

WEBINAR: Growing the number of mentors across Canada (May 20th 2020 1:00 PM EST)

**Canadian
Mentoring
Partnership**

Michael Janz Director of Communications

michael.janz@mentoringcanada.ca



Canadian
Mentoring
Partnership

Welcome and Housekeeping

- Say "Hello" in the chat feature and feel free to ask questions using the "Q&A"
- Simultaneous English/ French translation
- Thank you for learning with us and your patience in this new format

Accueil

- Dites « Bonjour » dans la fonction de chat et n'hésitez pas à poser des questions en français en utilisant le « Q&A ».
- Merci d'apprendre avec nous et de votre patience dans ce nouveau format

Agenda

- Collective Impact Case Study: The Alberta Mentoring Partnership
- Rethinking Recruitment: Daniel Horgan, (Founder and CEO CoLabL)
- Building the survey (SRDC): What is the capacity of adults to step up as mentors? What are their limits? Barriers? Fears?

Land Acknowledgement

We begin today by acknowledging that we are meeting on Indigenous land. As settlers, we're grateful for the opportunity to meet here and we thank all the generations of Indigenous peoples who have taken care of this land.

As settlers, this recognition of the contributions and historic importance of Indigenous peoples must also be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.

Working Together to Support Youth Mentoring

Setting a baseline so we can track progress against the original plan

RESEARCH

Build sector capacity to empower every young person to fulfil their potential

TECHNOLOGY

It's not called Impact Collective. If you haven't achieved "**Collective**" you may not be ready for "**Impact**"

PARTNERSHIPS

Raising the Profile of Mentoring in Canada by being the rising tide that lifts all boats

COMMUNICATIONS



Mission: The Canadian Mentoring Partnership is committed to expanding access to mentoring to help every young person fulfill their potential.

Setting a baseline so we can track progress against the original plan

RESEARCH

Build sector capacity to empower every young person to fulfil their potential

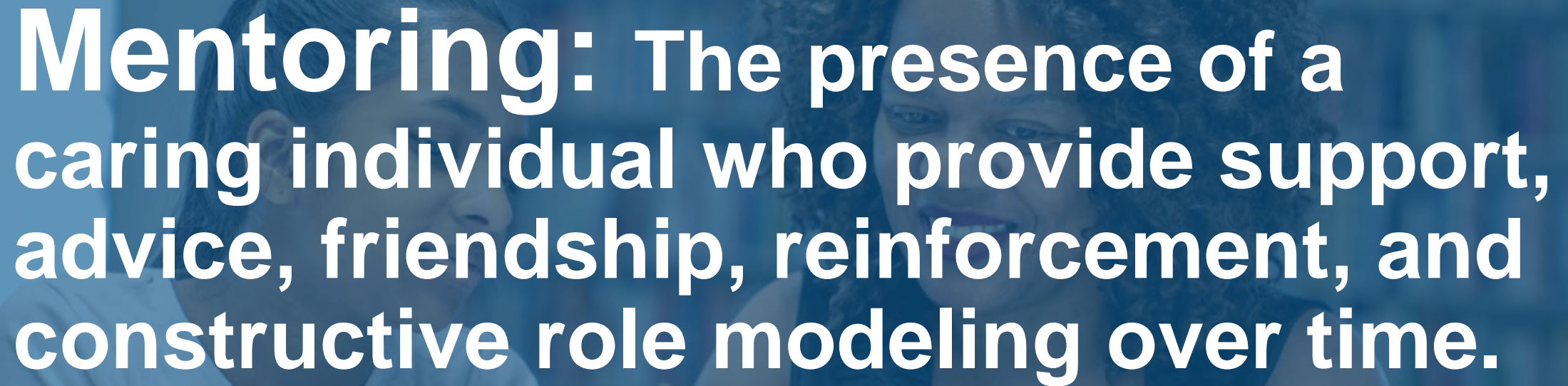
TECHNOLOGY

It's not called Impact Collective. If you haven't achieved "**Collective**" you may not be ready for "**Impact**"

PARTNERSHIPS

Raising the Profile of Mentoring in Canada by being the rising tide that lifts all boats

COMMUNICATIONS



Mentoring: The presence of a caring individual who provide support, advice, friendship, reinforcement, and constructive role modeling over time.

Setting a baseline so we can track progress against the original plan

RESEARCH

Build sector capacity to empower every young person to fulfil their potential

TECHNOLOGY

It's not called Impact Collective. If you haven't achieved "**Collective**" you may not be ready for "**Impact**"

PARTNERSHIPS

Raising the Profile of Mentoring in Canada by being the rising tide that lifts all boats

COMMUNICATIONS

Ignite the Movement in Canada

- Follow us on Social Media **@mentoringcanada** and share our content. Instagram is **@MentorCanada**
- Post your own mentoring story **@mentoringcanada** **#powerofmentoring**
- Become an Ambassador or Champion of mentoring, visit **mentoringcanada.ca**
- Become a mentor to a young person in your community, visit **becomeamentor.ca**

CMP NEEDS YOUR HELP!

National Youth
Mentoring
Survey

Survey of Youth
Development &
Mentoring
Organizations

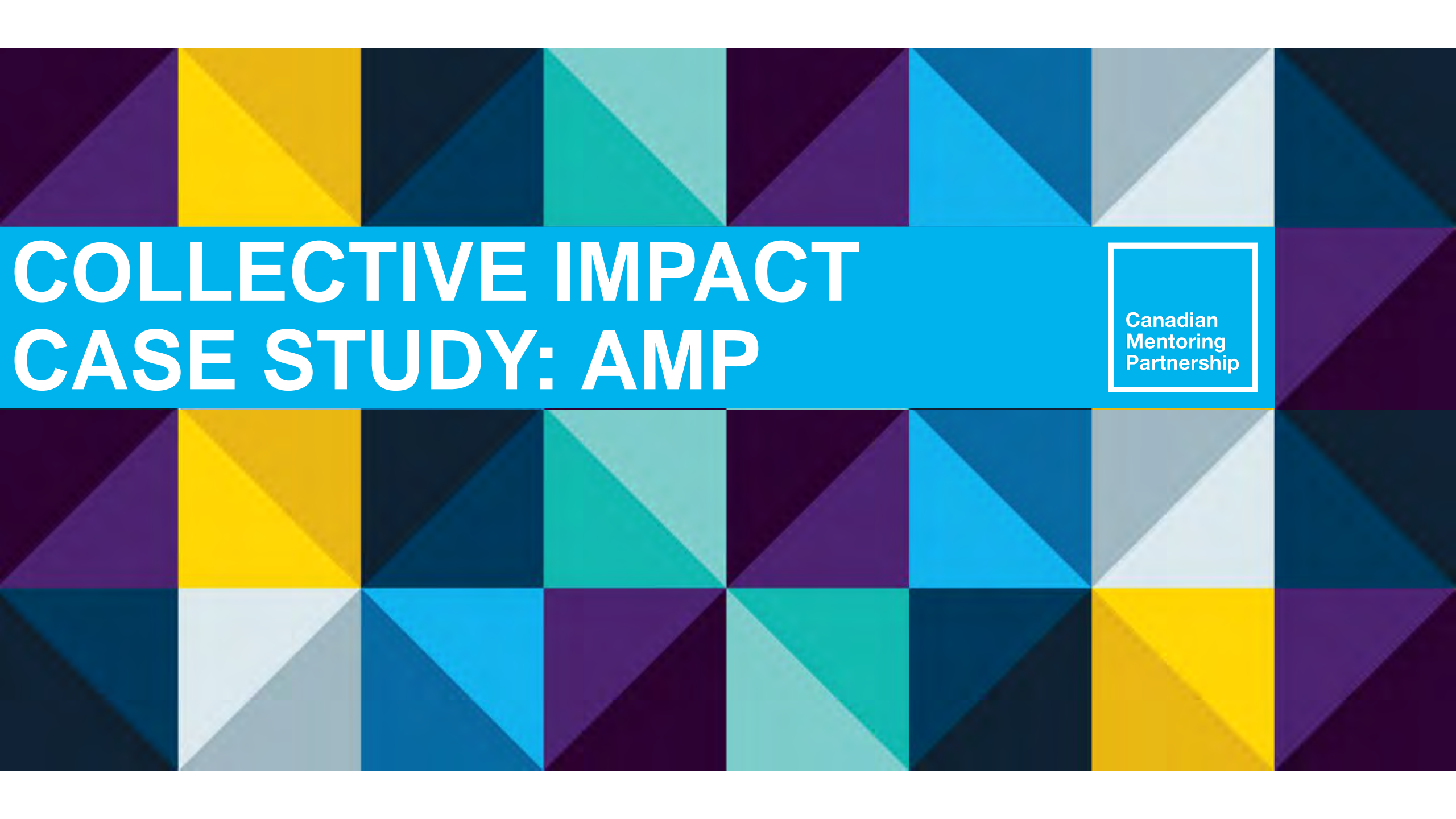


Visit mentoringcanada.ca/state-of-mentoring

Canadian
Mentoring
Partnership

COMMUNICATIONS

Canadian
Mentoring
Partnership



COLLECTIVE IMPACT CASE STUDY: AMP

Canadian
Mentoring
Partnership

About The Alberta Mentoring Partnership



Canadian
Mentoring
Partnership

#powerofmentoring

Recruitment Funnel

Campaigns

Partnerships

Content

Canadian
Mentoring
Partnership

#powerofmentoring

Campaigns



January is Mentoring Month

Sub Head

This January, Big Brothers Big Sisters invites you to celebrate Mentoring Month.

January is National Mentoring Month and Big Brothers Big Sisters of Ponoka encourages all community members to join the conversation about the impact of mentoring and to consider volunteering. Two important dates that will be celebrated are January 17, which marks International Mentoring Day and January 31, which is "Thank Your Mentor Day".

Did you know that youth with mentors are more likely to pursue healthy lifestyles as adults? With exercise and healthier choices being the most common New Year's Resolutions for adults, January is an ideal time to learn about the benefits of mentoring and to give back as a volunteer.

Big Sister Dana works at Bottle River Insurance and is provided an hour off each week to participate in the In-School Mentoring Program. Mentoring has allowed Dana to have fun and make a new friend. "We are both excited to hang out again, it has been very comfortable to continue our friendship from where it left off before summer."

For Little Brother Bryson, Thursdays are, "My new favourite day of the week because that is the day my mentor comes!"

Bryson and his mentor Dana have been matched for a year and a half and love spending their time together hiking, playing pool, ping pong and various games in the gym.

Bryson's mom is very grateful for the In-School Mentoring program and how it has impacted her son. "He has learned a calm behaviour for school, playground and he has made more friends and is confident in himself."

Currently, Big Brothers Big Sisters of Ponoka has over 40 youth waiting for an In-School Mentor. The In-School Mentoring program matches an adult or teen mentor with a youth at a local school. The matches then meet for one hour a week and can play games, make crafts, cook, play sports and enjoy spending time together. Celebrate Mentoring Month this January. Imagine who a young person will become, because of you.

Call 403-783-5810 to learn how you can become a mentor today!

PONOKA RISING SUN CLUBHOUSE

Community Blue Box Program

For \$15.00 per month

We will pick up your paper, clean tin, No. 1&2 plastic and cardboard.

We also pick up cardboard from local businesses.

For more information on these programs please call **403-783-5810 Weekdays**

www.ponokarising.org



Canadian
Mentoring
Partnership

#powerofmentoring

Campaigns



Top Tweet earned 10.6K impressions

Start the mentoring journey with this special video. Please like and share and help a friend make 2019 the year they become a mentor.

Start Mentoring Today 🍌
albertamentors.ca/journey

#MentoringMonth #AlbertaMentors
pic.twitter.com/YE7duqeEbC



🔄 1 🗨️ 17 ❤️ 24



Canadian
Mentoring
Partnership

#powerofmentoring

Partnerships



Search AMP Partners

<input type="text" value="Search Partners"/>	<input type="text" value="Search by City"/>	<input type="text" value="Choose a region"/>
<input type="button" value="Search"/>	<input type="button" value="Search"/>	<input type="button" value="Search"/>

Do you know someone who would make a great mentor?

[Nominate a Mentor](#)

Are a mentoring organization wanting to be profiled on the Mentoring Organization Search Tool?

[Become A Partner](#)

Canadian
Mentoring
Partnership

#powerofmentoring

Partnerships

Fill out your personal information

Name*

First

Last

Email*

Phone

Region*

Please select which region you are interested in finding a mentoring opportunity.

Choose your preferred organization in Edmonton and Area*

What are you looking for?*

Date*

Comments

CAPTCHA

Canadian
Mentoring
Partnership

#powerofmentoring

Content

- Collective Impact: Marketing & Communications
 - Videos
 - Instagram
 - Bridge Banners
 - Movie Theatre Ads
 - Online Training
 - Scaling In-kind contributions
- Common message: Become a mentor. Start mentoring.



Canadian
Mentoring
Partnership



#powerofmentoring

Results

Youth mentoring has increased 250% since AMP was established?.

- 1,175 new mentors referred to partner agencies in 2018/19 fiscal.
- Updated online mentorship training - 11,000+ Albertans trained to date, including 1,015 in the past year.
- Over 283,315 visits to AMP's website - 30,293 of those from unique users.
- Created specialized resources to expand and enhance mentoring programs that have been downloaded 3,627 times in the past year.
- Hosted 9 webinars in the past year with 1,058 registrants and 1,953 listens to podcasts.
- Supported Alberta Education's development of five one-credit Career and Technology Studies CTS High School Teen Mentoring courses in the Alberta Education program of studies. To date, 33, 871 credits directly related to mentoring have been earned by Alberta students.
- Co-hosted National Mentoring Symposium in 2013 and 2016 and hosted two regional Alberta conferences in spring 2018 and 2019, providing developmental training to hundreds of school and agency professionals.

▪

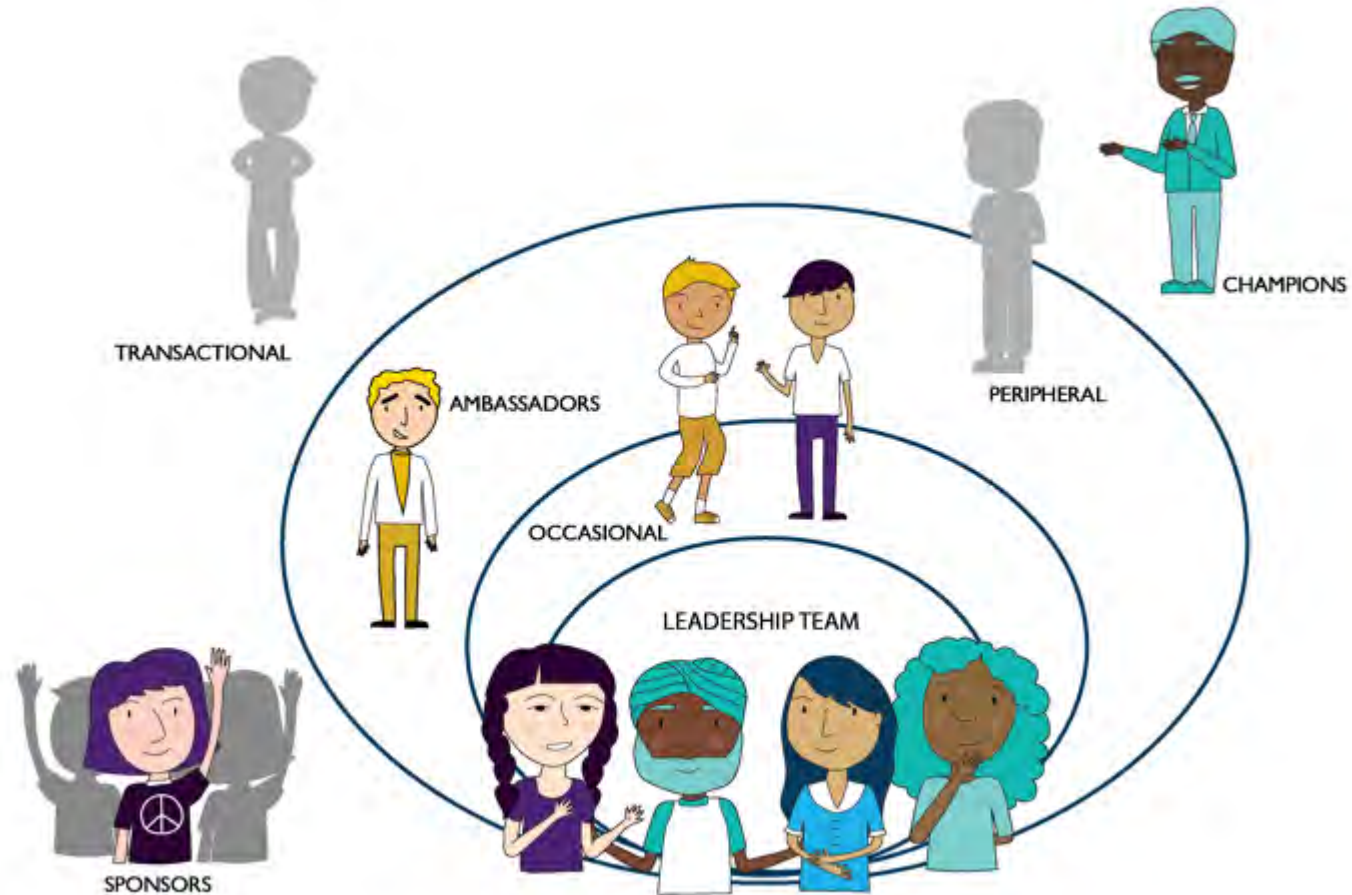
The logo for the Canadian Mentoring Partnership, featuring the text "Canadian Mentoring Partnership" in a black box.

Canadian
Mentoring
Partnership

A decorative border at the bottom of the slide consisting of a repeating pattern of colorful triangles in shades of blue, purple, yellow, and teal.

#powerofmentoring

4.1 Million Young People in Canada



Canadian
Mentoring
Partnership

#powerofmentoring

BUILDING CROSS-SECTOR SUPPORT FOR MENTORING IN CANADA

Awareness

Campaigns & Advocacy • Content

Recruitment

**Mentor Connector •
Trainings • Professional Development**

Partnerships

**Knowledge Mobilization • Scale
• Effective Practices**



Canadian
Mentoring
Partnership

Working Groups/ Communities of Practice



Canadian
Mentoring
Partnership

#powerofmentoring

Working Groups/ Communities of Practice

- Creating a “one stop shop” for mentoring marketing materials
- Sharing creative ideas, tools, resources
- Fill-in-the-blanks, print-ready, white label content marketing
- A library of stories, resources, images, and videos that we can use across Canada
- **Looking ahead:**
 - Back to school September 2020
 - #MentoringMonth2021 (January)
 - Your special celebration...



DANIEL HORGAN

Canadian
Mentoring
Partnership

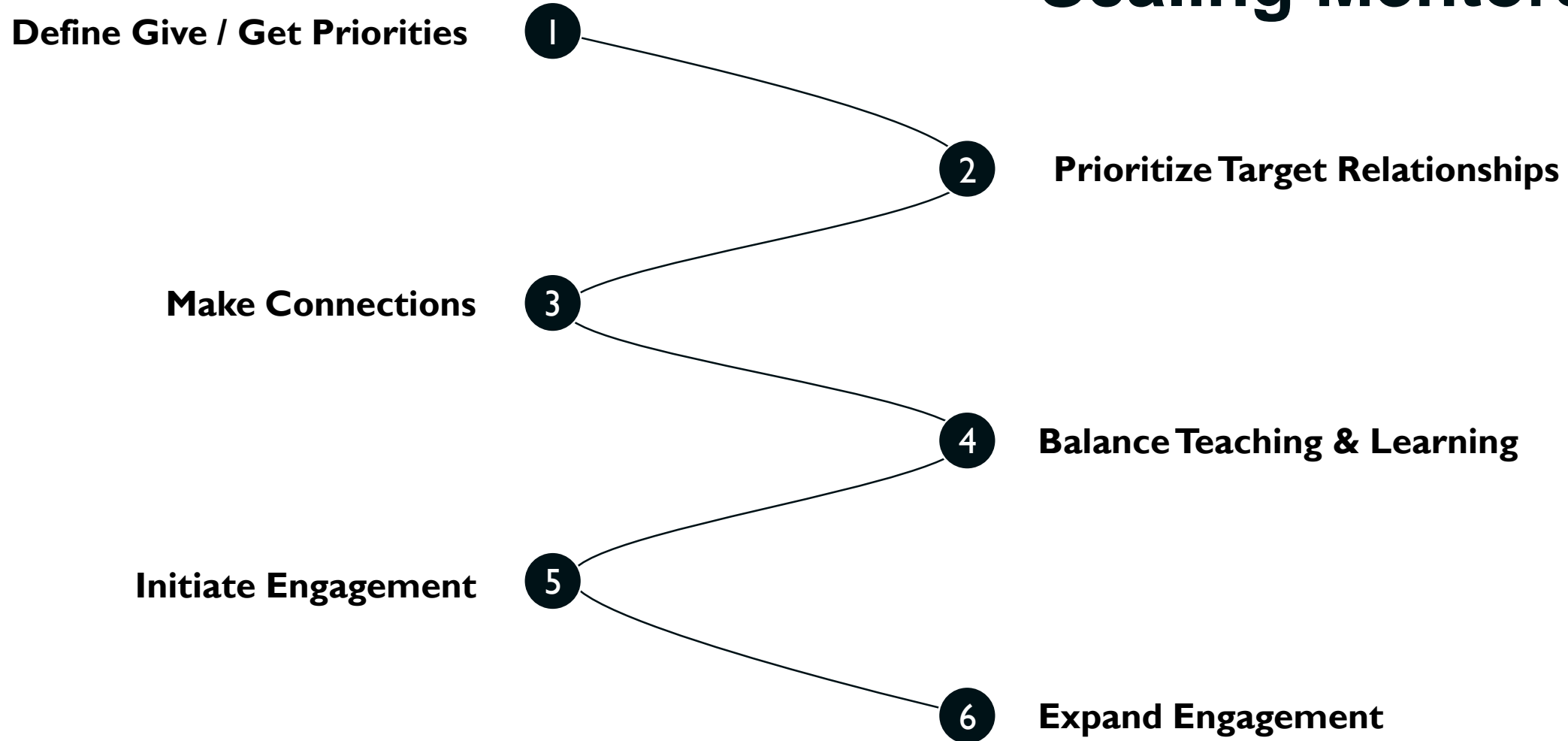


Daniel Horgan
CEO – CoLabL

daniel@colabl.com
@HorganDaniel

**Canadian
Mentoring
Partnership**

Scaling Mentorship



What *value* do you offer mentors?

What do *youth* need from mentors,
and *who* has it?





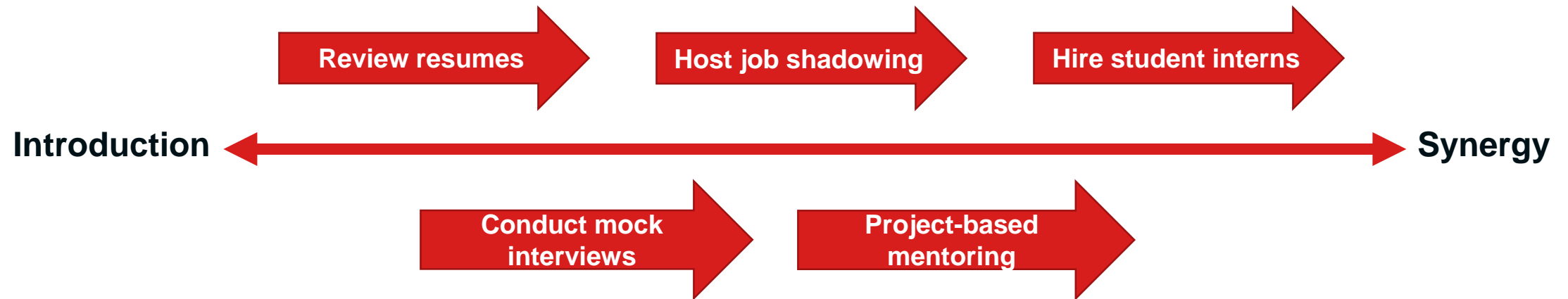
Paid
Earned
Shared
Owned

Making Connections

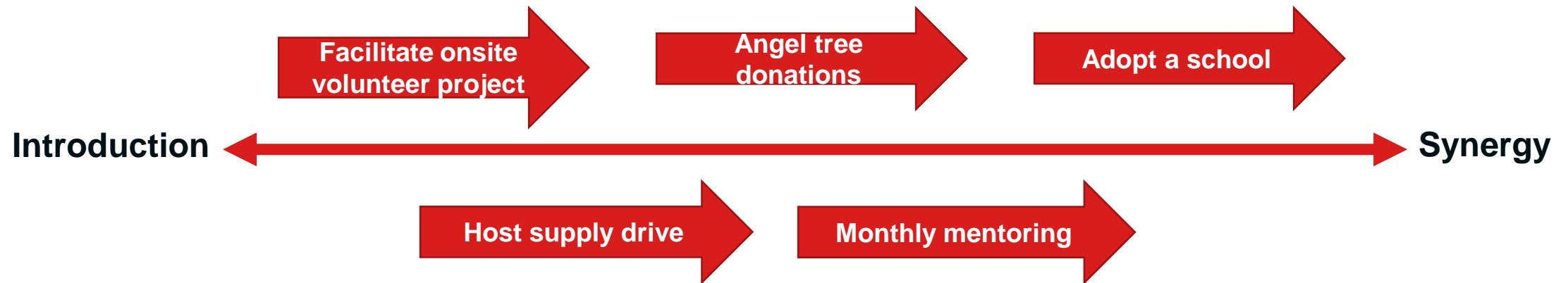
- Leverage **existing relationships** among board members, staff, donors, volunteers, and partners to make introductions.
- Cultivate **new relationships** via networking opportunities, social media, and direct outreach.
- Focus on cultivating **multiple champions** across functions, levels and locations including both decision makers ***and*** influencers.

Balance Teaching & Learning

Develop Multiple Onramps and a Continuum of Engagement



Develop Multiple Onramps and a Continuum of Engagement



REWARDS AND MOTIVATION

- great for mechanical work
- not great for conceptual work
- what about sales?

SALES ROLES

- 1 in 9: official sales position
- others: convince/persuade
- redesign timer
- 41% influenced
- Like it or not, we are all in sales now
- Top 25 Words?
 - Pushy #1
 - 20 Negative
 - 5 Positive
- Survey: First word sales brings to mind

INFORMATION ASYMMETRY VS. PARITY

20 YRS AGO... BUYER BEWARE

ONLINE FORUMS SELLER BEWARE

ABC's of SALES

THEN... Always Be Closing

NOW... Attunement, Buoyancy, Clarity

3rd Prize: You lose your job.

CONTEXT MATTERS MOST

- Look for common ground
- Be specific

Food Drive Participation

Context	General Letter	0%	8%
	Specific Letter	25%	44%
		Least Likely	Most Likely

Disposition

TO SELL IS HUMAN

Daniel Pink 2/14/13

14 Feb 2013

ATTUNEMENT

empathy for others

Write Letter on Forehead

Measure of Perspective

- E- Others Perspective
- I- Self Perspective

If you have the Power Perspective: It is 3 times more likely

BUOYANCY

face an ocean of rejection

CLARITY

focus: problem finding

ATTUNEMENT TIPS:

- INCREASE YOUR POWER BY REDUCING IT.
- MIMIC STRATEGICALLY
 - in speech
 - in correspondence
- AMBIVERTS GET BEST SALES RESULTS.

~ sketch note by Jenny Trautman · evenview.com ~

Making the Pitch

Lead with values and vision.

- Starting with shared values helps individuals to "hear" our messages.

Then introduce the problem.

- Frame problems as a threat to our vision and values. Choose facts carefully, and break facts down into manageable pieces of information, into stories that people can digest.

Pivot quickly to solutions.

- Positive solutions leave people with choices, ideas and motivation. Assign responsibility - who can enact this solution?

Call to action.

- What can this specific individual do? Try to give them something concrete, that they can picture themselves doing...options ranging from low to high effort.

Source: Opportunity Agenda

Be Memorable

- Define your brand experience.
- Deliver your brand experience every time you engage mentors.
- Empathize with mentors while staying true to your mission.
- Think outside of the box – give them something to talk about.
- Focus on building relationships, not completing a transaction.
- Show and/or communicate the impact.

Power of Mentoring Campaign



All Canadian youth, especially those disconnected from education, employment and/or training, should have access to relationships that support them in achieving their academic, career and life goals.

Campaign Event Formats

- Pathways & Perspectives
- Learning with Leaders
- Focused Connections
- Skill Builder





SRDC



Canadian
Mentoring
Partnership

RAISING THE PROFILE OF MENTORING: RECRUITING MORE MENTORS ACROSS CANADA

May 20, 2020

OVERVIEW OF THE *STATE OF MENTORING* RESEARCH PROJECT

STATE OF MENTORING RESEARCH PROJECT

SRDC  **SRSA**
INNOVATION • EXPERIMENTATION • EVALUATION

We are working to build the evidence base for mentoring in Canada across three broad areas

1

Map the Gap

Understanding young people's access to and experiences of mentoring
Establish national estimates of young Canadians' experiences of mentorship or of not having a mentor

Methodology:

Literature review
Young adults (18-30 y/o) survey
Representative sample: 3,100
Non-representative sample
Focus groups (6-10)

2

Capture the Landscape

Understand the prevalence, scope, structure, services, strengths & challenges of mentoring programs & services across Canada

Methodology:

Key informant interviews
Service providers survey: 260 orgs.

3

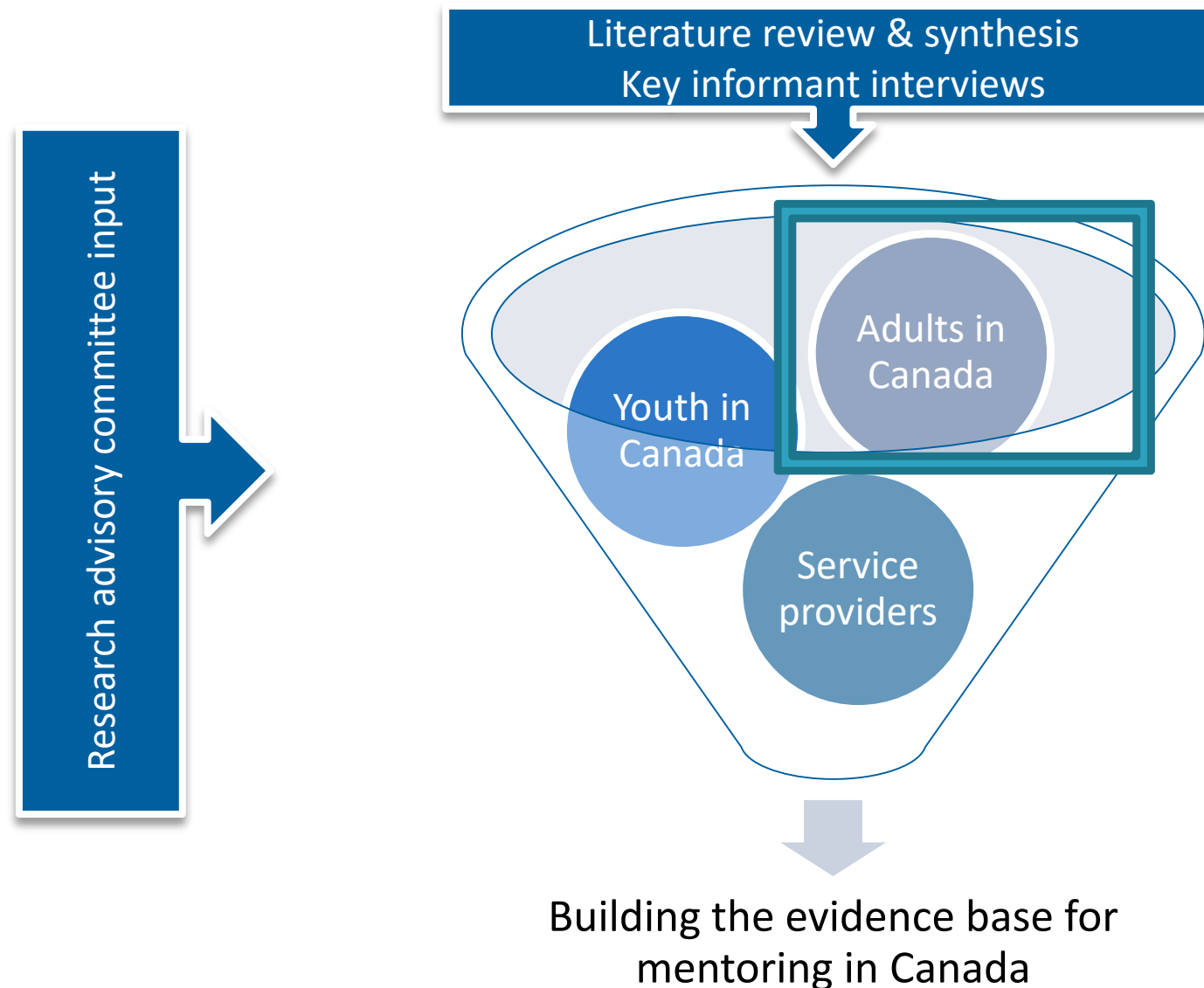
Raise the Profile

Understand the capacity of adults to step up as mentors; and in doing so, what are Canadians' hopes and fears? What can this information tell us about **how to grow the number of mentors across Canada?**

Methodology:

Survey of the general adult population in Canada
Representative sample: 3000

Several data sources have and will help us address our research questions



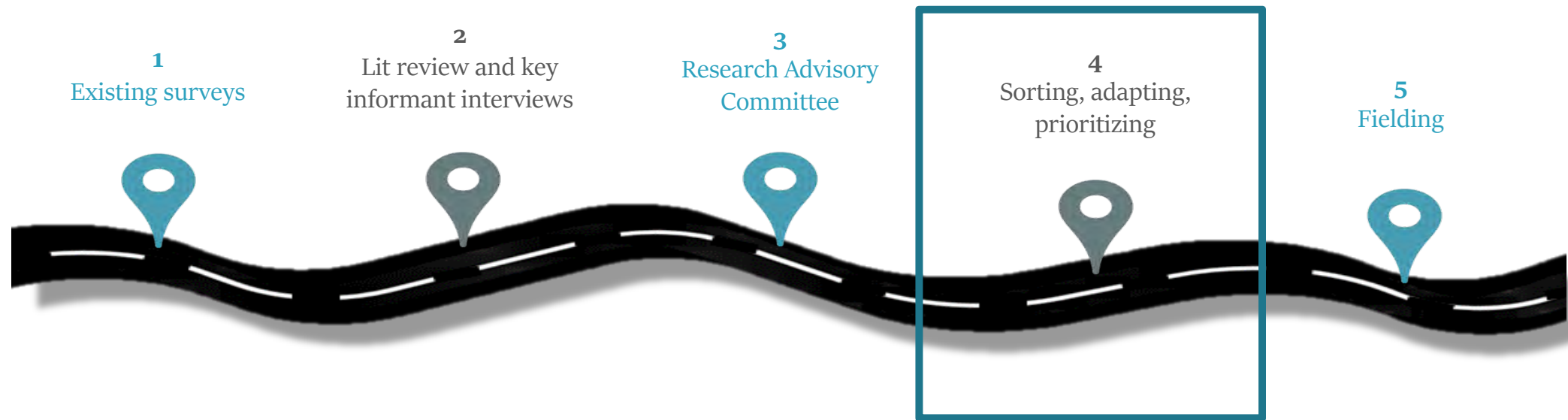
DESIGNING THE *RAISING THE PROFILE OF MENTORING* SURVEY

Today we would like your input!

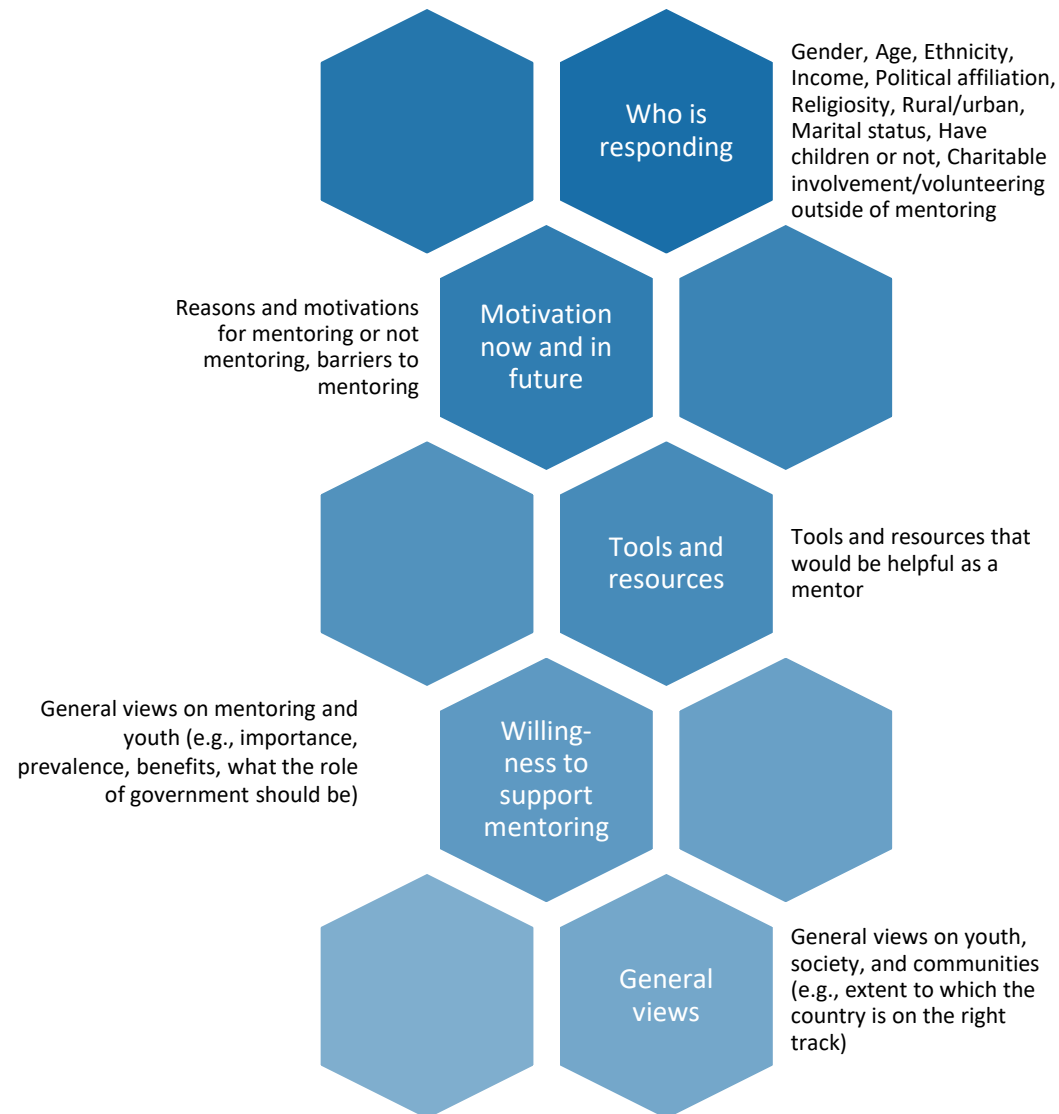
We will review...

- Some early findings from our youth survey
- The Power of Relationships survey in the US
- Adapting the Power of Relationships survey to Canada: the *Raising the Profile of Mentoring* survey
- Polls and discussion questions to understand what you would like to learn from the *Raising the Profile of Mentoring* survey

Following a collaborative, iterative process



The US Power of Relationships survey asks adults questions about...



We want to hear from you...

What are you interested in knowing about from adults in Canada?

- About **individuals** who mentor, and
- **environments** that enable and support people to become mentors?

What information would you find **actionable**?

We will take your input from today to help refine, shape, and adapt the information so it's most useful to you, and organizations like yours.

What we will be asking about today



Recruiting mentors



Mentors and would-be mentors



Growing and engaging mentors



Types of information that would be useful to you

How we will be gathering information from you today



Mentimeter Polls



Chatbox Responses

BUILDING A COMMON LANGUAGE

Defining types of mentoring relationships

Formal mentoring

- When an organization like a school or a community group matches a young person with an adult with whom they develop a relationship in a structured manner through regular meetings and activities. One example of a formal mentoring program is Boys and Girls Club's Raise the Grade

Informal mentoring

- When someone comes into a young person's life and a mentoring relationship develops naturally. An example of an informal mentor could be a family friend, an Elder or Auntie, a neighbour, a coach, other community members and relatives, or even a teacher that the young person maintains a relationship with outside of the classroom.

Mentor

- Someone other than a parent or guardian who is usually older with more experience than their mentee, who the mentee can count on to be there for them, believe in and care deeply about them, and inspire them to do their best, and influence what they do and the choices they make now or in the future.

Defining types of mentoring programs and services

Mentoring program

- A structured set of related activities and/or services to respond to the needs of a specific target group, usually over an extended timeframe, that are directly tied to or in support of, or dedicated to, the main goals of mentoring. Mentoring is a primary – though not necessarily the only – change mechanism through which program outcomes are expected to occur. A mentoring program may have one or more mentoring activities or services, as it may also have one or more non-mentoring activities or services, as long as these latter work in support of mentoring goals.

Mentoring service

- An organization may not offer a dedicated mentoring program but may offer services or activities that incorporate mentoring approaches. In other words, mentoring services are complementary, but not central, to how the primary program goals are expected to be achieved. A mentoring service would also include programs where a mentoring relationship is not excluded from forming but it is not an explicit or intended goal.

ABOUT YOU

- Type of organization



Who is on the
webinar today?

- Group of youth served



Who is on the
webinar today?

YOUR EXPERIENCES WITH GROWING THE NUMBER OF MENTORS

- Important factors when adults consider becoming a mentor



Experiences with growing the number of mentors

- Are there any additional factors that are important?
- How do you address the important factors in your recruitment and retention efforts?



Experiences with growing the number of mentors

THE COVID-19 CONTEXT

We want to make the survey responsive to the current context

- Ask participants to specify whether their perspectives and experiences have changed due to COVID-19
- Include questions about mentoring medium

- How have your recruitment and retention efforts been affected?
- How have you adapted to this new context?



COVID-19

WHAT DO YOU WANT TO LEARN FROM THE *RAISING THE PROFILE OF MENTORING* SURVEY?

- Our mentoring program/organization needs information about...



Priority
areas

- When it comes to recruitment, the biggest priority for our program/organization is...



Recruitment
priorities

- Is your mentoring program/organization interested in micro-targeting recruitment efforts toward certain groups in your community?



Targeted
recruitment

- Which specific groups are you most interested in reaching?



Targeted
recruitment

- Which region are you located in + which groups are you interested in?



Targeted
recruitment

- Our mentoring program is interested in data about informal mentoring because...



Informal
mentoring

- Our mentoring program is most interested in data about...



Sub-topics
of interest

- Are there other sub-topics of interest that you would be interested in exploring?



Sub-topics
of interest



Cluster analysis resulted in four personas.

Active Mentor 17%



Most likely group to be mentoring, especially in structured programs.

- Non-mentors in this group would be motivated to mentor by information on how mentoring benefits youth or society.

DEMOGRAPHICALLY...

- Male/female mix
- Younger; mean age 40
- More ethnically diverse; highest proportion of Hispanic (25%)
- Religious/spiritual; Conservative
- Most likely to be employed
- Most likely to have children in the HH
- More likely to live in the South
- Mean income \$71K

Mentor Advocate 28%



Small numbers currently mentor but this group is open to mentoring or supporting mentoring.

- Non-mentors in this group would be motivated to mentor by things like time flexibility, guidelines or paid time off.

DEMOGRAPHICALLY...

- More likely to be female (61%)
- Older; mean age 49
- Not ethnically diverse; high proportion White (74%)
- Non religious; Liberal
- Mix of employed and not employed
- Majority have no children in HH
- More likely to live in the South
- Less affluent; mean income \$64K

Mentor Naïve 30%



Fewer mentor in this group and Non-mentors express lower interest in mentoring or in supporting mentoring in other ways.

- Non-mentors in this group are less motivated to mentor by things like paid time off, guidelines or resources.

DEMOGRAPHICALLY...

- Male/female mix
- Younger; mean age 43
- More ethnically diverse; highest proportion of Asian/PI (14%)
- Non religious; Liberal or Middle
- Mix of employed/unemployed
- Majority have no children in HH
- More likely to live in the West
- Mean income \$68K

Mentor Rejecter 25%



Least likely to be mentoring or to show any interest in mentoring or support for mentoring.

- Non-mentors in this group are much less motivated to mentor by things like paid time off, guidelines or resources.

DEMOGRAPHICALLY...

- More likely to be male (57%)
- Older; mean age 54
- Not ethnically diverse; highest proportion White (83%)
- Non religious; Conservative
- Mix of employed and retired
- Least likely to have children in the HH
- More likely to live in the Midwest
- Most affluent; mean income \$77K



159

- Is your mentoring program/organization interested in information about mentor personas?



Mentor
personas

- Which of the four personas would you be most interested in learning more about?



Mentor
personas

- When making decisions, our mentoring program wants data from...



Types of data

EARLY FINDINGS FROM THE *STATE OF MENTORING* YOUTH SURVEY

What we heard about types of mentoring relationships from young people...



Among youth who reported having a mentor, each person had an average of **2.5 mentors** and 96 per cent had between 1 to 5 mentors

Looking at the **most meaningful** mentor...



80% reported their most meaningful mentor as being an **informal** mentor & **55%** reported having **1:1** mentoring



Mentors had diverse relations to youth, but teachers/ school staff were the most common (22%)

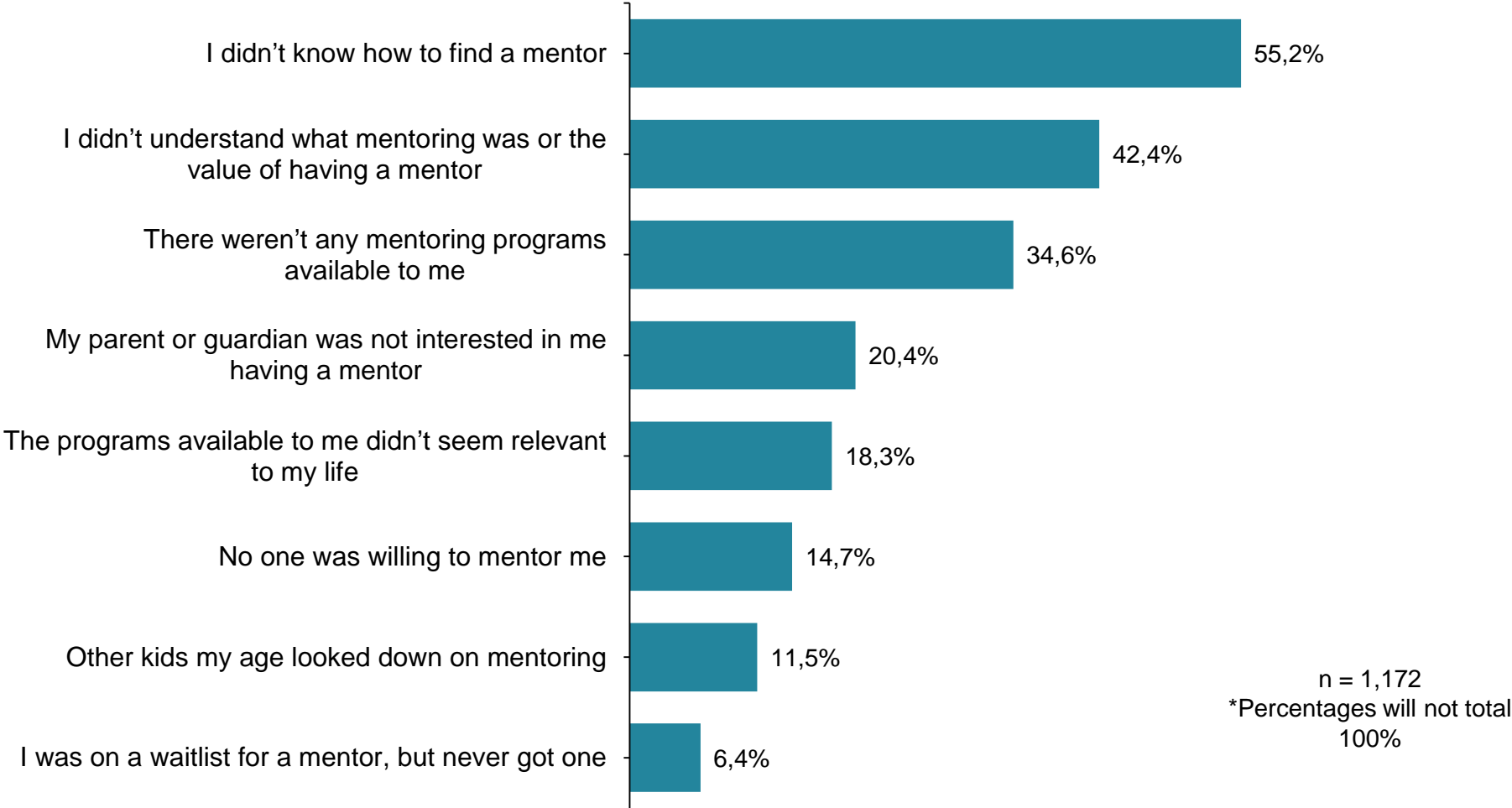


Vast majority of youth reported their mentor was at least **6 years** older than them

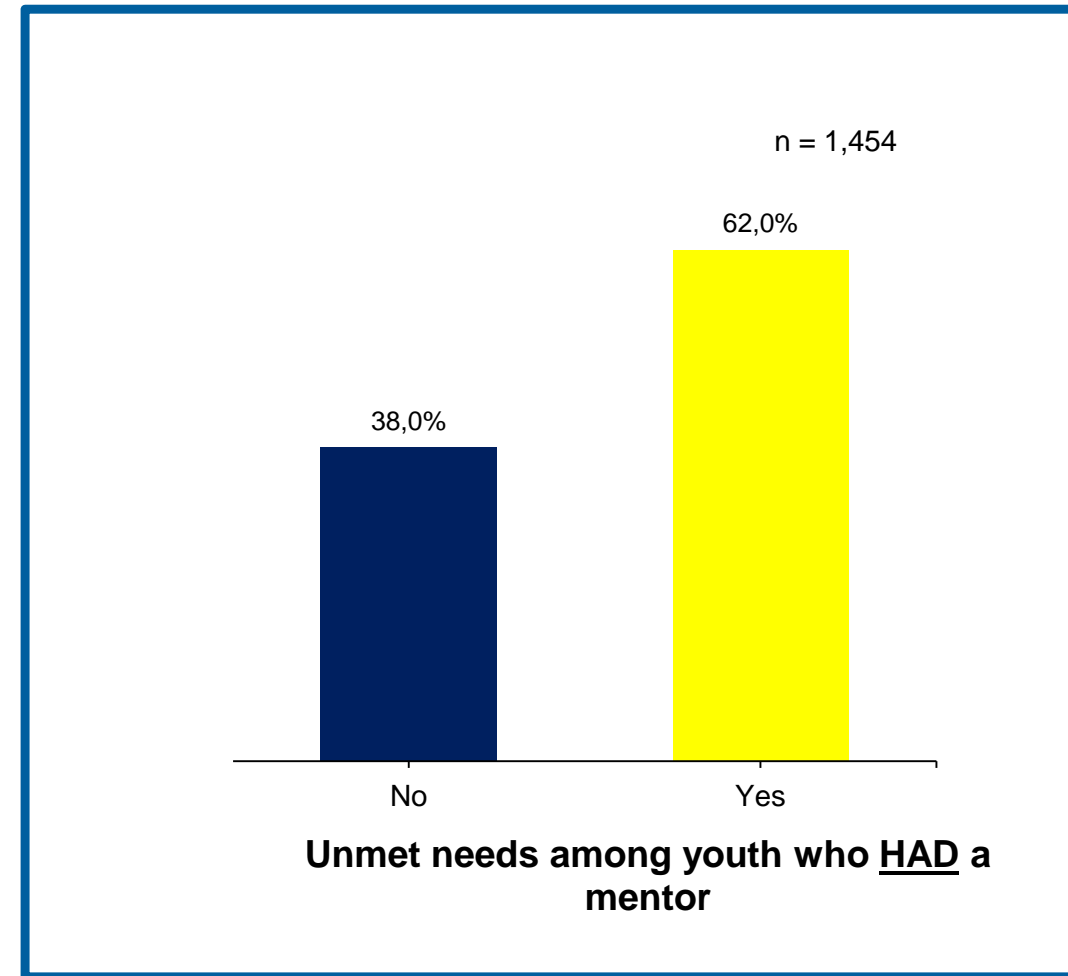
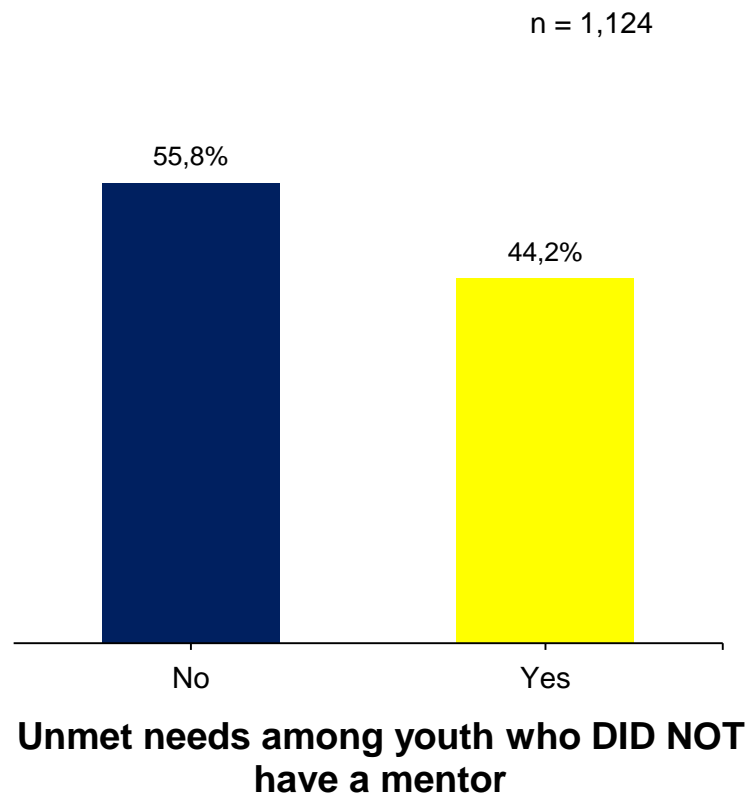


95% of respondents said it was a positive mentoring experience

Youth faced diverse barriers to accessing mentoring



Even among youth who had a mentor, many still report having unmet needs and facing barriers to access





BACK TO THE COMMON LANGUAGE

Defining types of mentoring relationships

Formal mentoring

- When an organization like a school or a community group matches a young person with an adult with whom they develop a relationship in a structured manner through regular meetings and activities. One example of a formal mentoring program is Boys and Girls Club's Raise the Grade

Informal mentoring

- When someone comes into a young person's life and a mentoring relationship develops naturally. An example of an informal mentor could be a family friend, an Elder or Auntie, a neighbor, a coach, other community members and relatives, or even a teacher that the young person maintains a relationship with outside of the classroom.

- How satisfied are you with this definition?
- Accurate, easy to understand, complete



Formal and
Informal
Mentoring

- Any suggestions for how to improve the definition?



Formal and
Informal
Mentoring

Mentor

- Someone other than a parent or guardian who is usually older with more experience than their mentee, who the mentee can count on to be there for them, believe in and care deeply about them, and inspire them to do their best, and influence what they do and the choices they make now or in the future.

- For those of you involved in formal mentoring programs, how do you explain the difference between a mentor and other people who may support youth?



Defining *Mentor*

Defining types of mentoring programs and services

Mentoring program

- A structured set of related activities and/or services to respond to the needs of a specific target group, usually over an extended timeframe, that are directly tied to or in support of, or dedicated to, the main goals of mentoring. Mentoring is a primary – though not necessarily the only – change mechanism through which program outcomes are expected to occur. A mentoring program may have one or more mentoring activities or services, as it may also have one or more non-mentoring activities or services, as long as these latter work in support of mentoring goals.

Mentoring service

- An organization may not offer a dedicated mentoring program but may offer services or activities that incorporate mentoring approaches. In other words, mentoring services are complementary, but not central, to how the primary program goals are expected to be achieved. A mentoring service would also include programs where a mentoring relationship is not excluded from forming but it is not an explicit or intended goal.

- How satisfied are you with this definition?
- Accurate, easy to understand, complete



Mentoring
program and
service

- Any suggestions for how to improve the definition?



Mentoring
program and
service

STRENGTHS AND SUCCESSES

- What are some of your recruitment and retention success stories?
- What approaches have you taken, in your specific community and context, that have worked well?
- What are the strengths of your organization when it comes to recruiting and/or retaining mentors?



Recruitment Strengths and Successes

NEXT STEPS

Next steps

Thank you so much

We will be using your answers in aggregate, to inform and help refine our survey so that you get the most out of it.

If you have any questions or comments beyond the discussion today, or want to follow up, please contact

Veronique Church-Duplessis

Director of Research and Evaluation at CMP

1-800-263-9133, ext. 62 veronique.churchduplessis@mentoringcanada.ca

Christina Hackett

Principal Investigator of the study, Principal Researcher at SRDC

1-866-896-7732, ext. 2249 chackett@srdc.org

Questions for us?



**Canadian
Mentoring
Partnership**

Q&A

CMP NEEDS YOUR HELP!

National Youth
Mentoring
Survey

Survey of Youth
Development &
Mentoring
Organizations



Visit mentoringcanada.ca/state-of-mentoring

Canadian
Mentoring
Partnership



**Canadian
Mentoring
Partnership**

Thank You!