

## Mentor Handbook

### Professional Mentor Handbook and Instructions

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

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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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## 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:

- x 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.
- x You should plan to meet with your Mentee in person at least once a semester.
- x Be encouraging and helpful to your Mentee.
- x Be committed to your Mentee until they graduate.
- x Invest the time necessary.
- x Be honest and trustworthy.
- x Be willing to lend assistance to your Mentee and provide meaningful guidance.
- x Be committed to the success of your Mentee.
- x 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

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## 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:

- x Your Mentee should respond to communications within two days at the latest.
- x Your Mentee is expected to arrive at all meetings on time and should show you regular respect.
- x 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.
- x Your Mentee should be dedicated to the relationship with you until they graduate.

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## 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:

Mentee

Mentor

Become acquainted with the





## 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

Possible Activities

## LongDistance 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