

Pamplin Engagement Summit 2019

Executive Summary

Hokie Mentorship Connect: Building a strategic plan for Pamplin mentorship programming

(pre-reads include the Pamplin Engagement Report and Hokie Mentorship Connect video that provides an overview of the new online mentorship platform being offered by the university.)

This Summit provides an unprecedented opportunity to bring all senior volunteer leaders and Pamplin internal academic and program leaders; i.e. chairs, co-chairs, presidents of advisory boards and Pamplin Society together for a shared session with each other.

The session was lead by Brad Casper, PAC Cabinet member and Chair of the Student Engagement Committee and opened up with a Mentoring Panel that included Jay Williams (MIMB), Jeanette Flory (REAL), Maria Wallace (RAB), Nick Amorim (Student) and Joy Capers, Assistant Director, Mentorship Program, Virginia Tech Career and Professional Development. Each representative spoke for a few minutes about their board's engagement with students, specifically around mentoring.

Discussion topics for table breakouts:

1. What are the different types of mentorship needs by students and in what format?
2. What kind of mentorship is important to offer to undergraduates?
3. What kind of mentorship is important to offer to graduate level students?
4. What does an ideal mentorship life cycle look like? What are the desired outcomes?
5. What kind of in-person mentorship programming could we offer?
6. How do we leverage the new Hokie Mentorship Connect Alumni online mentorship platform for Pamplin programs?

Key themes that were introduced in the session included:

1. **Communications with mentors and mentees – get the word out**
 - a. Automated texts to new students
 - b. Use Instagram, LinkedIn / Hokie Mentorship Connect – NOT email
 - c. Include a link to Hokie Connect in other emails to students
 - d. Use a CMS system, i.e. Hubspot
 - e. Ad on the scoreboard at Hokie games
 - f. Make mentorship a requirement
 - g. Make mentorship an automatic signup for new students – student can opt out
2. **More faculty involvement**
 - a. College Success Skills Class – include a mentoring signup day
 - b. Professors include mentorship in curriculum
 - c. Professors assign a capstone project related to mentorship
 - d. Extra credit given for mentorship event attendance

- 3. Copy successful programs**
 - a. Other institutions, i.e. Harvard
 - b. Best Practices from other boards
 - c. Best Practices from employers w/mentorship programs
- 4. Need goals and measurement against goals.**
 - a. Create metrics for success
 - b. Surveys – get perspectives from both students and mentors
- 5. Clear messaging regarding different mentoring groups like PUMP vs Hokie Mentorship Connect.**
 - a. How to choose?
 - b. Who are the points of contact for each group?
- 6. Processes**
 - a. Master Playbook – Intro, Onboarding needed
 - b. Formal vs Informal mentoring – both needed
 - c. Mentoring agreement

Participants

Attending the mentoring session: Nick Amorim, CE Andrews, Linda Aronson, Chris Auth, Brian Benson, Pranay Bhargava, Randall Billingsley, Joy Capers, Brad Casper, Tim Chase, Jamie Cox, Christina Daves, Duke Dodson, Adil Durrani, Wade Eller, Debra Emory, Jeanette Flory-Sagan, Marcus Galt, Frederic Girardeau-Montaut, Traigh Groover, Kathy Guy, Geri Hodnett, Scott Kennedy, Lara Khansa, Dan Lasik, Ken Lemelin, Carman Liuzzo, Brad McGetrick, Christina Minford, Curtis Mummau, Richard Park, James Pearman, Kelly Pickerel, Kimberley Ricci, Joseph Ricci, Jeffrey Robert, Jay Rollins, Henry Scholz, Julie Talbot, Christina Todd, Nick Walker, Maria Wallace, Jay Williams.

(List may not be complete - any omissions are inadvertent.)

