

Mentor Handbook

Professional Mentor Handbook and Instructions

Welcome to the Department of Marketing and Professional Sales' Professional Marketing Program.

In the response to a need identified by both KSU Marketing students and recruiters hiring our students, we will start the Department of Marketing and Professional Sales' Professional Mentoring Program.

KSU Marketing students are smart, motivated students preparing to enter the business world. In addition to their coursework, their involvement in the Hughes Leadership and Career Program, and their involvement in other educational activities such as internships help to prepare them for their careers, but students need more – they need one-on-one mentoring from professionals in their field of interest. The objective of the Department of Marketing and Professional Sales' Professional Mentoring Program is to provide a means to provide that mentoring.

Mentoring involves developing a relationship with a Mentee that is beneficial to both you and the Mentee. This handbook was developed as a guide to aid in this process. Since the nature of relationships are dependent on the individuals involved, the relationships between Professional Mentors and their Mentees can be expected to vary widely.

This handbook is to assist with your relationship with your Mentee. Please read through it, paying particular attention to the Statement on Harassment.

Enjoy your Mentoring experience!

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Program Goals

The focus of the Department and Marketing and Professional Sales' Professional Mentoring Program is to better prepare your Mentee for a life of success once they complete their college education.

- Develop confident students with leadership, teamwork, and critical and creative thinking skills through the coaching and feedback from a Professional Mentor.
- Supply students with a means to explore their chosen career field and to identify the requirements for success.
- Provide a point-of-contact with whom student can discuss their career goals and to develop a roadmap of how to reach them.
- Equip students with the skills to network and build connections with business and organizational leaders.
- Build connections between classroom learning and the world post-graduation.

The Department of Marketing and Professional Sales Mentoring Program strives to help in your Mentee's development to facilitate a smooth transition into their career with a clearly defined career path and the contacts needed to be a success in any endeavor.

Your Responsibilities

Although the nature of the relationship that you develop between yourself and your Mentee will likely differ from the relationships that other Professional Mentors have with their Mentees depending on your and your Mentee's personality and desires, several qualities will be consistent across successful mentoring experiences. You will need to provide the following:

- Communicate regularly with your Mentee. Your Mentee has been instructed to initiate communication with you at least once a month. You need to reply within two days.
- You should plan to meet with your Mentee in person at least once a semester.
- Be encouraging and helpful to your Mentee.
- Be committed to your Mentee until they graduate.
- Invest the time necessary.
- Be honest and trustworthy.
- Be willing to lend assistance to your Mentee and provide meaningful guidance.
- Be committed to the success of your Mentee.
- Be committed to the Professional Mentoring Program and to your Mentee.

Time Commitment

The Professional Mentoring Program was established to provide maximum benefits to students within the limited schedule of busy professionals. Consequently, there are no orientation or training sessions, no scheduled set of meetings, and no required activities or tasks.

Professional Mentors and Mentees are encouraged to have at least two face-to-face meetings a year when possible (i.e., fall and spring). Otherwise, the mentoring relationship is driven by the Professional Mentor's available time and the Mentee's needs. Many Professional Mentors and Mentees will meet more than the minimum around leisure activities (e.g., sports games), professional events that could include job shadowing, networking events, and professional meetings, and/or exposure to one's employer.

The most common form of communication is via email, although the mode of communication will vary based on the preferences of the Professional Mentor and Mentee.

Your Mentee's Responsibilities

It is your Mentee's responsibility to initiate communication with you at least once a month. You should let your Mentee drive the relationship and to inform you of their needs. This does not mean that you should never contact your Mentee, but generally it is their responsibility to build the relationship. Your Mentee's responsibilities include:

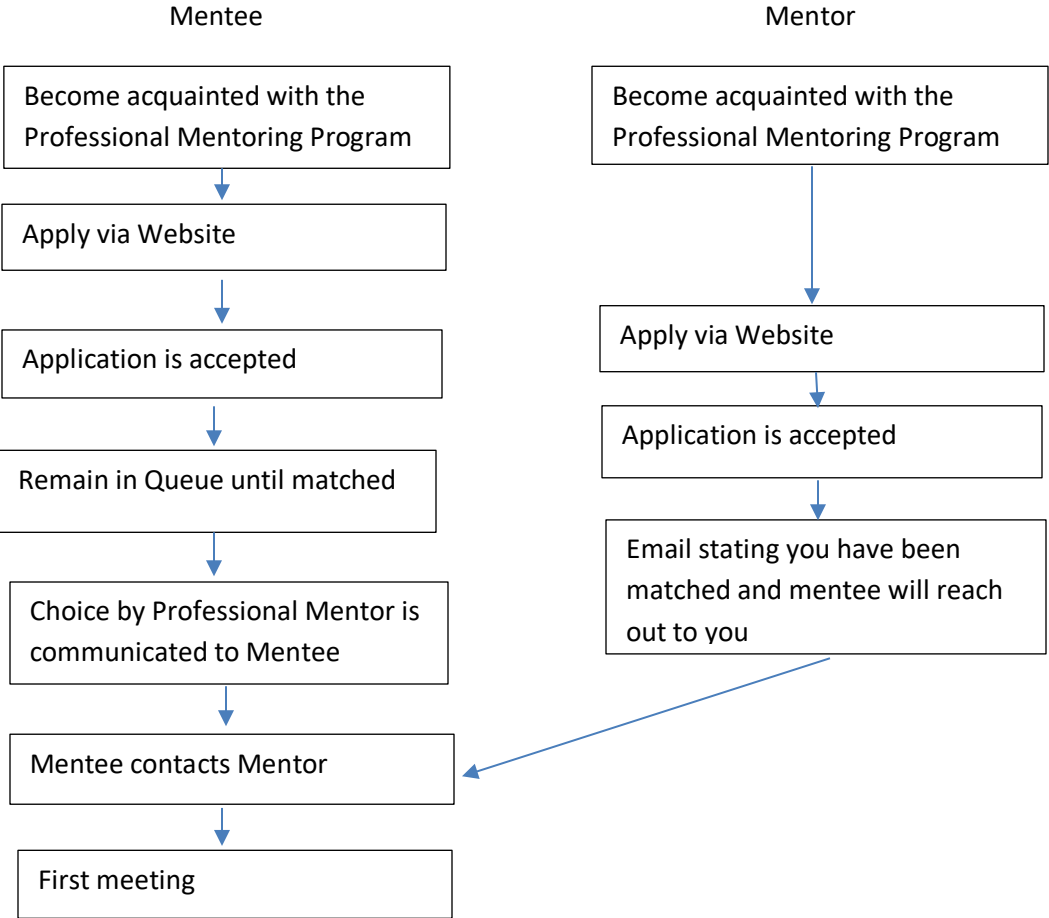
- Your Mentee should respond to communications within two days at the latest.
- Your Mentee is expected to arrive at all meetings on time and should show you regular respect.
- Your Mentee should be receptive to your advice. They are not obligated to follow it (although this will often be to their disadvantage), but they should be open to receive advice that they do not agree with.
- Your Mentee should be dedicated to the relationship with you until they graduate.

If your Mentee does not fulfill these responsibilities, please contact MarketingMentoringProgram@kennesaw.edu

Mentee Selection

Mentees will be assigned. Once you are assigned a mentee, you will receive an email that they will reach out to you within two days.

The process can be shown as:



Getting Started

It is your Mentee's responsibility to initiate contact with you. The first step is for your Mentee to schedule a meeting with you.

If it is convenient for you, your Mentee has been told that the first meeting will commonly take place on the KSU campus or at a nearby restaurant. Given that this is your Mentee's first meeting with you, meeting them in a place with which they are familiar will be less stressful for them. Your Mentee has also been informed that they should dress casually to the meeting.

Often, meetings take place over a meal, such as breakfast or lunch, but this is not obligatory. You do not need to pay for your Mentee's meal. Your Mentee has been informed to expect that they will need to pay for their meals and that you would need to pay for yours. If you should pay for a meal for your Mentee, your Mentee has been instructed to appropriately thank you for it. Under no circumstances, however, should your Mentee pay for your meal.

The focus of the first meeting is for the Mentee to find out about you – your background, your education, and your present position. Your Mentee has been informed to ask you questions to get at this information. If your Mentee experiences difficulty seeking such information, you can tell your Mentee about such topics as:

- Your education
- Your current position
- Your current company
- Your career path
- Your future plans
- Your personal life
- Your hobbies and interests
- Places you have been and experiences that you have had
- The reason for joining the Professional Mentoring Program

During the meeting, developing a regular cycle of communication should be discussed, including mode (telephone, email, etc.) and frequency.

The Next Steps

The first meeting is rather easy to schedule. The key to a successful mentoring relationship is staying connected. Without ongoing connection, the mentoring relationship quickly crumbles.

Regular communication is key to building and sustaining the relationship. Although it is your Mentee's responsibility to contact you, the maturity level of college students varies widely. You may need to hold your Mentee responsible for maintaining contact. If your Mentee is lax in contacting you, you may want to contact them with appropriate news, asking about their welfare, or opportunities that may exist in your company, industry, or community.

The mentoring relationship with your Mentee will last until your Mentee graduates. The relationship does not take a break over the summer (if applicable). Your Mentee has been informed of the need to maintain communication through the summer.

When your Mentee has graduated, the formal mentoring program will have concluded between you and your Mentee, but many Mentees will desire to continue the relationship as they enter the business community.

Possible Activities

The following is a list of possible list of activities from which your Mentee may benefit. This is not a “to do” list. It is only a listing of several possibilities.

- Send your Mentee recent business articles that will add to their knowledge.
- Lend assistance with academic projects that your Mentee may have.
- Work with your Mentee to develop a career search strategy.
- Work with your Mentee’s cover letter and resume. Offer to be a reference if appropriate.
- Encourage your Mentee to improve their soft skills, such as involvement in Toastmasters.
- Invite your Mentee to shadow you at your place of employment.
- Invite your Mentee to appropriate professional meetings/gatherings.
- Involve your Mentee in community activities with which you are involved.
- Give your Mentee advice about their professional presence and conduct.
- Provide your Mentee with contacts that may aid them in their career search or their professional development.
- Provide your Mentee with information about appropriate use of social media.
- Provide your Mentee with internship advice.
- Discuss developments in your company and industry.
- Explore what is appropriate dress in various professional settings.

Long-Distance Relationships

Several KSU students are pursuing their education entirely online. The reasons for doing so are many, but there are several students who do not live local to the Kennesaw area. Mentoring relationships involving these students, therefore, will, in most instances, need to be conducted entirely electronically. It is recommended that at least one contact be conducted each semester through a visually based medium such as Zoom. Even though the face-to-face encounter cannot be copied (even with the use of Zoom), a long-distance mentoring relationship can still be rewarding for both the Mentee and the Professional Mentor.

Career Development

Ultimately, many of the activities in the Professional Mentoring Program help to prepare your Mentee for success upon graduation. Indeed, a primary purpose of the Program is to better prepare students for the transition into the business world. As a Professional Mentor, however, the ultimate employment of your Mentee is not your responsibility. You should be a resource to aid in the career search process, but you are not responsible for the outcome.

The Department of Career Planning & Development at Kennesaw State University (<http://careers.kennesaw.edu/>) provide students with many resources to aid in the job search process. Please encourage your Mentee to make use of the resources that are available, particularly those that support your activities.

Department of Marketing and Professional Sales Statement on Respect and Harassment in the Mentoring Relationship

KSU Intellectual Diversity & Interpersonal Relations Position Statement

Kennesaw State University is an educational community composed of individuals from different ethnic, racial, and religious groups and of different genders, political beliefs, ages, abilities, and sexual orientations. In light of this diversity, Kennesaw State University is resolved to contribute to the development of an integrated, pluralistic society in which individuals model and support humaneness and respect for the individual. Kennesaw State University is committed to a diversity of intellectual viewpoints. We trust in a genuine free marketplace of ideas where faculty and students are encouraged to express their considered opinions openly. We further believe that this intellectual exchange is healthy, democratic, and produces new insights. The exchange of ideas is also a splendid means of encouraging "critical thinking" as long as it is conducted within an atmosphere that respects the dignity of all concerned. The University is also committed to providing quality education, which is enhanced by the perspectives provided by individuals and groups with varying backgrounds and views. Racism, sexism, and other discriminatory attitudes and behaviors impede learning and working. Conversely, respect for differences enhances educational and work experiences. Kennesaw State University is dedicated to creating an environment that cherishes and nourishes this diversity. (Approved by the KSU Faculty Senate Feb. 25, 2008).

All forms of harassment or disrespect are unacceptable in the Professional Mentoring Program. Harassment entails the creation of a hostile or threatening environment and can consist of uninvited or unwelcome verbal, physical, or visual conduct. Harassment can also include verbal, physical, or visual conduct that may be welcomed or invited, but is inappropriate given the nature of a mentoring relationship.

If a participant in the Professional Mentoring Program feels that any they have been harassed, the individual is required to immediately end the relationship, follow the process outlined at <https://equity.kennesaw.edu/titleix/policies-procedures.php>, and contact the Chair of the Department. All complaints will be considered serious and will be addressed via university procedures.