



UNIVERSITY OF GEORGIA

Mentor Program

Strategic Plan: FY 2022

Last Updated: 6.24.2021

USG Strategic Plan 2024

- **Goal 1 - Student Success:** We will increase degree completion through high-quality and lifelong academic options, focused learning and elimination of barriers to access and success for all Georgians.

UGA 2025 Strategic Plan Alignment: Promoting Excellence in Teaching and Learning

- **Strategic Goal 1.4** - Promote academic access and success for all students, with particular consideration for underrepresented, rural, first-generation and other underserved students.

UGA Planning Committee on Diversity and Inclusive Excellence: 5 Year Strategic Plan

- **Strategic Goal 1.4** - Expand mentorship for underrepresented students in the UGA Mentor Program
- **KPI** – Number of underrepresented students, faculty, staff, and alumni participating in the UGA Mentor Program

Division of Development & Alumni Relations Priority: Engagement

- Create meaningful connections and experiences for UGA alumni, parents/family members, employees, students, donors and friends.

Career Center Goal:

- Educate and actively engage students in career development and mentorship.

UGA Mentor Program FY 2022 Key Performance Indicators:

Mentoring benchmarks for the 2021-2022 academic year in the following areas:

- **Facilitate 1,000 mentoring relationships**
 - **Benchmark** - 47% of underrepresented race/ethnicity students have connected with a UGA mentor
 - **KPI** - 55% of students engaged in a mentoring relationship are underrepresented (race/ethnicity)
- **Increase the number of underrepresented faculty, staff, and alumni mentors engaged in a mentoring relationship via the UGA Mentor Program (DEI Goal 1.4 - KPI)**
 - **Benchmark** - 26% of UGA mentors were underrepresented (race/ethnicity)
 - **KPI** - 35% of UGA Mentors are underrepresented (race/ethnicity)
- **Facilitate 250 informational interviews**
 - **Benchmark** – 41% underrepresented (race/ethnicity) students
 - **KPI** - 50% - underrepresented (race/ethnicity) students
- **Students: After participating in the program,**
 - 90% + agree that the University helped students gain an appreciation for mentoring
 - 90% + agree that the University provided students with an avenue to explore career interests, professional goals, and workplace preferences.
 - 90% + agree that the University supported students in developing their network
 - 90% + would recommend other students to participate in the program
- **Alumni, faculty, staff mentors: After participating in a 16-week mentorship,**
 - 90% + agree that University provided them with a meaningful opportunity to connect with UGA students
 - 90% + agree that the University inspired them to strengthen their relationship with and support of the University
 - 90% + would recommend other alumni, faculty, and staff to participate
- Beyond mentoring relationships, engage students and mentors via student programming, informational interviews, etc.

Strategies/Tactics:

1. Marketing

A. Student Marketing

- i. Employ data driven decisions to focus our marketing and communication strategy
- ii. Engage students through social media platforms including Instagram, Facebook, Twitter, and LinkedIn
- iii. Promote the program through our social media toolkit distribution
- iv. Send targeted Handshake emails to students to promote mentors/events/opportunities

- v. Distribute content within the Career Center Weekly Update to promote potential mentors/mentoring events/opportunities
- vi. Distribute content in college/school newsletters and campus partners' listservs
- vii. Weave mentoring into the fabric of being a first-year student
- viii. Post marketing collateral in key student locations (I.e. MLC/Tate/SLC/Dining Halls/Residence Halls)
- ix. Engage and inspire students in innovative ways
- B. Mentor Marketing (alumni, faculty, and staff)
 - i. Strengthen partnership with UGA Staff Council/Alumni Relations/Alumni Chapters/Alumni Affinity Councils/SCUDs to inspire alumni, faculty, and staff to serve as UGA mentors
 - ii. Increase the mentor voice in our marketing strategies to inspire students and UGA mentors into the program
- C. Student and Mentor Marketing
 - i. Develop a marketing campaign to expand participation of underrepresented individuals in the UGA Mentor Program (DEI 5 Year Plan – Immediate Institutional Action).
 - ii. Conduct an audit of all marketing materials to update content/images to reflect DEI goals and informational interview feature.
 - iii. Continue providing our participants with a quarterly UGA Mentor Program Newsletter
 - iv. Promotional Videos
 - 1. Current mentors could create short “Why I mentor” videos to inspire other alumni to join and become mentors
 - 2. Explore the idea of mentors creating short, “Why I love hearing from students” and “Why I love mentoring UGA students” videos to incorporate their voices in the mentee orientation.
 - 3. Explore the idea of mentees creating a short “the moment when, become a UGA Mentee” videos to inspire their peers to join the program.
- D. [UGA Monthly Mentoring Themes](#)
 - i. Design and execute monthly themes to simplify and amplify the UGA Mentor Program message

2. Campus Partnerships/Engagement

- A. Strengthen existing campus partnerships and forge new ones to elevate the program
- B. Partner with campus departments serving diverse populations to provide mentoring education, networking opportunities, and resources
- C. Continue collaborating with the University Academic Advising Services and Exploratory Center to continue referring students to the program
- D. Continue collaborating with UGA Griffin, UGA Gwinnett, UGA Tifton, and UGA Buckhead
- E. Restart the UGA Mentorship Meetup to continue fostering a culture of mentoring at the University
- F. Collaborate with staff to embed mentoring into existing student programs that are sustainable (I.e. Student Industry Fellows, Arch Society, Washington Semester Program)
- G. Conduct another stakeholder analysis to identify pockets of influence and/or gaps
- H. Collaborate with faculty to raise awareness, elevate mentoring, and embed mentoring into the curriculum.
 - i. Engage faculty members that are serving on the UGA Mentorship Meetup and via UGA Mentor Skills sessions.
 - ii. Co-teach a FYO course with Dr. Laura Bierema in spring 2022 to contribute to the academic mission of the University.
 - iii. Co-facilitate another Faculty Learning Community with Dr. James Anderson in AY 2021-2022
 - iv. Continue strengthening our relationship with Dr. Naomi Norman with the FYOS program.

3. Resources, Programming, and Feedback Loops

- A. Resources
 - i. Develop new and/or refine existing resources to maximize the mentoring relationships
- B. Programming
 - i. Provide Arch Ready programs, classroom presentations, and small group workshops to address the mentoring needs of our students
 - ii. Connect students with mentors (faculty, staff, alumni) through the UGA Mentor Program platform.
 - iii. Continue connecting students and mentors via various programs (panels, networking, DEI, etc.)
 - iv. Provide programming that emphasizes personal development element of mentorship.
 - v. Continue conducting a program evaluation to enhance the quality of the UGA Mentor Program for all participants.
 - vi. Continue building upon the UMP Real Talk podcast
 - 1. 75+ downloads per episode within the first 90 days
- C. Assessment Tools
 - i. Assess the program to determine its effectiveness (orientation, mid-point, post-pre, and

- informational interview assessment instruments).
- ii. Collect stories from students and mentors who are impacted by their experience
- iii. Continue benchmarking with our peer and aspirational institutions

4. UGA Mentor Program Ambassador Program

- A. Lead and enhance the UGA Mentor Program Ambassador Program
- B. Explore the idea of designing a leadership development program
 - i. Each Ambassador lead or co-lead at least one orientation session
 - ii. Continue providing professional and leadership development opportunities to Ambassadors through retreats, monthly guest speakers, and external programming
 - iii. Continue to provide specialized leadership and professional development opportunities for Board of Directors
- C. Explore strategies and tactics for ways to leverage the student voice to inspire mentors to serve as a UGA Mentor
- D. Support UMP social media and marketing efforts
 - i. Gain 400+ followers each semester on LinkedIn & Instagram accounts
- E. Bring program awareness to the student body and inspire students to register for the UGA Mentor Program
 - i. Conduct 10-15 classroom presentations each semester
 - ii. Each Ambassador to reach at least 50 individuals per semester via orientations, classroom and student organization presentations, external engagements, and informal conversations)
- F. Support UMP monthly programs by organizing, staffing and facilitating events

5. Challenges and Strategies

- A. Idle Students
 - i. Have not attended an orientation:
 - 1. Meet students “where they are at” by conducting location specific orientations and/or engage with them via social media strategies
 - 2. Explore the idea of “Mentor Minute” videos - success stories from Ambassadors
 - 3. How to videos on Instagram TV and the mentorship platform
 - a. Quick guide on how to create a profile / search for a mentor / request a mentor
 - ii. Collaborate with Career Consultants and colleges/schools to educate students about the value of mentorship and to inspire them to connect with a UGA mentor.
 - 1. Make data driven decisions to target the appropriate colleges/schools and majors.
 - iii. Continue mentor spotlights in Career Center Catch-Up and s/c/u newsletters
 - iv. Explore the idea of a student email campaign (Did you forget? Did you know? Incentive?)
 - v. Partner with the Digital Engagement Center to conduct a texting campaign to engage mentees and/or mentors
- B. Idle Mentors
 - i. Consider hosting large scale/virtual events
 - ii. Engage idle mentors (alumni) to participate in virtual opportunities
 - iii. Continue educating SCUDs on ways they can engage idle mentors and how they indicated they want to serve UGA students.
 - iv. Collaborate with Development & Prospect Management and Research annually to identify major gift prospects.
- C. Mentor - Mentee Ratio
 - i. Collaborate with Alumni Association, DARCOMM, and SCUDs across campus to work towards the DEI Strategic Plan KPI: Number of underrepresented students, staff, faculty, and alumni participating in the UGA Mentor Program.
 - ii. Strive towards the optimal 3:1 mentor-mentee ratio to provide our students with a more diverse mentor pool.
 - iii. Continue speaking to departmental and alumni boards
 - iv. Explore the idea of an annual virtual UGA Mentor recruiting event in July/August
 - v. Think about the ROI for each mentor audience: alumni, faculty, and staff – targeted marketing
 - 1. Discuss with DARCOMM
 - vi. Email faculty/staff nominees via Career Outcomes survey
- D. Scaling While maintaining high-quality, productive mentoring relationships
 - i. Continue providing UGA Mentor Skills sessions for mentors
 - ii. Explore the possibility of developing self-paced learning modules for mentors
 - iii. Design and execute Arch Ready programs for students
- E. Inspiring students to re-engage in the program each semester
 - i. Develop programming and share mentoring testimonials each month (UGA monthly mentoring themes)
 - ii. Design and execute a promotional event at the beginning of each spring and fall semester
 - iii. Strategically use our UGA Mentor Program Ambassadors to inspire their peers to commit to

mentorship