

**MILLERSVILLE MENTORING ALLIANCE PROGRAM**

**Advisory Council Meeting**

Tuesday, November 18, 2008

1:30 – 3:00 p.m.

Klein Room, Gordinier Hall

**Present:** Ansar Ahmed, Stacy Caldwell, Allison Geesey, Ken Kwiat, Martha MacAdam, Minor Redmond, Edward Shane, Michelle White (Chairperson)

**MEETING NOTES**

1. Welcome by Chairperson, Michelle White

- The council unanimously approved the notes from last meeting on 9-25-08.

2. MMAP staff, Stacy Caldwell and Ally Geesey, made several announcements to update

- October updates and events – Stacy Caldwell
  - The MMAP now has a student volunteer, Lindy Keefe, through the Scholars in Service to Pennsylvania AmeriCorps Program. She is contacting professors and arranging to provide short presentations about the MMAP before students' classes.
  - On October 9, Stacy Caldwell and Eugene Shawaryn and several peer mentors and mentees presented the MMAP program to about 40 student senate members. 15 students signed up to receive more information.
  - On September 30, Stacy, Ally and Kristin facilitated a luncheon and discussion between 12 technology education students and several faculty members. The discussion focused on formal mentoring, how it applies to teaching, and how it might be incorporated into the technology education department. As a result of this discussion, the MMAP will be hosting a ½ day mentoring workshop for students, faculty, and local professional technology education teachers.
  - On October 30, Stacy and Ally met with Liz Braungard and Wendy Sheaffer from University Communications and Marketing. Notes from that meeting are attached to these minutes as Appendix A. Many excellent, cost-effective marketing ideas were shared at this meeting along with specific plans for action.
  - The fall 2008 MMAP newsletter, designed and edited by Nicolle Nestler, is in its final draft stages and will be ready for electronic dissemination the week after Thanksgiving.
  - As a follow up to a suggestion at the September 25 Advisory Council meeting, Will Redmond and Stacy Caldwell have been arranging to be put on the agenda at the three School Council meetings. On November 10, Will and Stacy presented about the MMAP to the School of Science and Mathematics during their weekly council meeting. The other two Schools intend to fit us on their spring calendar.
  - Several other events were planned and implemented for mentors and mentees, such as dinner and the Fannie Lou Hamer Story performance on October 2 and the Lancaster Partnership Program's Group M&M meeting for freshmen in the Partnership Freshmen Mentoring Initiative Program (PFMI) on October 29. A Ropes Course event was scheduled for September 29 and cancelled because of rain. Over 60 people were registered to attend that event. This event will be rescheduled in the spring.
- Participation Updates – Ally Geesey
  - Ally Geesey updated the Advisory Council on the number of participants, including new mentors and mentees who have been recently trained and matched. See Appendix B for details.

- International Mentoring Association, Annual Conference – Stacy Caldwell
  - Stacy Caldwell announced that two presentation proposals submitted to the International Mentoring Association by Millersville were recently accepted. Stacy Caldwell’s presentation, “Partnering within Organizations: A Vision for Creating a Culture of Mentoring through Collaborative Relationships,” and Miriam Witmer’s presentation, “The Color of Teaching: Mentoring to Recruit and Retain Students of Color in Education Programs” will both be offered as 50-minute breakout sessions during the association’s 22<sup>nd</sup> annual conference in Las Vegas, NV.
- Spring Semester Activities – Ally Geesey
  - Monday, January 19 - Martin Luther King Day – “Living the Dream”, community service activity for mentors and mentees in which to participate together
  - Saturday, January 31 - Mentoring Day at Millersville Basketball Game
  - Friday, February 6 - ½ day workshop facilitated by MMAP staff about mentoring for technology education majors, faculty and local teachers
  - Thursday, February 12 - Student Forum on Mentoring - after a short Advisory Council meeting, members will stay and have an informal discussion with selected students about mentoring on campus
  - Wednesday, April 15, 5<sup>th</sup> Annual Mentor/Mentee Appreciation Reception – Star Mentor, Star Mentee and Outstanding Mentor of the Year nominations will be sent to Advisory Council members late March/early April so that each member will have time to review the nomination and vote on their award choices. Awards will be presented at the reception. This year the format will be slightly different as it will be held over dinner, 4:30 – 6:00 p.m.

### 3. Open Agenda - Goals, ideas, suggestions

- Several ideas were shared for recruiting students to participate in mentoring
  - Target students who may benefit best from mentoring and personally invite them to participate
  - Identify these students through referrals by academic advisors, Freshmen Year Seminars, Academic Standards Committee, Student Affairs and Resident Life
  - Avoid targeting only students in need or at-risk which would result in promoting an inaccurate image of mentoring
  - Promote the idea that mentoring is a “professional” activity
- Ken Kwiat suggested forming a committee to conduct research on formal and informal mentoring on campus and how to best organize and centralize mentoring on campus.
  - Michelle White added that School Council meetings would be an excellent resource for finding out what departments are already doing with mentoring in their departments.
- Martha MacAdam questioned the difference between academic advisement and mentoring. The consensus was that mentoring encompasses a more holistic approach, whereas academic advisement focuses on helping direct the student through college and to graduation. A mentoring partnership, however, is the idyllic result of effective academic advisement.
- Ken Kwiat recommended looking at how mentoring can best meet the changing needs of students as they persist from their freshman to senior year. Freshmen might benefit more from a peer mentor, whereas a senior would benefit more from a community mentor.
- Stacy Caldwell announced a new connection made with Karen Posa, Director of University-wide Mentoring at California University of Pennsylvania. A PASSHE idea-sharing day is in the works and Advisory Council members agreed this could be a very productive event.

## **IMPORTANT DATES**

### **Monday, January 19, 2009**

Martin Luther King Day  
Living the Dream

### **Saturday, January 31, 2009**

Mentoring Day at Millersville  
MU vs. Mansfield Women's and Men's Basketball  
Games  
1:00 p.m. – Women's Game  
3:00 p.m. – Men's Game  
Prizes, half-time show, MMAP information station and  
much, much more!!! (WGAL may even show up!)

### **Thursday, February 12, 2009**

Advisory Council Meeting and  
Student Forum on Mentoring  
3:00 – 4:30 p.m.  
SMC, Room 43

### **Thursday, March 26, 2009**

Advisory Council Meeting  
3:00 – 4:30 p.m.  
Klein Room, Gordinier Hall

### **Wednesday, April 15, 2009**

5<sup>th</sup> Annual Mentor/Mentee Appreciation Reception  
4:30 – 6:30 p.m.  
Old Main Room, Gordinier Hall

## **Mentoring Alliance Program**

10/30/08 Meeting: Stacy Caldwell, Ally Geesey, Wendy Sheaffer, Liz Braungard

Goals: Raise awareness of MAP, recruit a diverse base of mentors/mentees

Primary Targets: Community, Alumni, Faculty/Staff, Students

Notes:

- For all visual (print/web) components – tie in previously developed “Distinguish Yourself” theme/graphic, building visual consistency and brand awareness.
- Already have an established base of mentors, but need to identify a more diverse pool in order to successfully establish “perfect matches”
- Mentees generally looking for mentors who will provide professional guidance and support, rather than personal.
- Negative perceptions of “mentoring alliance” may exist due to perceived associations of a counseling or tutoring service.

### **Marketing Strategies for Fall 08/Winter 08-09**

1. Article/photo in Snapper Newspaper –Wendy to coordinate
2. Article/photo in Exchange Newsletter – Wendy to coordinate
3. PSA’s at basketball and/or football game – Liz to coordinate
4. “Mentoring Night at BBall Game”: Basketball Halftime- 1 minute intro of program, introduce mentors/mentees, toss MAP giveaways to crowd – Liz to coordinate date and logistics. Ally/Stacy to coordinate “live” time on gym floor
5. MyVille Announcement: Stacy to work with Diane Duell on posting text content (with links to website and application)
6. MUTV Cable Station: Shows produced by students- 3 days a week. (*Sidenote: I checked out the website, and MUTV offers programming on demand by posting all shows on YouTube. The link can be referenced in all email communications and e-newsletters*) – Liz to put student Leah in touch with Stacy
7. E-Newsletter Graphics – Wendy to supply updated masthead graphic
8. Print Application – Wendy to supply new graphics
9. Web Application – Stacy to work with Diane Duell on converting word doc to live web page application (drop down features for audience base)
10. Web Enhancement – Stacy to work with Diane Duell on MAP homepage. Compressing images for quicker download time, add module with link to mentor/mentee testimonials and photos.

Ideas for future strategies (requiring budget): brochure and/or direct mail, local newspaper advertising, Snapper advertising, posters

# Participation Updates

Advisory Council Meeting  
November 18, 2008

OVERALL "SNAPSHOT":

81 Total Active Matches

4 Not Matched Mentees

- Not matched because they have a specific mentor request

74 Available Mentors

37 Active Matches this Semester

- 15 Partnership Freshman Mentoring Initiative (PFMI)
- 10 Color of Teaching and ACT 101
- 12 regular MMAP program

SINCE LAST ADVISORY COUNCIL MEETING on 9/25/08:

18 Regular Program Active Matches

7 Act 101 students Matches

20 New Mentors/Mentees

- 3 Faculty/Staff Mentors
- 3 Community Mentors
- 2 Alumni Mentors
- 3 Peer Mentors
- 9 Mentees

**Fall 2008 Event Attendance**

**9/3/2008 Training**

3:00 PM	11
6:00 PM	12

<b>9/8/2008 Dinner/Lecture</b>	
5:30 PM	31

**9/4/2008 Training**

10:00 AM	10
2:00 PM	8

<b>9/12/2008 Pizza/Barnstormers</b>	
5:00 PM	23

**9/10/08 ACT 101 Training**

Mentees	8
Peer Mentors	6

<b>9/28/08 Ropes Course</b>	
1:00 PM	50

**9/23/2008 Small Group Trainings**

11:00 AM	4
1:00 PM	0
3:00 PM	2

<b>10/2/08 Dinner/Lecture</b>	
5:30 PM	27

<b>TOTAL Trained</b>	<b>61</b>
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