



MADE MENTORSHIP MENTOR PROGRAM GUIDE



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 emerging talent 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.

AEF Mentor Resources

The AEF provides structure and ongoing support throughout the program, including:

- Regular program emails with reminders, timelines, and guidance
- Professional development workshops that mentees attend to reinforce career readiness
- Office hours and direct access to the MADE team for questions, concerns, or troubleshooting

COMMUNICATION & PROFESSIONAL EXPECTATIONS

The MADE Mentorship Program prioritizes a respectful, professional, and reliable experience for all participants.

Mentors can expect mentees to:

- Communicate professionally and respectfully
- Honor scheduled meetings and notify mentors in advance if rescheduling is unavoidable
- Follow through on agreed-upon action items
- Proactively raise concerns or challenges early

If challenges arise related to responsiveness, professionalism, or engagement, mentors are encouraged to notify the MADE team.

Mentor Role at a Glance

As a MADE mentor, you are asked to:

- Commit to one 45–60 minute meeting per month
- Provide perspective, feedback, and industry context
- Share a short testimonial(s) about your mentorship experience (when requested)
- Complete a brief end-of-program feedback form

Past Mentorship Pairing!



DISCUSSION TOPICS AND ACTIVITIES

Mentor-mentee conversations may include:



- 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

Thank you for partnering with AEF to support the next generation of marketing and advertising talent.