

MADE MENTOR PROGRAM GUIDELINES



CONTACT

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PROGRAM GOALS:

Breaking into the marketing and advertising industry has never been easy, and having gone through college during the pandemic, today's college students have had to overcome more than most. They need our guidance now more than ever.

We hope this program provides a rewarding experience for mentors who want to give back, as well as an invaluable opportunity for students to learn about the industry and gain an edge at the start of their careers. Mutual goals include:

- Building leadership and communication skills
- Developing relationships in the industry
- Learning about different perspectives
- Making a new friend!

HOW IT WORKS

Matches will be connected the week of May 23rd. You'll have the option to be featured on our list of mentors on aef.com and social media channels. We like to celebrate our program participants and supporters whenever possible!

- Sign up to participate by May 13th and receive your mentee match the week of May 23rd.
- Pairs are encouraged to meet for four 30-minute sessions between June and September. Mentees are responsible for contacting their mentors to schedule the first meeting.
- Meetings can be conducted via phone, video, or in-person, depending on mutual preferences.
- These are the basics. To ensure the program is successful for everyone, the AEF will cover more details in an upcoming virtual orientation (date TBA).

DISCUSSION TOPICS AND ACTIVITIES

TOPICS TO DISCUSS IN YOUR MEETINGS



- Navigating a virtual or in-person internship
- How to break into the industry after graduation
- Different career paths and roles in marketing and advertising
- How to continue learning beyond college
- Suggested skills for a successful career
- How to grow your network
- Long- and short-term career goals
- Navigating the challenges of work/life balance
- Personal anecdotes of successes/failures
- Interview tips
- How to stand out/personal branding
- Resume and portfolio feedback

ADDITIONAL ACTIVITIES COULD INCLUDE:

- Provide mock prompts or assignments to expose the mentee to an area or role they may be interested in. This will also help them build their portfolios.
- Allow the mentee to shadow you for a day. Invite them to sit in on meetings or calls to get a feel for what your job entails.
- Facilitate meetings or informational interviews with other members of your team or organization for the mentee

EXAMPLE PROGRAM STRUCTURE

You're free to structure the mentor/mentee relationship as it makes most sense. Below is a sample template you can use to help get you started:

MEETING 1 | JUNE

Mentees and mentors should spend time getting to know each other and learning about each other's professional and educational backgrounds, as well as hobbies and interests. Discuss expectations for the mentoring relationship. What do you hope to get out of this program? Clarify and set out specific goals and objectives to achieve together.

MEETING 2 | JULY

This is your chance to work toward the objectives you established in your first meeting. Provide insight into the kinds of roles available in marketing and advertising. Share the traits and suggested skills that will make a marketer successful. Discuss the challenges of remote working and finding a work/life blend. Mentees also appreciate hearing personal anecdotes.

MEETING 3 | AUGUST

Help the mentee establish a "personal brand" to allow them to stand out in their internship and job search. This could include providing feedback on their resume, website/portfolio, LinkedIn and social media presence. You can also share tips for building their network and establishing professional relationships.

MEETING 4 | SEPTEMBER

Mentees will likely need guidance as they interview for internships and entry-level jobs. Share interview tips and have the mentee practice answering the most common interview questions. At the end of the session, clarify your mentorship relationship moving forward. Would you like to meet throughout the year? Can the mentee reach out to you about future job opportunities?