



# MADE MENTORSHIP MENTEE PROGRAM GUIDELINES



## CONTACT

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# PROGRAM OVERVIEW

The MADE Mentorship Program is a one-to-one mentorship experience connecting undergraduate and graduate students with industry professionals across marketing, advertising, media, analytics, and related fields.

**The program is designed to support mentees as they:**

- Build career readiness and professional confidence
- Gain exposure to real-world industry paths
- Learn how to navigate early-career decision-making

## Program Commitment

- **Program Length:** 6 months (March 2nd, 2026 -August 7th, 2026)
- **Meeting Cadence:** At least one meeting per month
- **Meeting Length:** 45-60 minutes
- **Meeting Format:** Virtual or in-person, based on mutual preference

Mentor-mentee pairs are encouraged to schedule meetings in advance to ensure consistency.

## Program Structure

- Mentees submit one mentor selection in the selection process
- Each mentee is matched with one mentor
- Pairs meet **at least once per month**
- Meetings must be scheduled in advance

This program is mentee-led, with mentors providing guidance and AEF providing structure and support.

## Program Resources

As a mentee, you can expect:

- Regular program emails with reminders, guidance, and resources
- MADE Exchange prompts to encourage reflection, participation, and peer learning
- Online workshops focused on resumes, interviewing, career exploration, and professional development
- Office hours and support where you can ask questions or get guidance from the MADE team

# CODE OF CONDUCT

The MADE Mentorship Program prioritizes a respectful, high-quality experience for mentors and mentees alike.

## Required Participation

Mentees are expected to:

- Attend the required mentee orientation
- Schedule and attend monthly mentor meetings
- Complete the Monthly Mentor Meeting Confirmation after each meeting
- Participate in MADE Exchange activities via email and community prompts
- Communicate clearly, respectfully, and on time

Failure to meet these expectations impacts the experience for both you and your mentor.

## Communication Expectations

Mentees are expected to:

- Respond to mentor communication in a timely manner
- Use professional tone and language
- Notify mentors in advance if rescheduling is unavoidable
- Follow through on commitments you make
- Reach out proactively for AEF support and communicate concerns early

Consistent communication is essential to maintaining trust and momentum. If challenges arise, you are expected to communicate early and seek support.

Failure to meet participation expectations may result in removal from the mentorship program.

# EXAMPLE PROGRAM STRUCTURE

**Mentees:** If needed, use the structure below to plan and lead your monthly mentor meetings throughout the program

## March – Foundations & Goal Setting

- Establish expectations and schedule other meetings
- Set 1-2 clear career or skill-based goals
- Practice leading a professional meeting

**Key takeaway:** Start strong by setting direction and ownership early.

## April – Career Exploration & Resume Readiness

- Explore roles, industries, and pathways
- Strengthen resume and application materials
- Identify gaps and growth areas

**Key takeaway:** Ensure your materials and story meet industry expectations.

## May – Interviewing, Storytelling & Fit

- Practice articulating experiences and interests
- Translate experiences into clear, compelling stories
- Build confidence in professional conversations

**Key takeaway:** Learn how to talk about yourself with clarity and impact.

## June – LinkedIn, Visibility & Networking

- Refine professional online presence
- Practice outreach and informational conversations
- Learn how professionals build visibility over time

**Key takeaway:** Your professional presence matters beyond applications.

## July – Exposure & Real-World Learning

- Deepen industry exposure through conversations or observation
- Learn from mentor experiences and decision-making
- Reflect on alignment with interests and goals

**Key takeaway:** Exposure helps turn curiosity into clarity.

## August – Reflection & Future Planning

- Reflect on progress and growth
- Identify next steps for skills, networking, and learning
- Clarify how (or if) you will stay connected with your mentor

**Key takeaway:** Strong mentorships end with momentum, not ambiguity.

# DISCUSSION TOPICS AND ACTIVITIES

These are example topics and activities you may explore with your mentor, based on your goals and interests.

## 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