

Mentor Collective Program Designer Brainstorming Guide

Welcome back! This year, we are evolving the planning process by integrating **Program Designer**, an AI-powered agent and collaborator designed to walk you through the program relaunch planning stage, suggest best practices to support growth in recruitment, engagement and assessment responses etc. Our goal is to leverage these automated insights to reduce your administrative load and make this cycle even more impactful.

Below is your consolidated checklist of decisions and actions for upcoming relaunch planning

Phase 1: Strategic Alignment

Before diving into logistics, let's define what "success" looks like this year.

- **Goal Setting:** Are we maintaining previous KPIs (e.g., sense of belonging, retention), or are we shifting focus toward career readiness or academic integration?
 - **Participant Scope:** Decide if you are sticking with your current cohort (e.g., First-Year students) or expanding to include transfer students, specific majors, or alumni.
 - **The "Why":** Align the program's mission with your school's current strategic plan. Whether the priority is **increasing graduation rates, improving equity in student outcomes, or enhancing the alumni network**, ensure your program design reflects these institutional mandates.
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Phase 2: Design & Participation Model

Small tweaks to the program model can significantly impact engagement rates.

- Participant Criteria:** Define the estimated size and specific characteristics of your mentor and mentee groups (e.g., First-Year vs. Transfer students).
- [Mentor Participation Models](#)/[Mentee Participation Models](#):** Review how mentors and mentees will engage. 💡 *Tip: Ask me for best practices if you want to increase engagement over last year!*
- Match Goal:** Set a target for the total number of mentorships you want to form based on previous yield.
- Matching Model:** Will you use data from the matching survey to make matches, or will the program match participants based on some other data the campus will provide (housing assignment, pre-existing matches, etc.)
- Matching Survey:** Ensure your matching survey questions are suitable to capture any new data points you need this year to impact matching.
- Timeline:** Finalize your ideal launch date and program end date (aligning with your "Weeks of Welcome").
- [The Administrative Team](#):** Identify the individuals (names, titles, emails) who will serve as the **Program Manager, Flag Contact, and Invitation Sender**.
- Data Sharing & IT:** Determine how you will share participant lists. If volume is high, consider setting up an [inbound SFTP](#).

Phase 3: Additional Program Success Factors

- **Partner Integration:** Identify campus partners (Advising, Career Services) who can help cross-promote the program.
- **[Incentive Structure for Participants](#):** Are you offering stipend, scholarships, digital badges, co-curricular credit, or certificates of completion?
- **[Automated & Personalized Participant Messaging](#)** - consider customizing outreach for participant recruitment and engagement.