

MADE MENTORSHIP

PROGRAM GUIDELINES



CONTACT

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PROGRAM GOALS:

Breaking into the marketing and advertising industry can be challenging. 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 TO MEET

- Meetings will be conducted virtually (e.g., Zoom, Facetime) or in-person, depending on mutual preferences. The mentee will introduce themselves to the mentor and schedule the first meeting.
- Pairs should meet at least once a month, with at least four 30-minute conversations between March 1 - June 1, 2023. We encourage participants to set up all four meetings in advance, at the start of the program, to ensure the time is blocked off.
- While the program officially lasts for three months, pairs are welcome to remain in touch.

DISCUSSION TOPICS AND ACTIVITIES

TOPICS TO DISCUSS IN YOUR MEETINGS



- Navigating an 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, LinkedIn, 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

We encourage mentors/mentees to choose a structure that works best for them. To help get you started, below is a sample template. The AEF will provide more detailed guidance throughout the program.

MEETING 1

Get to know each other! Discuss educational, professional, and personal backgrounds and interests. Mentees should develop S.M.A.R.T. goals for the program with their mentor's support. Ensure parties are aligned on all expectations and goals for the program, using the Mentorship Agreement Form as a guide (to be sent separately). At the end of Meeting 1, identify action items for the mentee to accomplish before Meeting 2. Aim to schedule ALL future meetings to ensure time is blocked off well in advance.

MEETING 2

This is an opportunity to work toward the mentee's objectives established in the first meeting. Pairs can talk through progress the mentee has made and any challenges. Specific discussion topics will depend on each mentee's unique goals, but mentees often find it helpful to hear relevant personal anecdotes from their mentors. At the end of this meeting, identify action items for the mentee to accomplish before Meeting 3, and confirm pairs are clear about the date/time of future meetings.

MEETING 3

Continue working toward the mentee's objectives, talking through any new accomplishments and/or difficulties. More than halfway into the program, Meeting 3 is an opportunity to assess how mentees feel about their overall goal progress. What's working well? What might the mentee need to do differently? Align on the mentee's next steps before the next/final meeting.

MEETING 4

The final meeting is an opportunity to discuss the mentee's progress in relation to their goals. Celebrate successes and plan for how the mentee can continue building on their work. We encourage you to clarify the mentorship relationship going forward, including whether you'll continue to meet, if the mentee may contact you with questions or about future opportunities, etc.