

TITLE

DATE



SITUATIONAL ANALYSIS

The Mentoring Gap

17.6 million American youths are in need of mentors

2.5 million of these youths are in mentoring relationships

15.1 million youths remain without mentors

Workplace Mentoring Benefits & Impact

Corporation

Enhances our connection to the community
Improves overall morale and employee engagement with the company
Invests in future workforce and client base



Employees

Feel happier and more productive at work
More loyalty and pride in company
Accept more challenges at work and at home



Youths

Improved grades
Improved attitude about school
Improved self-image

MISSION

Our program matches high school students with [company name]'s employees one-on-one in [city/town name], exposing them to ideas and opportunities that increase the chances of students' graduation from high school and transitioning them to a productive adulthood.

OUR PROGRAM

Objectives

Increase graduation rates among high school students

Improve postsecondary readiness

Promote the fundamental importance of education

Mentoring Program: Workplace

One-on-one, 4 hours/month for a year, same-sex matching

Start with 25 mentor-mentee pairs

Focus

- Education
- Day-to-day living
- Career

Partner with [Local Organization]

Brings expertise in managing mentoring programs (e.g., recruiting, matching, etc.)

Reduces our administrative overhead and risks

3-year partnership, so we can see kids through from sophomore to senior years

- Will evaluate partnership at year 2 and will renew if it has been successful

RESOURCE REQUEST: BUDGET

Category	Item	Cost	Frequency	Notes
Branding/Marketing Materials	Develop Logo	\$ 1,500	One time	
	Folders	\$ 1,635	One time	500 folders
	Bags	\$ 2,400	One time	500 bags
	Notebook w/ Pen	\$ 2,400	One time	500 notebooks/pens
	Landing page	\$ 1,200	New content (semi annual per location)	
	Email blast	\$ 400	Every kick-off (annual per location)	If you want a branded HTML template
	Reminder Email blast	\$ 100	Every kick-off (annual per location)	
	PowerPoint Template	\$ 200	One time	
	Communications	\$ 500	One time	
Total Branding/Marketing Materials		\$ 10,335		
Staffing	Program Coordinator (sits at School)	\$ 6,839	Annual	Will vary; based on partner
	Viacom HC	\$ -	Annual	\$0, but must have support from manager to provide time
Total Staffing		\$ 6,839		
Screening Fees	Finger printing, background checks, etc	\$ 2,000	Annual	Will vary; program partner may cover this cost
Total Screening Fees		\$ 2,000		
Program Events	Recruiting event for Company X employees	\$ 1,000	Annual	Room only; will vary - may be free in some cases
	Training/Screening event for Company X employees	\$ 2,000	Annual	Room only; will vary - may be free in some cases
	Parent welcome event (at School)	\$ 1,000	Annual	Refreshments only
	Celebration event	\$ 1,500	Annual	Room and refreshments; will vary
Total Program Events		\$ 5,500		
Program Activities/Travel	Snacks for mentees at 1:1 sessions	\$ 180	Annual	\$5.00 for each 1:1 (4x1:1s per month, 9 mos)- soda, snacks
	Two field trips (Museums, Galleries, etc)	\$ 50	Annual	\$50 for each mentee/mentor pair
	Thank you gifts for mentors & volunteers	\$ 20	Annual	Will vary
	Student travel to offices/locations for 1:1s	\$ 180	Annual	\$5.00 for back and forth trips, 4 trips per month, 9 months
	Mentor travel to field trips (2 per year)	\$ 10	Annual	Field trip travel (2 trips per year)
Total Activities/Travel		\$ 440		
Program Coordinator Travel	Company X core team travel	\$ 3,000	Annual	
Total Travel		\$ 3,000		
Program Budget est. (30 mentors - one location)		\$ 40,874		

RESOURCE REQUEST: OTHER

Program Coordinators

Jane Doe, John Doe and Jill Doe

- Support requested for their time

25 Full-Time Employees as Mentors

- Support requested for their time

Training

- Need 2 days away from work for mentoring training

MENTORING PROGRAM TIMELINE

	Communication	Action Items	Program
Jan		1/15 Executive approval of plan	
Feb		2/15 Complete final plan with our partner	
Mar	3/15 Send email to all employees, update company portal to announce mentoring program Open House		3/30 Open House
Apr		4/30 Applications for mentoring program due	
May		5/30-7/30 Screening process begins	
June			
July			
Aug		8/15 Training for mentors	
Sep		9/15 Matching complete	
Oct			10/1 Launch mentoring program
Nov			
Dec			

ASKS

Approve plan and budget

Serve as spokesperson for the program

Serve as a champion for the program with senior executives and managers

Attend key mentoring events

Make it easy for employees to be mentors

APPENDIX

TYPES OF MENTORSHIP SUPPORT

Education

- Mentors help keep students in school.
- Mentors help with homework and can improve academic skills.
- Students who meet regularly with their mentors are 52% less likely than their peers to skip a day of school and 37% less likely to skip a class (Public/Private Ventures study of Big Brothers Big Sisters).

Day-to-Day Living

- Mentors help improve a young person's self-esteem.
- Mentors provide support for students trying new behaviors.
- Mentors teach young people how to relate well to all kinds of people and help young people strengthen their communication skills.
- Youth who meet regularly with their mentors are 46% less likely than their peers to start using illegal drugs and 27% less likely to start drinking (Public/Private Ventures study of Big Brothers Big Sisters).
- About 40% of teenagers' waking hours are spent without companionship or supervision. Mentors provide teens with a valuable place to spend free time.

Workplace

- Mentors help young people set career goals and start taking steps to realize them.
- Mentors can use their personal contacts to help young people meet industry professionals, find internships and locate job possibilities.
- Mentors introduce young people to professional resources and organizations they may not know about.
- Mentors can help their mentees learn how to seek and keep jobs.

Source: Child Trends, Mentoring: A Promising Strategy for Youth Development, February 2002