

# *the* Link

*your connection to the world of mentoring*

The IMA is proud to present this edition of the Link to it's members. Released between issues of Connect Magazine, this newsletter will keep you up to date on the latest news in the IMA and the mentoring community.

If you are interested in promoting your work or business, submitting a short article, or sharing any news or events through the Link, please contact **Tessa Chrisman** at [tlchrisman@unm.edu](mailto:tlchrisman@unm.edu).

## **Inside this Edition:**

- Find out how you can host an IMA webinar.
- Did you attend the 2016 IMA International Mentoring Conference? Find out how you can have your experiences published in the next issue of Connect Magazine.
- Learn about new opportunities that will arise from a partnership between the IMA and Concordia University Chicago.
- Learn about new ways to market your mentoring program.



**INTERNATIONAL  
MENTORING ASSOCIATION**



## Food for Thought

“ The delicate balance of mentoring someone is not creating someone in your own image, but giving them the opportunity to create themselves. ”

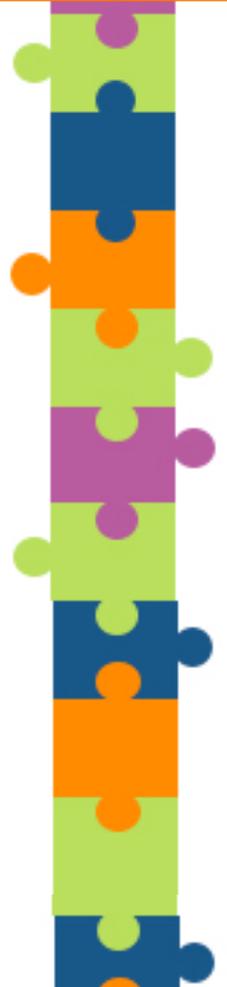
-Steven Spielberg

*Don't forget about*

# Connect

If you are an IMA member you can view previous issues any time through our website <http://mentoringassociation.org>  
The next issue will be available there May 15, 2016.

If you are interested in having an article published in a future issue of Connect Magazine the next deadline for article submission is June 15, 2016. If you would like more information please contact us through:  
[tlchrisman@mentoringassociation.org](mailto:tlchrisman@mentoringassociation.org)



## Reading Recommendation

*Relationships at Work: Creating Your Circle of Mentors, Sponsors, and Peers for Success in Business Life*

Wendy Murphy, Ph.D.  
Kathy E. Kram, Ph.D.

This book appeals to anyone and everyone in the world of mentoring. Touching on twenty-first century issues that are currently taxing mentoring programs (including job mobility), this is a great and informative read for those seeking to stay ahead in the fast pace mentoring environment of today.

## Host a Webinar

*A webinar is like an interactive workshop while the webcast functions as the keynote address.*

- Surveys and polls can be included.
- The audience can ask questions.
- Not intended for the marketing of products.

## Purpose

- To promote engagement of members.
- To provide professional learning opportunities for members in all geographic locations.
- To reach potential new members.

## Qualifications

- Speakers must be current IMA members.
- Speakers must submit a short biography, picture, and marketing blurb to promote.
- Presentations must be between 30-45 minutes (with up to 15 additional minutes for questions).

## Schedule Your Webinar

If you are interested in hosting a webinar, would like more information, please contact:

David Balderas  
[dbalderas1@mentoringassociation.org](mailto:dbalderas1@mentoringassociation.org)

# Conference Attendees and Presenters....Connect Magazine Wants to Hear From You!

## Submit An Article About Your Conference Experience Or Your Conference Presentation

The Deadline for this special invitation is April 20th

### Quick Tips for Submission of Articles to Connect Magazine

Articles should be no longer than 4-pages typed and double-spaced in a Word document (Please, no PDF documents). Shorter articles may be brief (1-3 pages) and not necessarily academic in nature. The font must be in Times New Roman, 12pt. A brief title reflecting the subject is also required (Title should not exceed 80 characters, not including spaces).

A brief biography of the writer of the article is required, the biography should not be more than 300 words and is to be independent to the article itself.

We require original work that utilizes citations in the body of the article with references at the end of the article that follow the American Psychology Association (APA) reference style writing. No footnotes or endnotes.

*Submit your article to Tessa at [tlchrisman@mentoringassociation.org](mailto:tlchrisman@mentoringassociation.org)*

*See our website for the full criteria for submission of articles to Connect Magazine*



# Announcing a New Partnership

Dr. Nora Dominguez , President  
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Mentor and Coaching Certificate Program opportunity.

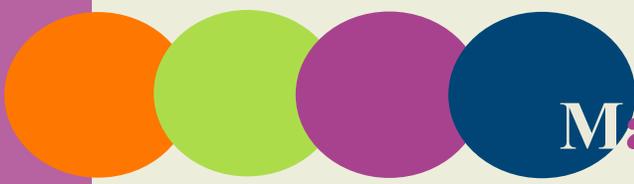
Concordia University Chicago (CUC) and the International Mentoring Association are partnering to offer advanced degree work in Mentoring and Coaching online.

Beginning in the Spring of 2017, the International Mentoring Association and Concordia University Chicago will partner to offer graduate-level courses in the field of mentoring and coaching based on IMA standards and best practices. Regional, National, and international students alike will benefit from the opportunity to share and expand their own professional expertise. And, in culmination of capitalizing on this incredible opportunity, credit earned in this program will apply as a concentration are for students pursuing a master degree in leadership studies.

IMA members have requested advanced degree work be offered to aid in their professional and personal development in mentorship. One of these members stated, “The Mentoring and Coaching Certification will provide me extended opportunities to leave a rich legacy to the leadership profession for which I am passionate.”

This partnership between the IMA and CUC is expected to be extremely beneficial because:

- CUC was founded in 1864. It has sustained an excellent professional and academic reputation in the higher education community.
- CUC is regionally accredited by the Higher Learning Commission and nationally accredited by the National Council for Accreditation of Teacher Education.
- CUC offers a variety of graduate degree programs.
- CUC offers competitive tuition.
- IMA is the premier source for best practice solutions and support of mentoring professionals and their programs.
- The IMA has expertise in mentoring from a variety of backgrounds, enabling it to offer diversified course material.
- **IMA MEMBERSHIP DISCOUNT WILL BE AVAILABLE**



# Marketing Your Mentor

## Program: Staff Mentoring Staff at CU-Boulder

Amy E. Moreno and Andy Mead, University of Colorado-Boulder



Emphasizing a marketing strategy with your mentoring program is a valuable investment of your time and resources as a program manager. At the University of Colorado Boulder, the Facilities Management Mentor Program (FMMP) is an award-winning and thriving staff mentor program. With over 450 full-time employees, Facilities Management is one of the largest departments on campus. The staff includes: Labor, Trades, Custodial, Engineering and Planning, Project Management, Professional Services, Information Technology, Grounds Maintenance, and Utility Plant Operators. The strategic marketing campaign during the 2015-16 academic year and has almost doubled employee involvement, which now includes 10% of the total FTE workforce in Facilities Management. To develop your own program based on the FMMP, utilize the following strategies:

### Communicate Return on Investment (ROI) & Program Impact to Managers and Leadership:

Keep the needs and interests of stakeholders in mind when communicating about the program. Managers and leaders in the department look at the broader view and ask questions such as, “Why is it beneficial for staff in my unit to participate? How will it help the organization or my operations and programs?” Develop a response for these questions, as well as, an explanation with the ROI and the time commitment needed for staff involvement. Share the purpose or key elements of your program, as well as data that shows the program’s impact. To maintain support and buy-in, ongoing information and updates such as quarterly summaries and final program evaluations should be shared with department leadership. Promotions of mentees into supervisory and management level positions, or other positions that a mentee had identified interest for, are also important to share within and outside of the department.

### Communicate Directly with Employees:

One-to-one conversations with employees are more specific and individualized than communicating with

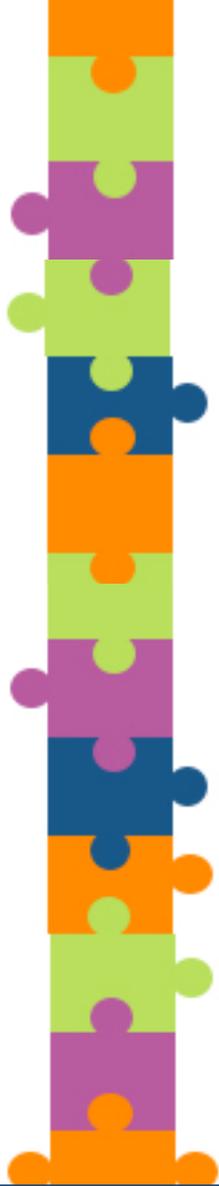
managers and leaders. Ask what the employee would like to gain out of participating in the program as either a mentor or mentee. Share how the mentoring program could assist in their career and enhance development in both personal and professional skills.

One of the most unique aspects of FMMP is the option for mentees to choose their partner (mentor). “It is through word of mouth that seems to have the most influence on new staff participating in FMMP,” explains the FMMP manager. “We encourage participants to indicate who they would like to be paired with on the application. About 80% of applicants find their own partner.” This allows the mentee to create their own experience. The FMMP manager also discusses the program at quarterly supervisors’ meetings and at work area staff meetings. The FMMP manager also conducts one-to-one conversations with potential participants. All audiences require unique marketing materials and relevant delivery of program information.

### Engage Employees with Technology:

The second strategy for marketing and engagement involves technology. July and August are the biggest recruiting months for FMMP. Applications are made available online and submitted directly through an online portal. The 2016-2017 session will include the use of a FMMP webpage and a resource area developed with SharePoint software. This website will house mentoring resources such as articles, webinars, trainings, and surveys to give ongoing feedback. A blog will be featured to enable employees to communicate and connect more easily.

Marketing on the web, via email, and print material resources are essential for staff engagement. Advertisements for the program highlight the benefits, along with the knowledge, skills, and relationships that can be gained by both mentors and mentees through the use of testimonials from participants.



Using best practices learned from FMMP:

- Develop a logo to enhance your professional look and provide a “branding” piece for your program. This allows staff to identify the information shared from your program, and provides a broader awareness and recognition of the program outside of your department.
- Partner with communications and strategic relations departments on your campus to ensure you have met your institution’s brand standards.
- Be aware of staff access to the various modes of communication. If your staff does not generally utilize or have access to a computer, print materials and word-of-mouth will be essential to your program’s success.

- Prepare managers to discuss the mentoring program with their staff. This may include providing print materials, talking points, and frequently asked questions about your program.

A well thought out plan to engage stakeholders throughout the lifespan of your mentoring program can lead to increased participation and organizational support. The FMMP at the University of Colorado Boulder is an example of a thriving professional staff mentor program that serves a population in higher education that is not prevalent in mentoring literature.

For questions, marketing material examples, and to discuss details of the Facilities Management Mentoring Program, contact Amy Moreno at [Amy.Moreno@colorado.edu](mailto:Amy.Moreno@colorado.edu), and Andy Mead, FMMP Manager, at [Andrew.Mead@colorado.edu](mailto:Andrew.Mead@colorado.edu).

Amy E. Moreno is a Senior Training and Development Specialist in Human Resources at the University of Colorado Boulder. Amy has a M.Ed. in Educational Leadership and Policy Studies from Iowa State University.

Andy Mead is a Human Resources Program Manager in the Facilities Management Department at the University of Colorado Boulder. He has a Master of Public Administration (MPA) degree from the University of Colorado. Andy has recently been awarded the 2016 Western Region International Public Management for Human Resources Agency Excellence Award for the Facilities Management Mentoring Program.



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For questions, comments, or to submit an article for consideration, please contact Tessa Chrisman at [tlchrisman@mentoringassociation.org](mailto:tlchrisman@mentoringassociation.org)