

CASE STUDY

UNIVERSITY OF COLORADO ENGAGES STUDENTS AND ALUMNI IN A PIPELINE OF MENTORING PROGRAMS

BUSINESS CHALLENGE

Beginning in 2009, the Leeds School of Business at the University of Colorado, Boulder, sought to develop mentoring programs to achieve key goals for students and alumni:

- ✓ Provide individualized professional development and career support for students
- ✓ Make a stronger connection with alumni

"We were looking to give alumni a better way to meaningfully engage with students. Additionally, we thought a mentoring program could give our students a little boost in a tough job market," explained Katie Connor, Director of the Leeds Mentoring Office. "Having that extra personal help can make a big difference to a student."

After an initial pilot program in 2009, they rolled out the mentoring program school-wide in 2010. However the program relied on an in-house developed tool for matching and tracking that was limited in scope, difficult to update, and required a significant amount of manual work for administrators. "It was a push tool only for administrators, with no way to engage the participants. Finally, when we hit about 1,000 participants, we went looking for a better solution," Connor said.



THE CHRONUS SOLUTION

An Internet search revealed a few ways in which software could help solve these problems. After researching the options, Connor settled on Chronus. "Chronus had the most experience with university customers. That was important to us. After speaking to some of their customers, we felt like Chronus really understood the university experience and environment when it came to mentoring," elaborated Connor.

A smooth implementation. After making the decision to subscribe to Chronus software in 2012, the Chronus implementation team got to work. Bringing in the existing dataset, creating modifications, and customizing the software to the needs of the school took a few weeks.

"It all went smoothly," commented Connor. "We had weekly phone calls and great ongoing communication and support throughout the implementation process. We were even able to create a single sign on to link Chronus with the university system."

An entire pipeline of mentoring from students to professionals. Today The Leeds School of Business runs four mentoring programs using Chronus :

1. Peer2Peer (P2P) program which supports first-year students with peer mentors
2. Young Alumni Mentors (YAM) program that connects sophomores with recent graduates
3. Professional Mentorship (PMP) Program which partners undergraduates and MBAs with seasoned professionals.
4. CoLab program as a one-time first year student experience

"As our programs have grown, the new bulk matching has allowed us to improve the efficiency of the matching process, while also enhancing the quality," said Connor. "For example, this summer we'll be matching over 600 students with mentors in the various programs. Chronus provides us with the ability to create detailed profiles for a very personalized matching system. Using the bulk matching feature, we can narrow down the matching options faster and earlier in the process, which definitely saves us a lot of time."



STUDENTS
TO PEER
MENTORS



STUDENTS
TO RECENT
ALUMNI



STUDENTS
TO EXPERIENCED
PROFESSIONALS



SOLUTIONS PROVIDED

Software: Chronus software for mentoring

Services: Implementation and configuration services including:

- ✓ Branded user interface (UI) consistent with the Leeds School of Business
- ✓ Import of existing data
- ✓ Various other customizations, including a single sign on feature
- ✓ Ability for students and mentors to participate in multiple programs via a "common app"

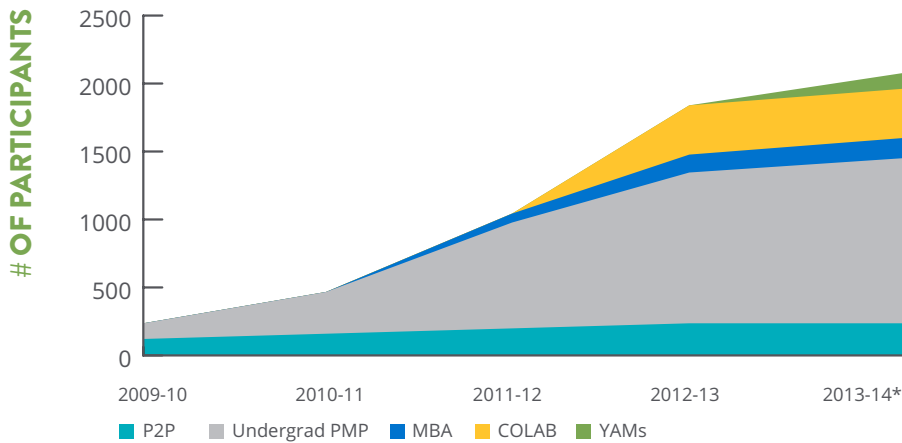
Feature most appreciated: bulk matching for administrators

BENEFITS REALIZED

A link between participation and landing that first job.

The program has enjoyed tremendous growth in terms of participants and user engagement since implementing Chronus Mentor. Results of the Educational Benchmarking, Inc. (EBI) survey completed by Leeds showed that undergraduate Professional Mentorship Program students are **40% more likely to have a job upon graduation** than non-participants. Today, over 50% of all Leeds undergraduates are involved in one of the Leeds Mentoring Office Programs.

LEEDS MENTORING OFFICE PARTICIPATION



Additional benefits. The Leeds school has also appreciated the following benefits provided by Chronus:

- ✓ Simplified program management
- ✓ Ease of use for administrators and participants
- ✓ Through detailed profiles, better matches for improved mentoring chemistry and results
- ✓ Milestones throughout all of the mentoring programs that build upon one another for a continuous look at a mentee's progress
- ✓ The ability to connect both 1:1 and to the whole community

"Our goal was to provide professional development, counseling, and career readiness support for our students throughout their academic and professional progression. I think we've certainly done that as well as developed a meaningful way to engage our students and alumni. Chronus has provided us with the personalized approach we needed for our mentoring program success," concluded Connor.

PARTICIPANT FEEDBACK

"I can honestly say I would not have any of the opportunities I have today, if I had not had Christine's help. You could say we're the poster mentor-mentee pair, as this summer I will be attending a pre-internship program out at the KPMG office in New York, thanks to Christine's help."

**- Emily F., PMP student,
Accounting / Finance '14**

"This was one of the best things I have ever been involved in. Loved my student...we will be lifetime friends. I have gained more than I gave during this experience...this was a great pairing. I am so proud of her as she readies for a huge position in September. I wish that I had had a mentor when I was at her stage of life. We are 'safe havens' for students who need to get the low-down on the real world. I loved the experience. Thanks for this incredible opportunity!!!"

- J.J., MBA PMP Mentor

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ABOUT CHRONUS

Chronus is the leader in mentoring software. Our configurable platform is powering hundreds of successful mentoring programs for some of the worlds largest companies, educational institutions, and professional associations. With unique MatchIQ technology, a guided experience for participants, and the most configurable platform in the industry, Chronus enables mentoring programs to efficiently scale and drive more strategic value for organizations worldwide.



CHRONUS

Unleash the Power of Mentoring

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