

MENTOR MICHIGAN

MISSION:

Mentor Michigan awakens and nurtures the amazing potential in all youth by ensuring that every child has a stable, caring adult in his or her life

TAG LINE (SLOGAN):

Mentor Michigan. . .awakening and nurturing the amazing potential in youth

VALUE STATEMENTS:

- Mentor Michigan believes that every child has the right to a stable, caring adult in his or her life.
- Mentor Michigan believes that everyone including individuals, businesses, nonprofit and faith-based organizations, education institutions, and government is responsible for the well being of our children.
- Mentor Michigan believes that volunteering is a significant way for people to give of themselves to children and their community.

STOCK PARAGRAPH:

Mentor Michigan, led by Governor Jennifer Granholm and First Gentleman Dan Mulhern, works to ensure that all of our youth have ongoing relationships with stable, caring adults. We develop, strengthen, and sustain mentoring throughout the state.

Expanded Version

Mentor Michigan, led by Governor Jennifer Granholm and First Gentleman Dan Mulhern, works to ensure that all of our youth have ongoing relationships with stable, caring adults. We recruit mentors, develop partners and champions, advocate for mentoring issues and standards, provide resources and training, and recognize the accomplishments of mentors and the organizations that support them.

HOW MENTOR MICHIGAN ACHIEVES ITS MISSION:

1. Recruits talented and committed mentors and connects them with effective programs that serve youth
2. Creates and engages a comprehensive statewide network of mentoring programs
3. Develops and enhances mentoring partnerships with businesses, faith-based and nonprofit organizations, education institutions, and government (including activities such as Mentor Michigan Sunday)
4. Advocates for issues and standards that promote and support high-quality mentoring in Michigan
5. Recognizes the accomplishments of mentors and the organizations that support them
6. Identifies and secures resources to support the development and sustainability of mentoring programs
7. Develops champions to promote and support mentoring throughout the state
8. Increases public awareness about mentoring opportunities, needs, and the positive outcomes associated with it
9. Provides training and support for mentoring programs
10. Collects, tracks, and shares information about mentoring activities in Michigan

LOGO:



Logo is still in
draft form

Mentor Michigan Work Plan

Goal: To recruit "10,000" mentors in Michigan by 12/31/06

Recruitment and Referral

1. Toll-free number for individuals to call and get mentoring information and make inquiries.
 - a. Host a meeting of the volunteer centers to educate them on Mentor Michigan and get them on board for their local role. (08/21/03)
 - b. Work with Volunteer Centers of Michigan to clean up the 1-800-volunteer number and related database to ensure that every residential (not P.O Box, etc.) zip code in Michigan is covered. (09/30/03)
 - c. Work with local Volunteer Centers to both identify and catalogue all local mentoring programs. (09/30/03)
 - d. We will develop a universal template that they can use to survey the local programs. It will be the same tool that is used by interns as well.
 - e. Specifically identify programs in the 17 target schools. (08/31/03)
2. Launch Mentor Michigan website for individuals and organizations to get mentoring information and make inquiries. (*There is a web presence already launched through the First Gentleman site at Michigan.gov. We will be creating a specific domain for MM such as MentorMichigan.org.* (New site launched by 09/30/03)
 - a. Develop database of organizations and types of mentoring opportunities by county or smallest geographic region to be determined later. (Database portion will not be finalized until 12/31/03)
3. Other Items to Pursue
 - a. Assisting organizations with background checks and screenings (National Mentoring Partnership is exploring this on a national level.)
 - b. Developing and adopting quality standards (see Training and Technical Assistance)

Public Relations

1. Develop an easily identified brand for Mentor Michigan. (09/30/03)
 - a. Logo
 - b. Slogan
 - c. Mission/vision statement
2. Dissemination of the "Brand" (Specific activities and dates to be determined. Some activities, such as the brochure, will need to be developed prior to the mentoring summits.)
 - a. Publications
 - i. Brochure(s) (A small run of a leave behind piece by 9/1/03)

- b. PSA
 - c. Print ads (newspapers)
 - d. Posters
 - e. Promotional items
 - f. Editorials
 - g. Check stub imprints
 - h. Presentations and public appearances
 - i. Weekly spots in the local news
3. Events
- a. Recognition programs
 - b. National Days
 - i. National Mentoring Month – January 2004
We will use January/National Mentoring Month for a major recruitment blitz. All efforts/events will be focused around recruiting individuals to serve as mentors. (Communication Intern Victoria Araj is working on some specific things that can occur.)
 - ii. Mentor Michigan Summits
Five regional summits will be held to market the Mentor Michigan mission/vision, help build the capacity of local mentoring programs, and seek input from programs on how we can support their work in order to recruit 10,000 new mentors. Summits will be held in October/November 2003 in Western Wayne County (10/25/03) Central Michigan (11/6/03 in Saginaw – target audience Saginaw, Bay City, Midland, Lansing), Detroit, West Michigan, and the Upper Peninsula. Local organizations will co-host the summit with the MCSC and First Gentleman. The summits will target participants from local mentoring programs and will be used to (PK will propose dates and local partners for the remaining summits.)
4. Partnerships
- a. Corporate (Summer 2004)
 - i. Employee awareness and incentives
 - ii. Customer awareness and incentives
 - b. Prominent Leaders (Fall 2004)
 - i. Local mentoring ambassadors

Training & Technical Assistance

1. Convey Mentor Michigan mission, vision, values, and goals at the Regional Summits (October/November 2003)
2. Establish and adopt the Michigan Mentoring Standards of Best Practice. (Input given during the Summits. Draft available after the Summits.)

3. Gain National Mentor Partnership state certification (September 30, 2003)
4. Develop a communication tool to share best practices (research findings, tips for better mentoring, etc.). (December 31, 2003)
5. Facilitate regular training and technical assistance meetings based on needs identified in summits. (*Specific dates to be determined*)
 - a. Statewide meeting (Develop an annual mentoring conference; in 2004 it will be in conjunction with the Volunteerism SuperConference in May)
 - b. Regional meetings
 - c. Local meetings

Data Collection and Tracking

1. Determine method for assessing a baseline of current mentoring activities in Michigan. The National Mentoring Partnership has a web-based tool that will allow us to get this done. (9/30/2003)
2. Develop a tracking system to report the number of new mentors recruited on an ongoing basis (12/31/2003)
3. Measure trends in mentoring programs/organizations

Public Policy / Advocacy

1. Explore the options for free state-provided background checks of mentors
2. Identify existing state resources (internal state government survey).
 - a. Survey the Children Action Network. (09/30/03)
3. Other issues to be determined by feedback from the Regional Summits
 - a. State employee leave options (?)
 - b. Cabinet staff mentoring directives (?)

Leadership/Champions

1. Develop a statewide governor-appointed advisory group of 12-15 people to help lead Mentor Michigan. The group would serve in an advisory capacity to the MCSC board and would meet a few times a year.
 - a. The first meeting would occur in September 2003 at which vision and mission would be adopted. Rather than meeting quarterly committee

members will be engaged in ongoing activities in their area of expertise.
(9/30/03)

- b. Targeted committee members would be key leaders who can open doors, raise the profile, and give advice or resources (i.e. corporate CEO's, foundation leaders, elected officials, etc)

Sector Approaches (Target Markets)

1. Education institutions
 - a. K-12 schools
 - i. Children's Action Network (high priority) (August/September 2003)
 1. Connect to No Child Left Behind
 - ii. All other education institutions
 1. Identify specific school-based mentoring models
 - b. Higher Education
2. Faith-based organizations (Greg Roberts)
3. Nonprofit organizations
4. Juvenile justice system
 - a. Utilize knowledge from the VIP program and other current Mentor Michigan partners
5. Corporations
 - a. Leave time for staff
 - b. Adopting schools
6. State government (internal)
7. National Service
 - a. AmeriCorps/AmeriCorps*VISTA
 - b. Learn and Serve
 - c. Senior Corps
 - d. Citizen Corps