

A photograph of two young women standing in front of a vibrant, abstract mural. The woman on the left has short blonde hair and wears glasses and a grey t-shirt with a graphic. The woman on the right has long dark hair and is wearing a red top. Both are smiling and looking towards the right. The image is overlaid with a semi-transparent dark purple filter.

# **WEBINAR: Virtual Mentoring Tools (April 8<sup>th</sup> 2020 1:00 PM EST)**

**Canadian  
Mentoring  
Partnership**

# Welcome and Housekeeping

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

# Mot de bienvenue

- Simultanée anglais / français.
- 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



# 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

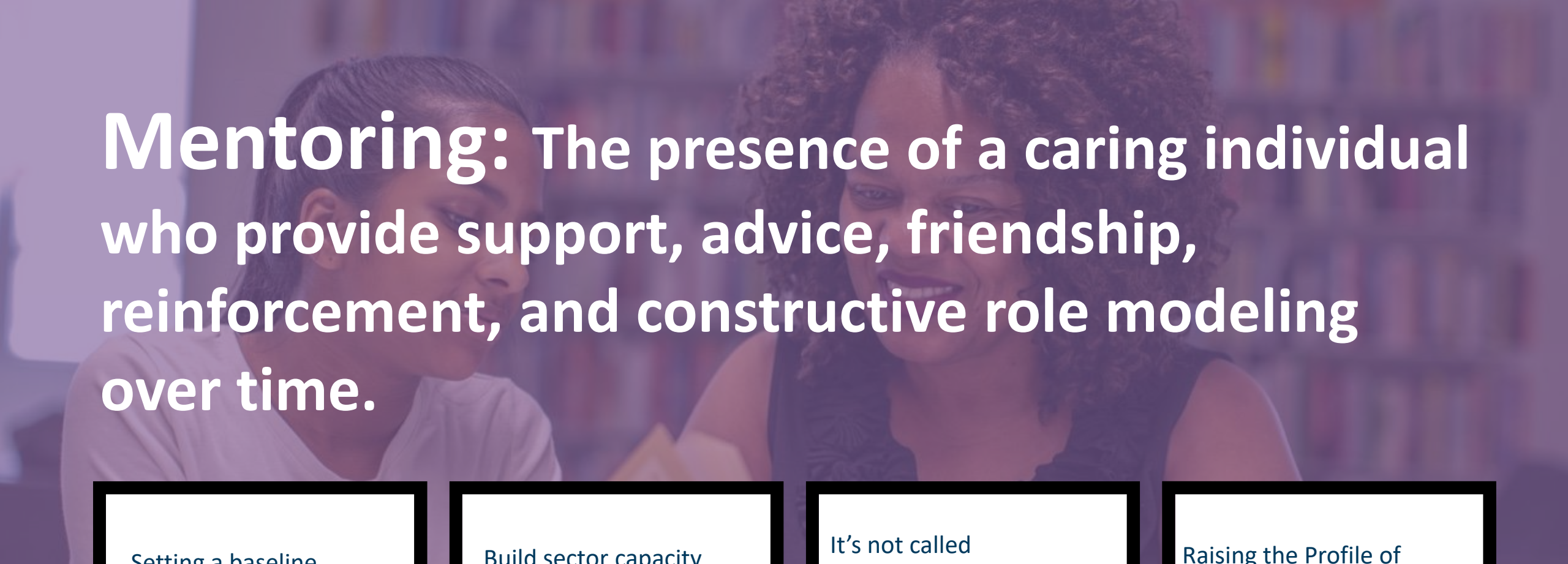
**TECHNOLOGY**

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**



Canadian  
Mentoring  
Partnership



# COVID19 Survey

- How are you adapting?
- What supports do you need?
- What can we do together to serve you better and maintain continuity of relationships?
- What assets do you have that we can help you share across Canada?
- Link on our social media:

<https://forms.gle/cWHCbrVrV5whCEVNA>



Canadian  
Mentoring  
Partnership





# NOW LIVE: STATE OF MENTORING YOUTH SURVEY

- Mapping the mentoring experiences of youth — LIVE NOW
- We are exploring young people's access to caring, supportive people – or mentors – when they were aged 6-18, and whether such relationships influenced different parts of their lives. The goal of the survey is to understand whether youth mentoring needs are being met.
- We need your help! We are looking for a cross section of Canadians between 18 and 30 to complete this survey.
- SHARE: [www.mentoringcanada.ca/state-of-mentoring](http://www.mentoringcanada.ca/state-of-mentoring)

# Upcoming Conversations

- April 22<sup>nd</sup> 2020 1:00 PM EST Growing the Canadian Evidence Base for Quality Mentoring
- May 6<sup>th</sup> 2020 1:00 PM EST Designing a National Collaborative
- [www.mentoringcanada.ca/events](http://www.mentoringcanada.ca/events)

# Virtual Mentoring Tools

- Introduction of our panelists and overview of their experience, expertise, or research with Virtual Mentoring
- Questions from the host
- Questions from the Audience

# Our Goals

- Better Informed about virtual mentoring
- Able to ask questions and hear responses from experts
- Space to get curious // Space to engage

# Our Panelists

- Adrian Kaats - Senior Director of Information Technology at the Canadian Mentoring Partnership
- Catherine Légaré - Présidente fondatrice, [Academos](#)
- Kate Schrauth - Executive Director [iCouldBe.org](#)
- Arundhuti Gupta - Founder and CEO [Mentor Together](#)
- Michelle Kaufman - Associate Professor, Bloomberg School of Public Health, John Hopkins University
- Kevin O'Neill - Associate Professor, Faculty of Education, Simon Fraser University



# TECHNOLOGY

Canadian  
Mentoring  
Partnership

# **Adrian Kaats**

## **Senior Director**

### **Information Systems**



# How We Arrived Here

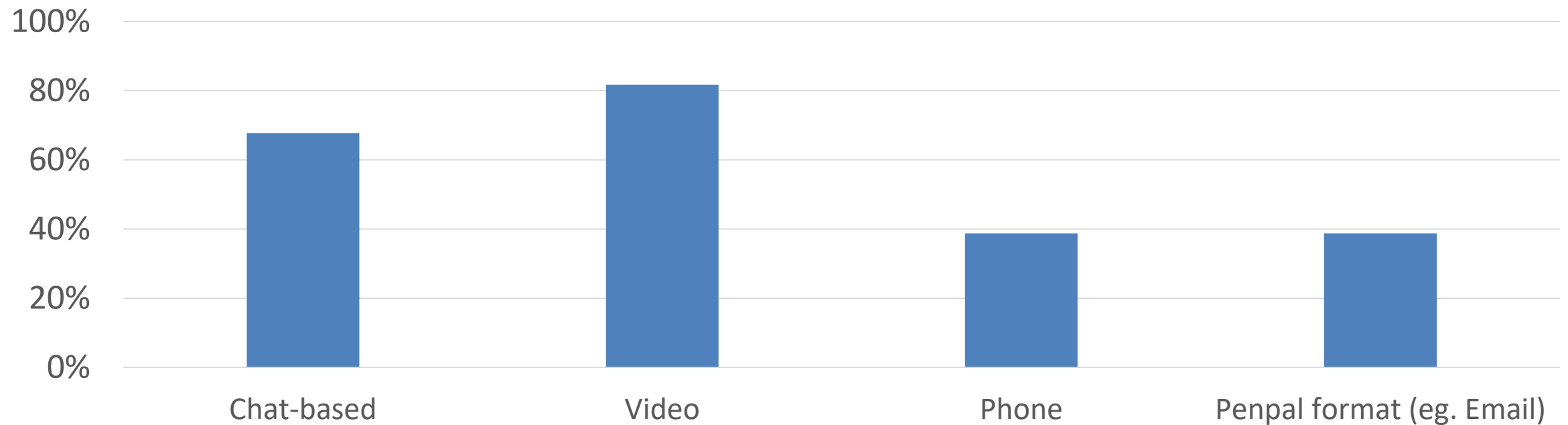
- The proposal which resulted in the creation and financing of CMP contained a key deliverable of increasing e-mentoring opportunities.
- That was in response to a youth identified need to be met in the places and spaces they are, particularly online.
- CMP was given a mandate to apply its resources to increase e-mentoring opportunities.
- Although CMP's mandate hasn't changed, recent events have exercised our agility – our ability to respond to a rapidly evolving landscape and to adapt our plans.

# E-Mentoring Platforms Vs Programs

- **E-Mentoring Program** – a mentoring program that is delivered using digital tools or systems facilitating or guiding online mentor and mentee interactions.
- **E-Mentoring Platform** – software that can be used by a service provider to deliver a mentoring program online.
- Digital tools or systems may be designed from scratch, or may be customized combinations of off-the-shelf products.
- Some E-Mentoring Program providers make their platform and/or program available for delivery by other service providers.

# You told us... (March 25th Webinar)

To maintain continuity of mentoring relationships, what type of e-mentoring system would assist you now?





# Technology – *Increase Sector Capacity*

## Systems Support For Capacity Growth

Increase access to systems creating new opportunities and supporting expansion of existing programs

## Develop E-Mentoring Opportunities

Deliver a basic, free platform supporting continuation of service delivery in an online space that is safe, youth friendly, and easy to manage.

## Reduce Operational Pain Points

Work with service deliverers to make onboarding staff, mentors and mentees simple and safe, and to deliver appropriate training and support.

# **Tracy Luca-Huger**

## **Director**

### **Partnership Network**



**Canadian  
Mentoring  
Partnership**

# E-Mentoring Working Group

Goal: Development of a virtual platform that supports existing mentoring relationships and meets the needs of service providers

## ***4 Week Commitment:***

- Convene in focused discussions about a platform
- Build a deployment strategy
- Develop an on-boarding plan



# Next Step: Join our E-Mentoring Working Group

- April 16<sup>th</sup> 1:00 PM EST
- URL: <https://zoom.us/j/376033038>

# Our Panel

- Michelle Kaufmann - Associate Professor, Bloomberg School of Public Health, John Hopkins University





# E-Mentoring: Research to Practice

Michelle R. Kaufman, PhD

Department of Health, Behavior & Society

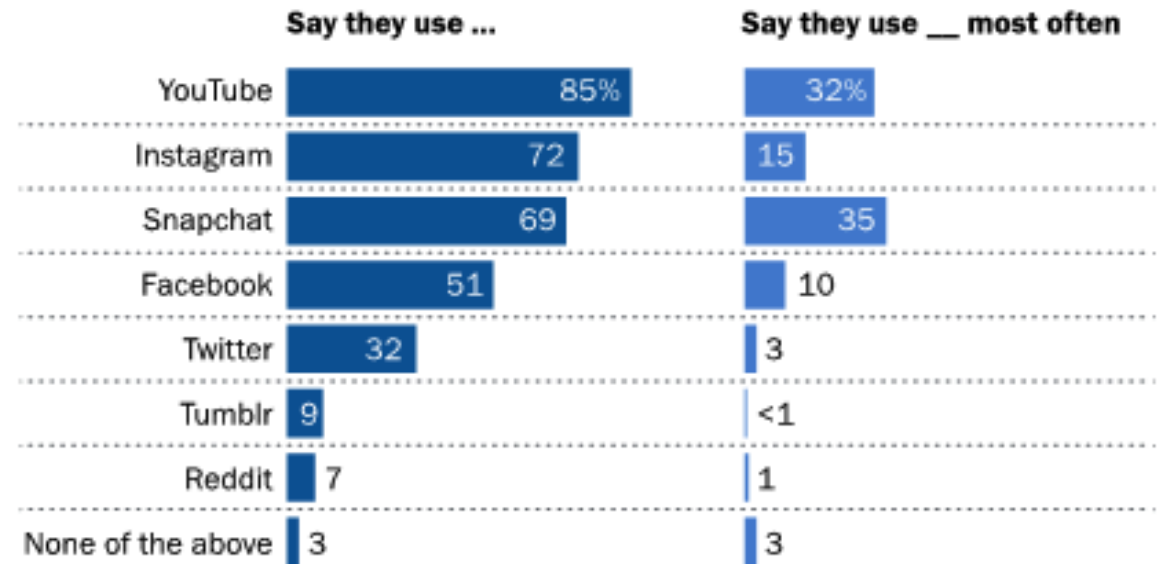
# Generation Z and Growing Up Digital

- 53% of children in the US own a smartphone by age 11
- 84% of teens have their own phones
- 90% of teens ages 13-17 use social media, 71% use more than one

Common Sense Media. (2019). *The Common Sense Census: Media Use by Tweens and Teens, 2019*. <https://www.commonsensemedia.org/research/the-common-sense-census-media-use-by-tweens-and-teens-2019>

## YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

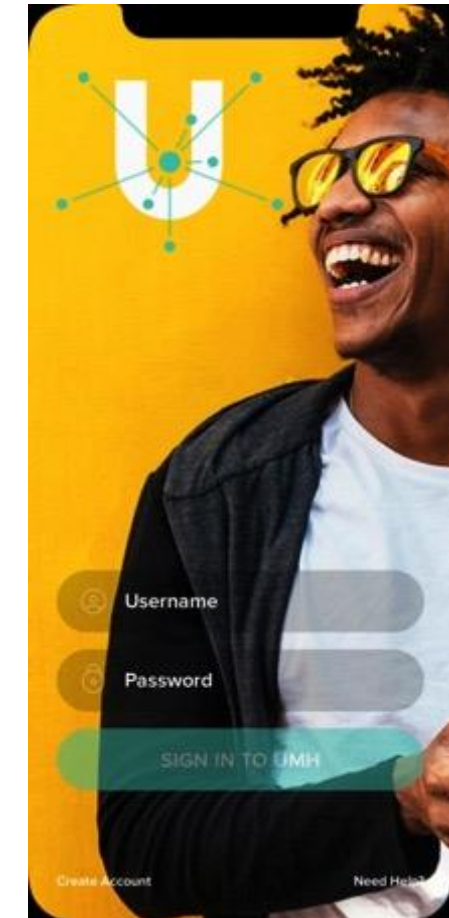
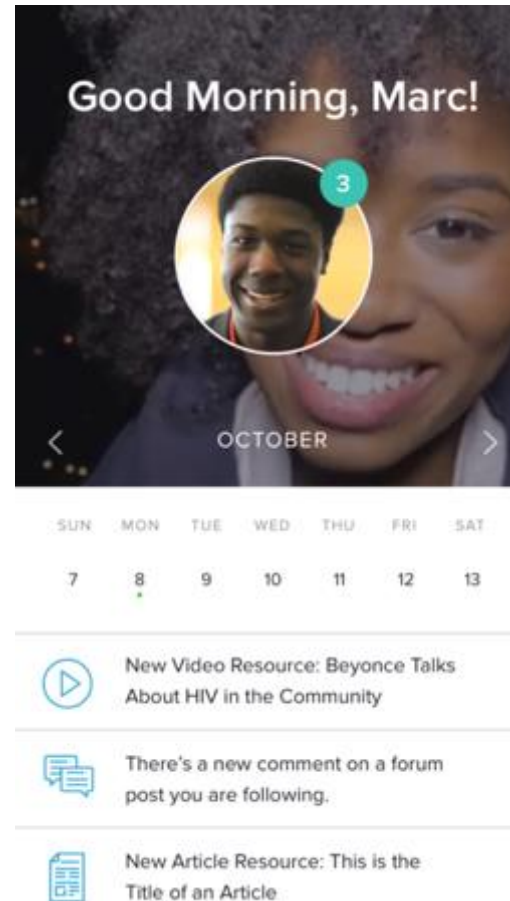
PEW RESEARCH CENTER



# How can digital technology enhance mentoring?

# UrbanMentorHub

- Purpose: Enhance mentoring on sensitive health issues
- Primary user: Mentors
- Secondary user: Mentees
- Content: Focus on improving mentors' self-efficacy and outcome expectancies in discussing drugs, sex, violence, and mental health.
  - Build trust and feelings of being valued
  - Deliver prevention messages
  - Memes, photos, or videos to share via social media



# URBAN MENTOR HUB

## The big picture

The Urban Mentor Hub app is a toolkit for mentors and mentees to grow their mentoring relationship. Each module has a topic area theme and is built around various features.

### Future topics:

- mental health (anxiety, depression, suicide)
- loneliness and isolation
- reproductive health
- harmful gender norms
- STIs

### Research studies needed:

- focus groups to improve branding, design, UX
- effectiveness of each component and complete package
- test with other populations (girls, various age ranges, LGBTQ youth)

\* Resources needed to build and/or expand these components.





# E-mentoring Supplement to the *Elements of Effective Mentoring Practice*



# Using Technology in Mentoring Practice



Enhance the mentoring  
interaction



JIT trainings

Apps allow  
mentors to access  
training materials  
when relevant



Refresh content as  
needed

Add new modules  
(e.g., how to talk  
to your mentee  
about anxiety  
about  
Coronavirus)

# Using Technology in Mentoring Evaluation— Big Data

## Analytic Data

- Touch points on mobile devices
- Times a page is opened
- Time spent on a page
- When content is shared

## Monitoring Data

- Did you see your mentee this week?
- Did you communicate with your mentee today?
- On a scale from 1-10, how would you rate your time with your mentee today?

## Text Data

- What is happening in conversations?
- Where do mentors need guidance?
- What are the qualities of text interaction that make for a strong online relationship?



JOHNS HOPKINS

BLOOMBERG SCHOOL  
*of* PUBLIC HEALTH

Twitter: @mkaufman99

[MichelleKaufman@jhu.edu](mailto:MichelleKaufman@jhu.edu)

# Our Panel

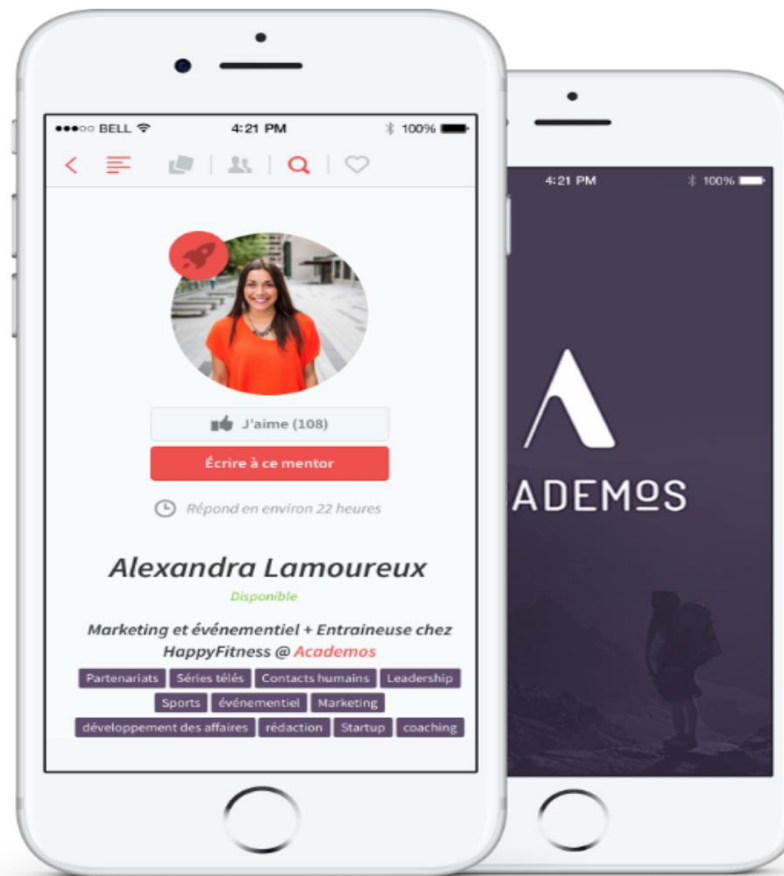
- Kevin O'Neill - Associate Professor, Faculty of Education, Simon Fraser University

# Our Panel

- Catherine Légaré - Présidente fondatrice, [Academos](https://academos.qc.ca)
- <https://academos.qc.ca/blogue-corporatif/app-dream-job-happy/>

ACADEMOS

A web and mobile  
mentoring app  
that helps young  
people choose a  
career



Canadian  
Mentoring  
Partnership

## /// A MESSAGE FROM THE FOUNDER ///



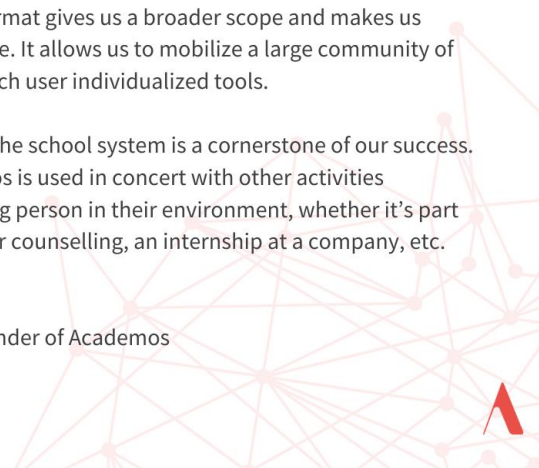
A single encounter can sometimes change the course of one's life. For me, the spark happened during a career day organized by my high school. I went to a lecture given by a psychologist, and I knew that I wanted to go into that field.

The opportunity to get young people in touch with professionals who can become models for them has immeasurable value when it comes to helping them choose careers. In addition to helping careers take shape, these people often offer the encouragement necessary for students to persevere with their studies and become aeronautical engineers, pastry chefs or video game developers themselves.

For 20 years, the goal has been to use Academos to offer structured mentorship and support to as many young people as possible. Our strategy is based on recognized mentoring and career counselling practices. The digital format gives us a broader scope and makes us relevant to young people. It allows us to mobilize a large community of mentors while giving each user individualized tools.

Our collaboration with the school system is a cornerstone of our success. It ensures that Academos is used in concert with other activities undertaken by the young person in their environment, whether it's part of the curriculum, career counselling, an internship at a company, etc.

**Catherine Légaré**  
PhD, President and Founder of Academos





## ACADEMOS IN NUMBERS



115 000

YOUNG PEOPLE

22 000

SIGNED UP  
THIS YEAR

3 000

MENTORS

435

RECRUTED  
THIS YEAR



2 900

YOUTH WORKERS  
USING ACADEMOS

715

PARTICIPATING  
SCHOOLS

60

ORGANIZATIONS  
ON THE APP



19 000

MENTOR-MENTEE  
PAIRINGS PER YEAR

TOP 5

INTERESTS OF YOUNG  
PEOPLE ON THE APP

1. ENTREPRENEURSHIP
2. MUSIC
3. SPORTS
4. TRAVEL
5. SCIENCE

84 %

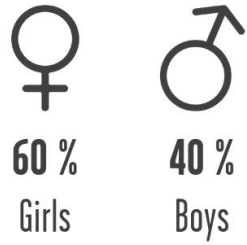
OF YOUNG PEOPLE SAY THEIR PARTICIPATION IN ACADEMOS  
MENTORING INFLUENCED THEIR CAREER CHOICE



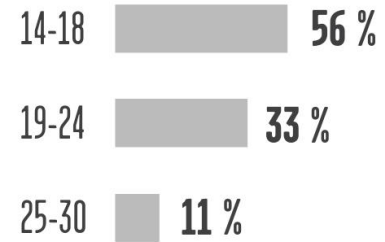
Canadian  
Mentoring  
Partnership

## OUR USERS

### SEX



### AGE



### MAIN REASON OF REGISTRATION



40 %  
Talk to  
a mentor



34 %  
Find career  
ideas



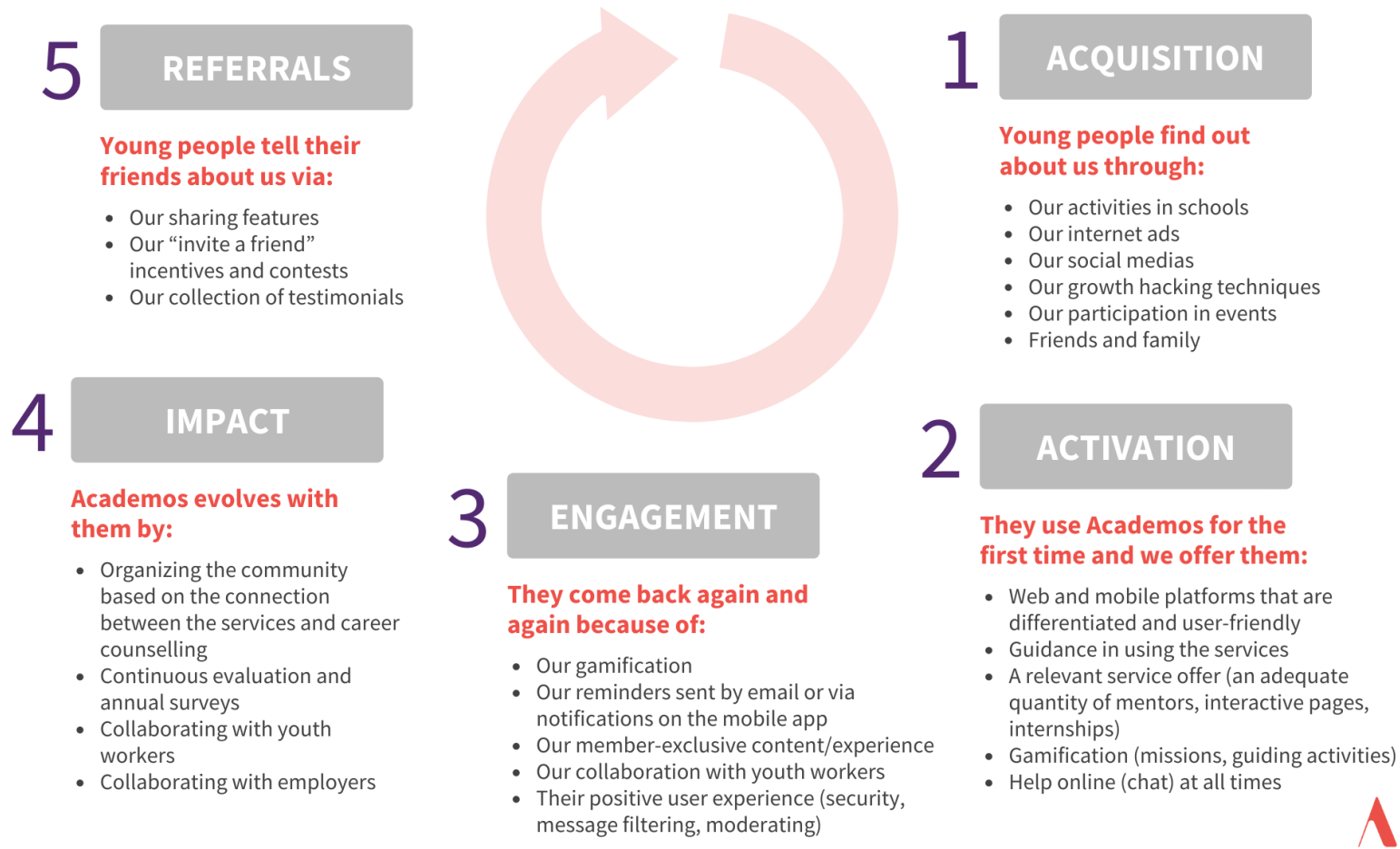
11 %  
Refine their  
professional project



5 %  
Find an  
internship



# A STRATEGIC APPROACH TO YOUNG PEOPLE



## YOUNG MENTEES HELPED AND SATISFIED

96 %

of our mentees would recommend Academos to their friends.\*

82 %

of our mentees have more **confidence in their chances of professional success** then before.

73 %

of our mentees say that e-mentoring helped them have a **better understanding of themselves** (values, interests, etc.).

80 %

of our mentees feel like e-mentoring gave them a **better understanding of the training required** to complete their career plan.

67 %

of our mentees say that e-mentoring has increase their **motivation in school**.

70 %

of our mentees have a **clearer vision** of the profession they wish to practice.

\*Statistics from the 2018-2019 satisfaction survey

Canadian  
Mentoring  
Partnership



# TOUCHING TESTIMONIALS

## FROM MENTEES

I need to thank you very much for the work you're doing. You are really helping me to choose my career. I never would have thought that a site like this would be developed to help young people find their way. The stages, videos, blog, mentors, this whole wonderful world to help us... WOW, THANK YOU!

**Keep enhancing, clarifying and developing our professional dreams**, because without you, I'd still have no idea what to do or where to go.

– Romain\*

I love what you're doing to help young people. Many of my friends are unhappy because they haven't figured out what they want to do, and because of that, they don't see the point of school and getting good grades.

Because you were there for me, **I'm motivated to go further!**

– Sarah

## AND MENTORS

Academos's mission is very important to me. I feel like I'm helping people, and my participation isn't time-consuming. It's very **user-friendly**.

– Anne-Marie

The opportunity to mentor young people **makes me feel valued** and allows me to learn from them as well!

I'm already on my third stage of the year. I find the mentoring role really interesting and enlightening.”

– Éric

I love feeling like I'm **making a difference** helping young people throughout Quebec figure out their future!

– Michel

\*Fictitious names and pictures. Quotes pulled from the 2017-2018 satisfaction survey



Canadian  
Mentoring  
Partnership

## PRIZES AND AWARDS

Prix Reconnaissance UQAM 2019

Prix Coup de coeur du Gala de la Reconnaissance de l'Action bénévole à Montréal 2019

Trophée du numérique 2018, catégorie Milieu grand public

Prix NUMIX 2017 catégorie Communication et promotion | Institutionnelle ou sociétale

Finaliste Prix NUMIX 2015 catégorie Communication et promotion | Produits et services

Grand prix Boomerang 2014 – Site ou application OBNL

Prix sciences humaines changent le monde 2014

Personnalité de la semaine La Presse | Radio-Canada 2011, Catherine Légaré

Prix Hommage bénévolat-Québec 2010

Prix Arista 2009, catégorie Jeune leader d'affaires du Québec socialement responsable

Prix Octas 2009, catégorie Les technologies au service de la société

Prix Méritas 2001 remis par la Fondation Sirois pour jeunes et aînés



Canadian  
Mentoring  
Partnership

# Our Panel

- Kate Schrauth - Executive Director [iCouldBe.org](https://iCouldBe.org)



# iCouldBe Overview



[www.icouldbe.org](http://www.icouldbe.org)

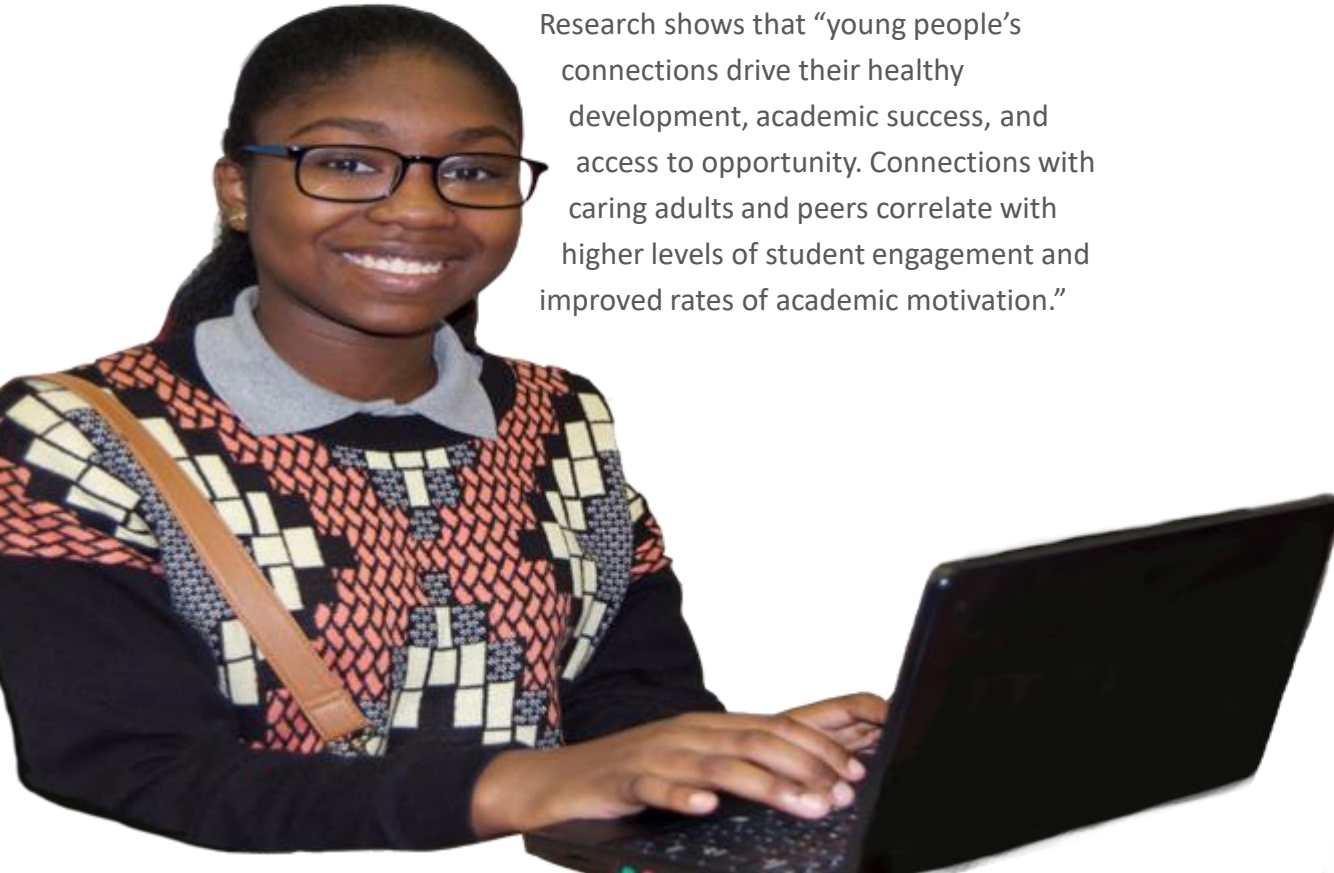


# iCouldBe Impact: Increasing Social Capital

Social Capital is young people's access to and ability to mobilize human connections and networks of support to help them further their potential and goals.

Why increasing social capital is important:

Research shows that “young people’s connections drive their healthy development, academic success, and access to opportunity. Connections with caring adults and peers correlate with higher levels of student engagement and improved rates of academic motivation.”



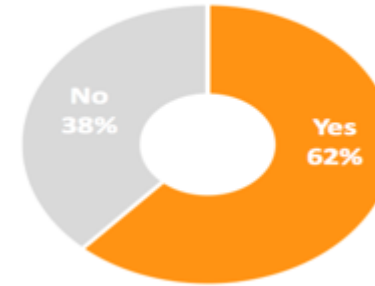
Outside of the e-mentoring program, do you have someone like a mentor in your life right now?

2018-2019 School Year

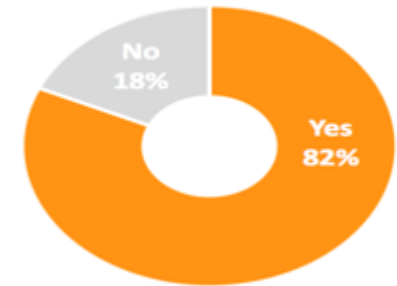
Results based on 934 iCouldBe mentee responses

**33% Increase from Pre to Post Survey**

Pre-Survey



Post-Survey

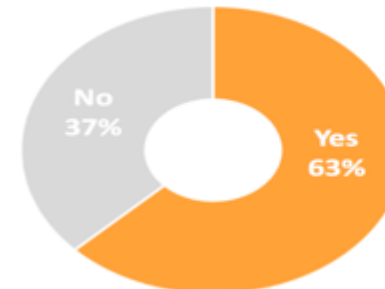


2017-2018 School Year

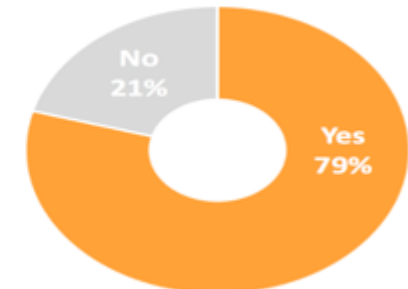
Results based on 1,052 iCouldBe mentee responses

**25% Increase from Pre to Post Survey**

Pre-Survey



Post-Survey



# The iCouldBe Journey

*Proven results increase self-efficacy & career aspirations*

Register

Meet

Participate

Develop

Plan

Succeed



*Create a fun custom avatar*



*Mentee custom profile*



*Activities develop skills & insight*



*Conversation areas build relationship*



*Robust content to engage & inform*





# Curriculum: 45+ Engaging Structured Activities

MISSION	QUEST	ACTIVITY								
	Welcome!	Welcome To ICouldBe!	Building Webs Of Support	About Your Journey	Making Mentoring Work For You					
I AM	Meet Each Other	Start Your Journey	The Value Of Mentoring	Building Relationships	Interests, Skills, Strengths	My Milestones	Asking Questions	My Dream Career	Seeking Help	What You Accomplished!
	Succeed In School	What Education Means To Me	School Challenge	Ask Your Mentor	Solutions For Success In School	Who Can Help? How?	Ask For Help	Celebrate Your Accomplishments		
	Graduate	Preparing For Graduation	Prep For Graduation Challenge	Ask Your Mentor	Solutions To Prep For Graduation	Who Can Help? How?	Reach Out For Guidance	Celebrate Your Accomplishments		
I COULD BE	Pursue Career Vision	Visualize Your Future	Career Research Challenge	Ask Your Mentor	Solutions For Pursuing Career Vision	Who Can Help? How?	Network For Career Advice	Celebrate Your Accomplishments		
	Gain Work Experience	Learn By Doing	Work Experience Challenge	Ask Your Mentor	Solutions For Gaining Work Experience	Who Can Help? How?	Network For Work Experience Advice	Celebrate Your Accomplishments		
	Prep For Your Future	After High School	Prep For Your Future Challenge	Ask Your Mentor	Solutions For Prepping For Your Future	Who Can Help? How?	Network For Educational Advice	Celebrate Your Accomplishments		
	Practice Networking	Build Your Web Of Support	Networking Challenge	Ask Your Mentor	Solutions For Networking	Who Can Help? How?	Network With ICouldBe Mentors	Celebrate Your Accomplishments		
BONUS	Conversation Area	Conversation Area	Themes From Mission One	Themes From Mission Two	Saying Thanks					
	Learning	How To Evaluate Schools	Possible Schools For Me	Applying To School	Learning Wrap-Up					
	Finances	Budgeting 101	Budgeting For High School Students	Financing School	Finances Wrap-Up					
	Working	Intro to Resumes	Cover Letters	Interview Skills	Working Wrap-Up					
	Your Choice	Challenge	Solution	Who Can Help? How?	Celebration					


Mentors and mentees can access iCouldBe on any web-enabled device

CHECK THIS OUT

Education is your right

"I have the right of education  
I have the right to play  
I have the right to talk  
I have the right to go to market  
I have the right to speak up."

Melale Younsafai  
Pakistani activist for female education  
youngest person to win Nobel Prize at age 17



Mentors and mentees can access iCouldBe on any web-enabled device



## Quest Framework

## Celebrate Your Accomplishments

**Network with other iCouldBe mentors**

The iCouldBe community is full of amazing mentees and mentors! In this activity you have the opportunity to search for another iCouldBe mentor on this site who has worked in a career field of interest to you. You will not be matched with this mentor, but you will be guided to compose an email to ask them a question related to their career path.

Note: iCouldBe mentors share their time, so we cannot – or cannot be – expected to reply publicly or promptly at all. However, the main goal is for you to learn how to research and ask, not to receive an answer.

The directions in the Start the Conversation section will guide you through the steps below and then you will return to this activity to post a reply to your mentor.

**Select search criteria**

**Review results and select mentor to email**



**Click email icon on profile and compose and send email**

**Click to send your connection email to the mentor**



# Mentee Quest Case Studies & Network Map

## Quest 4: Pursue Career Vision– Robin's Information




**Robin**  
Mentee

**Mike**  
Mentor




**About Robin**  
*Where I'll live (city, suburb, countryside, setting):* A big city  
*What kind of home I'll live in:* A home with some space, maybe four or five rooms  
*What kind of work I'll do:* I'm going to be a lawyer  
*Who I'll spend time with:* My family and friends  
*What my family may look like:* Not sure, but I'd like to have kids and a dog or cat  
*The hobbies and interests I'll pursue:* Reading, movies, basketball and chess

**Challenge**  
*Career name:* Lawyer  
*What they do (Responsibilities):* Represent clients in criminal cases, prepares legal documents, advises clients. Argue cases in court. May specialize in family law.  
*Skills and Abilities:* Listening to others and asking good questions, Problem Solving, working with People and Technology, thinking about the pros and cons of different options and picking the best one  
*Education:* Professional or doctoral degree  
*Job outlook and salary range:* The salary range is from \$58,000 to \$208,000 and the outlook is likely



**Mentee question for your mentor - My question related to pursuing my career vision is:**  
Did you know what you wanted to be in high school and did you end up doing what you expected?




**Solution(s) - Possible job in high school (this can be an actual or possible job):**  
*Job name + what they do (Responsibilities):* Cashier  
*Skills and Abilities:* Good math, being good with people and customer service  
*Possible job at 25 years old:*  
*Job name + what they do (Responsibilities):* Junior position in a law firm, help partners with cases  
*Skills and Abilities:* Organized, responsible, good presentation skills, knowledgeable about the law  
*Possible job at 30 years old:*  
*Job name + what they do (Responsibilities):* Lawyer  
*Skills and Abilities:* Good problem solving skills, knowledge of law, excellent writing, debating, presentation and attention to details


### People Who Can Help:



**Person #1: Arnold**  
*Role/Description:*  
My uncle's neighbor  
*How they influenced you:*  
My uncle told me his neighbor is a lawyer and worked two jobs while he got his degree, so if I talk to him he can tell me about his experience and give me some good advice for my career journey.



**Person #2: Samantha**  
*Role/Description:*  
English teacher  
*How they influenced you:*  
My english teacher can help me because she understands that I like to debate and I'm interested in law and always encourages me. She started to get a law degree but then switched to be a teacher but can tell me about her experience.



**Practice Networking:**  
*iCouldBe Mentor I sent a networking email:* mentortest  
*Career:* Law  
*Specialty:* Civil Law  
*Job Level:* Professional  
*Job Experience:* 15 to 25 years

## Robin's Network



**Robin**  
Mentee

**Mike**  
Mentor

Number of people in my current or future network:

### Q1 Someone who influenced me:

In addition to the people below, in this quest you did a networking activity with your teacher.



**Person #1: Joe**  
*Role/Description:*  
My uncle  
*How they influenced you:*  
He works hard as a teacher but always has time to hang out or help me with homework.

### Q2 People who can help with a school challenge:



**Person #1: Sally**  
*Role/Description:*  
My math teacher  
*How they influenced you:*  
She can help me get extra tutoring so I can catch up with the class.



**Person #2: Alan**  
*Role/Description:*  
My grandfather  
*How they influenced you:*  
Sometimes we can do a video call and he can help me with my math homework.

### Q3 People who can help with my prep for graduation challenge:

In addition to the people below, in this quest you did a networking activity with your guidance counselor or another adult.



**Person #1: Cindy**  
*Role/Description:*  
Guidance counselor  
*How they influenced you:*  
I haven't met her yet but after doing this program I sent an email to schedule a meeting and will ask if I'm taking the right classes and other things to prepare before I graduate.



**Person #2: Adam**  
*Role/Description:*  
Internship manager  
*How they influenced you:*  
He was the manager for an internship I did last summer and he had recently graduated from college with a degree in engineering, so I can ask him advice on things that helped him before he applied to college.

### Q4 People who can help with my career research challenge:

In addition to the people below, you networked by emailing a new iCouldBe mentor mentortest



**Person #1: Arnold**  
*Role/Description:*  
My uncle's neighbor  
*How they influenced you:*  
My uncle told me his neighbor is a lawyer and worked two jobs while he got his degree, so if I talk to him he can tell me about his experience and give me some good advice for my career journey.



**Person #2: Samantha**  
*Role/Description:*  
English teacher  
*How they influenced you:*  
My english teacher can help me because she understands that I like to debate and I'm interested in law and always encourages me. She started to get a law degree but then switched to be a teacher but can tell me about her experience.

# Data Driven Engagement

## Data visualization scoring

Extra Support

Encourage

Celebrate

iCouldBe Day(s): **Wed**

Median Days Since Cohort Posted: **3**

Click link below to hide/unhide column (orange links are hidden)

Mentee data, weightings, scores

Mentor data, weightings, scores

Mentees													
Activities	Match	Weeks Since Reg (2)	Weeks Since Match (3)	Days Since Last Post (4)	# Act Left In Quest (5)	Quest Act # (6)	Lock Days Since Quest Done (7)	40%	10%	25%	25%	100%	Status (13)
								# Weeks Posted (8)	Total Posts (9)	Avg Words Per Act (10)	Act Comp (11)	Score (12)	
A	M	24.3	22.1	3	0	6.10		18	51	102	44	93%	
A	M	24.3	22.1	17	0	9.8		12	79	72	67	82%	
A	M	24.3	22.1	3	5	5.3		17	53	138	32	85%	
A	M	24.3	22.1	3	0	6.10		19	101	144	44	96%	
A	M	24.3	22.1	72	0	9.8		11	72	101	67	81%	
A	M	24.3	22.1	15	0	4.7	3	12	55	143	28	74%	
A	M	24.3	22.1	3	5	8.5		17	119	101	53	93%	
A	M	24.3	22.1	10	0	8.10		13	71	45	59	75%	
A	M	22.3	22.1	3	6	8.4		17	62	62	57	89%	
A	M	24.3	22.1	3	1	5.7		15	40	56	34	74%	
A	M	24.3	22.1	10	0	4.7	3	17	39	160	30	82%	
A	M	24.3	22.1	3	5	9.3		15	68	81	62	89%	
A	M	24.1	22.1	3	5	4.2		14	27	75	23	70%	
A	M	24.3	22.1	15	2	8.8		14	63	78	58	87%	
A	M	24.3	22.1	3	2	5.6		12	44	109	35	76%	
A	M	24.3	22.1	3	0	5.8		18	44	86	34	87%	
A	M	24.3	22.1	10	0	9.8		12	83	67	67	80%	
A	M	24.3	21.6	3	3	6.7		15	54	153	43	87%	
A	M	24.3	21.6	15	4	2.2		8	16	73	12	49%	
A	M	24.3	22.1	10	0	5.8		11	42	84	34	73%	
A	M	24.3	21.6	10	4	4.3		16	30	201	24	75%	
A	M	24.3	21.6	3	3	6.7		18	59	134	42	94%	

Mentors								
Status (18)	Days Since Last Post (21)	10%	15%	15%	30%	25%	5%	100%
		# Weeks posted (22)	Total Posts (23)	Avg Words Per Act (24)	Mentor / Mentee Activity Post Ratio (25)	Avg Activity Reply Days (26)	Total # Conv (27)	Score (28)
	1	16	47	57	1.0	0.8	0	93%
	79	6	33	21	0.4	11.2	0	33%
	12	12	47	159	1.0	2.9	10	88%
	2	19	94	206	1.0	3.5	33	98%
	72	11	55	42	0.8	1.1	0	80%
	5	8	37	122	0.9	8.5	6	63%
	2	14	95	160	1.0	5.9	24	88%
	25	9	37	43	0.5	9.3	1	46%
	3	14	40	44	0.7	1.2	0	79%
	3	14	39	43	1.0	4.8	2	82%
	14	12	34	10	5.4	4	4	77%
	2	15	66				0	92%
	3	13					0	82%
	15	12						82%
	2	12						79%
	3	13						84%
	36	11						61%
	3	12						86%
	106	5	9				0	66%
	10	11	40				0	87%
	10	13	17	120	0.6	0.2	1	71%
	10	13	43	98	0.9	4.6	2	81%

Improving quality of mentoring relationships

# Data Science & Scoring of Cohort Matches

iCouldBe Day(s): **Wed**      Median Days Since Cohort Posted: **3**

Click link below to hide/unhide column (orange links are hidden)

		Mentee Data					Mentor Data							Color data, weightings, scores	
Activities	Match	Weeks Since Reg (2)	Weeks Since Match (3)	Days Since Last Post (4)	# Act In Q (5)	40% # Weeks Posted (8)	10% Total Posts (9)	10% # Weeks posted (22)	15% Total Posts (23)	15% Avg Words Per Act (24)	30% Mentor / Mentee Activity Post Ratio (25)	25% Avg Activity Reply Days (26)	5% Total # Conv (27)	100% Score (28)	100%
A	M	24.3	22.1	3	0									93%	
A	M	24.3	22.1	17	0									33%	
A	M	24.3	22.1	3	5									88%	
A	M	24.3	22.1	3	0			16	47	57	1.0	0.8	0	93%	
A	M	24.3	22.1	72	0	18	51	6	33	21	0.4	11.2	0	33%	
A	M	24.3	22.1	15	0	12	79							63%	
A	M	24.3	22.1	3	5	12		12	47	159	1.0	2.9	10	88%	
A	M	24.3	22.1	10	0	17	53	19	94	206	1.0	3.5	33	98%	
A	M	22.3	22.1	1	6			11	55	42	0.8	1.1	0	80%	
A	M	24.3	22.1	10	0	19	101							77%	
A	M	24.3	22.1	3	5	11	72	101	67	81%				92%	
A	M	24.1	22.1	3										82%	
A	M	24.3	22.1	15	2	8.8	14	63	78	58	87%			82%	
A	M	24.3	22.1	3	2	5.6	12	44	108	35	76%			79%	
A	M	24.3	22.1	3	0	5.8	18	44	86	34	87%			84%	
A	M	24.3	22.1	10	0	9.8	12	83	67	67	80%			61%	
A	M	24.3	21.6	3	3	6.7	54	153	43	87%				86%	
A	M	24.3	21.6	15	4	2.2	8	16	72	19	76%			66%	
A	M	24.3	22.1	10	0	5.8	11	42	84	34	73%			87%	
A	M	24.3	21.6	10	4	4.3	16	30	201	24	75%			71%	
A	M	24.3	21.6	3	3	6.7	18	59	134	42	94%			81%	







# Mentees Achieve Important Outcomes

## Mentee Survey Results 2018-2019

Pre to Post Program % Change

### Career Exploration

**+17%**

Can create a roadmap plan to reach a desired career

**+16%**

Know how to research different careers online

### Post Secondary Planning

**+14%**

Know how to research colleges online

**+21%**

Know different ways to pay for college

**+26%**

Know how to apply to college

### Self Knowledge & Self Advocacy

**+10%** Know how to create strategies to reach goals

**+11%** Know how to ask for help reaching goals

**+8%** Can successfully manage time

**+12%** Can do well at an interview (job or college admissions)

**+15%** Know how to write a professional email

### Mentoring Relationship

**92%**

My mentor praises me and encourages me to do well

**90%**

My mentor helps me challenge myself to succeed

**91%**

Overall, I enjoyed working with my e-mentor

### iCouldBe Program

**87%**

would recommend this program to others

**87%**

were very satisfied with this program

Note: results represent % of 934 mentees who completed the mentee survey and 'Agree' or 'Strongly Agree' with each statement.

# Our Panel

- Arundhuti Gupta - Founder and [CEO Mentor Together](#)



# Mentor To Go

## A Mobile Mentoring App

Created by



Supported by



A Corporate Social  
Responsibility Initiative



# About Us



## **Who do we work with:**

Young people (ages 13 - 22) from backgrounds of social and economic disadvantage

## **Our Work Focus:**

Empowering mentoring relationships and networks

**Our Vision:** A society where all young people have the **equality of**

# Program Reach



5 cities



8000  
mentees



Life Skills  
In-Person



Work Skills  
Mentor To Go

# Impact (In-person)

90%

A mentee in the program is 90% likelier to have a **better relationship with their mother** as a result of mentoring, than a student who didn't receive mentorship

80%

A mentee in the program is 80% likelier to have a **better relationship with their father** as a result of mentoring, than a student who didn't receive mentorship

58%

A mentee in the program is 58% likelier to have **better emotional, social and school well-being** than a student who didn't receive mentorship

55%

A mentee in the program is 55% likelier to have **better grades in Maths, Social Sciences, and Sciences** than a student who didn't receive mentorship

# Why Mentoring for Work Readiness?



## Education & the Future of Jobs

Nearly **50% of subject knowledge** acquired during the first year of a four-year technical degree will be **outdated** by the time students graduate.

On average, by 2020, **more than a third of the desired core skill sets** of most occupations will be comprised of skills that **are not yet considered crucial** to the job today.



## Poor intergenerational occupational mobility

Substantial **intergenerational persistence in India**, particularly in the case of **low-skilled and low-paying occupations**, e.g, more than half the children of agricultural labourers end up becoming agricultural labourers.



## Greater sociological fragmentation

With urbanisation, **traditional networks of relationships that surrounded young people have changed**. Social and economic milieu of Indian cities especially is more fragmented. The poor lead invisible lives often.

# Why a Tech Enabled Mentoring Platform

## Access for youth

Traditional in-person mentoring programs can only reach youth in urban areas or those within the catchment of the location of mentors

With a technology enabled platform a young person owning a simple mobile phone or a mentor sitting anywhere in the world can access mentorship

## Scale



Mentoring from screening and filtering mentors and mentees, matching pairs, to monitoring interactions and supporting pairs is time and cost intensive. A traditional in-person mentoring program in the States costs \$1500 per pair per year!

A technology platform can handle volumes of mentor-mentee data more smartly, reducing the human intensive processes.

In Year 1 of Mentor To Go, we could double (2x) the case load of post match pairs per staff

## Ease for mentors



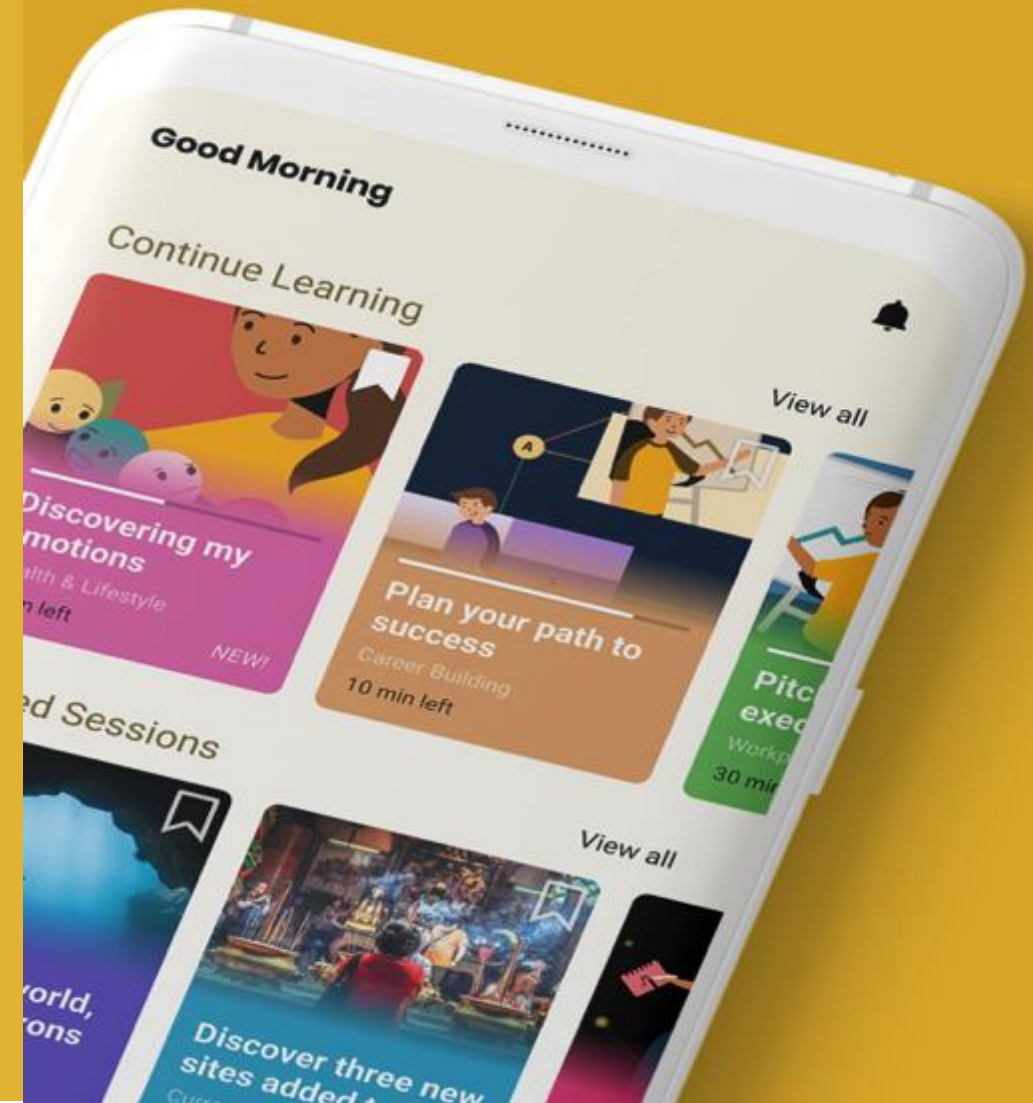
To increase volunteering and community give back amongst professionals in India, we have to open gateways of more meaningful - skill & experienced based - volunteering opportunities, that can be done within the range of modern workdays and careers.

A tech based platform for mentoring removes all the usual challenges mentors face: busy work schedules, work travel, family commitments on weekends. It makes giving back possible with flexibility and more convenience.

# The Mentor To Go Experience



**Learn** work readiness skills as a mentee





# The Mentor To Go Experience



**Get trained** to be an effective mentor

← Roles of a Mentor - Guide & Role Model

Let's learn about the second and third most important roles a mentor plays: that of a guide and a role model



Having trouble? Click [here](#) to open directly on YouTube.

Q1

**In what ways can you help the Mentee manage her emotions? Tick the TWO options that apply**

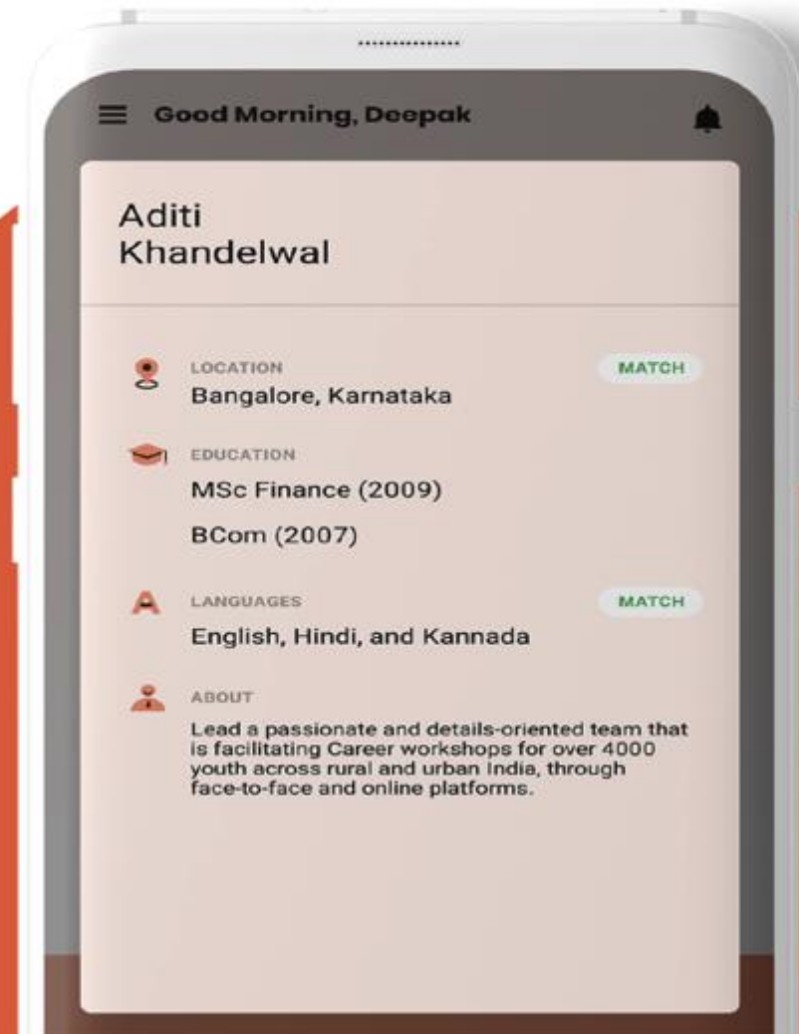
Your answer

Acting as a sounding board to help your mentee think through things

# The Mentor To Go Experience



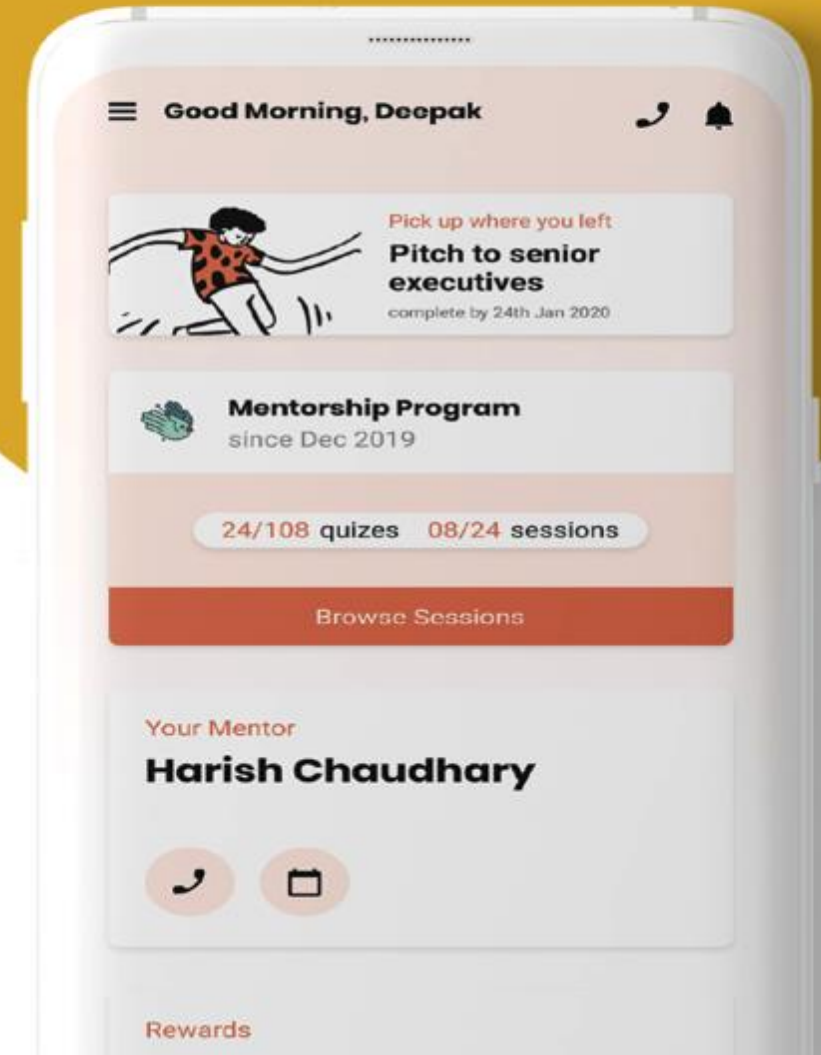
**Find** a unique  
mentorship match



# The Mentor To Go



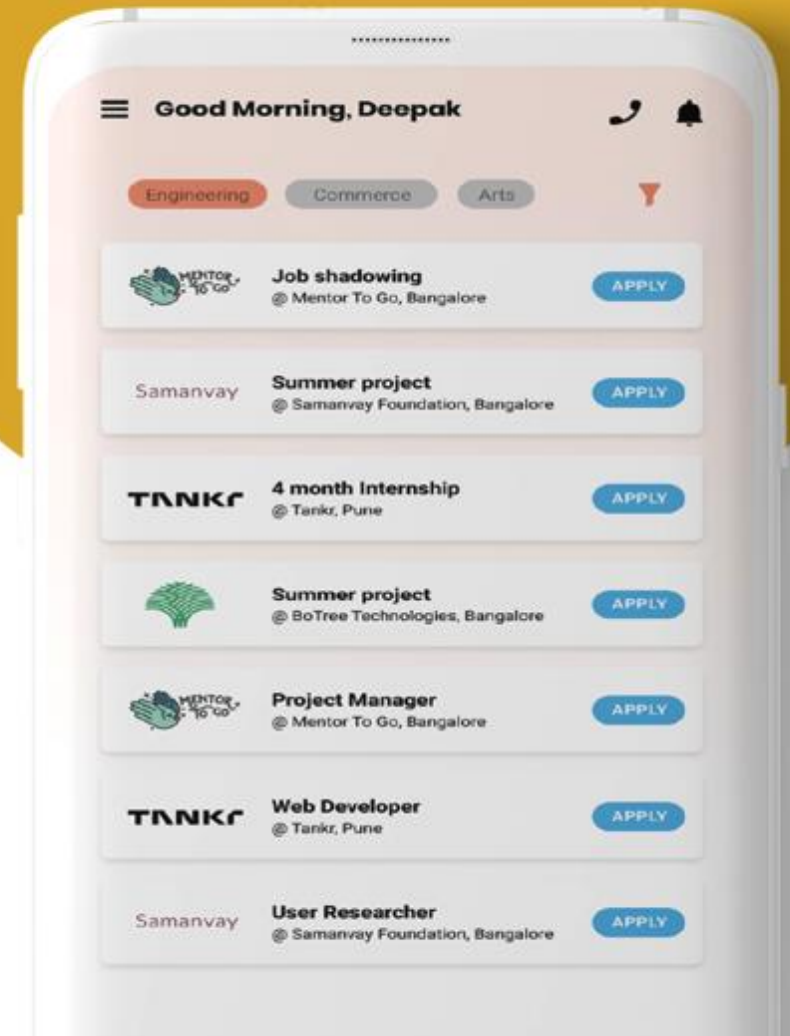
**Access** a unique interactive mentorship toolkit



# The Mentor To Go Experience



**Find** work experience opportunities



# Program Cycle 2019



3500

mentee & mentor  
applications



9

mentee  
partners



2600+

mentoring  
sessions



600

mentorships  
created



170

professional  
organisations  
across the  
mentor



10

average years of  
work experience in  
the selected mentor  
cohort

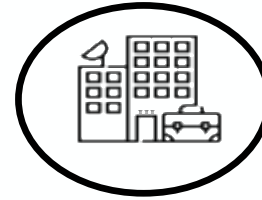
# Mentor To Go 2020 Plans

## Geography



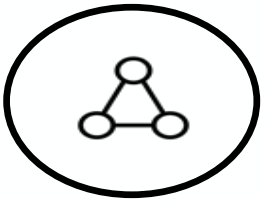
**4 City Hubs:**  
Bangalore, Hyderabad,  
Delhi-NCR, Pune

## Mentor Partners



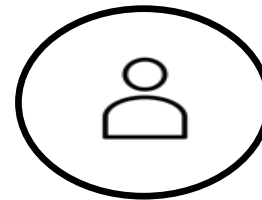
**18** Mentor Partners

## Mentee Partner



**20 - 50** Mentee Partners  
across 4 city hubs

## Mentees & Mentors



**10000** mentees across India  
enrolling onto the app

**2800** matches

**950** work experience  
opportunities curated



# Thank you!

Arundhuti Gupta

Founder Trustee & Chief Executive Officer

Mentor Together

[arundhuti@mentortogether.org](mailto:arundhuti@mentortogether.org)

+91 9886764397

[www.mentortogether.org](http://www.mentortogether.org) | [www.mentortogo.org](http://www.mentortogo.org)

[bit.ly/mentortogo](http://bit.ly/mentortogo)

Created by

Supported by



LinkedIn Social Impact



A Corporate Social  
Responsibility Initiative





**Canadian  
Mentoring  
Partnership**

## **Audience Q&A**





**Canadian  
Mentoring  
Partnership**

**Thank You!**