

Mentoring Enrollment



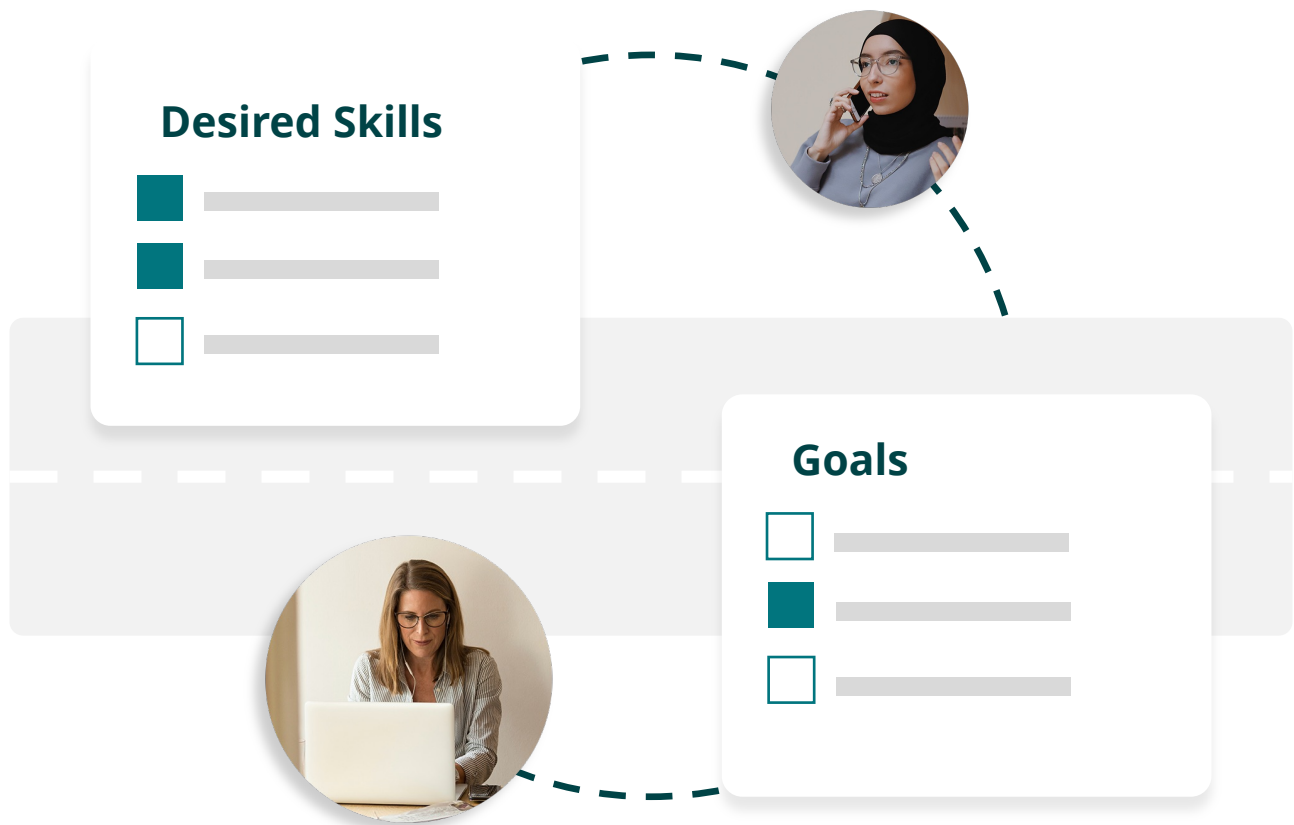
How To Improve Enrollment

If you're not reaching your enrollment goals, you might want to review your program set up, and revise according to the following guidance:

Limit Number of Mentoring Profile Questions

On average, a participant should be able to fill out a profile in no more than five minutes. Beyond identity questions (e.g. first name, last name, location) we also recommend three to five subjective questions in the areas of business functional skills, leadership skills, strengths and topical expertise utilized for matching. These questions can look like the following:

- What do you want to learn?
- What knowledge are you looking for?
- What skills do you currently have?



The diagram illustrates a mentoring profile form with two main sections: **Desired Skills** and **Goals**. The **Desired Skills** section includes three rows, each with a teal square followed by a horizontal line. The **Goals** section includes three rows, each with a white square followed by a horizontal line. Dashed lines connect these sections to circular images of participants: a woman in a hijab talking on a phone is connected to the **Desired Skills** section, and a woman with glasses working on a laptop is connected to the **Goals** section.

Desired Skills

☒ _____

☒ _____

☐ _____

Goals

☐ _____

☒ _____

☐ _____

Broaden Your Mentoring Recruitment Strategy

We believe using an omni-channel recruitment strategy is the most effective way to increase recruitment of participants. This means promoting the mentoring program to the organization across multiple channels. This could be done by:

- Sending out email communications or putting a note in your organizational newsletter
- Posting on your organization's intranet
- Posting on your organization's collaboration/communication platform (e.g. Slack, MS Teams, etc.)
- Publicizing on social media channels (personal and/or company-focused)
- Identifying individuals to be mentoring advocates and asking them to speak about the program in meetings, across teams/functions and at company-wide events
- Repeating any of the above efforts at least three times each

For those Invite-only Programs, we recommend sending at least three to five invitations to each participant. People receive a lot of emails over a week. To not get lost in the influx, it's important to make sure there's ample chance someone can see your invite and consider the offer.

If you aren't recruiting and enrolling enough people in your mentoring program, you could find your efforts produce lackluster results. With the help of these findings, you can act today to improve your enrollment performance in the future.

