



# No Tricks, Just Treats!

## CSM Tips & Hidden Value

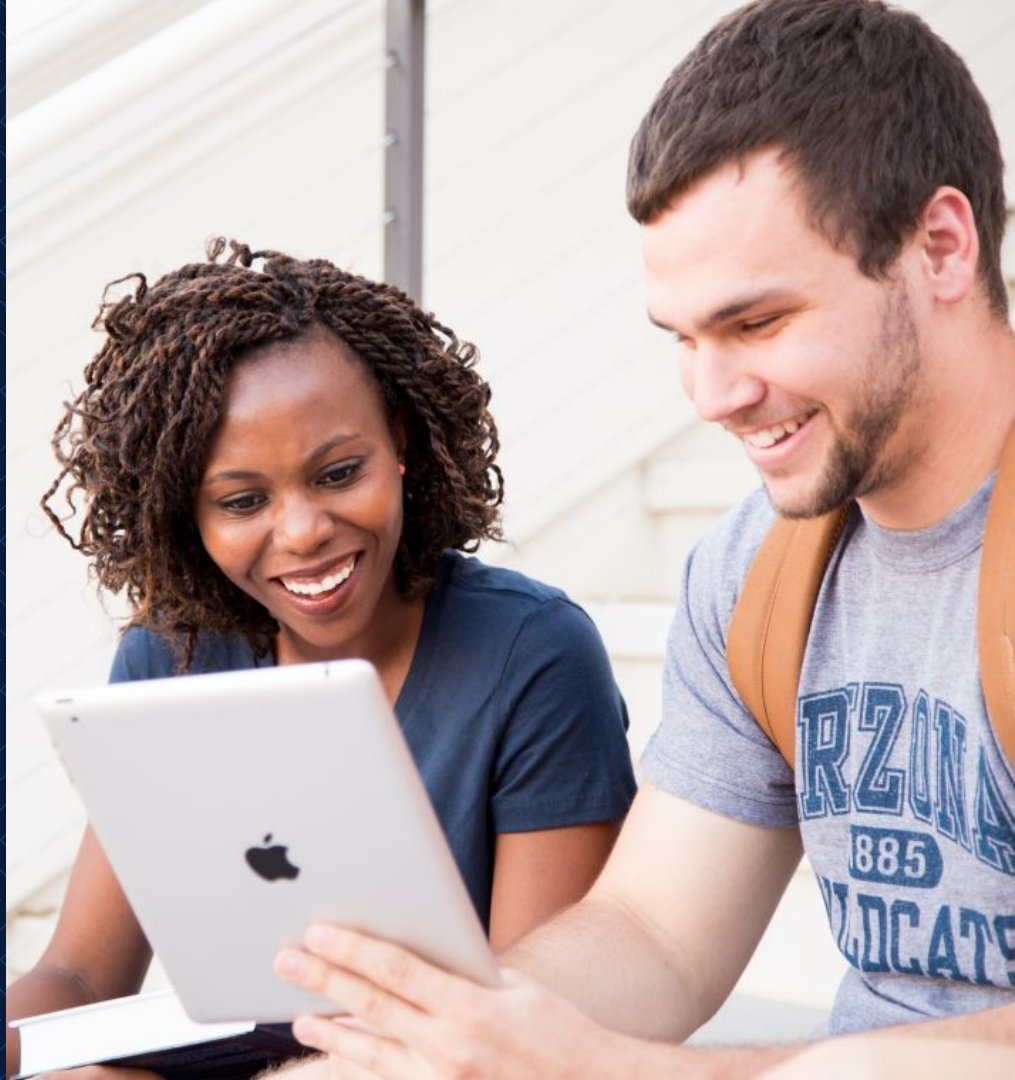
### *Unmasked*

October 29, 2025 | 2p EST



# 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!





**<1 year**



**1-2 years**

**>2 years**



# Welcome!



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Senior Customer Success Manager



# Today's Session

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- More matches, more magic ✨
- Engagement data & scary good insights 😈
- The secrets of spooky-smart assessment data 💀
- Fang-tastic questions with Conversation Sparks 🐉
- Q&A 🙋



**More matches, more magic** ✨

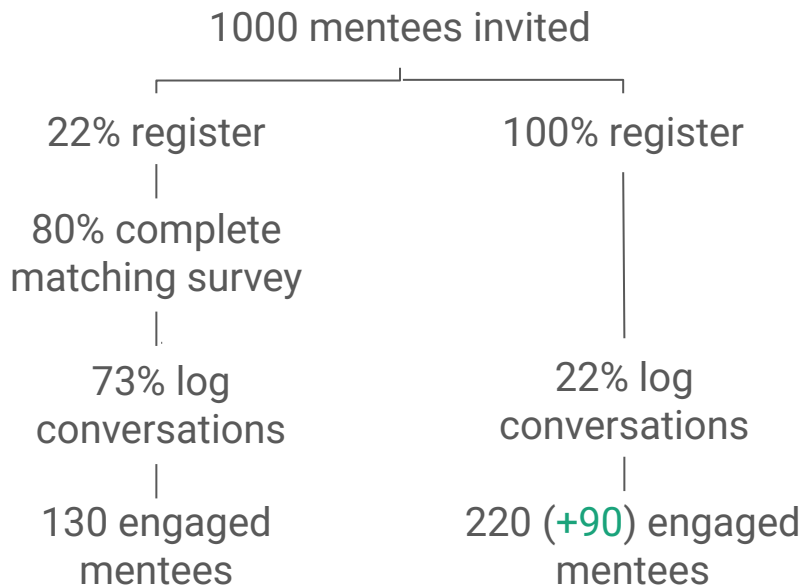


# Alternative Mentee Participation Models

	Model	Benefits
01	Simplified Registration Participation	<ul style="list-style-type: none"><li>• Reduced barriers to entry for mentees.</li><li>• Personalized matching based on matching surveys.</li><li>• Conservation of mentor capacity for the most interested and, likely, engaged mentees. <a href="#">Learn more here!</a></li></ul>
02	Simplified Matching Participation	<ul style="list-style-type: none"><li>• Reduced barriers to entry for mentees.</li><li>• Streamline opt-in process, particularly when there is a small mentor pool or all participants are a targeted population. <a href="#">Learn more here!</a></li></ul>
03	Default Participation	<ul style="list-style-type: none"><li>• Ensured access to mentorship, no barrier to participate.</li><li>• Expanded data on entire mentee population, not a subset.</li><li>• Ability to integrate mentorship into the “standard” student experience. <a href="#">Learn more here!</a></li></ul>
04	Mandatory Participation	<ul style="list-style-type: none"><li>• Ensured access to mentorship; 100% participation.</li><li>• Personalized matching based on matching surveys.</li><li>• More insight into your participants through self-reported data from matching surveys. <a href="#">Learn more here!</a></li></ul>

# Selecting the *Right* Participation Models

## The Numbers



## Outcomes

- Leverage technology to scale
- Matching by shared characteristics
- Prepare well-trained mentors
- Support target populations
- Assess and foster non-cogs
- Act on student provided-data
- Interpret top concerns / topics
- Melt, retention, complete

### Impact on Engagement?

We're still learning - but we often see comparable engagement and satisfaction across models. It varies quite a lot by program.





# Engagement data & scary good insights



# Using your Engagement Data + Dashboard DEMO

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- Who is engaging?
  - How are they engaging?
- Who is not engaging?
  - Do they have text relay access?
  - How long have they been matched?
  - What participation model have you used?
  - What are their start of program assessment scores, if any?
- When to take action?
  - Note that MC nudges pairs 1 month after match

# The secrets of spooky-smart **assessment**

**data**



# Sense of Belonging Data Collection



On a 5-point likert scale (1 = low and 5 = high)

- I feel comfortable at my school.
- I feel like I am an important member of my school's community.
- I feel supported at my school.

The "sense of belonging" non-cognitive factor is included in assessments for these mentorship program designs:

- Strategic Enrollment
- Student Success
- Adult Online





MENTOR  
COLLECTIVE

# Live Demonstration





# Suggestions for Understanding **Impact**



- What is your target for **student responses to the three** sense of belonging statements?
- What is your target response to the **average of all three** sense of belonging statements?
- What range of responses signals a **moment to celebrate** (e.g., average response of 4.5-5)?
- What range of responses signals the **need for intervention** (e.g., average response of 1-3)?



SET A  
MEANINGFUL  
TARGET



- What do you notice **overall** about student responses to each sense of belonging statement?
- What do you notice about the **average of all three** belonging statements?
- For **both mentors and mentees**, which sense of belonging statement responses are **higher or lower** than your target?
- For **each demographic group**, which sense of belonging statement responses are **higher or lower** than your target?
- Where do you have **opportunities to celebrate** sense of belonging?
- Where do you have **opportunities to provide interventions** to enhance sense of belonging?



**REFLECT ON  
RESPONSES**





**For students who are mentored and matched, look at scores below 3, at 3, and above 3:**

***Sense of Belonging and Self-Efficacy***

- What is the most recent average self-efficacy score?

***Sense of Belonging and Help Seeking***

- What is the most recent average academic help seeking self-efficacy score?

***Sense of Belonging and term G.P.A.***

- What is the average term G.P.A.?

***Sense of Belonging and Persistence: Term-to-Term Enrollment***

- What is the persistence rate?

***Sense of Belonging and Retention: Fall-to-Fall Enrollment***

- What is the retention rate?



**EXPLORE  
RELATIONSHIPS  
BETWEEN  
VARIABLES**





## MAKE AN ACTION PLAN

Actionable data	Strategies	Target	Person Responsible	Due Date
First-generation college students (FGCS) had an average belonging score of 4.58 in 2023.	Maintain our mentoring program to foster FGCS success.	Maintain a 4.5 for our FGCS.	FGCS program team.	5/30/2025
	Share findings with next year's FGCS mentees, Provost's Council, Student Affairs Leadership Team, and Student Organizations.		Dean of Student Success	8/30/2024



# Fangtastic questions with Conversation



# Conversation Sparks ✨

## Personalized Support.


Using matching survey data, conversation prompts are tailored to each participant, providing an [individualized experience at scale](#) with the help of AI.

## Increased Engagement.

This feature is designed to [alleviate the number one barrier](#) to an engaged mentorship: not knowing what to say.





## Better Outcomes.





Further fostering meaningful connections leads directly to the outcomes you care about: [higher retention, belonging, and career readiness](#).





 **Conversation Sparks**


Use these personalized AI-generated questions to get your conversation flowing with Jane.

**All Questions**

 How did you become interested in computers and technology as a potential career field?  

 What specific areas of health and medicine interest you professionally?  

 What type of concerts do you enjoy attending?  

 [View More](#)

**Q&A**



# Additional Resources

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- [Mentee Participation Models - Article](#)
- [Mentor Participation Models - Article](#)
- [Assess the Impact of Mentorship Sense of Belonging Data - Webinar](#)
- [Sense of Belonging and Academic Self-Efficacy Data - Webinar](#)
- [Conversation Sparks - Webinar](#)



**Thank you!**

