



100k Mentor Challenge

powered by ProMazo

100k Mentor Challenge Advocate Toolkit

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OVERVIEW

WHAT

The 100k Mentor Challenge aims to connect 100,000 college students from underrepresented backgrounds with 100,000 mentors by the end of the 2020-2021 academic year to help them overcome the loss of on-campus recruiting, professional networks, and internships/full time jobs.

WHY

College students are at serious risk of being left behind. In the wake of the coronavirus, on-campus events were cancelled and many internships and job offers were rescinded. These cuts hit students from underrepresented backgrounds especially hard because they rely on these opportunities to build their networks and secure their first jobs since they often do not have personal or family connections to fall back on. We realized that if we do not step up to help, millions of college students will experience unemployment or underemployment and they will struggle to reach their potential for years to come.

We risk a lost generation just when the efforts in higher education to establish a more diverse student body have started to bear fruit. We're committed to making sure students don't face this threat alone.

HOW

We asked and students answered. Students said they need mentors for career advice, guidance, and support to help navigate the loss of on-campus resources, networks, and job opportunities.

At the same time we realized companies, like yours, have people who want to make a positive social impact and who have the professional insights students need. So, together in partnership with college students from over a dozen universities, we launched the 100k Mentor Challenge movement to connect college students from underrepresented backgrounds with mentors.

Join the movement. Be a force for positive social change. Create new pipelines of opportunity.

Be the company that translates words into action by signing the Pledge and committing to supporting underrepresented college students. We urge companies to join the movement to help make sure students are not left behind. By pledging, companies commit to:

- **ACKNOWLEDGING COLLEGE STUDENTS ARE AT RISK** of being left behind, especially those from underrepresented backgrounds who will continue to find themselves seriously disadvantaged compared to their peers.
- **REMOVING BARRIERS** by adopting new thinking around how to engage and build relationships with underrepresented groups and how to help these students join the organization.
- **DEFINING SUCCESS** and the desired impact for their organization.
- **ENGAGING COMMUNITY** by sharing their commitment to the next generation through posts and videos on social media and encouraging their employees/corporate leaders to register.
- **MEETING STUDENTS WHERE THEY ARE** and taking a mobile first approach to offer help where it is needed most through the app which eliminates the limitations of local proximity and physical interactions.
- **CLOSING THE GAP** by helping underrepresented students reach their full potential.

We are facing uncertain times. The rules governing how companies recruit and how students network/find jobs are being completely rewritten. However, we are optimistic. We look at the current situation as a challenge to build a better, more resilient system that provides more opportunities to the diverse student population. Through the 100k Mentor Challenge, we are going to reimagine how students are recruited, showcase their skills, and how networks/relationships form so students can build bonds with professionals across the country.

MENTOR KEY MESSAGING

Our future leaders are at risk: College students are the future innovators and executives who will lead our companies and our country. Currently, they are at serious risk of being left behind.

- The spring of 2020 was devastating: The Class of 2020 opened their senior year with expectations of entering the strongest job market in 50 years. They closed it at home, separated from friends and classmates. Graduation took place over a webcam as the economy went into a freefall and many faced rescinded internships/full-time offers.
- College students rely on on-campus resources and events: The ability to tap into university resources and networks is crucial to exploring potential careers and securing jobs, especially for students from underrepresented backgrounds who may not have personal or family connections to fall back on.
- Because of campus lockdowns, networking is limited and many internships/jobs are canceled: Many companies continue to cut intern and new hire programs, as well as on-campus info sessions, networking events, careers fairs, and more.
- Things will not return to the way they were: Traditional recruiting was upended and the new rules for how college students learn about and secure jobs are unwritten.
- The spring of 2020 was just the beginning: Unfortunately, there will be more widespread cancellations of student professional development opportunities, on-campus recruiting will all but cease to exist, and jobs will become even harder to find.

Student state of mind: Millions of college students are feeling isolated, helpless, and uncertain about how to even begin to navigate the loss of on-campus resources, networks, and job opportunities.

Be the solution: Professionals like yourself have navigated the job application process, weathered turns in the market, and faced challenging obstacles throughout your career. This experience provides everything you need to support and guide a college student during this difficult time.

The goal: The 100k Mentor Challenge aims to connect 100,000 college students from underrepresented backgrounds with 100,000 mentors by the end of the 2020-2021 academic year to help them overcome the loss of on-campus recruiting, professional networks, and internships/full time jobs.

How we'll reach the goal: We recognized the gravity of the situation and decided something must be done to help college students.

- We tapped into our network and were immediately met by a groundswell of support from students from over a dozen universities who wanted to create a solution for themselves and their classmates.
- ProMazo donated its tech platform and established a student team to develop the mobile app to facilitate the experience for both mentors and mentees.
- The 100k Mentor Challenge movement reached out to several Fortune 500 executives and other organizations from a variety of industries who supplied valuable insight and early support.
- Bottom up support - Students reached out to their classmates and professionals at all levels urging them to pledge their support for the movement.
- Top down support - ProMazo will help coordinate the effort to secure support from small and medium-sized businesses to Fortune 500 companies who will partner with us to mobilize the 100,000 mentors we need.

What's different about the 100k Mentor Challenge: There are countless great mentoring programs out there, but we recognized one did not exist that addresses:

- The scale of the problem as millions of college students are spread out across the country.
- The virtual nature of the problem as face to face interactions continue to be limited.
- The urgency of the problem as college students continue to lose professional development and networking opportunities to go along with canceled internships and rescinded full-time job offers.

College students need a nationwide, coordinated, and virtual movement to help them now.

Not your traditional mentoring program: The supporting app is a free, turnkey solution that eliminates much of the traditional complexity and overhead associated with most mentoring programs.

- The app was designed from a mobile first perspective which enabled us to reimagine how to build connections and networks in a post-covid world.
- The app's matching algorithm automatically pairs mentors with students based on shared characteristics such as industry and major to ensure a good fit.
- Relationships are supported through a series of guides on in demand topics to keep conversations focused and impactful.
- Mentors make a flexible and adjustable commitment as they can opt in/out of 4-month Seasons as schedules permit, and they can indicate the underrepresented groups they would like to support.

Why ProMazo? ProMazo believes the intellectual firepower of the 19 million people enrolled at U.S. universities represents a vast, diverse, and untapped talent pool. Through our work with numerous Fortune 500 partners, we have empowered hundreds of ProMazo Fellows to gain real-world experience, develop as young professionals, and secure their first post-graduation jobs.

Through discussions with dozens of students we realized:

1. The current system for recruiting and networking is irreparably broken because of the pandemic. While new processes are being created for a post-covid world, millions of students, especially those from underrepresented backgrounds, are at risk of falling through the cracks.
2. Our experience building and managing remote work teams for our corporate partners provides a perspective that allows us to reimagine what networking and recruiting could look like in a post-covid world.
3. As an interface between students and companies, we are in a unique position to lead the effort to connect these groups in a new way.

MENTOR CHECKLIST

STEP 1: Take the Pledge! We urge US-based professionals from all industries at all stages of their careers to participate as mentors to make sure college students are not left behind. Following launch, mentors can download the 100k Mentor Challenge app from the App Store or Google Play and take the Pledge. By pledging, mentors commit to:

- **ACKNOWLEDGING** college students are at risk of being left behind, especially those from underrepresented backgrounds who will continue to find themselves seriously disadvantaged compared to their peers.
- **EMBRACING** being the solution as professionals from all industries and career stages can have an incredible impact on students.
- **COMMITTING** 1 hour per month to a mentee for at least 4 months.
- **REBUILDING** the devastated student networks and support systems in new ways that are more resilient to sudden shocks.
- **ACHIEVING** success by reducing feelings of isolation and uncertainty while building a positive relationship with their mentee and helping them move forward in their professional journey.

STEP 2: Spread the word! Tell your friends, family, coworkers, neighbors, and followers on social media you are making a difference in the life of a college student!

STEP 3: Simple sign up. After downloading the 100k Mentor Challenge app, mentors can quickly complete registration to be included in the next match cycle. During registration, you will have the option to indicate if you have a preference of supporting a student from an underrepresented background.

STEP 4: Review your match candidates. Match cycles are run every few weeks. During this process, the app's matching algorithm will connect you to a set of potential matches based on shared characteristics such as industry and major and the preferences you indicated. The app will present mentee candidate profiles and request you to rank potential matches. Please note candidate profile pictures and names will be excluded to help reduce unconscious bias.

STEP 5: Get matched and get started! The app's matching algorithm will run again to identify optimal matches now including mentor and mentee rankings. You will be provided with your mentee match(es) and can reach out to schedule your first meeting through the app's chat feature.

STEP 6: A guided mentorship program. One key reason mentorships fail is because they lack structure. To address this issue, the app includes guides covering in-demand topics along with sample tasks mentees can complete between sessions, laying a foundation for the relationship to thrive. Feel free to follow along with the content provided in the app or define your own goals with your mentee.

STEP 7: Build relationships through "Seasons". After every 4 month Season, you will have the option to continue with your current mentee, to match with a new mentee, or to take the Season off. Before every new Season, you will also have the opportunity to update your preferences including the types of students you want to support. Once your profile is updated, Steps 4-5 repeat. Keep in mind you may join a Season midway through so you may be given the option to renew, rematch, or sit a Season out before you have spent a full 4 months with your current mentee.

CORPORATE VALUE PROPOSITION

It's a win-win-win-win for your team.

- **HR/Talent Acquisition:** Imagine having access to a wide array of diverse talent and 10x the resources to attract and evaluate candidates all at no additional cost to HR/TA or your organization. Through the 100k Mentor Challenge, your mentors become brand ambassadors/ talent identifiers as they meet with their mentees and showcase your company's culture and values. During their interactions, mentors gain a unique perspective on their mentees and can identify students who are potential prospects and refer them to your core Talent Acquisition team.
- **Recruiting:** On-campus recruiting will continue to be severely limited/canceled for at least the next year. The 100k Mentor Challenge provides an entirely new way to virtually and meaningfully engage with college students and potential recruits from universities across the country. Your team can be a leader in the future of recruiting and hit the ground running this fall.
- **Diversity & Inclusion:** Build new pipelines to and networks with underrepresented students despite the limitations caused by the pandemic. The 100k Mentor Challenge provides a tangible way for all employees to take action to help advance your company's D&I initiatives.
- **Employee Resource Groups:** Advocate for and advance the careers of the next generation of diverse employees by mentoring/sponsoring minority, women, LGBTQ+, veteran, and first-generation college students.

It's the right thing to do. College students from underrepresented backgrounds are at serious risk of being left behind through no fault of their own. The resources, support systems, and networks designed to help them bridge the gap between being a student and a young professional have been decimated and many do not have personal or family connections to fall back on. Millions have been left feeling isolated, helpless, and uncertain about how to even begin to navigate the loss of on-campus resources, networks, and job opportunities.

Students need to see companies step up. The pandemic has forced many companies to cancel intern and new hire programs, lay off employees, and scale back operations. Companies had no choice, but they can still demonstrate they are committed to the next generation of diverse talent by donating their time and pledging their organization to having a positive social impact.

Translate words into action. By joining the 100k Mentor Challenge as a Corporate Supporter or Sponsor your organization demonstrates you are committed to:

- **Positive social impact:** Lead by example by setting your organization's goal and encouraging employees to support minority, women, LGBTQ+, veteran, and first-generation college students.
- **Corporate social responsibility:** Honor your commitment to the community despite canceled in-person CSR activities, days of giving, and volunteer events. Every member of your organization can give back by participating in the social-distancing friendly virtual movement.
- **Employee development:** Mentorship programs are often just as beneficial for the mentor as they are for the mentee. Professionals at all levels of your organization can hone their communication and leadership skills through the program and apply these lessons to their job.

Becoming a Corporate Supporter is free. There is no cost to individuals or Corporate Supporters who pledge to unite their workforce behind a common cause.

We need Corporate Sponsors to reach our goal. We are proud of our progress, but we realize we cannot impact the lives of 100,000 underrepresented college students alone. We need your help to grow the 100k Mentor Challenge so we can reach more of the students in need.

Not your traditional mentoring program. It was designed from a mobile first perspective, which enabled us to reimagine how to build connections and networks in a post-covid world. We also understand how busy corporate leaders are, so we made the app completely self-managed to ensure we did not create more work for HR/D&I leaders.

Low/no operational cost. The app is a free, turnkey solution that automates much of the traditional complexity of mentorship programs. The app's matching algorithm automatically pairs mentors with students based on shared characteristics such as industry and major to ensure a good fit. We also support the relationship through a series of guides on in-demand topics to keep the conversations focused and impactful. This ensures your company will not have to dedicate resources to operating the program and that your employees can spend the maximum amount of time helping their mentees.

Flexible & Adjustable Commitment. Our mentorship program breaks each year into 4-month Seasons after which a mentor can choose to match with a new mentee, continue an existing relationship, or take the Season off. This feature gives participants the flexibility to choose different communities they wish to support, ranging from women in technology to African Americans in finance, and it also allows mentors to reduce involvement if their schedules become hectic during a particular time of the year.

A new scalable way to build talent networks and qualify candidates in post-covid world:

1. HR/Talent Acquisition teams are usually faced with many student applicants, but often they are "unqualified leads".
2. Every mentor who participates from your organization becomes a brand ambassador/talent identifier at no cost to the company.
3. Mentors get to know mentees during their discussions and can identify potential recruits who might fit within the firm.
4. Mentors can alert HR/Talent Acquisition about potential recruits and plug them into the existing recruiting process.
5. HR/Talent Acquisition can then focus more of their time and energy on the set of qualified leads who were identified by people who know their company best.

THE RESULT

The 100k Mentor Challenge can facilitate over 45,000 connections with just 5% of an average Fortune 500's workforce participating.

CORPORATE CHECKLIST

STEP 1: Secure approval. Contact leaders in HR, Diversity & Inclusion, Employee Resource Groups, or Corporate Social Responsibility to obtain approval from at least one leader/group to enable you to share across the organization.

STEP 2: Determine your impact. Every company that takes the Pledge as a Corporate Supporter will impact the lives of underrepresented college students, but we also need Corporate Sponsors to step up and join us in making sure we can continue the movement and reach our goal. Refer to the Corporate Impact Overview for more information on how you can help.

STEP 3. Drive participation. Set participation goals for your US-based employees. For a Fortune 500 company, we recommend the following as an initial goal: 3 senior executives (e.g. C-level, EVP), 3-5 divisions (e.g. finance, global technology, talent acquisition), 3 Employee Resource Groups, and 500 total participants from your organization for the first year.

STEP 4: Share. Promote the 100k Mentor Challenge internally via team emails, company-wide newsletters, and your organization's intranet, and externally via social media posts and short video clips from your leaders on why they are joining.

STEP 5: Let's Chat. Feel free to reach out to 100ksponsors@promazo.com to schedule a demo of the mobile app and discuss how your company can help students from underrepresented backgrounds.

CORPORATE IMPACT OVERVIEW

We are facing uncertain times. The rules governing how companies recruit and how students network and find jobs are being completely rewritten. However, we are optimistic. We look at the current situation as a challenge to build a better, more resilient system that provides opportunities to a diverse student population. Through the 100k Mentor Challenge, we are going to reimagine how students are recruited, showcase their skills, and how relationships and networks form so students can build bonds with professionals across the country.

Overall Benefits:

- Ensure the 100k Mentor Challenge has the resources it needs to continue to help underrepresented students and remain free for all mentors and mentees.
- Be a part of the positive social change this country needs, provide an avenue for your employees to give back and help tens of thousands of students take their first steps in their careers.
- Have an immediate impact on a national and local scale

Recruiting Benefits For Your Company:

- Track your impact in the community through the program's impact reports and see how many/the types of people your company helps
- Build an entirely new way to efficiently recruit entry level talent at a national scale without increasing the burden on your national
- Diversify your talent pipelines and build connections to students across the country

Sponsor Levels Overview

1. **Mentee Level.** The Mentee Level of Sponsoring the 100k Mentors Challenge allows companies to build deeper relationships with the mentees within their program. At this sponsor level companies can build their talent pipeline amongst their mentees throughout the year and host events for them to learn more about the company and its opportunities.

Highlights Include*

- Virtual Roundtables to engage your mentees and showcase your company
- 100k Mentor Challenge Impact Report and engagement tracking of your mentees
- Reporting on how mentees view your company's employer brand

2. **National Level.** Not only will a company gain access to many of the benefits of the Mentee Level, but a national sponsorship unlocks access to the entire 100k Mentor Challenge's mentee pool. As part of a firm's national exposure, we create a customized, branded mentor campaign featuring the company's support on core components of the app which is seen by all of the mentees on the app. We will also facilitate opportunities for mentees from across the country to learn about the company and the opportunities available at the firm.

Highlights Include*

- Branding of a signature component of the 100k Mentorship Challenge App
- Custom created content about your organization distributed to our national network
- Share job opportunities with our national network

*A particular highlight may not be available at certain levels of sponsorship. Ask for more details.

For more details, please refer to our Sponsorship Packet.

FREQUENTLY ASKED QUESTIONS

General Questions

What is the 100k Mentor Challenge?

The 100k Mentor Challenge is a national movement to connect 100,000 college students from underrepresented backgrounds with 100,000 mentors by the end of the 2020-2021 academic year to help them overcome the loss of on-campus recruiting, professional networks, and internships/full time jobs.

How did the 100k Mentor Challenge get started?

In June of 2020 as the pandemic gripped the world, we at ProMazo saw the challenges college students were facing as campuses shut down, summer internships were canceled, and full time job offers were rescinded. We knew the fallout would impact students for years to come as traditional on-campus recruiting and networking was upended.

Knowing the loss of on-campus resources and networks affects underrepresented students the most because they often do not have personal or family connections to fall back on, we knew we had to do something to help. We realized if we did nothing, millions of college students will experience unemployment or underemployment, and they will struggle to reach their potential for years to come. We risked a lost generation.

Instead of looking at this as a problem, we saw it as an opportunity to build a more equitable and fair system. To rebuild a student's network in a new way we thought of connecting professionals and students through an app and the 100k Mentor Challenge was born. We created a modern mentorship tool that will ensure underrepresented students can build these crucial networks during a time when all of their traditional ways to do so have evaporated. Together in partnership with forward thinking companies and their employees, we can ensure the fight to give everyone equal access to high quality jobs becomes a reality.

Over the past several months, students from over a dozen colleges have come together to develop the program, the mobile app, the mentor matching algorithm, program marketing, and more. We could not be more proud and excited to share with the world what they have built.

To find out more about ProMazo please see the Team section below.

What is my role as a mentor?

Your role is to share your experience, skills, and knowledge acting as a guide for your mentee on their professional journey.

You should make yourself approachable and available to help, accept your mentee where they are in their development, encourage your mentee to follow their own path, and help them to achieve their potential.

Don't be afraid to admit when you don't know how to respond to one of your mentee's questions. You are not expected to have all the answers! Rather, help your mentee identify resources that will enable them to answer their own questions.

Are there any requirements for becoming a mentor?

All you need is the desire to help and 1 hour per month. We encourage professionals from all industries and stages of their careers to get involved and to mobilize their network to help underrepresented college students.

What does underrepresented mean? What student populations are eligible?

The initial goal of the 100k Mentor Challenge focuses on students from underrepresented backgrounds including minorities, women, LGBTQ+ students, students with disabilities, veterans/ROTC, and first generation college students.

How to Get Involved

How do I get involved as a mentor or mentee?

Complete the registration by filling out all of the details on Your Account. Once updated, you will be included in the next match cycle which runs every few weeks. During this process the app's matching algorithm will connect you to a set of potential matches based on shared characteristics such as industry and major as well as the preferences you indicated. You can review the potential matches and then you will rank the potential matches you believe fit best with where you want to donate your time. Please note: candidate profile pictures and names will be excluded to help reduce unconscious bias.

Once you complete your rankings, the app's matching algorithm will include the mentor/mentee rankings and run again to identify optimal matches. You will then be provided with your mentor/mentee match(es) and can reach out to schedule your first meeting through the app's chat feature at your convenience.

How can I get my company involved?

We are working with numerous partners to drive participation at their organization and to tap into the 100k Mentor Challenge as a resource for their HR, talent acquisition, diversity and inclusion, and corporate social responsibility teams.

Send us an email at 100ksponsors@promazo.com to learn more.

App-Related Questions

Are there guides my mentee and I can follow?

One key reason mentorships fail is because they lack structure. To address this issue, the app includes guides covering in-demand topics along with sample tasks mentees can complete between sessions, laying a foundation for the relationship to thrive.

These guides are divided into 3 main Stages to reflect the mentee's professional journey:

1. Discover: The mentee is exploring new interests, classes, majors, and career paths. They are new to networking and the exercise of positioning their experience to demonstrate their hard and soft skills.
2. Identify: The mentee has an idea of where they are headed, their major, and potential career paths. They are starting to narrow their focus through the activities they participate in, the academic and professional contacts they build, and how they talk about/present their experience.
3. Pursue: The mentee is actively on the job hunt. They are focused on building and executing their plan to secure a job, networking with specific people who can help along the way, and positioning their skills/experience to uniquely qualify themselves as a candidate.

Guides are further divided by topic categories, or Paths, to help mentees with Networking, Personal Branding, and their Career Roadmap.

We recommend mentors and mentees discuss what Stage is most appropriate for the mentee and what Path(s) they would like to focus on.

Where can I provide feedback?

Navigate to Settings, then click the Get Support button to provide feedback or ask a question.

What if my mentee match isn't working out?

Not a problem! Every user on the app has the option to unmatch with their mentor/mentee and be put back into the pool. However, we highly encourage you to try and stay together for one Season, because some relationships can start off slow, but end up being very fruitful. Additionally, after every 4 month Season, mentors and mentees will have the option to continue with their current match, to match with a new person, or to take the Season off. Before every new Season, mentors will also have the opportunity to update their preferences including the types of students they want to support.

What if I come across a fake account or bad actor?

During registration we require .edu email addresses for mentees and corporate email addresses for mentors to reduce the number of bad accounts.

However, if you experience inappropriate language, spam, a fake account, or any other inappropriate behavior, you can report the individual using the exclamation icon on the top right of the mentee/mentor profile and our team will investigate to determine the appropriate course of action, including account termination.

The Team

What is ProMazo? Why is ProMazo leading the 100k Mentor Challenge?

ProMazo believes the intellectual firepower of the 19 million people enrolled at U.S. universities represents a vast, diverse, and untapped talent pool. We embed these incredible minds within corporate work teams ranging from Fortune 500s to startups to supplement the day-to-day activities of a company's workforce and give organizations access to incredible, flexible, diverse talent with the latest skill sets. To learn more, please go to promazo.com.

ProMazo's role with the Challenge is to support the student leaders, mentor them as the program grows, assist with the strategic direction of the program, and ensure the technology is functioning properly so that everyone can have a rewarding experience.

What students helped create the 100k Mentor Challenge?

Great question! Head over to the About the Challenge section of the app and click on The Team tab to see some of the students who helped make the Challenge possible.