + AI

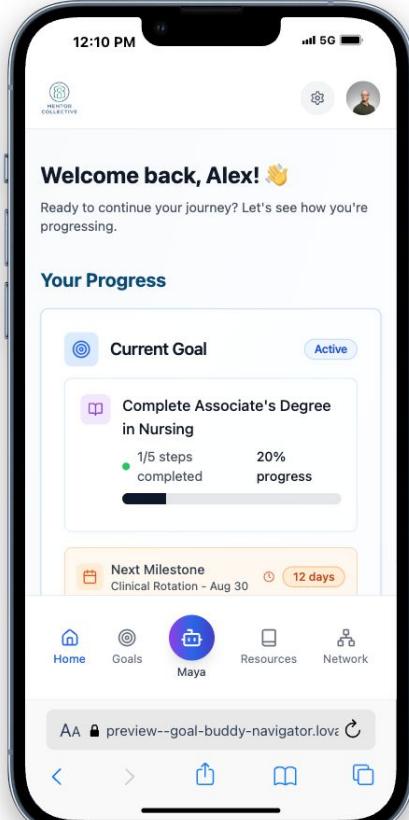
Find a connection



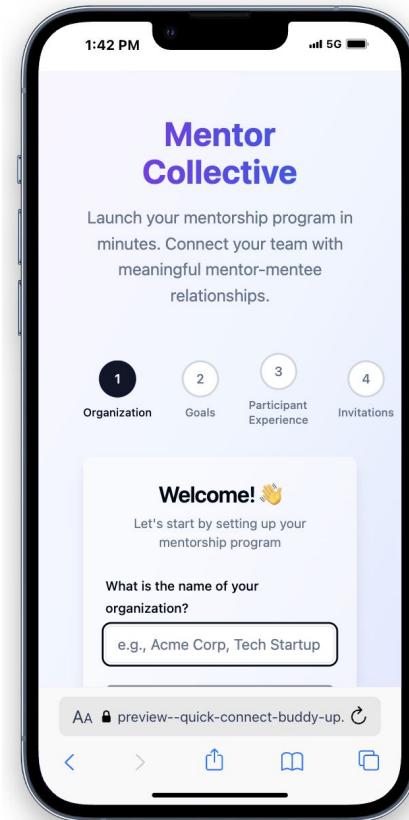
Engage with purpose



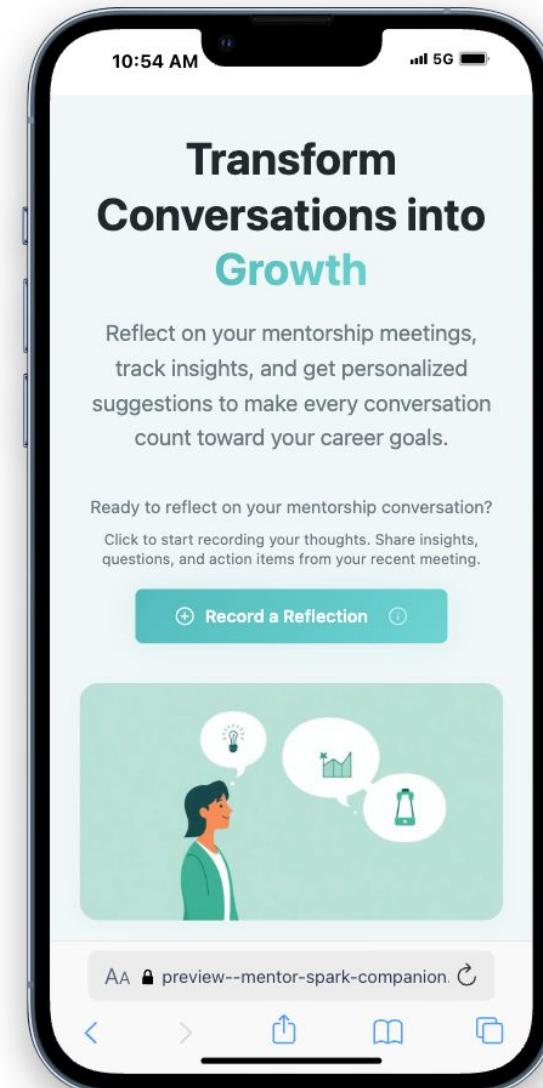
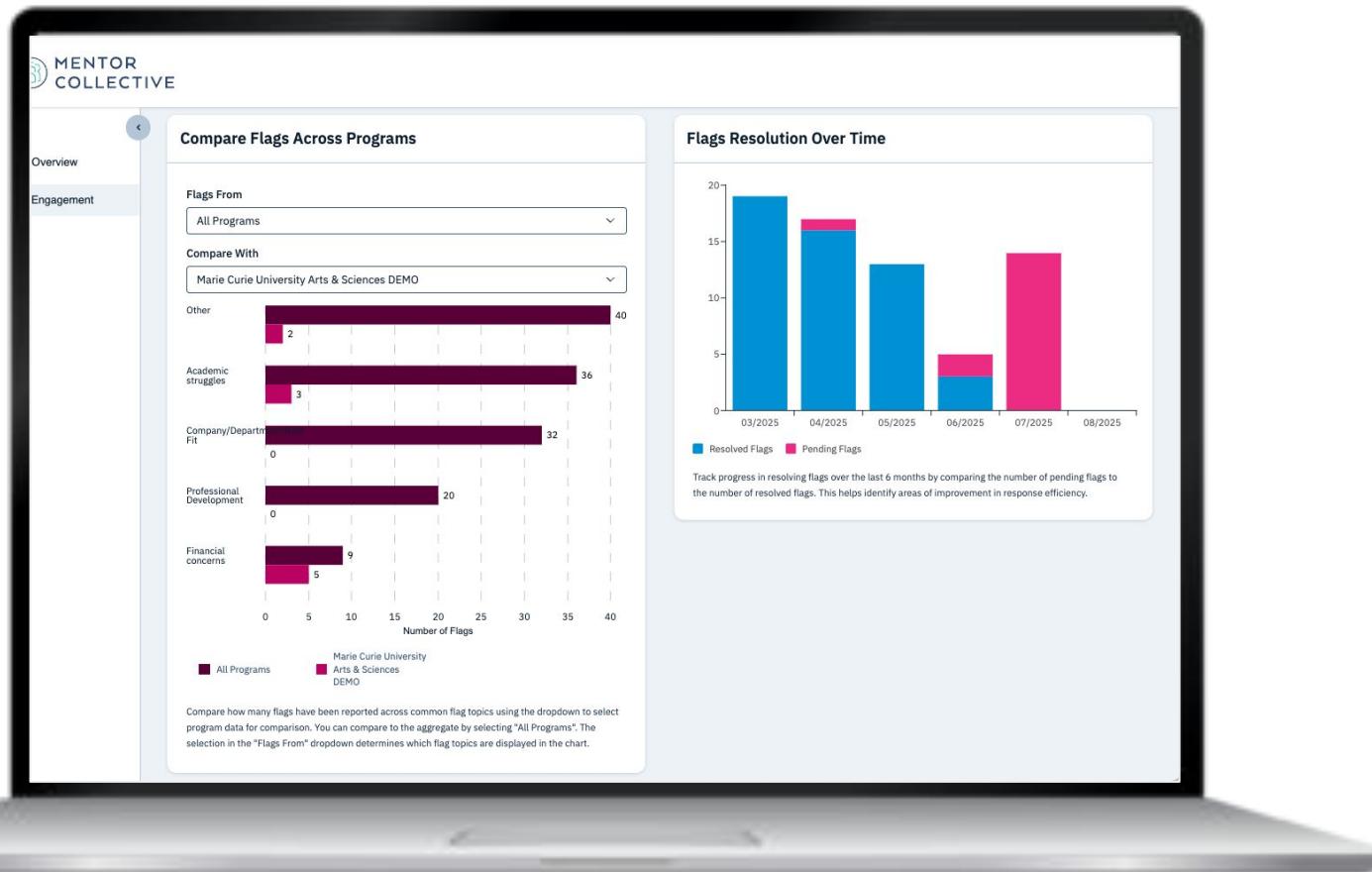
Achieve your goals



Launch a program



# Sneak Peak!



# Final Thoughts

# What's Next?

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- You will receive a copy of the **presentation and recording** shortly
- Upcoming **white paper on career readiness and mentorship**
- Mentor Collective Blog
  - [Early Career Roles Are Shifting. So Must Our Systems.](#)
  - [Mentorship Meets AI: The Infrastructure Today's Institutions and Employers Need](#)
  - [AI + Human Connection = the Future of Mentorship](#)
- [The Six Elements of a Culture of Mentorship](#)



Thank you!

